

Foundations of In

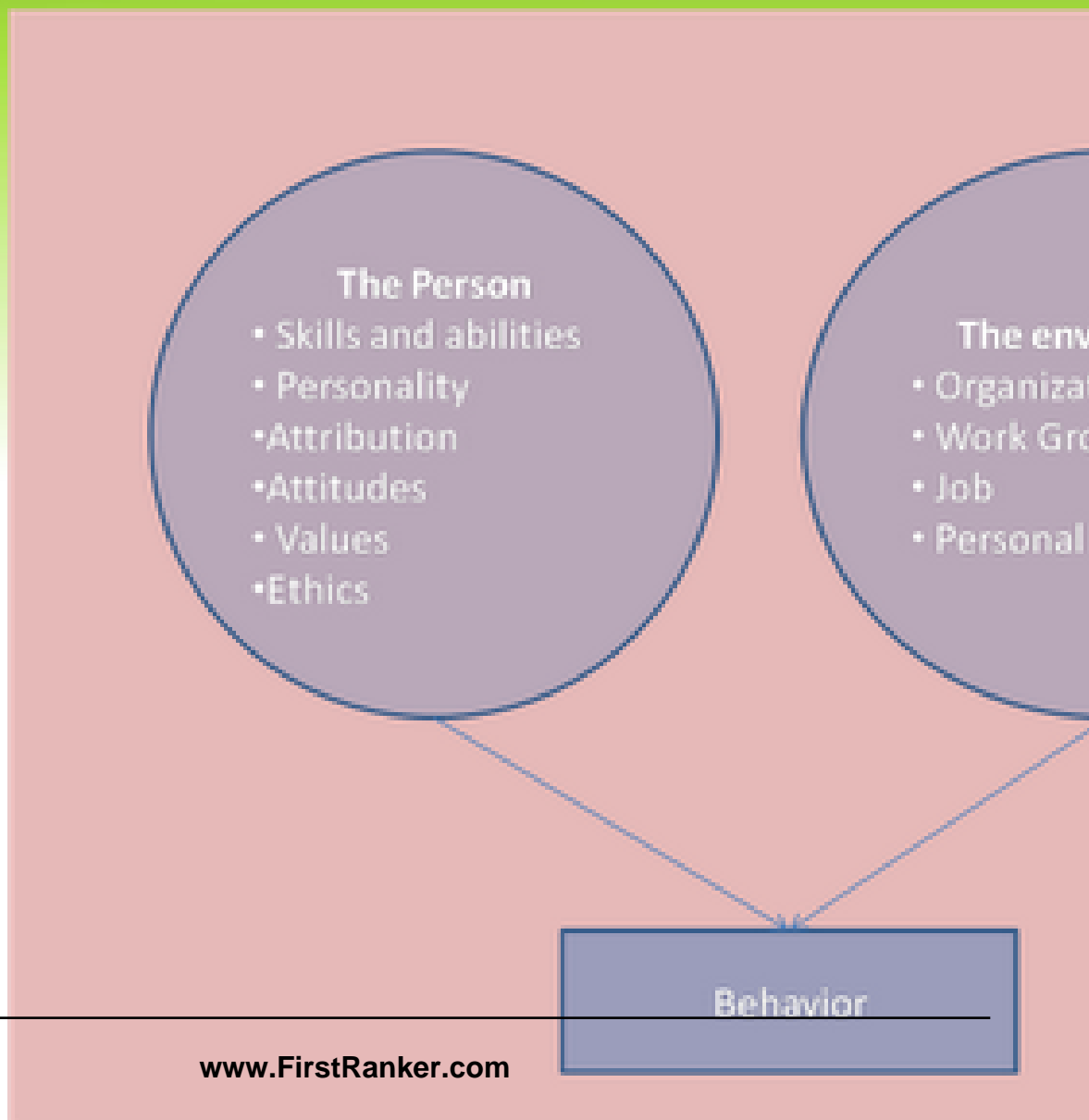
Foundations of Individual Behaviour

Foundations of individual behaviour. abilities, Physical ability, the role of Personality: Meaning, formation, determinants of personality, big five and MBTI, perception influencing OB. Attitude: Formation of attitudes, relation between attitudes and behaviour. Perception: Process of perception, perception, link between perception and decision-making.

What is Individual Behaviour?

Individual behavior means some conduct of a person. The behavior of an individual is influenced by various factors, some of the factors are internal like his instincts, personality traits, etc. While some lie outside him comprising his social environment of which he is part.

Components of Individual Behavior



Ability, Intellectual Ability, Physical Ability

- Ability - individual's capacity to perform various tasks in a job.
- Intellectual Ability - encompasses mental activities such as thinking, reasoning, and problem solving.
- Physical ability - Capacity to engage in physical tasks required to perform a job - Strength, flexibility, stamina, speed.

DISABILITY

Disability is viewed as a specialized medical intervention of qualified medical professionals.

It is the responsibility of persons with disabilities:

- Inform their employers of their needs;
- Cooperate in obtaining necessary information and other expert opinions;
- Participate in discussions about solutions.

Employers are required to:

- Accept requests for accommodation in good faith;
- Obtain expert advice or opinion where necessary;
- Maintain the confidentiality of persons with disabilities;
- Deal with accommodation requests in a timely manner.

Personality

- According to Gordon Allport, "Personality is the organization within the individual of those psychic systems that determine his unique responses to his environment".
- According to Gluck - "Personality is a pattern of states and characteristics of a person that determine his behaviour toward goal achievement. It includes the ways of protecting these states".
- In simple words personality is the state of mind which an individual reacts to and interacts with.

Major Determinants of Persono

1. Biological factors:

- Heredity
- Brain
- Physical Features

2. Family and Social Factors

- Home environment
- Family Members
- Social Group

Major Determinants of Personality

3. Cultural Factors

Culture is sum total of learned behaviour traits and shared by the members of the society.

Culture is a unique system of perception, beliefs, patterns of behaviour and code of conduct that governs the behaviour of the individual.

4. Situational Factors

An individual personality is generally stable but it changes in different situations. An individual's personality is shaped by events and experience, but these experiences only modify the structure of the entire personality of an individual.

Major Determinants of Personality

5. Other Factors

- Temperament- Degree to which a person reacts emotionally.
- Interest
- Character- Reflection of honesty
- Motives - inner drivers of an individual's goal directed behavior.

