

Chapter 7: Using Personality Traits to Understand Behavior

Objectives

- ▶ Discuss why it is important to measure or judge traits
- ▶ Discuss the four research methods used to connect traits and behavior
- ▶ Discuss how personality develops (and stays the same) over the life span

Research Methods Used to Connect Traits with Behavior

- ▶ Four Methods:
- ▶ Single-trait approach
- ▶ Many-trait approach
- ▶ Essential-trait approach
- ▶ Typological approach

