2nd Edition

Personality Psychology: Understanding Yourself and Others

Jean M. Twenge **W. Keith Campbell**

Second Edition

Personality Psychology

Understanding Yourself and Others

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Preface

Why do people do what they do? Most people jump at the opportunity to learn about their personality and the personality of their romantic partners, friends, family, coworkers, and even enemies. More than any other subfield in psychology, personality tells us what makes people tick. Our passion for understanding personality—and sharing that knowledge with students—compelled us to write this book. We've dedicated our lives to the study of people and their personalities, and we're excited to share what we've learned.

A Modern, Empirical Approach

Research in personality psychology is enjoying a renaissance, exploring topics such as the Big Five traits, neuroimaging and brain chemistry, and the influence of personality on everything from workplace relationships to mental disorders. Although such research is the basis for advancing our understanding of personality, it doesn't need to be dry, boring, or difficult to understand. Personality should be the most interesting and relevant subfield in psychology for undergraduate students, who often want to learn as much as they can about themselves and their life paths.

- *How can I get ahead in my studies and in my career?*
- *How am I perceived on social media?*
- *How can I live a longer, happier life?*
- *How has my cultural background influenced my personality?*
- *Which job is the best fit for my personality?*
- *What's the best way to get my children to behave better?*
- *Why do I keep falling in love with jerks?*

Questions such as these are front and center in students' lives—and these are the topics students are motivated to address and understand. To us, this is what personality psychology is all about.

In this book, we strive to deliver not only what students *need* to know but also what they *want* to know—and to do it in a way that is engaging and accessible to undergraduates today. This approach is essential because today's college students are different: They are enmeshed in online networks, fascinated by their own personalities, more comfortable with short passages of text, and crave an interactive—not passive—experience with a textbook program.

The second edition of *Personality Psychology: Understanding Yourself and Others* satisfies the needs of today's students with a concise, conversational style; vivid, relatable examples; and an abundance of research-based personality questionnaires to help students learn about themselves. We also include interactive features allowing students to express and share their opinions, and self-assessments so they can gauge how well they're learning the material as they go.

Organizational Strategy

We used our simple, two-part rule—what students *need* to know and what they *want* to know—to organize this product, which breaks from the standard conventions of our predecessors. Most personality courses adhere to a theories-based approach, covering all approaches to personality equally. While there's certainly still a need to understand the foundational theories of personality psychology, there's also a need to move beyond them to focus on modern personality psychology

and its applications to the lives of students. We let the research of today dictate what receives the most coverage, conveying these findings in the real-world contexts that will shape our students' lives long after they finish the course.

The chapters are divided into three parts. Part I introduces the basic concepts of personality psychology and the methods for studying it. Part II presents the foundational approaches to personality. Finally, Part III explores personality in applied contexts, such as choosing a career, developing personal relationships, and physical health. With an emphasis on the Big Five and the very latest research, we are able to address the most pressing questions in students' lives: How different are women and men? Can people *really* change? Is it possible to get away with lying on my job application? We address questions such as these and many more: How can I become a better friend? What are the warning signs of a bad relationship? How can I finally stick to my diet? . . .

Remembering Our Roots

Some personality textbooks focus exclusively on theories, leaving out the modern empirical research. Others include both classic thought and recent research. We take this latter approach, but with a twist: We focus primarily on modern empirical research but include classic theories if they (1) inform modern research, (2) continue to echo through the culture and our lives, and/or (3) attempt to explain phenomena difficult to capture with empirical methods. For example, a personality course would not be complete without the ideas of Freud, Jung, Adler, and the object relations theorists, whose theories fully satisfy the last two conditions. Research on learning and behaviorism continues to shape behavior modification programs. And classic models of motivation, like those of Maslow and Murray, still resonate in society and are included in the text along with current models such as self-determination theory, intrinsic and extrinsic motives, and approach versus avoidance.

We also feature the history of certain areas of research in timelines, giving students a concise overview of classic theories and theorists. Likewise, most chapters spotlight a critical moment in the history of personality psychology in the feature *Personality's Past*. For example, in Chapter 2 there's a feature discussing the genesis of personality questionnaires; in Chapter 3, we cover the development of the lexical method of discovering personality traits; Chapter 7 presents the classic study of tracing achievement motivation in children's books; and Chapter 10 recalls the groundbreaking work of Maccoby and Jacklin in *The Psychology of Sex Differences*.

