PERSONALITY, INDIVIDUAL AND CULTURAL DIFFERENCES

IE University
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Degree course: SECOND
Semester: 1º
Category: COMPULSORY
Number of credits: 6.0
Language: English

PREREQUISITES

SUBJECT DESCRIPTION

We all have different psychological characteristics that determine our personality, and we express this everyday through our thoughts, values, feelings, behaviors and skills. But where does our personality come from? What makes us unique?

This is not an easy question to answer and there are still many discussions and theories about this topic. Different models try to explain how our personality is shaped, considering both internal ("nature") and external factors ("nurture").

Culture is an essential external factor that influences our personality development. It is the contextual framework where we grow up and learn some of our values. We can always observe some consistency in human values and behaviors/expressions within the same culture and this proves how important is this context in our development.

In Personality, Individual and Cultural Differences, we take a hands-on and practical approach to the study of personality. As part of the course, we will study different models ranging from the first psychodynamic model, to humanistic theories, the study of traits, biological foundations, personality structures and disorders, and other models used for human development.

Personality and culture are highly relevant topics today that allow a deep understanding of diversity and an ability to work and connect with different people and profiles. Companies are also dedicating more resources to help avoid stereotypes and focus on everyone's uniqueness in order to create good teams and collaborative work environments.

OBJECTIVES AND SKILLS

By the end of this course, the student will have a good knowledge of types of theories of personality. Specifically, the student will be expected to:

- Have a deep understanding of personality models and their implications; they will also develop their own critical point of view about the main personality concepts.
- Understand the difference between "nature and nurture", and the role that genetics and environment have in each person's personality, while understanding how culture influences and/or builds personality.
- Comprehension of the different theoretical approaches within the field of personality psychology,
- Identify the different personality structures and disorders, influence in our intelligence, other models used for personal or corporate development.
- Understand how we perceive ourselves (self-concept, self-esteem and self-awareness) and how we compare with others.
- Comprehend the role of intelligence and types of intelligence in our personality.
- Be able to apply personality theories to the analysis of real life people (in both your personal and professional life) and use these concepts to explain behaviors and patterns of change.
- Develop the skills to self-assess your personality and identify other people's personality and traits, understanding how these fit in their cultures.

METHODOLOGY

Liquid learning at IE is a transformational and interactive educational experience that transcends single methodologies and platforms blending together phhysical, digital and natural environments. This liquid learning model is a hybrid, flexible and agile model of education that combines synchronous and asynchronous session with a hands-on approach.

The sessions combine a wide variety of concept learning tools (reading, lectures, videos, forums...) with skills development exercises (team & individual activities, role plays, sharing, feedback). The students will develop their skills to assess personality and profiles, together with their critical thinking in a "learning by doing" environment.

This course is composed by:

- 21 Synchronous & 9 Asynchronous sessions
- Diverse learning tools: Readings, videos, slides, forum, questions, exercises...
- 5 Learning modules:

    I. Personality Overview

    II. A wide range of personality theories

    III. Personality structures &disorders

    IV Self-concept & intelligence

    V. Personality understanding in action

Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	13.33 %	20 hours
Discussions	10.0 %	15 hours
Exercises	13.33 %	20 hours
Group work	33.33 %	50 hours
Other individual studying	30.0 %	45 hours
TOTAL	100.0 %	150 hours

PROGRAM

MODULE I: PERSONALITY OVERVIEW

SESSION 1 (LIVE IN-PERSON)
SYNCHRONOUS - INTRODUCTION TO PERSONALITY

- Welcome & introductions
- Course objectives and expectations
- Definitions of Personality.
- Assessing personality and main challenges

Activity:

- *Debate of personality and challenges to assess it*

SESSION 2 (LIVE IN-PERSON)
SYNCHRONOUS - WHAT MAKES YOU UNIQUE?

- What makes you unique?
- Nature vs. nurture
- Different psychological approaches
- *Activity:*
- *Drawing a personality post-itDefine your uniqueness. U collage.*

SESSION 3 (LIVE IN-PERSON)
SYNCHRONOUS - PERSONALITY & CULTURES

- Cultural framework: context, values
- Individual and cultural differences
- Stereotypes vs. archetypes
- Cultural expressions: theater, cinema, literature
- Minorities cultures

Activities:

- *Show us your culture with a film. Discussions of stereotypes vs. archetypes*

MODULE II: A WIDE RANGE OF PERSONALITY THEORIES

SESSION 4 (ASYNCHRONOUS)
ASYNCHRONOUS - PSYCHODYNAMIC MODELS

- Freud's psychodynamic theory of personality
- Levels of consciousness (unconscious, preconscious and conscious)
- Structural model of personality: id, superego and ego.

