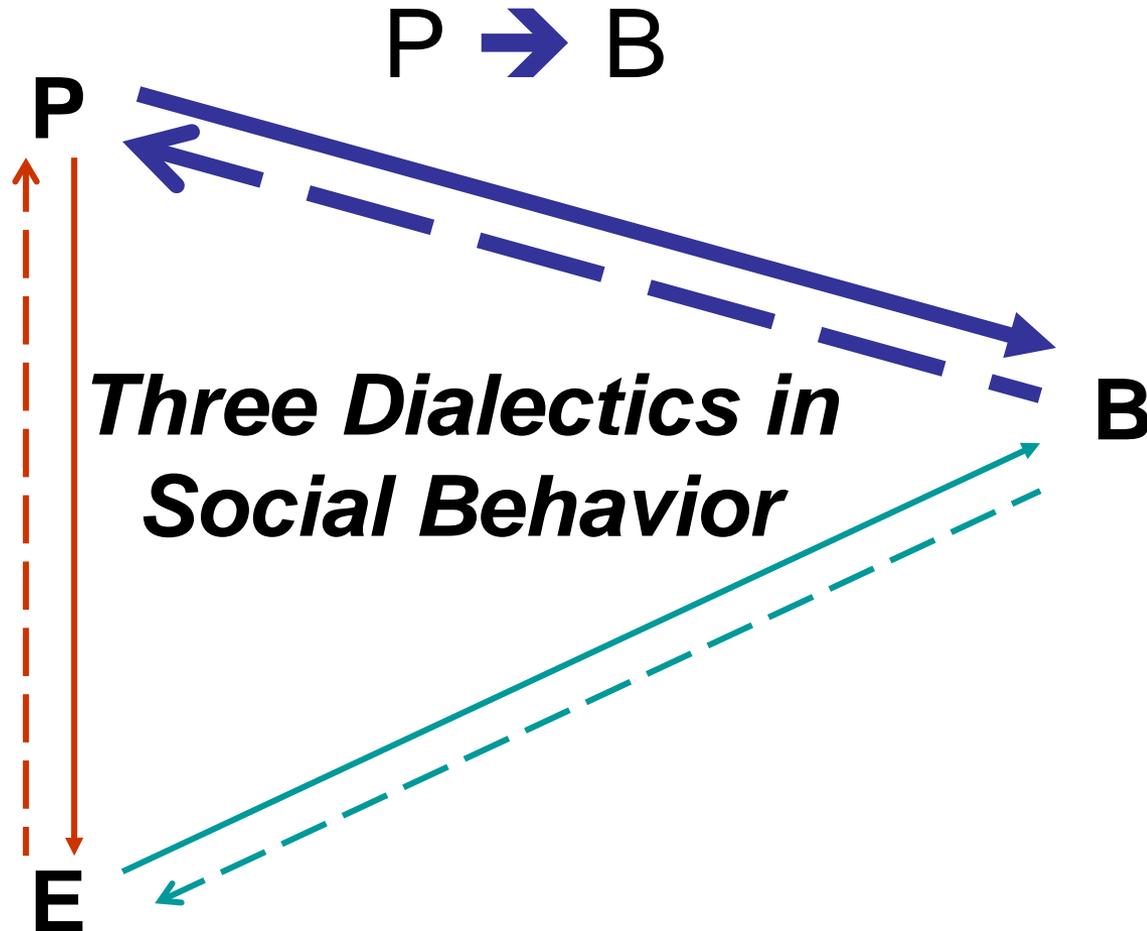


The Dialectic Between the Person and Behavior

Lecture 30

The Dialectic Between the Person and Behavior



The Problem of Predictability

To what extent
can we predict a person's behavior
in some specific situation
from knowledge of his or her
generalized personality traits?