Theories of Personality

- Psycho-analytical Theory
- Trait Theory
- The Myers-Briggs Type Indicator
- The Big Five Personality Model

Psycho-Analytical Theory - Sigmund Freud

Freud's concept of the unconscious

A diagram of an iceberg floating in a blue sea. The top part of the iceberg is above the water line and is labeled 'Conscious'. The much larger part of the iceberg is submerged below the water line and is labeled 'Unconscious'. The water surface is a dark blue, and the sky above is a lighter blue.

Conscious

Unconscious

The hidden underwater area of the iceberg suggests the approximate size of the unconscious.

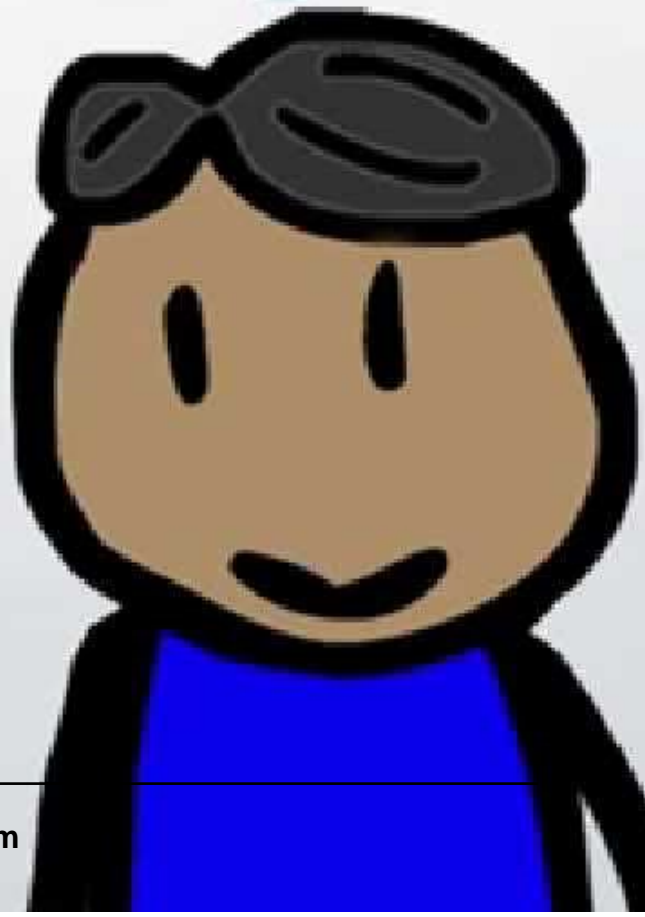
Psycho-analytical Theory

three parts to the per

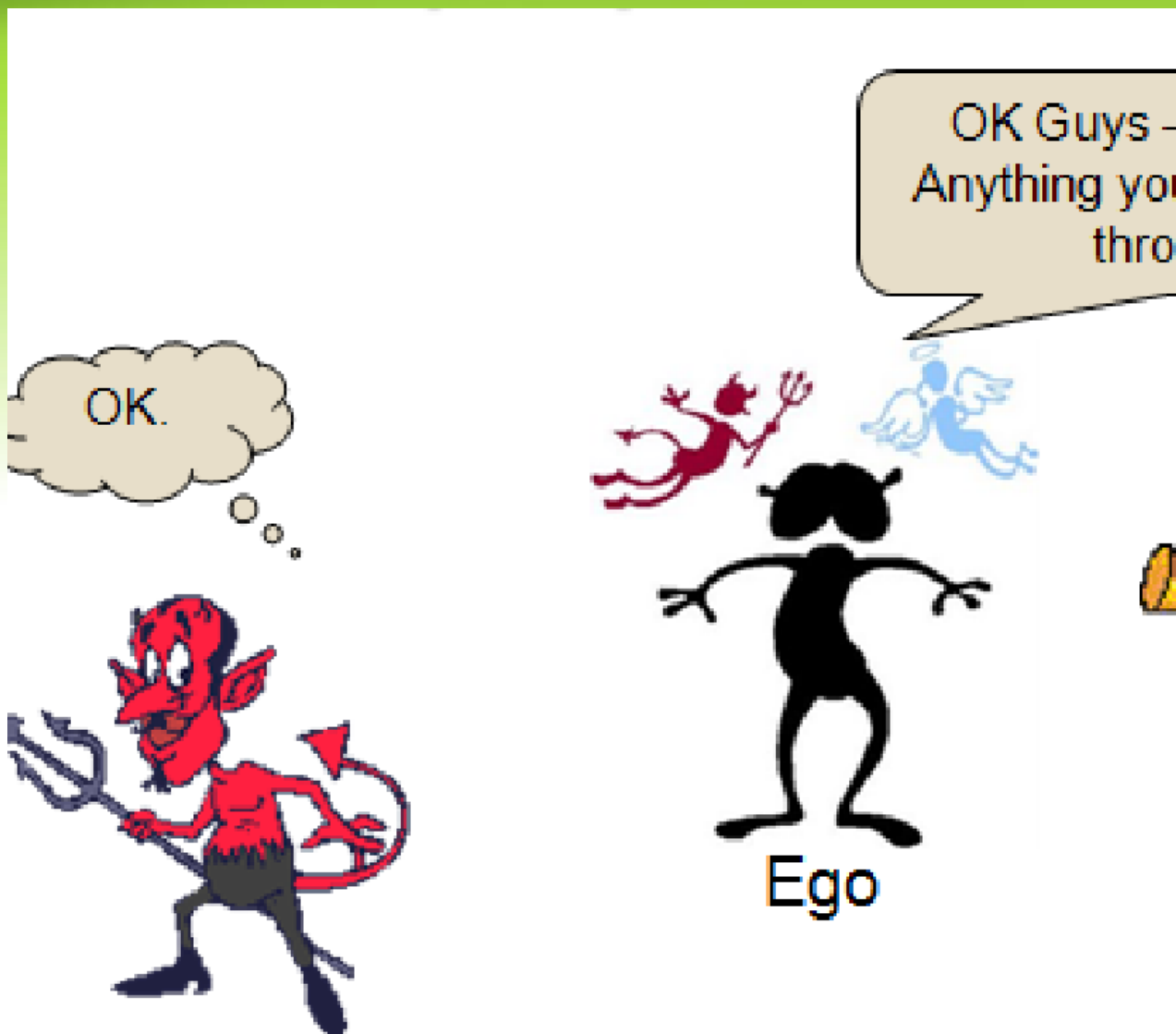
Superego



Ego



Psycho-analytical Theory



Id

ID

- It is the unconscious part of the human mind.
- It is most primitive part and is the source of pleasure based urges. Example- urges to have food, sex, etc.
- ID is original source of personality from birth to infant.
- The principal of working for ID is 'Pleasure Principle'.
- Id tries to satisfy the urge as soon as possible without considering the realities of life.

