

The Compatibility of Psychology & Economics

INTRODUCTION

Whether your psyche is in working for a large corporation, running a government, blue-collar work or healthcare, your mind controls both micro and macro economics in your personal lifestyle and in business. Your mind depicts your personality, your personal life, how you make a living, and how you establish a lifestyle for yourself and your family--- hereafter referred to as your *lifestyle finances*.

To reach a workable understanding of your personality, this book will explore the day-to-day activities that can be defined through your internal and external responses to various activities in your life from birth to death.

We develop attitudes about behavior, internalize values, morals, and social codes in our society as children, and carry these attitudes into adulthood. Everything we do is because we were taught to perform a certain way; that this is the acceptable way for human beings in your society to behave. This teaching-learning process occurs throughout your lifetime beginning at birth and becomes internalized behavior. In turn, this behavior becomes your personality.

We know how to act and how we feel under particular circumstances from what we learned from ages 0–5. Beginning in the home, our values and beliefs are established in the world with which we are familiar. As we grow physically, mentally and socially, our world of behavior also expands. Our values and beliefs broaden as we venture out into an expanded world: the neighborhood, school, and community. These persuasive elements begin to affect our behavior and our feelings about *self*.

In psychology it is accepted that what we have learned by age five as to values, morals, beliefs, and attitudes is internalized and does not change. After age five, we challenge, experiment, and experience other than the internalized characteristics of our personality, which is what makes life so challenging. As we grow, we see how others act in the expanded world and that what we experience in our expanding world may not be consistent with what we were taught as small children where “home was your world.

Exposure to other children in the neighborhood, school, and community begins to challenge some of the values and beliefs we were taught. The media, politics, religion, and other cultures expose us to morals in a still broader environment. This exposure leads us to experiment and experience a broader scope of values and we have to make choices. Our attitude takes on a different tempo.

These cultural factors that affect the behaviors taught to a child are embellished by genetic factors, thus genetic and cultural factors provide a range of expressions that contribute to the development of your personality—who you are.

UNIT I

Chapter 1 - PERSONALITY: “WHO AM I?”

Your task is to bring your codes of conduct into congruence with the external environment; a task which brings about confusion and even conflicts. Through this confusion and conflict, you begin to experience a broader sense of *self*—your personality development occurs on a broader scale. With the need to act, react, and interact in a society of multiple factions of other personalities, we begin to define our strengths and weaknesses, our likes and dislikes.

Your personality developed from learned behaviors and is based on life experiences for *self*--the differences and consistencies in your behavior over time and in different situations. It is these individual traits, which make us unique from others. Your personality is you and through others your ***self-identification*** begins. You identify your personality by being able to answer: “Who am I?”

There are two parts to your personality:

1. *Self*-identity: ***self perception***
2. How others see you: ***others' perception***