

THE COMPATABILITY OF PSYCHOLOGY AND ECONOMICS

UNIT I CHAPTER I PERSONALITY: “WHO AM I”

The mind, psyche, controls economics, whether it is micro or macro; whether it is in your personal lifestyle, it is in running a large corporation, or running a government. The mind, which depicts your personality, controls your economics, hereafter referred to as your lifestyle finances. It can be about your personal life or about how you make a living; how you establish a lifestyle for *self* and your family.

The study of your personality from a psychological perspective is based on many theories, but to get a workable understanding of your personality, this book will explore The day-to-day activities that can be defined through you internal and external responses to various activities in your life from birth to death.

Everything we do is because we were taught to perform a certain way, and that was the acceptable way for human beings in your society to behave. This teaching-learning process occurs throughout your lifetime; It begins at birth and is internalized behavior as it is taught and rewarded. This behavior—acting and rewarding—becomes are personality. We internalize values, morals, social codes and develop attitudes about behavior in our society as a child and carry these attitudes into adulthood..

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

As we grow physically , mentally and socially our world of behavior also expands. Beginning in the home, our values and beliefs are established on the world we are familiar with, but broadens as we venture out into an expanded world: the neighborhood, school, community are persuasive elements that begin to effect our behavior and how we feel about our “*self*”. We know how to act and how we feel under particular circumstances from what we learned from age 0 – 5. In psychology it is accepted that what we have learned by age 5 as to values, morals, beliefs, and attitudes is internalized and does not change. You will challenge, experiment, and experience other than the internalized characteristics of your personality, but that is what makes life so challenging. As you grow you see what is being acted out in the expanded world and what you begin to experience in your expanding world may not be consistent with what you were taught as a small child where “home was your world.

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

The task you encounter is to bring internalized codes of conduct that are. A part of you into congruence with the external environment which brings about confusion and even conflicts. It is through this confusion and these conflicts that you begin to experience a broader sense of *self*. Thus, your personality development occurs on a broader scale and 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.

PERSONALITY is that which accounts for the differences and consistencies in your behavior over time and in different situations. Personality is made up of individual traits which make us unique from others. To identify your personality you must be able to answer: "Who am I?"

Your personality developed from learned behaviors, based on life experiences for *self* and through others begins your *SELF-IDENTIFICATION*. Your personality is you.

There are two parts to your personality:

1. *Self*-Identity or *SELF PERCEPTION*
2. How others see you: *OTHERS' PERCEPTION*