Ego

- Ego manages ID through the real environment.
- As Ego is conscious and logic personality, ID is guided and go demands immediate pleasure at controls it so that the pleasure appropriate time and in acceptable
- The principle of ego to work is 'I takes into account what is possible

Super Ego

- It is higher level restraining described as the conscience of the
- The conscience creates standards wrong.
- It represents the rules and the no cultural, moral or ethical behavior individual in the social environment
- However, an individual is not aware working of superego in oneself. It in a person when he absorbs central the standards of society.

Psycho-Analytical Theory

- I want to eat chocolate!

ID

EGO

- Eats a small bar of chocolate

Trait Theory

Gordon Allport



In 1936, psychologist Gordon Allport's language dictionary alone contained 18,000 terms describing different personality traits into three levels:

CARDINAL TRAITS

Traits that dominate an individual's whole life, often to the point that the person becomes known specifically for these traits. Allport suggested that cardinal traits are rare and tend to develop later in life.

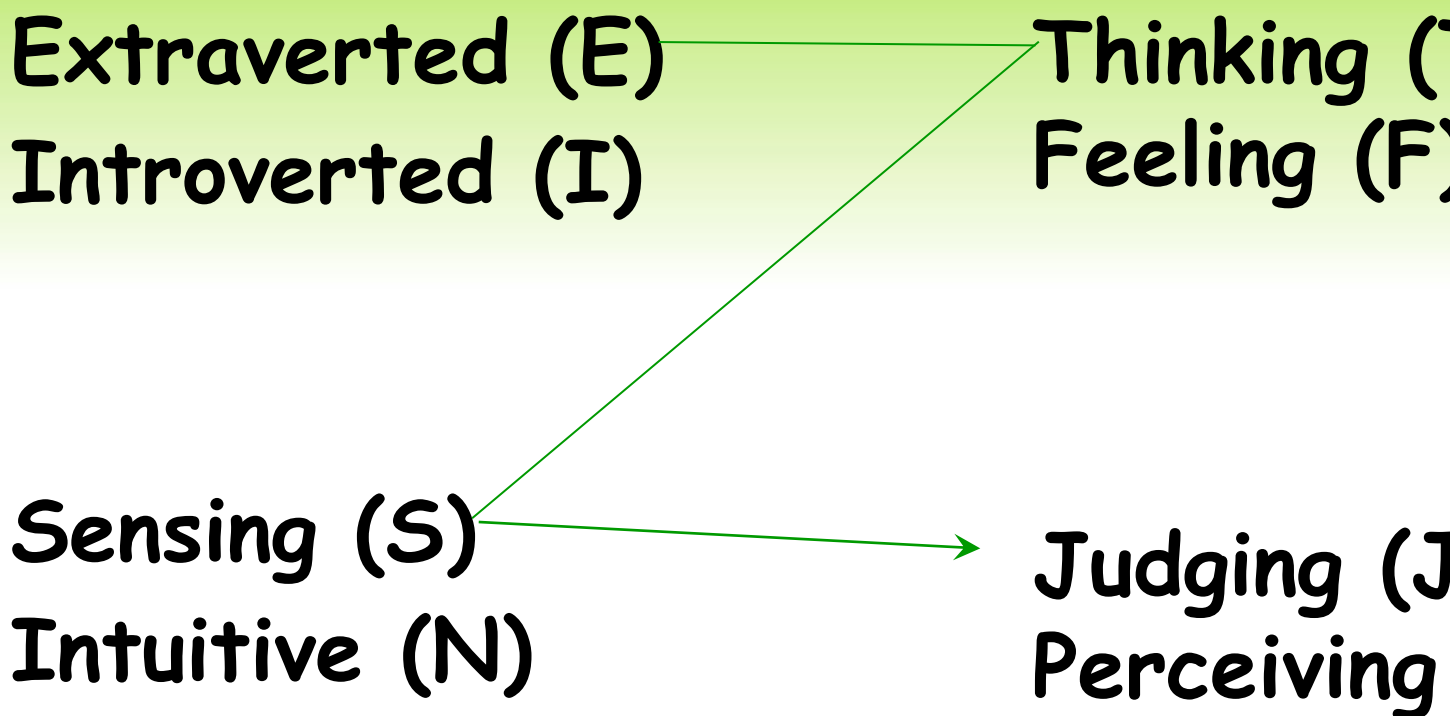
CENTRAL TRAITS

These are the general characteristics that form the basic foundations of personality. Terms like *intelligent*, *honest*, *shy*, and *anxious* are considered central traits.

Myers-Briggs Type Indicator (M

- It is the most widely used personality asse
- It is a 100-question personality test th usually feel or act in particular situations.
- **Extraverted (E) V/s Introverted (I):** Ex outgoing, sociable, and assertive. Introvert
- **Sensing (S) V/s Intuitive (N):** Sensing prefer routine and order. They focus on unconscious processes and look at the "big
- **Thinking (T) V/s Feeling (F):** Thinking typ handle problems. Feeling types rely on emotions.
- **Judging (J) V/s Perceiving (P):** Judging prefer their world to be ordered and str are flexible and spontaneous.

Myers-Briggs Type Indicator (M



Myers-Briggs Type Indicator (M

- These classifications together describe identifying every person by one trait from
- For example, **Introverted/ Intuitive/** (INTJs) are visionaries with original minds skeptical, critical, independent, determined
- **ESTJs** are organizers. They are realist decisive and have a natural head for business
- The **ENTP** type is a conceptualizer, versatile, and attracted to entrepreneurial be resourceful in solving challenging problems assignments.

The Big Five Personality Model

- Five basic dimensions underlie all other of the significant variation in human personality.
1. **Extraversion.** The extraversion dimension measures an individual's comfort level with relationships. Extraverts are gregarious, assertive, and sociable. Introverts are reserved, timid, and quiet.
 2. **Agreeableness.** The agreeableness dimension measures an individual's propensity to defer to other people. High scorers are cooperative, warm, and trusting. Low scorers are cold, disagreeable, and competitive.
-
- low on agreeableness are cold, disagreeable, and competitive.

The Big Five Personality Model

- 3. Conscientiousness.** The conscientiousness reliability. A highly conscientious person dependable, and persistent. Those who score low are easily distracted, disorganized, and un
- 4. Emotional stability.** The emotional stability is labeled by its converse, neuroticism—to withstand stress. People with positive emotional stability are calm, self-confident, and secure. Those with low emotional stability tend to be nervous, anxious, depressed, and
- 5. Openness to experience.** The openness to experience addresses a range of interests and feelings. **Extremely open** people are creative, curious, and sensitive. Those at the other end of the spectrum are practical and find comfort in the familiar.