Predicting Behavior from Traits

- Extraversion

- Warmth

- Likes Most People

- *Will he like Judy when he meets her?*

- Strong Attachments to Friends

- *Will he still call Judy after she moves away?*

- Assertiveness

- Dominant and Forceful

- *Will she interrupt the speaker?*

- Usually Leads Groups

- *Will she take over the task?*

Predicting Behavior from Traits

- Agreeableness

- Trust

- Believes Most People are Honest

- *Will he let his coworker borrow some money?*

- Assumes Best About People

- *Will he still like his coworker when he doesn't repay?*

- Altruism

- Courteous to Everyone

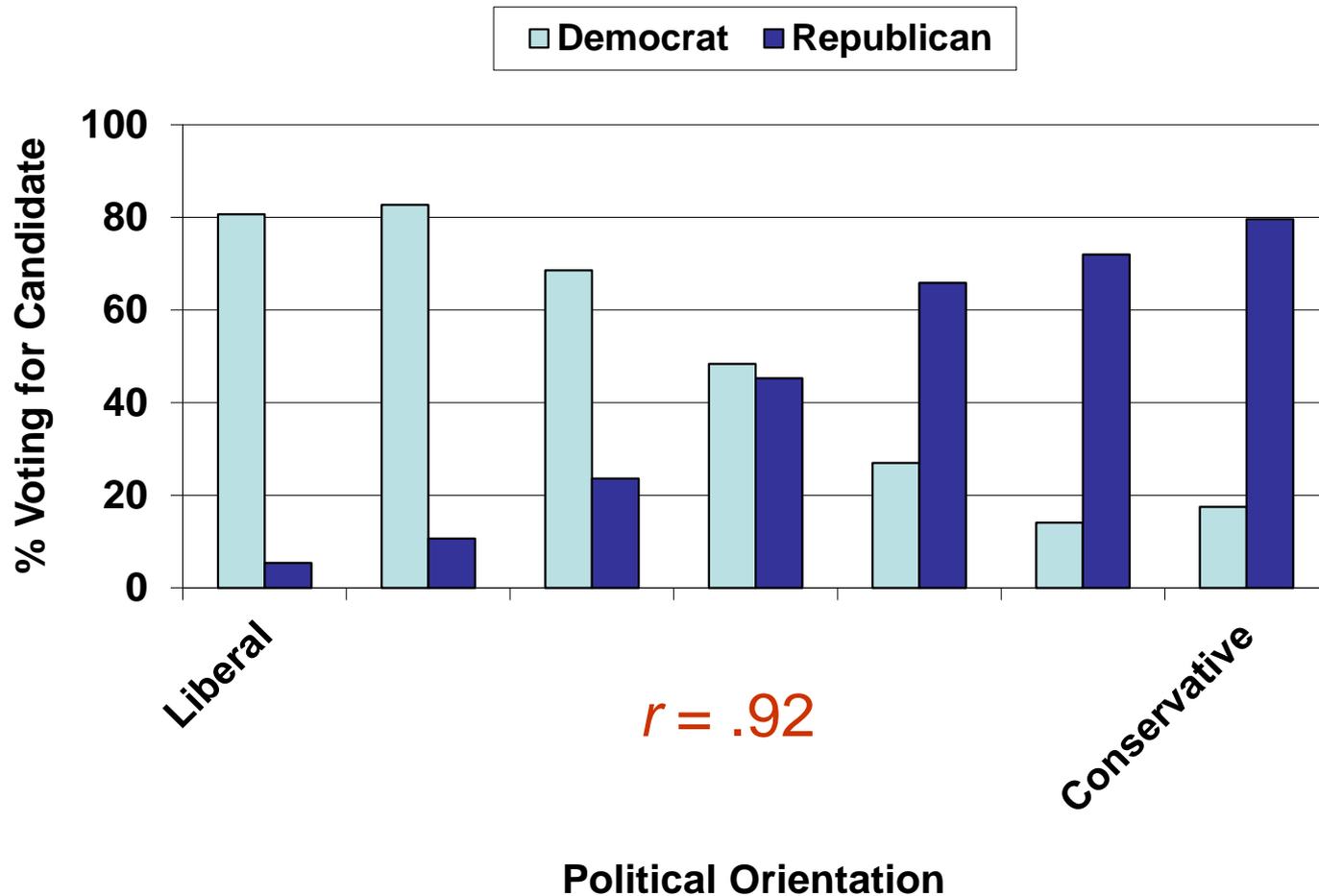
- *Will she say "please" to the store clerk?*

- Charitable

- *Will she donate to the Salvation Army?*

Political Attitudes and Voting Behavior 1972-2004

Jost (2006)



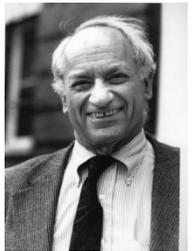
Racial Prejudice and Hospitality

LaPiere (1934)

- “Do you accept members of the Chinese race as guests?” **No**
 - Hotels: 43/47
 - All But 1 Actually Gave Accommodations
 - Restaurants: 75/81
 - Every One Actually Served Meals
- “In the end I was forced to conclude that those factors which most influenced the behavior of others towards the Chinese had nothing at all to do with race.”