Activities:

- *Netflix Documentary Genius of the world. Freud. Note: Other Youtube video will be proposed for those without access to Netflix, Questions about the video*

SESSION 5 (LIVE ONLINE)

SYNCHRONOUS: PSYCHODYNAMIC MODELS

Psychodynamic models and personality theories

- Deepening in Freud's psychodynamic theory
- 3 Level of consciousness
- Structural model: id, superego and ego

Activities:

- *Final learnings from Netflix Doc*
- *Discussion Pros & Cons of Psychodynamic models*

SESSION 6 (LIVE IN-PERSON)

SYNCHRONOUS: PSYCHODYNAMIC MODELS - DEFENSE MECHANISMS

- Conflicts and defense mechanism
- Main defense mechanism and how we can spot them
- Neo-Freudians authors: Jung, Adler

Activities:

- *Defenses mechanisms in our everyday life.*
- *Kahoot test– Defense mechanisms*

SESSION 7 (ASYNCHRONOUS)

ASYNCRONOUS - HUMANISTIC THEORIES

- Humanism, the uniqueness of human condition and importance of emotions
- Humanism vs. psychoanalysis and cognitive behavioral psychology
- Theories: The Personality Theory of Carl Rogers, Maslow Motivation Theory

Activities:

- *Reading (blackboard): Humanistic theories*
- *Video*
- *Questions: Understanding your key motivations today*

SESSION 8 (LIVE IN-PERSON)

SYNCHRONOUS - HUMANISTIC THEORIES - TRANSACTIONAL ANALYSIS

- Deepening into humanistic psychology
- Transactional Analysig: Eric Berne.
- Life script
- 3 Ego states and types
- Transactions & Games people play

Activities:

- *Spotting your ego state in real situations*
- *Analysis of conflicts & games (films)*

SESSION 9 (LIVE IN-PERSON)

SYNCHRONOUS - HUMANISTIC THEORIES - GESTALT & OTHERS

- Gestalt: Fritz Perls
- Gestalt cycle and defense mechanisms
- Psychodrama: Jacob Levy Moreno
- Bioenergetics: Alexander Lowen
- The Positive Revolution: Positive Psychology (Martin Seligman)

Activities:

- *Discussion. Pros and cons of each theory/approach when analyzing personality*

SESSION 10 (ASYNCHRONOUS)

ASYNCHRONOUS - OTHER PERSONALITY MODELS - TRAITS & EYSENCK MODEL

- Personality type and trait
- Eysenk's Hierarchical Model: Superordinate level, trait, habitual and specific response

Activities:

- *Reading: Personality trait, Eysenk's Hierarchical model*
- *Concept Video*

SESSION 11 (ASYNCHRONOUS)

ASYNCHRONOUS - OTHER PERSONALITY MODELS - THE BIG 5 FACTORS THEORY

The Big Five factor theory:

- Openness
- Neuroticism
- Agreeableness
- Extraversion
- Conscientiousness

Activities:

- *Concept Video*
- *Draw your big 5*
- *Online Test 1*

SESSION 12 (LIVE IN-PERSON)

SYNCHRONOUS - BIOLOGICAL FOUNDATIONS OF PERSONALITY

- Historic perspective on biological findings and scientific theories
- Evolution and personality
- Genes and Personality
- Neurophysiological mechanism

Activities:

- *Draw your genogram. Share your learnings*
- *Hormones and personality: 1 minute presentations*

MODULE III: PERSONALITY STRUCTURE & DISORDERS

SESSION 13 (LIVE IN-PERSON)

SYNCHRONOUS - PERSONALITY STRUCTURES - OVERVIEW & NEUROTIC STRUCTURES

- 3 types of personality structures: Neurotic, limit and psychotic structures
- Healthy and pathological side of each structure
- Neurotic structures: Obsessive, hysterical, passive-aggressive

Activity:

- *Personality assessments in some films*
- *In other personalities' shoes: Mimicking personality structures*

SESSION 14 (LIVE IN-PERSON)