What's New in the Second Edition

This second edition features extensive coverage of new studies and citations highlighting the most recent and relevant research in the field with a focus on an updated, streamlined presentation of material. Numerous new interactive activities in Revel provide students with an enhanced opportunity to engage with material as they read to enhance their learning experience. In addition, students can take more than 25 personality questionnaires—the same personality measures used in the research literature—and see how their score compares to others' on a normal curve. New for the second edition, the norms will be continually updated, with students able to compare their scores with those of personality psychology students across the country.

New material in the second edition includes:

Chapter 1

- Enhanced coverage of the history of personality psychology including new interactive Figure 1.1 showing the different branches of the history "tree"

Chapter 2

- Expanded coverage of ethics and sound scientific practice, including open science and the replication crisis
- New interactive Table 2.2 reinforcing the different types of validity
- Enhanced interactive coverage of correlation, normal distribution, and triangulation

Chapter 3

- New material on how the Big Five relates to digital communication
- An enhanced chapter organization placing the development of the Big Five earlier
- New interactive Table 3.3 highlighting emoji associated with the Big Five traits
- New video on how the Big Five relate to personality traits
- Maps showing prevalence of each of the Big Five traits throughout the United States are now interactive

Chapter 4

- Updated coverage of epigenetics and gene expression
- New material on sociosexuality, evolution and same sex attraction, and testosterone exposure effects
- Enhanced interactives highlighting personality in the brain

Chapter 5

- New coverage of the Self-Evaluation Maintenance (SEM) model
- New video on self-compassion

Chapter 6

- New chapter opener illustrating how the popular children's book *Where the Wild Things Are* represents psychodynamic concepts
- Reorganization of material on Freud for better flow
- New coverage of priming with an interactive example

Chapter 7

- Coverage of new research on mindfulness
- Updated coverage of U.S. presidents' motives
- New video on the concept of flow

Chapter 8

- Enhanced coverage of socialization and reciprocal determinism including new interactive Figure 8.1
- New videos illustrating negative reinforcement, observational learning, and shaping positive behavior with rewards

Chapter 9

- Coverage of new longitudinal studies on personality development across the lifespan
- Expanded coverage of how significant life events impact personality
- A more chronological placement of coverage on birth order and personality
- Revised Table 9.1 provides examples of child temperament constructs related to adult personality traits and is now interactive
- Revised Table 9.2 links Erikson's life stages with common personality developments

Chapter 10

- Enhanced discussion of sex versus gender
- Updated coverage of gender and leadership

Chapter 11

- Updated coverage of cultural products and the links between socioeconomic status and personality
- New video illustrating differences between collectivistic and individualistic cultures

Chapter 12

- Coverage of new research on personality and undergraduate majors and of perceived overqualification

Chapter 13

- New chapter opening example of changing marriage patterns
- New research on online dating apps, selfies, and social media and relationships
- New coverage of partner personality traits and relationship satisfaction including new Figure 13.1
- New video with classic footage of Harlow's monkey experiment

Chapter 14

- New material on the interplay between personality traits and psychological disorders
- Updated coverage on the development of personality disorders
- New material on the opioid epidemic
- Revised Table 14.1 on the ten personality disorders is now paired with interactive coverage of the three clusters of personality disorders
- Two new videos including the case of John Nash and a case study of anorexia

Chapter 15

- Coverage of new studies on conscientiousness and health

A Truly Interactive Product: Revel™

Revel for *Personality Psychology: Understanding Yourself and Others* doesn't just inform students; it engages them. Revel is an interactive learning environment that deeply engages students and prepares them for class. Media and assessment integrated directly within the authors' narrative let students read, explore interactive content and practice in one continuous learning path. Thanks to the dynamic reading experience in Revel, students come to class prepared to discuss, apply, and learn from instructors and from each other. Learn more about Revel at www.pearson.com/revel.

Questionnaires

In Revel, students can take more than 25 personality questionnaires, all valid and reliable measures from the research literature. These questionnaires provide a welcome opportunity for students to immediately begin to understand themselves better, as well as to better understand how they relate to others. The questionnaires also help students understand how personality scientists measure constructs in the field and how researchers compare an individual's responses to others'. Students will see their scores as percentiles and on a normal curve, providing a concrete and personal example of personality assessment and reinforcing the role of statistics in psychology. And—new in this edition—students can automatically get course credit for completing the personality questionnaires. Questionnaires can be found in the Assignments section in Revel and we recommend assigning them at the beginning of each chapter.

