3) The collective unconscious - made up of archetypes
- more prehistoric. Inherited unconscious content is passed on from previous generations and contains the collected primordial images (archetypes) common across the human species
- The collective unconscious is made up of archetypes which are emotional symbols or primordial images inherited from our ancestors
- The collective unconscious influences personality because archetypes are inherited tendencies or emotional patterns that predispose us to view the external world in certain ways
- Archetypes include mother, father, God, death, snakes, animus/anima, the persona, the shadow and the self
  - The animus is the masculine side of the female
  - The anima is the feminine side of the male
  - The persona or mask represents a compromise between our true self the expectations set by society
  - The shadow is the unconscious negative or dark side of our personality
  - The self archetype is the unifying part of all of us that finds balance in our lives. Works with the ego

Carl Jung’s contribution to personality psychology
- Archetypes and collective unconscious not literally accepted as being symbols of long lost ancestors but more like naturally born instincts
  - Jung and evolutionary psych share view that we have innate predispositions - evolved psychological mechanisms
- Jung’s theory of personality traits resulted in the Myers-Briggs Type Indicator - widely used personality inventory
- Also developed the word association test - still being investigated through the Stroop test (emotional reactions to words interfere with cognitive processing of those words)

Alfred Adler
- 1911 left Freud’s analytic society
- Individual psychology
  - didn’t accept Freud’s model of personality as comprising of competing structures
  - Adler perceived an essential unit in the personality
  - stressed the importance of the social context in personality development
- Inferiority - we all begin life with a sense of inferiority
  - Adler strove to overcome sense of inferiority
- Striving for superiority is the motivating force of life
  - If unsuccessful: inferiority complex

Adler - Birth Order
- The order in which your born into family inherently affects your personality
- First born children who later have younger siblings have it the worst
- Middle born children have it the easiest
- The youngest child, like the first born, is more likely to experience personality problems during adulthood
- Research examining birth order effects does often support Adler’s predictions. The impact of birth order on personality is far more complex than Adler suggests

Adler - Parenting
- Two parenting styles: pampering and neglect