

## Week 1

## Individual Difference

Definition: characteristics that distinguish individuals from each other. It is stable for a relative long period of time.

## Ideology

Simpatia	Protestant Relational Ideology
<ul style="list-style-type: none"> <li>• Attention to interpersonal interaction</li> <li>• Express emotions in workplace</li> <li>• Emphasis on social harmony</li> </ul>	<ul style="list-style-type: none"> <li>• Attention to task information</li> <li>• Emotions and interpersonal dynamics are not appropriate</li> <li>• Emphasis assertiveness over social harmony</li> </ul>

*So...what makes an individual different from each other?*

## Personality Traits

Definition: a person's general style of interacting with the world, especially with other people

Types:

- Extraversion; talkative vs. shy
- Neuroticism; confident vs. anxious
- Agreeableness; tolerant vs. cold
- Conscientiousness; dependable vs. careless
- Openness to Experience; curious vs. dull

## Self-Monitoring

- High: fit behaviour to social situation
- Low: behaviour mostly disregard social situations

## Locus of Control

- Internal: what happens in my life is decided by internal factors (e.g. motivation, effort and talents)
- External: behaviours are decided by external factors (e.g. fate, luck, and other people such as family)

## Narcissism

Definition: the tendency to be arrogant, have a grandiose sense of importance, require excessive admiration and have a sense of entitlement. Narcissists tend to think that they are great leaders, however their colleagues and supervisors tend to rate them as poor leaders.

## Machiavellianism

Definition: the tendency to engage in social conducts that involve manipulating others for personal gain, often against other's self-interest.

Type A Personality	Type B Personality
Characteristics	
<ul style="list-style-type: none"> <li>• Moves, walks, and eats rapidly</li> <li>• Impatient</li> <li>• Multitasks</li> <li>• Dislikes leisure time</li> <li>• Obsessed with numbers, measures success in terms of how many or how much of everything is acquired</li> </ul>	<ul style="list-style-type: none"> <li>• Never suffers from a sense of time urgency</li> <li>• Does not need to display or discuss achievements or accomplishments</li> <li>• Plays for fun and relaxation, not to win</li> <li>• Can relax without guilt</li> </ul>

## Perception

Definition: receiving and interpreting information through our senses to give meaning to the environment.

Reality → Perception → Reaction

The **perceiver** perceive things based on:

- Goals and needs
- Existing knowledge (Deformation professionnelle)
- Emotions

We tend to categorise the target;

- People: Social Identity Theory
  - Social prototype - we tend to make references about a person's characteristics based on the social category he or she belongs to
- Things
  - Brands
  - Manufacturer

## Attribution

When we observe behaviour, we want to determine whether it is caused by internal factors (e.g., personality, ability, etc) or by external factors (e.g., situation, social pressure, etc).

There are attributions that has to be considered:

1. Distinctiveness – does the individual act the same way in other situations?
2. Consensus – does the individual act the same as others in the same situation?
3. Consistency – does the individual act the same way over time?

Fundamental attribution error:

- When explaining other people's behaviors, we overemphasize internal factors and underestimate external factors
- When explaining our own behaviors, we overemphasize situational factors and underestimate external factors

Attributional style theory - An individual difference in the use of attributional dimensions, including...

- Internal versus external attribution
- Stable versus unstable attribution
- Global versus specific attribution

Endowment effect – our belongings are more expensive than others.

Halo effect – drawing a general impression about an individual based on a single characteristic.