Personality and Delay of Gratification

Funder, Block, & Block (1983)



- Ratings by Teachers at Age 4
- Ego Control (Conscientiousness)
 - Impulse Control
 - Delay of Gratification
 - Inhibition of Aggression
 - Planfulness
- Ego Resiliency (Neuroticism)
 - Ability to Adapt to Environmental Demands
 - Security
 - Competence

Personality and Delay of Gratification

Funder et al. (1983)

- Gift-Delay Situation
 - Offered Gift-Wrapped Package
 - Must Wait To Open Gift
- Resistance-to-Temptation Situation
 - Presented with Attractive and Unattractive Toys
 - Forbidden to Play with Attractive Set

Personality and Delay of Gratification

Funder et al. (1983)

<u>Variable</u>	<u><i>r</i></u>
Nonverbal IQ	.21
Ego Control Conscientiousness	.25
Ego Resiliency Neuroticism	.23
“Unable to Delay Gratification”	-.27

“Big Five” Correlates of Behavior

Paunonen (1998)

<u>Criterion</u>	<u>Study 1</u>	<u>Study 2</u>
GPA	-.24 (A)	.20 (C)
Dating Frequency	-.23 (A)	-.19 (C)
Dating Variety	-.21 (A)	-.20 (N)
Smoker	-.29 (C)	.32 (O)
Smoking Amount	-.17 (C)	.28 (O)
Liberal Arts vs. Pre-Professional	-.20 (A)	.21 (O)
Fraternity/Sorority	.26 (N)	.15 (C)
Traffic Violation	.25 (O)	-.22 (E)
Religious Interest	.24 (N)	-.24 (O)

The Personality Coefficient

Mischel (1968)



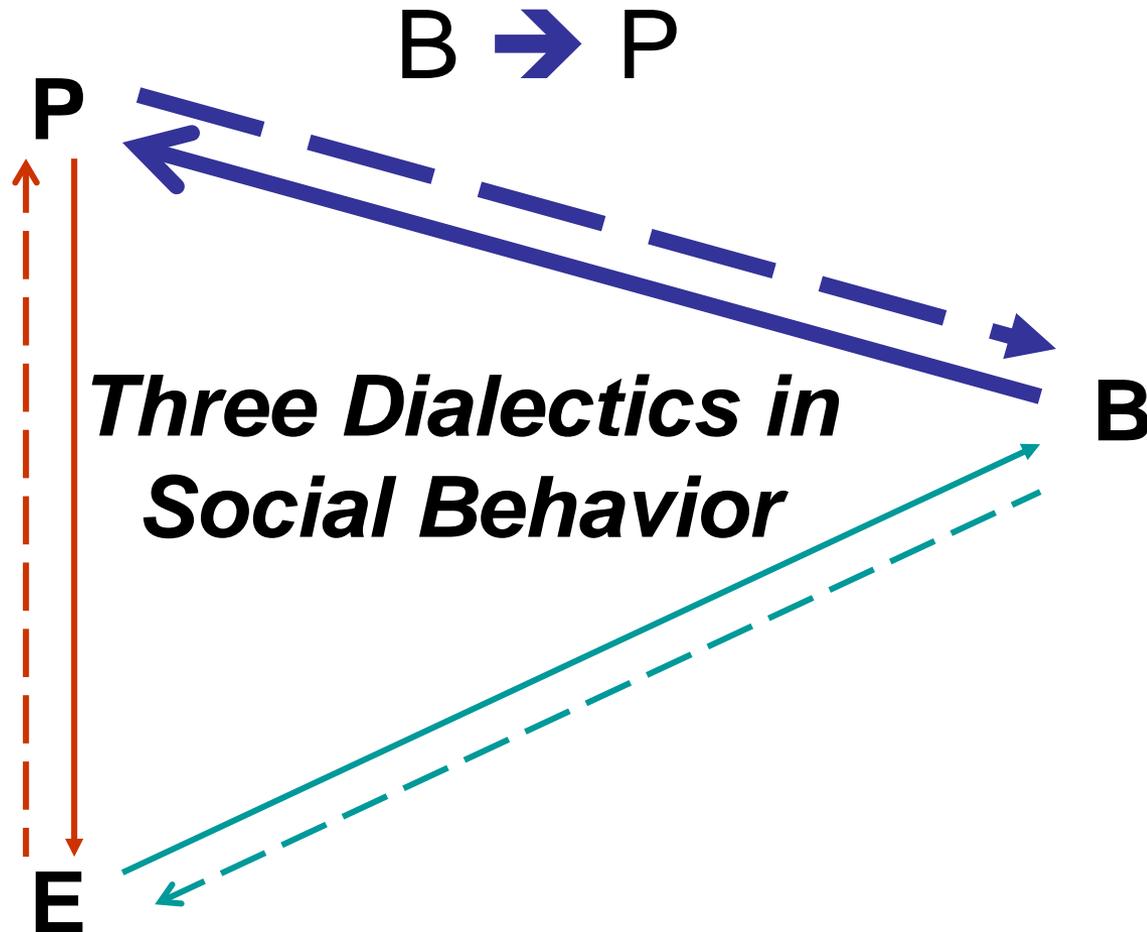
- Upper-limit of correlation between personality in general (predictor) and specific behavior (criterion)