Personality Attributes Influence

- **Core Self-Evaluation** - People who have high core self-evaluations like themselves and see themselves as capable, and in control of their environment.
- **Machiavellianism** - manipulation of other people to achieve one's goals and gaining and keeping power.
- **Narcissism**: a person who has a sense of entitlement, excessive admiration, has a sense of entitlement.
- **Self-Monitoring** - individual's ability to adjust their behavior to external situational factors.
- **Risk Taking**
- **Proactive Personality** - Identify opportunities and take action.
- **Other-orientation**

Attitude

- Attitudes are individuals' general affective and intentional responses toward objects, other people, or social issues.
- Attitudes are evaluative statements - favourable or unfavourable.
- They reflect how one feels about something.
- When an employee says, "I like my job" he is expressing his attitude about work.
- Attitude is defined as "a more or less stable mental state of opinion, interest or purpose involving a certain kind of experience and readiness with an object."

Components of Attitude

- **Cognitive:** This represents our thoughts about something. Ex: 'all teenagers are lazy,' or
- **Affective:** This component deals with feelings that are brought to the surface about something. Someone might have the attitude that teenagers are lazy because they are lazy or that they love all cute.
- **Behavioural:** This centers on individual actions towards something, such as 'we better keep our feet out of the library,' or 'I cannot wait to kill'

Components of Attitude

Cognition, affect, and behavior are closely related.

Cognitive = evaluation

My supervisor gave a promotion to a coworker who deserved it less than me. My supervisor is unfair.

Affective = feeling

I dislike my supervisor!

Behavioral = action

I'm looking for other work; I've complained about my supervisor to anyone who would listen.

Attitude Formation

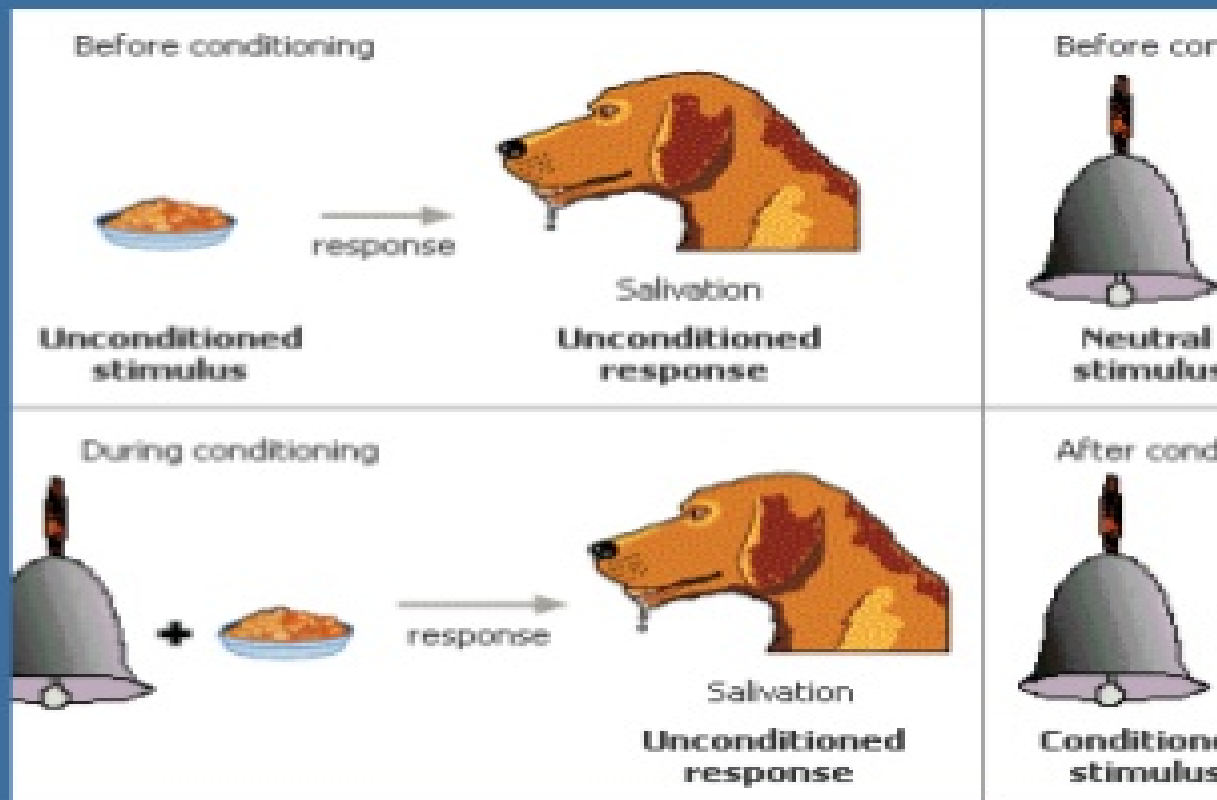
- 1. Direct Experience
 - Classical Conditioning
 - Operant Conditioning

- 2. Social Learning
 - The Family
 - Peer Groups
 - Modelling

Classical Conditioning

- **Unconditioned Stimulus** - is one naturally, and automatically triggers
- **Unconditioned Response** - is the unl occurs naturally in reaction to the u
- **Conditioned Stimulus** - is a previo that, after becoming associated wi stimulus, eventually comes to tr response.
- **Conditioned Response** is a behavior naturally, but must be learned by th