Writing Prompts

Each chapter also contains journal and shared writing prompts. The journal prompts allow students to take concepts from the text and questionnaires and apply them to their own lives, thus helping them not only better learn the material but also better learn about their lives. The shared writing prompts at the end of each chapter are meant to foster a dialogue among students in the class. Such meaningful exchanges of perspectives and ideas help students gain a greater appreciation for others' lived experiences as well as to apply the concepts from the chapter to real-world contexts and situations. These are a natural fit for a generation of students who grew up with texting and social media.

The Science of Personality

We are also dedicated to helping students not only learn about themselves but also learn about the science of personality. To that end, most chapters include a feature titled *The Science of Personality*, which details how research is conducted, data are analyzed, and conclusions are reached in the scientific community. These mini-simulations walk students through the research process one step at a time to help them better see and relate to the scientific process.

Interactives and Videos

Each chapter features a rich variety of different types of interactive experiences to enhance learning. In addition to the Questionnaires and Science of Personality simulations, students have the opportunity to engage with multimedia photo galleries and interactive figures and tables, many of which are new to this edition . Each chapter also features integrated video clips illustrating key concepts.

Interactive Assessment

Finally, every chapter has brief multiple-choice quizzes at the end of every section and a longer multiple-choice quiz at the conclusion of the chapter. These assessments provide students with immediate feedback on how well they're learning the concepts.

Revel Combo Code

The Revel Combo Card provides an all-in-one access code and loose-leaf print reference (delivered by mail).

Teaching and Learning Aids

Pearson Education is pleased to offer the following supplements to adopters:

- **Instructor's Resource Manual (ISBN: 0135200512):** Designed to make your lectures more effective and save you preparation time, this resource gathers together the most effective activities and strategies for teaching your course. Materials are broken up by chapter and include chapter outlines, key terms, lecture suggestions and discussion topics, and classroom activities. It is available for download on the Instructor's Resource Center at www.pearsonhighered.com/irc.

- **Test Bank (ISBN: 0135200458):** Each chapter contains multiple choice, short-answer, and essay questions. It is available for download on the Instructor's Resource Center at www.pearsonhighered.com/irc.
- **MyTest Test Bank (ISBN: 0135200466):** A powerful assessment-generation program that helps instructors easily create and print quizzes and exams. Questions and tests can be authored online, allowing instructors ultimate flexibility and the ability to efficiently manage assessments any time, anywhere! Instructors can easily access existing questions and edit, create, and store them using simple drag-and-drop techniques and Microsoft Word–like controls. Data on each question provide information on difficulty level and skill level of corresponding text discussion. In addition, each question maps to the text's major section and learning objective. For more information, go to www.PearsonMyTest.com.
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All of these elements are dedicated to enriching students' learning experience and helping them engage with and understand the material. In sum, we hope all of our efforts have worked to achieve our primary goals in writing this book: to teach students about personality psychology, but also to teach them about life. We welcome your reactions to the second edition of *Personality Psychology: Understanding Yourself and Others.* Please send comments to Jean M. Twenge at jtwenge@mail.sdsu.edu or to W. Keith Campbell at wkc@uga.edu. We look forward to hearing from you.

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Part I
Defining Personality and Methods of Assessment

Who are you? You might answer with your name, or where you're from, or with your gender or ethnicity. But when you really think about who you are as a person, you'll probably focus on your personality: Are you outgoing or shy? Relaxed or tense? Neat or messy? Forceful or laid-back?

This book—and the personality questionnaires that come with it—will give you the chance to find out. In Chapter 1, you learn how psychologists define that elusive thing known as personality. What is it, and where can we observe it? How can we understand others better by identifying their personality traits? We also consider the interplay between people and their environments—after all, even people with consistent personalities don't act the same in class as they would at a party (at least we hope they don't!).

Chapter 2 covers how personality can be measured. How is it possible to describe someone's personality—such a large and unwieldy thing—with a series of numbers? And how do we know that a personality measure is any good? You might have already taken a personality questionnaire or two online, and wondered if it was accurate. Did it really capture who you are? That's an important question, and you learn how researchers make personality measures as valid and reliable as possible. You also peek behind the scenes to see how personality studies are actually done.

Welcome to personality psychology! It's going to be a fun ride.

Chapter 1
Understanding Yourself and Others

Thomas Barwick/Taxi/Getty Images

Learning Objectives

LO 1.1 Define personality and describe its history and scope.

LO 1.2 Describe various contexts in which personality might appear.

LO 1.3 Describe the two sides of the person–situation debate, how the debate was resolved, and the conditions under which personality can best predict behavior.

LO 1.4 Discuss some of the major topics in personality psychology.

