1. Discuss the structural model of personality.

Ans: According to Sigmund Freud's psychoanalytic theory of personality, personality is composed of three elements. These three elements of personality—known as the id, the ego, and the superego—work together to create complex human behaviors.

The Id

The id is the only component of personality that is present from birth. This aspect of personality is entirely unconscious and includes the instinctive and primitive behaviors. According to Freud, the id is the source of all psychic energy, making it the primary component of personality.

The id is driven by the pleasure principle, which strives for immediate gratification of all desires, wants, and needs. If these needs are not satisfied immediately, the result is a state of anxiety or tension. For example, an increase in hunger or thirst should produce an immediate attempt to eat or drink. The id is very important early in life, because it ensures that an infant’s needs are met. If the infant is hungry or uncomfortable, he or she will cry until the demands of the id are met. However, immediately satisfying these needs is not always realistic or even possible. If we were ruled entirely by the pleasure principle, we might find ourselves grabbing things we want out of other people's hands to satisfy our own cravings. This sort of behavior would be both disruptive and socially unacceptable.

According to Freud, the id tries to resolve the tension created by the pleasure principle through the primary process, which involves forming a mental image of the desired object as a way of satisfying the need.

The Ego

The ego is the component of personality that is responsible for dealing with reality. According to Freud, the ego develops from the id and ensures that the impulses of the id can be expressed in a manner acceptable in the real world. The ego functions in both the conscious, preconscious, and unconscious mind.

The ego operates based on the reality principle, which strives to satisfy the id’s desires in realistic and socially appropriate ways. The reality principle weighs the costs and benefits of an action before deciding to act upon or abandon impulses. In many cases, the id's impulses can be satisfied through a process of delayed gratification—the ego will eventually allow the behavior, but only in the appropriate time and place.

The ego also discharges tension created by unmet impulses through the secondary process, in which the ego tries to find an object in the real world that matches the mental image created by the id's primary process.

The Superego

The last component of personality to develop is the superego. The superego is the aspect of personality that holds all of our internalized moral standards and ideals that we acquire from both parents and society—our sense of right and wrong. The superego provides guidelines for making judgments. According to Freud, the superego begins to emerge at around age five.

There are two parts of the superego:

1. The ego ideal includes the rules and standards for good behaviors. These behaviors include those which are approved of by parental and other authority figures. Obeying these rules leads to feelings of pride, value and accomplishment.
2. The conscience includes information about things that are viewed as bad by parents and society. These behaviors are often forbidden and lead to bad consequences, punishments or feelings of guilt and remorse.

The superego acts to perfect and civilize our behavior. It works to suppress all unacceptable urges of the id, and struggles to make the ego act upon idealistic standards rather than upon realistic principles. The superego is present in the conscious, preconscious and unconscious.

The Interaction of the Id, Ego and Superego

With so many competing forces, it is easy to see how conflict might arise between the id, ego and superego. Freud used the term ego strength to refer to the ego’s ability to function despite these dueling forces. A person with good ego strength is able to effectively manage these pressures, while those with too much or too little ego strength can become too unyielding or too disrupting.

According to Freud, the key to a healthy personality is a balance between the id, the ego, and the superego.

2. Elucidate Cattell’s theory of personality.

Ans: In order to apply factor analysis to personality, Cattell believed it was necessary to sample the widest possible range of variables. He specified three kinds of data for comprehensive sampling, to capture the full range of personality dimensions:

- Life data (or L-data), which involves collecting data from the individual's natural, everyday life behaviors, measuring their characteristic behavior patterns in the real world. This could range from number of traffic accidents or number of parties attended each month, to grade point average in school or number of illnesses or divorces.
- Experimental data (or T-data) which involves reactions to standardized experimental situations created in a lab where a subject’s behavior can be objectively observed and measured.
- Questionnaire data (or Q-data), which involves responses based on introspection by the individual about their own behavior and feelings. He found that this kind of direct questioning often measured subtle internal states and viewpoints that might be hard to see or measure in external behavior.

In order for a personality dimension to be called “fundamental and unitary,” Cattell believed that it needed to be found in factor analyses of data from all three of these measurement domains. Thus, Cattell constructed measures of a wide range of personality traits in each medium (L-data; Q-data; T-data). He then conducted a programmatic series of factor analyses on the data derived from each of the three measurement media in order to elucidate the dimensionality of human personality structure.