PAVLOV DOG CON



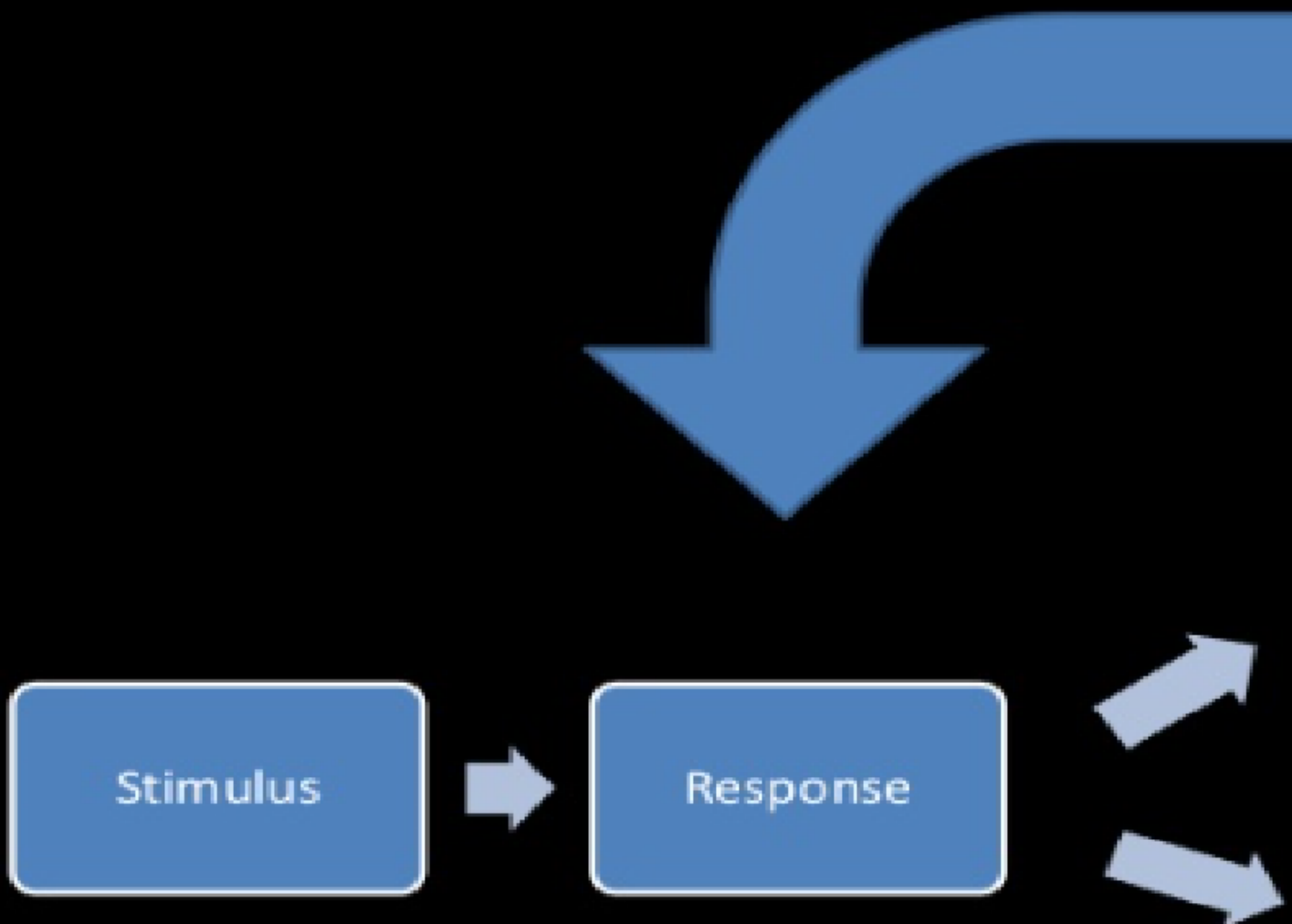
Pavlov presented food to dogs → dogs' mouths water
Pavlov rang bell → the dogs' mouths did not water

Pavlov presented food to dogs and rang bell → dog
Pavlov rang bell without food present → dogs' mouth

Operant Cond

- Type of learning in which a person repeats a behavior that has been reinforced or ceases a behavior that has punished.