SYNCHRONOUS - PERSONALITY STRUCTURES. BORDERLINE & PSYCHOTIC STRUCTURES

- Borderlines structures: narcissist, borderline, psychopath
- Psychotic structures: Paranoid and schizoid
- Healthy and pathological side of each structure

Activity:

- *Personality assessments in some films*
- *In other personalities' shoes: Mimicking personality structures*

SESSION 15 (ASYNCHRONOUS)

ASYNCHRONOUS - INDIVIDUAL ASSIGNMENT - PERSONALITY IN A SCENE

Briefing for individual assigment

- Choose one scene (a personal story or a film scene) and analyse the personality of the main characters using different lenses: Cultural frameworkPsychodynamic models & defense mechanismsHumanistic theory: Transactional analysis and gestaltPersonality structures

- You should explain briefly the scene at the beginning, share your analysis following the different approaches and finally give your point of view about the most useful theory/approach in your analysis.
- Format: Word document. 1 side. Minimum 1,5 space.

SESSION 16 (LIVE IN-PERSON)

SYNCHRONOUS - PERSONALITY DISORDERS

- What is a personality disorder?
- When the structure becomes pathological.
- Psychopathologies & diagnose
- Types; Suspicious (paranoid, schizoid and antisocial), Emotional and impulsive (borderline, and narcissistic), Anxious (avoidant, dependent and obsessive compulsive).

Activities:

- *Discussion around disorders, stigmas and labels*

SESSION 17 (LIVE IN-PERSON)

SYNCHRONOUS - PERSONALITY DISORDERS - SCHIZOPHRENIA, BIPOLARISM, DEPRESSION & PHOBIAS

- Deep dive in Schizophrenia, bipolarism, depression and phobias
- Symtoms and factors

Activities:Personality disorders in films

MODULE IV: SELF-CONCEPT & INTELLIGENCE

SESSION 18 (ASYNCHRONOUS)

ASYNCHRONOUS - SELF CONCEPT & SELF PROCESS

- The Self-concept: How do we know our own personality?
- Evaluating the self: Self-awareness, self-schema & self-esteem

Activity:

- *Document with key definition*
- *Video*

SESSION 19 (LIVE IN-PERSON)

SYNCHRONOUS - SELF-CONCEPT & SELF-PROCESSES

- Discussion and learnings of key concepts
- Culture and self-serving biases; social comparisons

Activity:

- *Eperiment: "Social label" meeting. Forum (Blackboard) with your experience and learnings*

SESSION 20 (ASYNCHRONOUS)

ASYNCHRONOUS - INTELLIGENCE & INDIVIDUALITY

- Intelligence & types of intelligence
- Psychometric tests

Activity:

- *Document with key concepts*
- *Video*
- *Online test 2*

SESSION 21 (LIVE IN-PERSON)

SYNCHRONOUS - INTELLIGENCE & INDIVIDUALITY

- How do genes and environment influence intelligence?
- Group differences in intelligence & correlation with other factors

Activities:

- *In class assessment of your most developed types of intelligence*

MODULE V: PERSONALITY UNDERSTANDING IN ACTION

SESSION 22 (LIVE IN-PERSON)

SYNCHRONOUS - UNDERSTANDING PERSONALITY- KEY CONCEPTS IN PRACTICE

- In-depth interview to deeply and really understand someone's personality: Interview structure, elements, context
- The power of open questions and open and active listening
- Transference and countertransference: Avoiding your own projections

Activity:

- *Role play interview*

SESSION 23 (LIVE IN-PERSON)

SYNCHRONOUS - UNDERSTANDING PERSONALITY- REAL INTERVIEW

- Key concepts from previous session and observation

Activity

- *Interview in practice in triads: interviewer, interviewee and observerSharing of key learnings*

SESSION 24 (LIVE IN-PERSON)

SYNCHRONOUS - PERSONALITY IN CORPORATE

- Global companies in different local cultures
- Working in a diverse environment: different personalities within a corporate cultural
- Brands: Motivational map, Iconic brands & Archetypes
- Personality assessment & HR departments

Activities:

- *Document with key concepts*

SESSION 25 (LIVE IN-PERSON)

SYNCHRONOUS - PERSONALITY IN CORPORATE

- Global companies in different local cultures
- Working in a diverse environment: different personalities within a corporate cultural
- Brands: Motivational map, Iconic brands & Archetypes
- Personality assessment & HR departments

Activities:

- *Document with key concepts*

SESSION 26 (ASYNCHRONOUS)

ASYNCHRONOUS - WORKING SESSIONS WITH TEAMS

Working sessions for final project and key questions. The project aim at analyzing a celebrity in depth, applying the learned concepts.
20 minutes per team

SESSION 27 (ASYNCHRONOUS)

ASYNCHRONOUS. WORKING SESSIONS WITH TEAMS

Working sessions for final project and key questions. The project aim at analyzing a celebrity in depth, applying the learned concepts.
20 minutes per team.