$$r = .30$$

(10% of variance)

- There is a ceiling on the extent to which we can predict behavior in a specific situation, knowing the individual's traits

The Dialectic Between the Person and Behavior



Self-Perception Theory of Attitudes

Bem (1972)



- Reverses Usual View of Causality
 - Attitudes Do Not Cause Behavior
 - Rather, Behavior Causes Attitudes
- Perception of our own behavior leads us to form attitudes that are consistent with that behavior

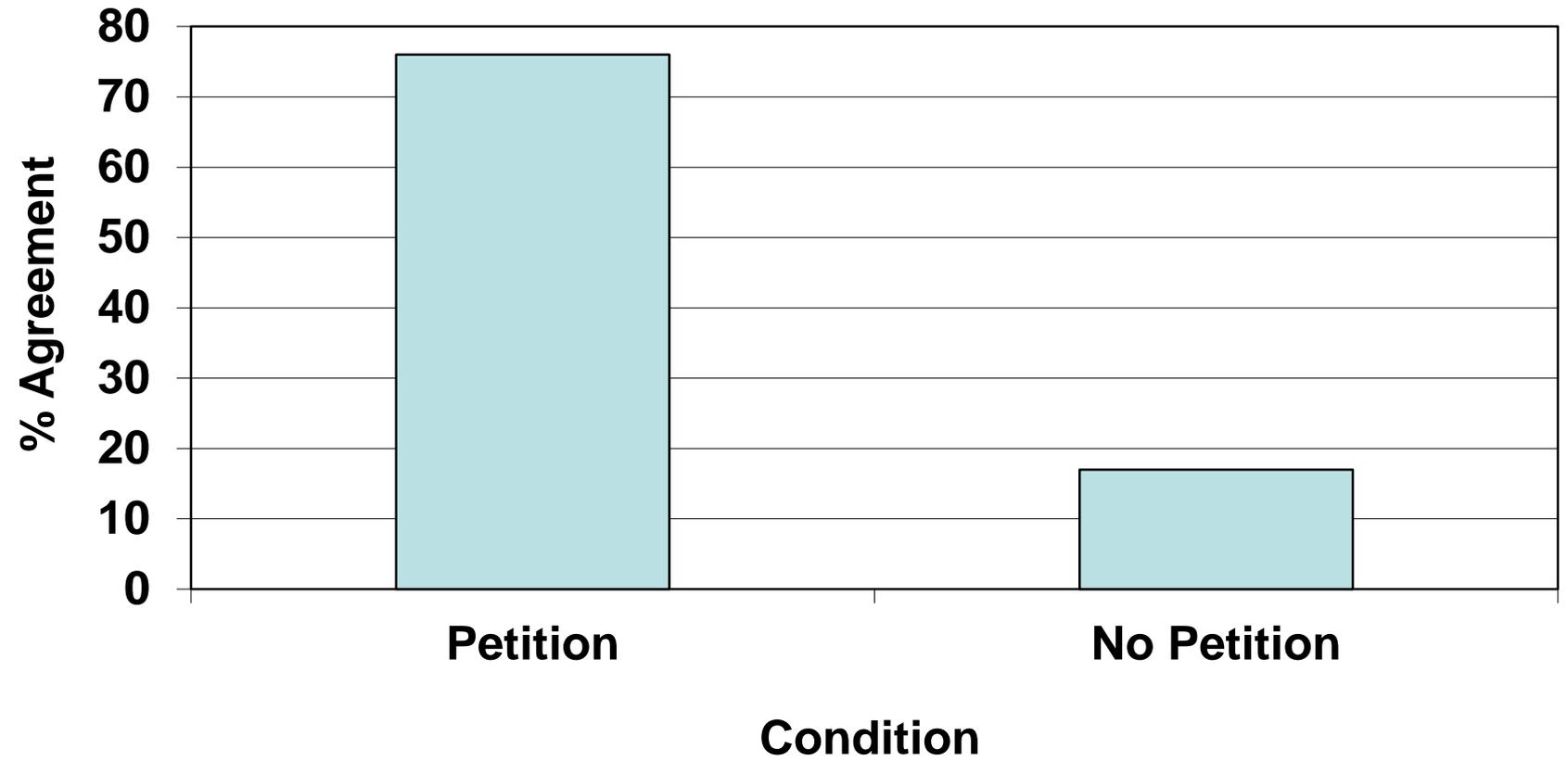
The “Foot-in-the-Door” Effect

Freedman & Fraser (1966)

