

Discussion questions- Topic 5

1. Complete the Big-5 Personality Traits test available on the web at: <http://personality-testing.info/tests/IPIP-BFFM/>. To what extent do you agree with the results?
2. Consider your own preferences for food and automobiles. How do your preferences differ from those of your classmates? Review the trait theories seen in class. Speculate on what traits might explain these differences.
3. Pick up three of your favorite brands. Describe their personality. What personality traits do they have?
4. Go through a magazine looking carefully at the print advertisements. Identify two ads based on the defense mechanism of fantasy. To what extent do you think people are influenced by this mechanism?
5. Rate yourself on the scale provided*. Next, rate two of your material possessions that are particularly important to you on the scale. How closely did you rate the material possessions to how you rated yourself?

***A scale to measure product images and self-images (Malhotra, 1981)**

Rugged	1	2	3	4	5	6	7	Delicate
Exciting	1	2	3	4	5	6	7	Calm
Uncomfortable	1	2	3	4	5	6	7	Comfortable
Dominating	1	2	3	4	5	6	7	Submissive
Thrifty	1	2	3	4	5	6	7	Indulgent
Pleasant	1	2	3	4	5	6	7	Unpleasant
Contemporary	1	2	3	4	5	6	7	Uncontemporary
Organized	1	2	3	4	5	6	7	Unorganized
Rational	1	2	3	4	5	6	7	Emotional
Youthful	1	2	3	4	5	6	7	Mature
Formal	1	2	3	4	5	6	7	Informal
Orthodox	1	2	3	4	5	6	7	Liberal
Complex	1	2	3	4	5	6	7	Simple
Colorless	1	2	3	4	5	6	7	Colorful
Modest	1	2	3	4	5	6	7	Vain

6. Go through a magazine and identify advertisements that use products as symbols of the self. Why are these products used to explain the self-concept to others?
7. One function of the superego, according to the Freudian theory, is to create guilt. To what extent do advertisers use guilt as a mechanism to promote their products?