Operant Conditioning

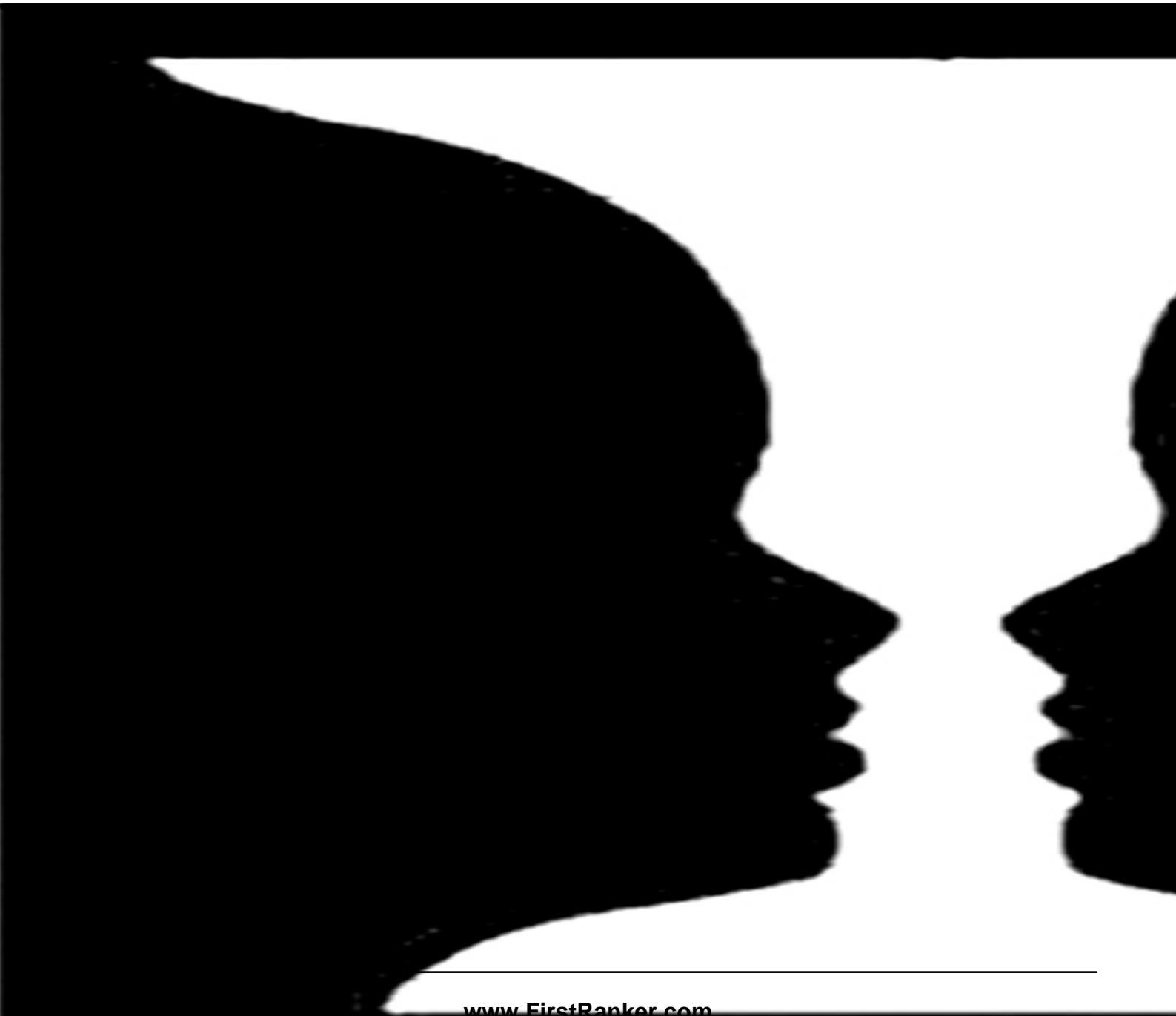


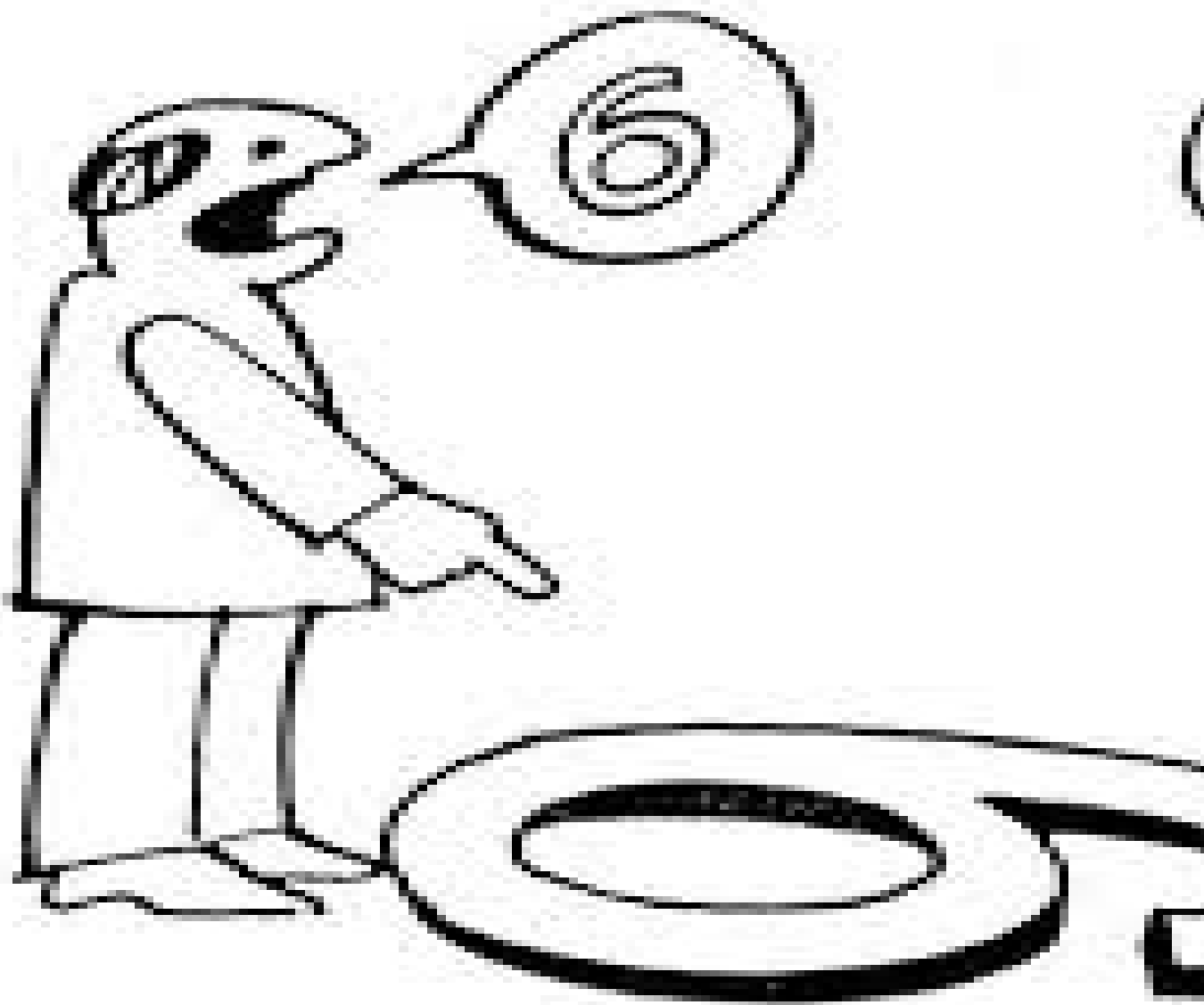
Major Aspects of Job Attitude

- Job Satisfaction
- Job Involvement
- Organizational Commitment

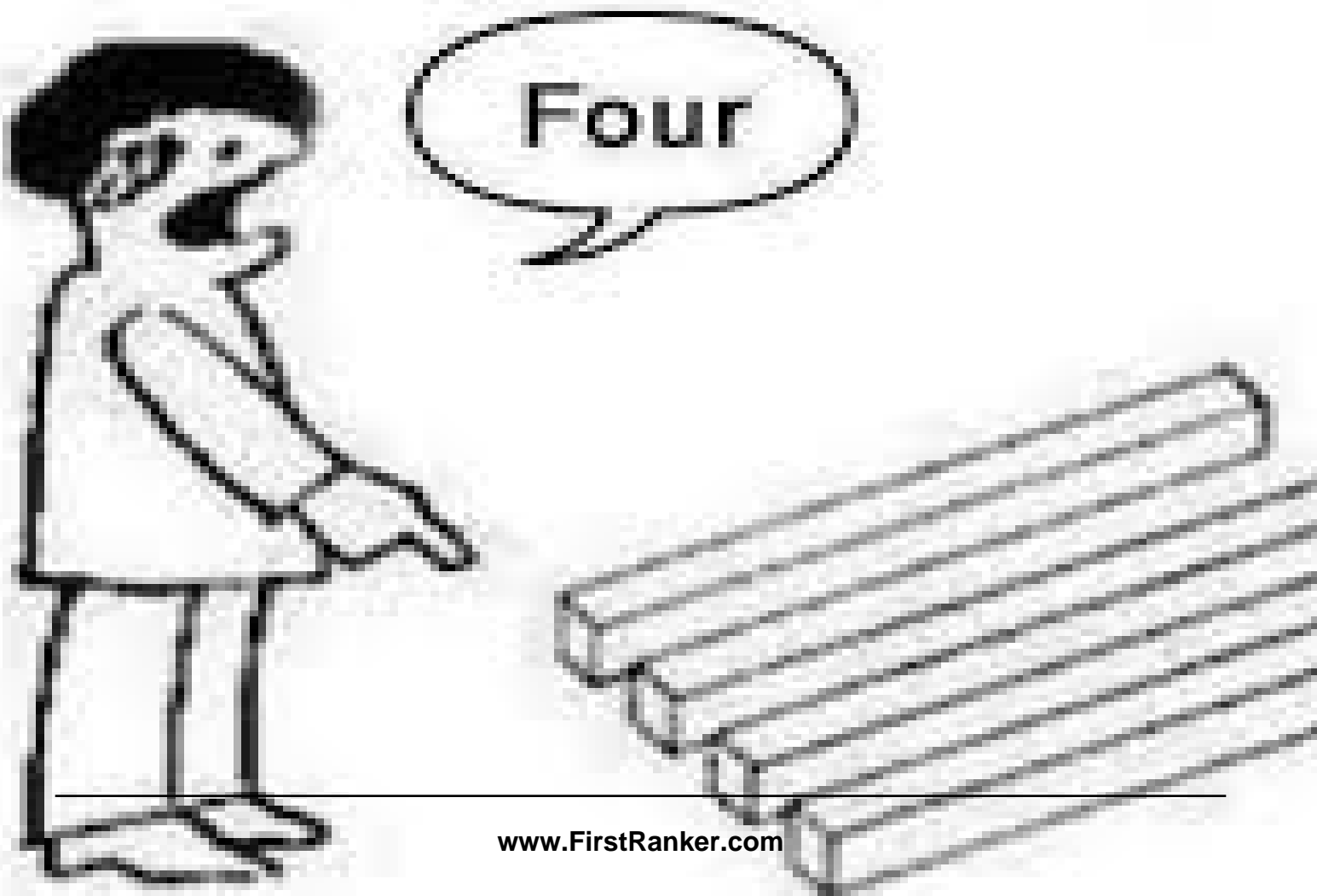
Three Types of General Attitudes

- Job-Lovers
- Job-Haters
- Job-Doers

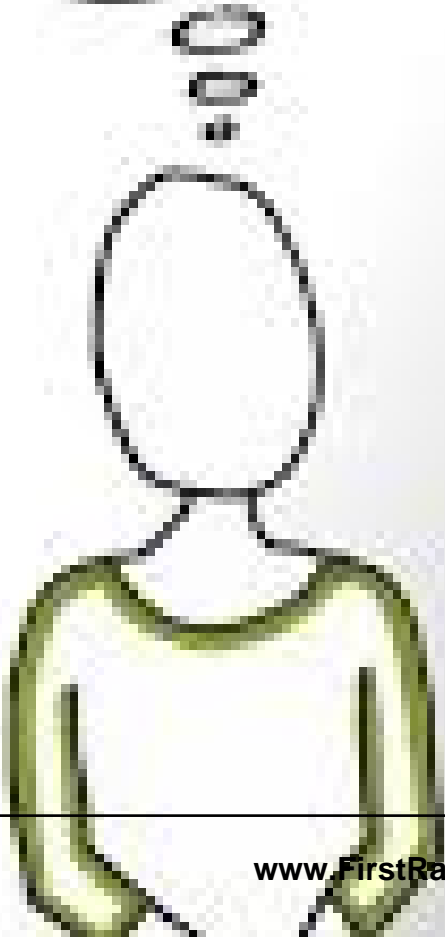




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Perception

- Perception is a process by which individuals sense and interpret their sensory impressions and give meaning to their environment.
- Perception can also be defined as "the process by which individuals organise and interpret their sensory impressions in order to give meaning to their environment".
- Perception may be defined as "a process by which people attend to incoming sensory stimuli and interpret such stimuli into behavior".

Factors Influencing Perception

- In The Perceiver