Steve Jobs was about to get fired. In the years after cofounding Apple, Jobs had alienated many people with his argumentative, emotional personality. Before one meeting in the mid-1980s, Apple CEO John Sculley begged Jobs to be nice. But as soon as everyone sat down, Jobs said, "You guys don't have any clue what you're doing." And that was the end of the meeting. "I'm sorry—I just couldn't help myself," Jobs explained.

That, it turned out, *was* Jobs being nice—many other days, he screamed at employees or began crying when things went wrong. In May 1985, Jobs was forced to leave the company he had founded.

By 1997, Apple was struggling to survive, and Jobs returned as CEO. He was still blunt, argumentative, and stubbornly opinionated, but he had mellowed somewhat—or at least learned from failure. A self-described "humanities person," fascinated with new experiences and ideas, he believed that technology had to consider the experience of the person using it. That philosophy led to incredible success: During Jobs's second stint as CEO, Apple introduced the iMac, the iPod, the iPhone, and the iPad and debuted the Apple Stores. When Jobs died of cancer at age 56 in October 2011, the world mourned him as a lost genius.

Yet much of the fascination with Jobs centers on his odd personality. He experimented with drugs and extreme vegan diets, often walked around barefoot, and sometimes refused to shower. If he didn't like something, he would tell people it sucked. He was confident in himself and dismissive of others. "People don't know what they want until you show it to them," he famously said. He had such a loose relationship with the truth that friends joked he had a "reality distortion field." The central question in Walter Issacson's bestselling biography *Steve Jobs* (2011) is whether Jobs succeeded because of his personality—or in spite of it.

Are all computer magnates like Jobs—emotional, perfectionistic, outgoing, and open to new ideas? Not really. Bill Gates, the cofounder of Microsoft, is also known for being somewhat odd—but in a very different way from Jobs. He rocks back and forth as he speaks and continually multitasks. A programmer by training, he shows little curiosity about other people or their personal lives and rarely displays much emotion. His father recalls that Gates lacked confidence in social situations as a teen—he worried for 2 weeks about asking a girl to the prom and then got turned down. While heading Microsoft in the 1990s, Gates rarely called anyone, instead preferring to send more than 100 emails a day (Isaacson, 1997). After scaling back his role at Microsoft in 2006, Gates and his wife, Melinda, turned their attention to philanthropy, much of it toward promoting the health and well-being of poor children.

On the surface, Steve Jobs and Bill Gates have a lot in common. Both founded computer companies. Both were born in 1955. Both became multibillionaires. Both were extraordinarily brilliant and driven, and both were famously blunt: Gates's version of "You guys don't have any clue what you're doing" is "That's the stupidest thing I've ever heard."

Yet their personalities are strikingly different—and so are the companies they founded. Gates is detail oriented and mathematical, and his company

Justin Sullivan/Getty Images News/Getty Images

Scott Olson/Getty Images News/Getty Images

Steve Jobs was known for having a more extraverted personality. Bill Gates is precise and introverted.

focused on businesses that needed dependable software. Jobs favored creativity, and Apple emphasized uniqueness and marketed its products first to artistic types. Gates had little concern for the whole person, perhaps the reason why Microsoft software runs on many different types of computers, often with little thought to design. Jobs favored the totality of experience, so he sought to control every aspect of a product, from the store to the design to the software. "The personality of Bill Gates determines the culture of Microsoft," said Gates's friend Nathan Myhrvold (Isaacson, 1997). The same was true of Jobs, perhaps even more so: His intense, perfectionistic vision was so central to Apple that many worried the company would lose its way after he died. Even without Jobs and Gates at their helms, Apple and Microsoft—two companies that changed the world—are the products of the complex personalities of these two men.

What Is Personality?

LO 1.1 Define personality and describe its history and scope.

Personality shapes our lives in many ways: It determines whether you think skydiving or reading a book is more fun and predicts whether you usually arrive 5 minutes early or 15 minutes late. Personality can forecast who—at least on average—lives a long life and who doesn't, who is successful at work and who isn't, and who has a happy marriage and who doesn't (Ozer & Benet-Martinez, 2006; Roberts et al., 2007). It can suggest that certain careers might be a good fit or that certain romantic partners might not be.

Defining Personality

personality
someone's usual pattern of behavior, feelings, and thoughts

So what exactly is personality—that elusive and ineffable entity that is nevertheless so important? **Personality** describes someone's usual pattern of behavior, feelings, and thoughts. By *usual*, we mean how someone acts, think, or feels