SESSION 28 (LIVE IN-PERSON)

FINAL PROJECTS PRESENTATIONS

SESSION 29 (LIVE IN-PERSON)

FINAL PROJECTS PRESENTATIONS

SESSION 30 (LIVE IN-PERSON)

SYNCHRONOUS - FINAL EXAM

30% multiple choice (15 questions) and 70% open-ended questions to apply theory to real cases.

BIBLIOGRAPHY

Recommended

- Michael S. Gazzaniga. (2018). *Pyschological Sciences.* 6th edition. Norton. ISBN

9780393640366 (Printed)

EVALUATION CRITERIA

It's required to work outside the class, preparing reports, participating in forum, doing presentations and a final project. Both individual and group work will be taken into account in the final grade.

It is important to be respectful and proactive during in-class sessions as well as in the group projects, For the group project, students will choose who they will work with.

You will have two exams: midterm and final. The final exam will be cumulative. During the entire course, the students will receive feedback on the activities they are presenting, so they can keep track of their grade and be in control of it. Attendance will also be taken into account daily, for the very same reason.

Evaluation criteria details:

- Class participation and attendance (15%): Attendance is mandatory and will, therefore, have an impact on the final grade. Discussions and debates will count towards participation (including the one in forum). this grade (participation, engaged listening, self-involvement in class...).Participation will be evaluated according to attention paid, participation in discussions and debates and general involvement within the course.
- Final Team Project (35%): Each student will be part of a group project that will have to be presented by the end of the term. You will have to deeply analyze the personality of a well-known celebrity, using the tools and models from class. Specific briefing and details will be presented in class prior to the due date and uploaded to Campus.
- Individual assignment and tests (15%): Each students will have to write one individual assignment (10%) and complete 2 online tests (5%) during the course.
- Final Exam (35%): Same methology and format that the mid-term. Online with camera (blackboard). 30% multiple choice (15 questions) and 70% 3 open-ended questions to apply theory to real cases.

Criteria	Percentage	Comments
Class Participation	15 %	
Group Presentation	35 %	
Individual Work	15 %	
Final Exam	35 %	

RETAKE POLICY

Each student has 4 chances to pass any given course distributed in two consecutive academic years (regular period and July period).

It is mandatory to attend 100% of the classes. Students who do not comply at least with 70% attendance will lose their 1st and 2nd chance, and go directly to the 3rd one (they will need to enroll again in this course next academic year).

Grading for retakes will be subject to the following rules:

- Students failing the course in the first regular period will have to do a retake in July (except those not complying with the attendance rules, which are banned from this possibility).
- Dates and location of the July retakes will be posted in advance and will not be changed. Please take this into consideration when planning your summer.
- The maximum grade that a student may obtain in the retake will be 8 out of 10.
- Those students in the 3rd call will be required to attend 50% of the classes. If due to schedule overlap, a different option will be discuss with the professor in order to pass the subject.

PROFESSOR BIO

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PASSIONATE EXPERT IN PEOPLE UNDERSTANDING & DEVELOPMENT: THERAPIST & MASTER IN HUMANISTIC PSYCHOLOGY WITH CORPORATE BACKGROUND

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- 2020: Master in sex & couples therapy (Universidad Autónoma Madrid)
- 2017-2019: Master in Humanistic therapy (Universidad Alcalá de Henares)
- From 2011: Professor at IE (Branding, innovation, marketing)
- 2011- 2016: EU Regional Manager & Content Director in BMC Strategic Innovation(Branding, Consumer and Innovation Agency, working with top global companies, such as Coca Cola, Heineken, Unilever, Nespresso, BBVA,...)
- 2003-2011: Marketing Manager & Brand manager. Kraft Foods(Now Mondelez). Brands: Milka, Oreo, Chips Ahoy!, Tassimo, Philadelphia…
- 2000-2003: Product Manager. Unilever. Brand: Dove

OTHER INFORMATION

Office hours: Please write to me (rmendez@faculty.ie.edu) and we organise the office hours accordingly.