 - In The Object Or Target Being Perceived
 - In The Context Of The Situation
- Perception Is Made.

Characteristics of the Perceiver

- Needs and Motives
- Self Concept
- Past Experience
- Current Psychological State
- Beliefs
- Expectations
- Cultural Upbringing

The Object Or Target Being P

- Physical characteristics
- Persons, objects or events that are related to each other tend to be grouped together
- Manner of communication
- The status or occupation of a person

Characteristics of the Situation

- The surrounding environment present in it influence our percept
- Location of a given event is also ve in determining the behaviour.

Frequently Used Shortcuts in j

- Selective Perception
- Stereotype
- Halo Effect
- First-impression error
- Contrast Effect

Affect, Emotions, and Moods

Affect

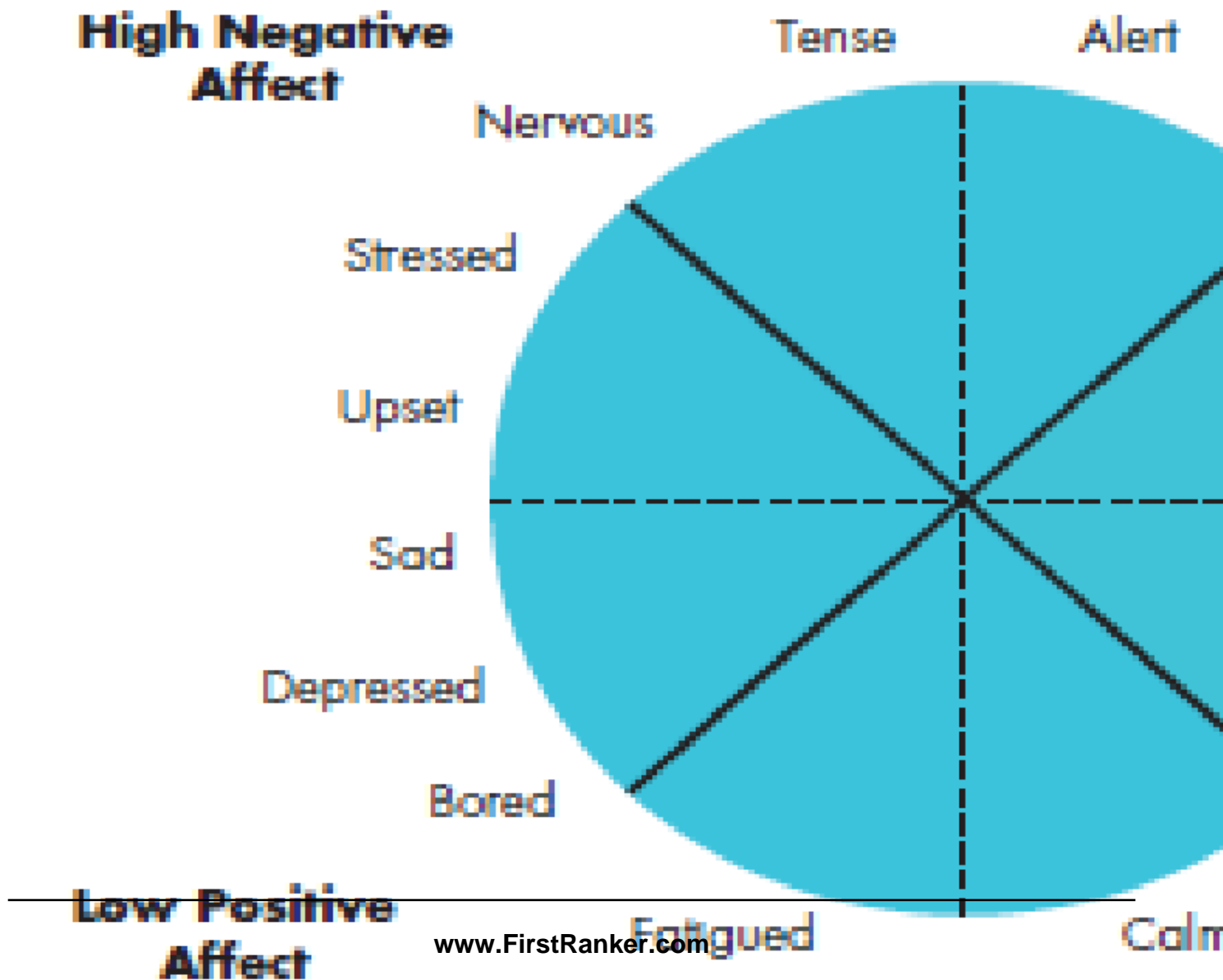
Defined as a broad range of feelings that p
Affect can be experienced in the form of e

