

Theme 1: Understanding Yourself

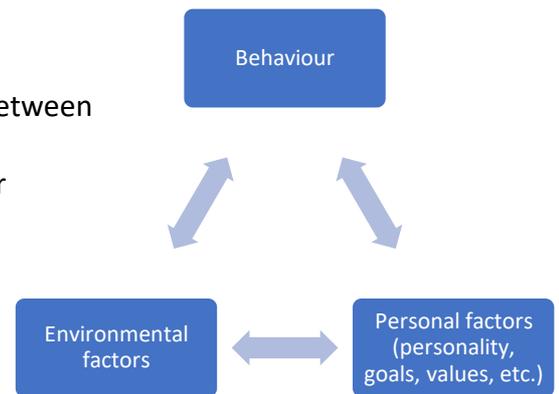
Topic 1 – Individual Differences

3 prominent theories that can help explain what drives human behaviour:

1. Psychoanalytical Theory (Sigmund Freud)
 - States that people behave the way they do because of their “inner psyche” which is made up of 3 parts
 - The Id – operates on the pleasure principle (want immediate gratification, unconscious part, primal desires, basic nature)
 - the “wild child” or “infant”
 - Ego – conscious part that is reflected most directly through our actions (reason and self-control)
 - your practical “grown-up self”
 - Superego – moral regulator of our behaviour that tells us what we should and shouldn’t do (quest for perfection)
 - your philosophical and spiritual ideals
 - It is culturally influenced and punishes us with guilt when we do something wrong
 - If there is conflict between the 3 parts, this leads to tensions
 - Issue with theory: unscientific (untestable with no basis or reports in scientific research)
2. Behaviourism and Reinforcement Theory (B. F. Skinner)
 - AKA Operant Conditioning
 - S-R-R model of reinforcement: states that the key determinants of behaviour are:

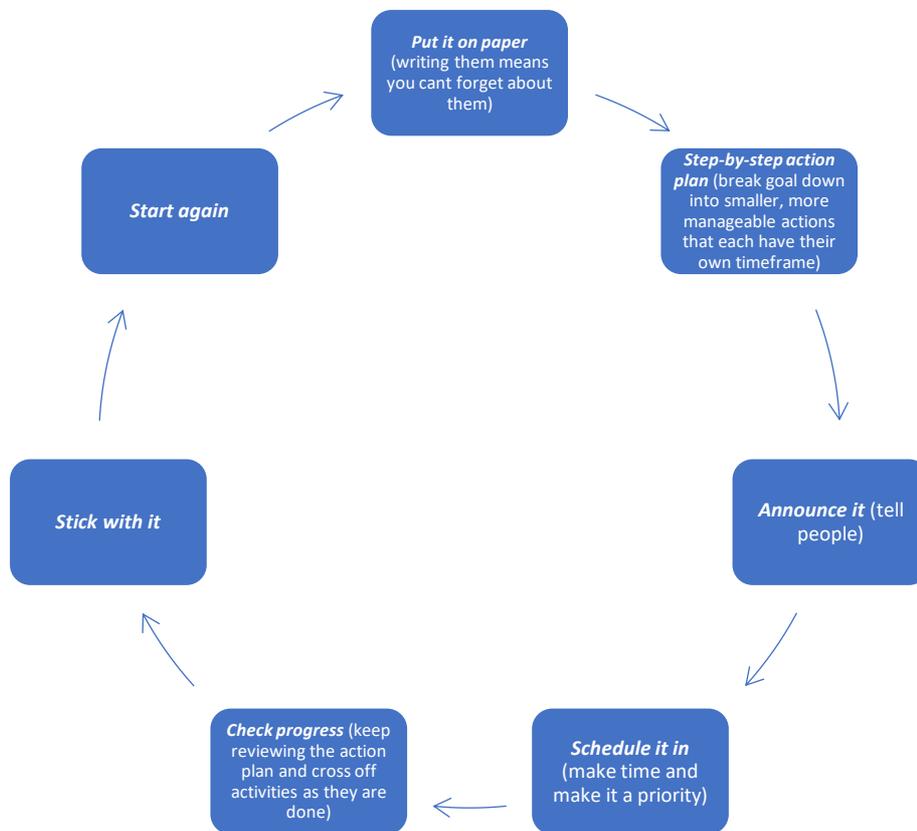
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graph LR; Stimulus[Stimulus (external factor that triggers a behavioural response)] --- Response[Response (an action or behaviour caused by the stimulus)]; Response --- Reward[Reward (something of value that a person receives after performing a desired response) - positive reinforcement to encourage repetition of the desired response]; Response --- Punishment[Punishment (can involve the denial of a reward to distinguish an undesirable response) - negative reinforcement to extinguish undesirable response];
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- Issues with behaviourism
 - It is unable to explain the range of human behaviours that are possible (different people respond to positive/negative feedback in different ways)
 - E.g. negative feedback can cause: changed behaviour, altering of goals, giving-up, defending/denying behaviour, etc. depending on the person
 - Many aspects of behaviour are inconsistent with the behaviourist assumptions
3. Social Cognitive Theory (Albert Bandura)

- Helps the understanding of the complex interaction between the personal, psychological and environmental factors that culminate in human behaviour
- Triadic Reciprocal Determinism (TRD):
 - Triadic – 3 factors
 - Reciprocal – 2-way mutual influences between each pair of factors
 - Determinism – each factor influences or determines the others
- This model is the main underpinning model



Career Goals

- Setting career goals help with:
 - Clarity – providing an endpoint to focus on and work towards
 - Focus – on where you should target your time/effort in order to meet your set goals
 - Achievement – motivational push
 - Accomplishment – motivate and push you even further
- Setting goals requires backward planning
- Questions to ask when setting goals
 - What are you good at?
 - Where could you improve?
 - What do you enjoy?
 - What aspects of your career are most important to you?
- SMART goals
 - Specific
 - Break the goal down into smaller, specific actions which act as stepping stones to achieve the overall goals
 - Measureable
 - Be able to track your goals
 - Allow you to evaluate progress and adjust your plan
 - Attainable
 - Build self-efficacy/confidence and help maintain energy after setbacks
 - Relevant
 - Relevant to you and the direction you want your career to take
 - Relevant to skills, aspirations, values and priorities
 - Ensures clear rational and powerful incentive to follow through on goals
 - Time-Bound
 - Deadline to work towards
 - Be flexible and adapt to the situation
- Putting goals into action – 7 steps to follow



Ethics

- Ethics – general accepted set of moral principles, rules or guidelines about what is right/wrong
- Often determined by a group or collective
- Ethical people have a ‘well-informed conscience’ → live an examined life
- Ethics allows us to act in a manner that accords with a set of core values and principles
 - Ethics allows us to be consistent in our judgement, reasons for our beliefs and critically examine opinions
 - Ethical reflection helps us make responsible judgements
- Ethics help inform our day-to-day interactions
- Complex ethical problems can be individual and private, or widespread and systematic, involving groups, organisations or whole communities
 - The distress these challenges cause is real and pervasive, leaving people stuck and struggling, anxious or broken
- Ethical dilemmas
 - Ethical dilemmas are inevitable → sometimes moral values come into conflict
 - 6 questions to ask yourself



- Essentially ethics is all about
 - Struggling to develop well-informed conscience
 - Being true to the idea of who you are and what you stand for
 - Having the courage to explore difficult questions
 - Accepting the costs for what we think is right
 - Basically answering 1 simple question: what should I do?