- Safe-Driving Campaign in California
- Canvass Neighborhoods
- Ask 1/2 of Households to Sign Petition
 - Virtually All Agree
- Later Return to All Households
 - Ask to Post Large, Ugly “Drive Carefully” Sign
- How Many Will Agree?

Permission to Post Large Sign

Freedman & Fraser (1966)



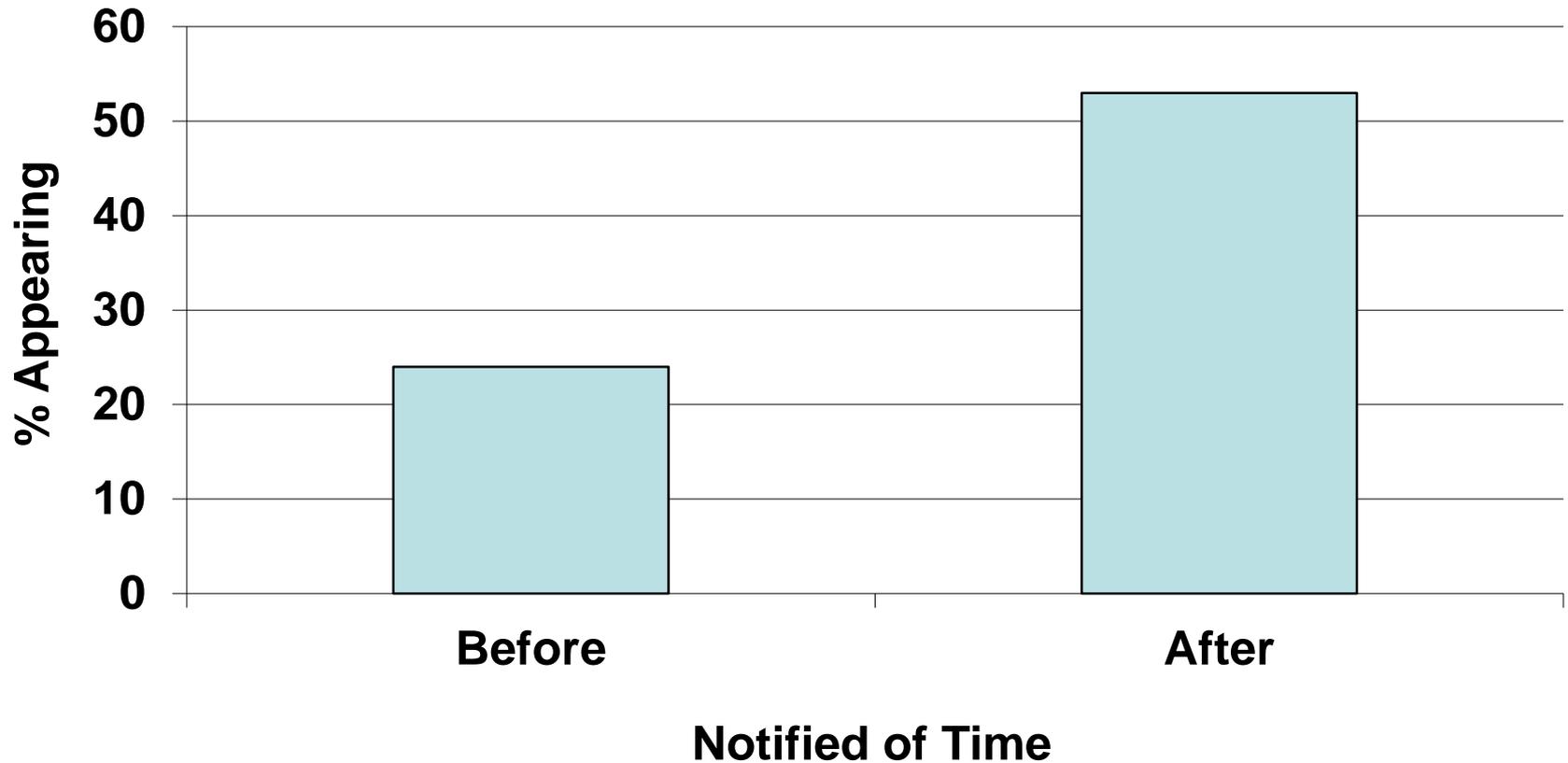
Experiment on Subject Recruitment

Cialdini et al. (1978)

- Subjects Recruited by Telephone
- Informed that Experiment Begins at *7:00 AM*
 - Before Agreeing to Participate
 - After Agreeing to Participate
- How Many Subjects Actually Appear?

