



Behaviorist and Humanist Approaches to Personality Theory

Review of Humanistic approach to personality

- Humans have free will; not all behavior is determined.
- All individuals are unique and have an innate (inborn) drive to achieve their maximum potential.
- Self-concept is the most important feature of personality. It influences our behavior.

Review of Behaviorist approach to personality

- Behavior is determined by the environment (e.g. conditioning)
- Behavior is learned from rewards such as positive reinforcement for good behavior or punishment as a negative reinforcement for bad behavior.
- Behavior is learned indirectly through observational learning or modeling.

Read the following statements. Determine whether each statement about Burt B. is from the Humanistic view (mark H) or the Behaviorist view (mark B) of personality.

- ___ 1. Burt sees himself as a smart and wise man, thus is an avid reader and keeps up with current events.
- ___ 2. Burt likes to help people, in part because people give him praise for being so nice.
- ___ 3. Burt is devoted to his job, in part because the harder he works, the more money he makes.
- ___ 4. Burt loves the piano and has always wanted to learn how to play. Now he's finally taking lessons. He's actually quite good.
- ___ 5. Burt learned his personality by watching how his parents acted.
- ___ 6. Burt feels that he is in control of how his life will develop.
- ___ 7. Burt is from a small Midwest town, and believes this is why he is hardworking, friendly and trusting.
- ___ 8. Burt is constantly working hard to be a better husband, father and son.
- ___ 9. Burt went to college and started a career early in life, in part because that's what his parents always expected him to do.
- ___ 10. Burt made some mistakes when he was younger but blames no one but himself. He knows he is responsible for his actions.
- ___ 11. When Burt scolds his children, he realizes he sounds just like his father when he scolded Burt.
- ___ 12. As Burt gets older, he has become less concerned about what others think, and is interested with fulfilling his full potential.



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Read the following statements. Determine whether each state about Burt B is from Humanistic view (mark H) or Behaviorist view (mark B) of personality.

- H 1. Burt sees himself as a smart and wise man, thus is an avid reader and keeps up with current events. H
- B 2. Burt likes to help people, in part because people give him praise for being so nice. B
- B 3. Burt is devoted to his job, in part because the harder he works, the more money he makes. B
- H 4. Burt loves the piano and has always wanted to learn how to play. Now he's finally taking lessons. He's actually quite good. H
- B 5. Burt learned his personality by watching how his parents acted. B
- H 6. Burt feels that he is in control of how his life will develop. H
- B 7. Burt is from a small Midwest town, and believes this is why he is hardworking, friendly and trusting. B
- H 8. Burt is constantly working hard to be a better husband, father and son. H
- B 9. Burt went to college and started a career early in life, in part because that's what his parents always expected him to do. B
- H 10. Burt made some mistakes when he was younger but blames no one but himself. He knows he is responsible for his actions. H
- B 11. When Burt scolds his children, he realizes he sounds just like his father when his father scolded Burt. B
- H 12. As Burt gets older, he has become less concerned about what others think, and is more interested with fulfilling his full potential. H