PERSONALITY PSYCHOLOGY

1. Chapter Two: Personality Research Methods (Pages 21-61)
2. Psychology’s Emphasis on Method Page 21
   a. Some psychologists seem to place a greater emphasis on method than results
   b. Scientific Education and Technical Training Page 22
      i. Emphasize thinking over memorizing (seeking new knowledge instead of cataloguing all known facts)
      ii. Technical training teaches you to use what’s known while scientific training teaches you to find new information
      iii. Research: exploration of the unknown; finding out something that nobody knew before one discovers it
3. Personality Data Page 23
   a. The observable aspects of personality are best characterized as clues, not facts
   b. Funder’s Second Law: there are not perfect indicators of personality. There are only clues, which are always ambiguous
      i. A note, this is a “law” written by the author that help explain many issues within psychology. They aren’t actual scientific laws, but these ideas are explored often throughout the course.
   c. Always keep a healthy level of skepticism
   d. Funder’s Third Law: something beats nothing 2/3 of the time
   e. Four Kinds of Clues Page 24
      i. S data: self-judgments or rating, that people provide of their own personality or behavior
         1. Advantages: large amount of information; full access to one’s thoughts, feelings/intentions; definitional truth; self-fulfilling prophesies (if you say you act a certain way, you’re more likely to actually behave that way); and simple/easy to collect
         2. Disadvantages: people might lie/stretch the truth; some aspects of one’s personality can go unnoticed because you think it’s normal to act that way and is constantly used; may prevent usage of other methods
      ii. Face validity: degree to which an assessment instrument (such as a questionnaire) on its face appears to measure what it is intended to measure
      iii. I data: informants’ data, or judgments made by knowledgeable informants about general attributes of another person’s personality
         1. Advantages: large amount of information; real-world bias (derived from real-world behaviors); common sense (context exists behind these judgments); definitional truth; causal force (people become what others want them to be)
         2. Disadvantages: limited behavioral information (other people aren’t with you all the time); lack of access to private experience; error; bias
      iv. L data: life data, or more or less easily verifiable, concrete, real-life outcomes, which are of possible psychological significance
         1. I.e. where you work, whether or not you got married/have kids, whether or not you’re successful, if you have a lot of friends, etc.