Showing Up for Experiment at 7 AM

Cialdini et al. (1978)



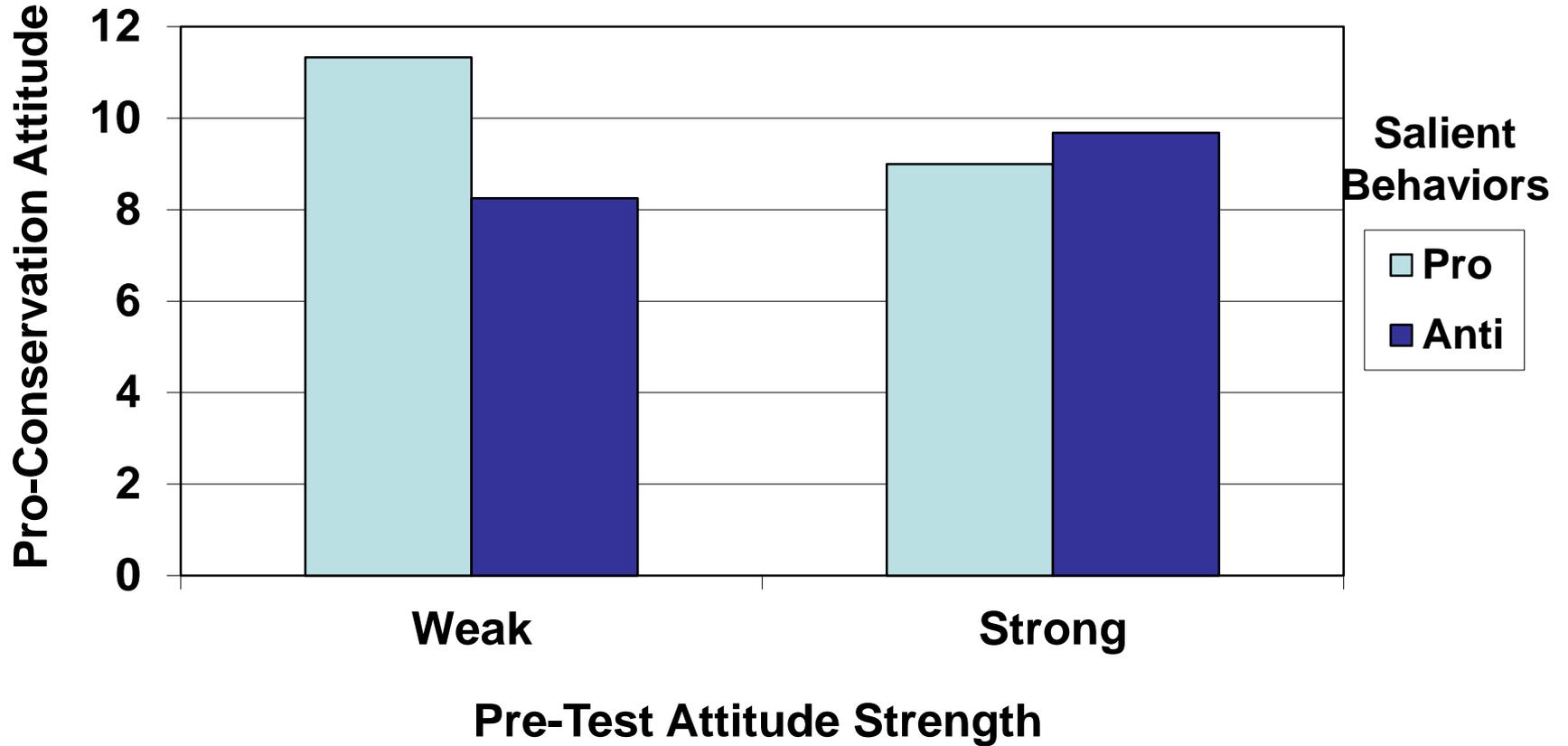
Conservation Attitudes and Behavior

Chaiken & Baldwin (1981)