Emotions

- Caused by specific event
- Very brief in duration (seconds or minutes)
- Specific and numerous in nature (many specific emotions such as anger, fear, sadness, happiness, disgust, surprise)
- Usually accompanied by distinct facial expressions
- Action oriented in nature

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The Structure of Mood



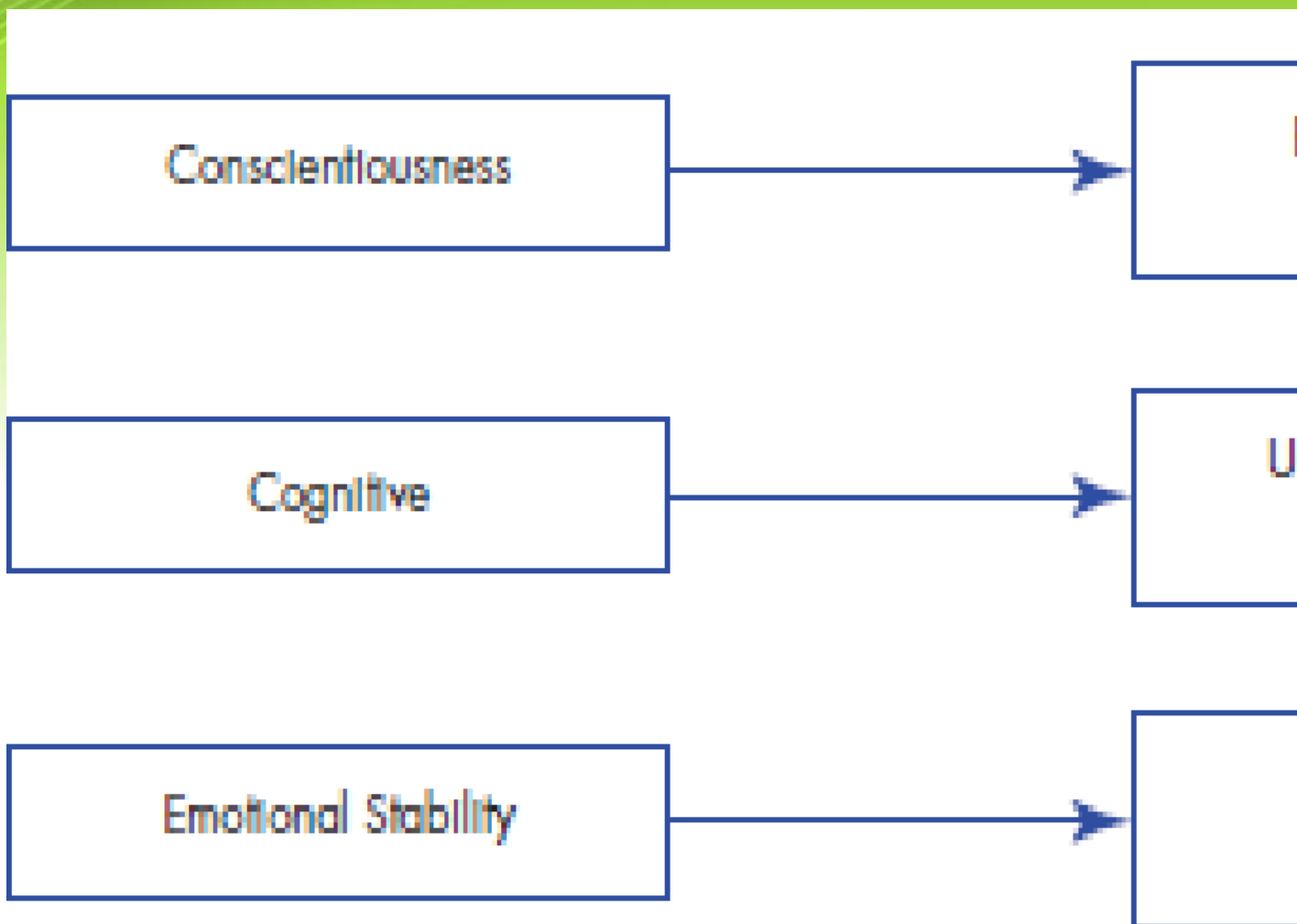
Emotional intelligence (EI)

A person's ability to

- (1) Perceive emotions in the self and
- (2) Understand the meaning of these
- (3) Regulate one's emotions according to a model.

In simple words emotional intelligence is defined as the ability to detect and respond to emotional cues and information.

A Cascading Model of Emotional



Emotional Intelligence

Emotional Intelligence is composed of
Self-awareness: The ability to be a feeling.

Self-management: The ability to emotions and impulses.

Self-motivation: The ability to per setbacks and failures.

Empathy: The ability to sense how o

Social skills: The ability to hand others.