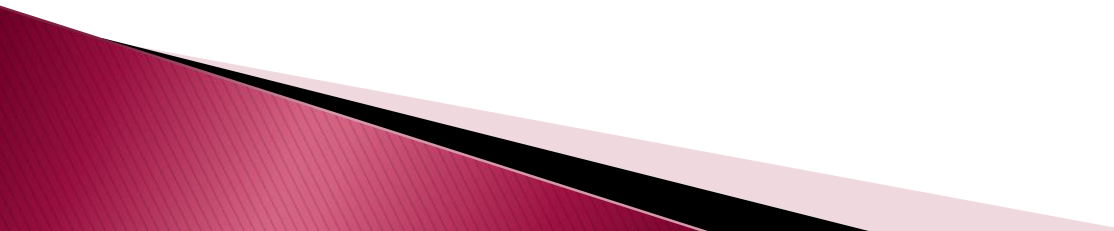


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## Purpose of Personality Theories

# Purposes of Theories

- ▶ Organize various traits
  - ▶ Explain differences between people and situations
  - ▶ Explain how people conduct their lives
  - ▶ Determine how life can be improved
- 

# Schools of Personality Theory

- ▶ Psychoanalytic—unconscious motives
  - ▶ Behaviourism—rewards and punishments
  - ▶ Social Learning—observational learning
  - ▶ Cognitive—thoughts, feelings, perceptions
  - ▶ Humanism—individual potential
  - ▶ Trait theorists—understand basis of basic traits
- 