- Pre-Test of Environmental Attitudes
 - Classify Subjects as Pro- or Anti-Environment
 - Weak or Strong Attitudes
- Reports of Pro- and Anti-Ecology Behaviors
 - “I pick up other people’s garbage”
 - “I leave on lights in rooms I’m not using”
- Salience Manipulation
 - “I do this *on occasion*” (Frequent Endorsement)
 - “I do this *frequently*” (Infrequent Endorsement)
- Post-Test of Environmental Attitudes

Attitudes Toward Conservation

Chaiken & Baldwin (1981)

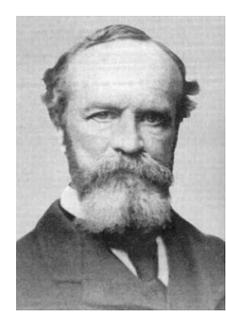


Self-Perception Theory of Attitudes

Bem (1972)



- People infer their attitudes from observations of their own behavior.
 - Just as they infer others' attitudes from observations of *their* behavior.
- Attitudes Do Not Cause Behaviors to Occur
- Rather, Behaviors Cause Attitudes to Form



James-Lange Theory of Emotion

James (1884); Lange (1887)

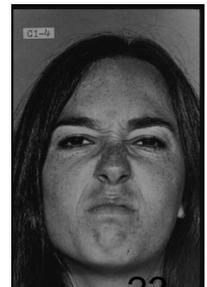


- Traditional View: Emotion \longrightarrow Behavior
 - Stimulus Elicits Emotional State
 - Emotional State Causes Behavior
 - Coping
 - Expression
- Revisionist View: Behavior \longrightarrow Emotion
 - Stimulus Elicits Response
 - Perception of Response Causes Emotional State
 - *Reverses Usual Direction of Causality*

Basic Emotions and The Facial Feedback Hypothesis

Tomkins (1962); Adelman & Zajonc (1989)

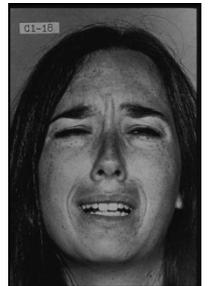
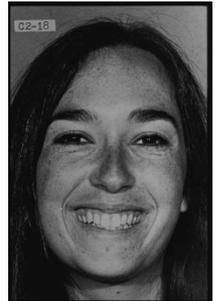
- Weak Version (Darwin, 1872)
 - Expression Modulates Emotion Already Present
- Strong Version (Laird, 1974)
 - Expression is Sufficient to Create Emotion



Mood and Manipulated Expressions

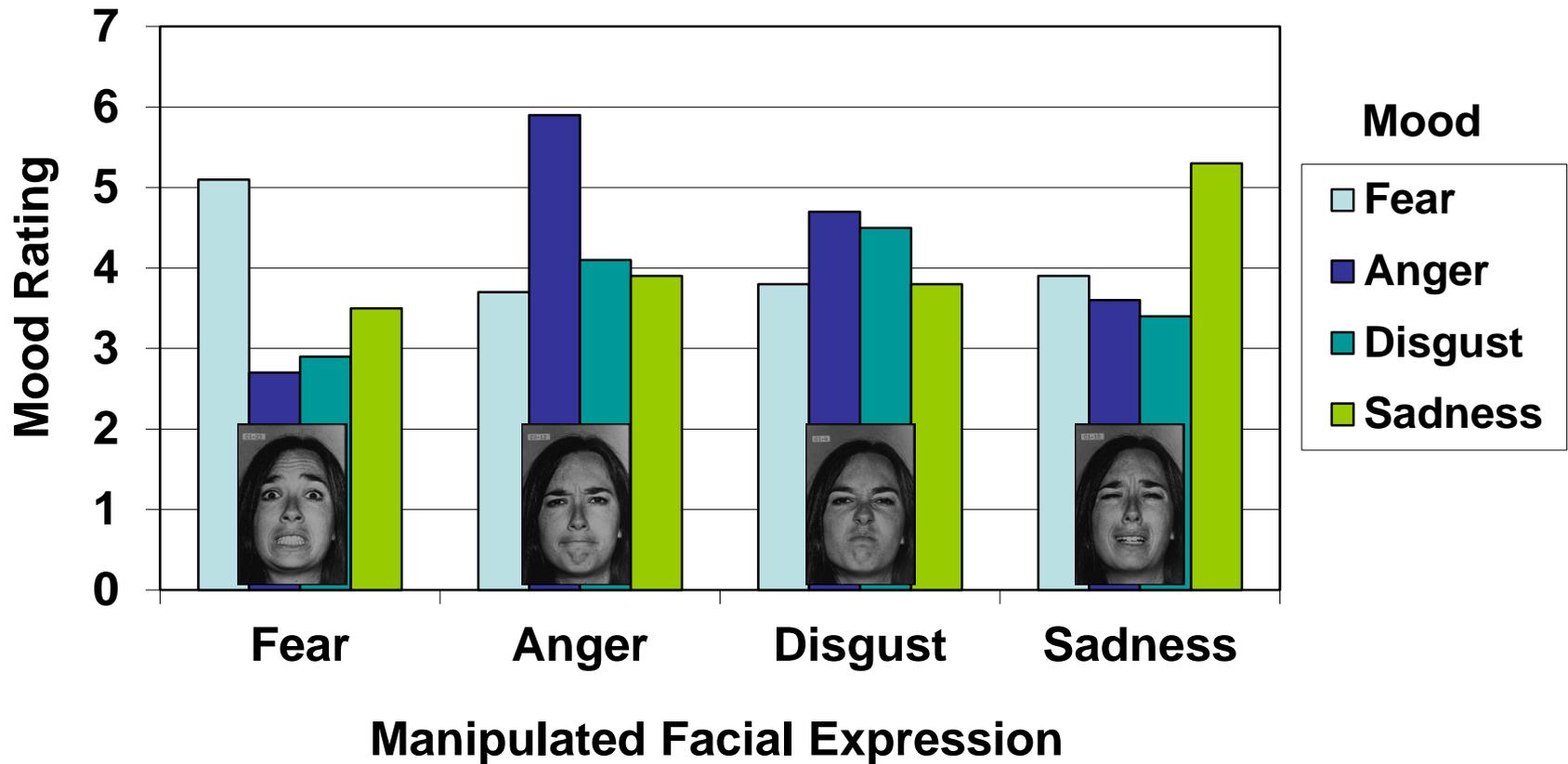
Duclos, Laird et al. (1989)

- Psychophysiology Experiment
 - “Calibrate Equipment”
- Hold certain poses
 - Adjust Facial Muscles in Certain Ways
 - Hold Pen Between Teeth
 - Hold Pen Between Lips
- Collect “Incidental” Mood Ratings



Mood and Manipulated Expression

Duclos, Laird et al. (1989)



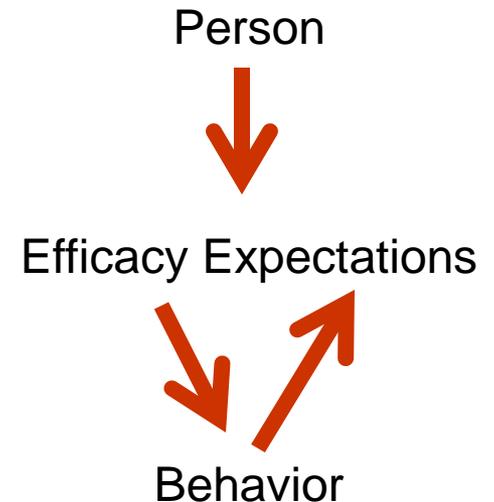
Perceived Self-Efficacy

Bandura (1977)



One's belief (or expectation) that s/he can act effectively to bring about desired results

- Sources of Self-Efficacy Expectations
 - Vicarious Experience
 - Verbal Persuasion
 - Emotional Arousal
 - Performance Accomplishments

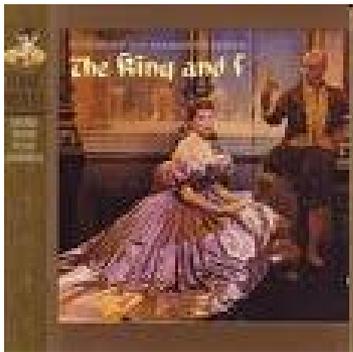


“Whistle a Happy Tune”

The King and I (Rodgers & Hammerstein, 1951)

Whenever I feel afraid,
I hold my head erect
And whistle a happy tune,
so no one will suspect
I'm afraid.

While shivering in my shoes,
I strike a careless pose
And whistle a happy tune
And no one ever knows
I'm afraid



The result of this deception
is very strange to tell
For when I fool the people I fear
I fool myself as well.

I whistle a happy tune and
ev'ry single time
The happiness in the tune
Convinces me that
I'm not afraid.

***Make believe you're brave
and the trick will take you far
You may be as brave
as you make believe you are.***