

Topic 1. Introduction to the discipline.

1. Subject, goal and objectives of the academic discipline.
2. Trends in global changes and the need for development and self-improvement.
3. The formula for the success of a modern specialist, requirements for his "skills".

1. Subject, goal and objectives of the academic discipline.

What is the objective of personal development?

How To Set Personal Development Goals fo work

What are personal development goals?

Benefits of personal development goals for work

Clear sense of direction

Improved work ethic

Better workplace relationships

Career development goal setting

Setting and achieving career development goals:

Assess your current situation

Create specific goals

Prioritize your goals

Develop a plan of action

Seek feedback and support

Stay motivated and accountable

Be open to learning opportunities

Network and build relationships

Manage setbacks and obstacles

Embrace flexibility

What to do when obstacles arise:

Take a deep breath and try to remain objective

Stay positive

Look at the problem from an outsider's point of view

Think about what advice you'd give to someone else in your situation

Focus on what you have control over

Brainstorm and problem-solve possible solutions

Devise a plan, breaking it down into doable steps and tasks

Ask a mentor for advice

Get support from a colleague

Take a short break if you feel overwhelmed

Revisit your career plan and see if you need to make adjustments

Develop a plan to overcome future obstacles



Most career goals fall into these categories:

Upskilling and education

Obtaining promotions and raises

Changing jobs or industries

Increasing productivity and efficiency

Improving leadership skills

Networking



Finding mentors:

Learn new skills.

Earn a certification.

Take on more responsibility.

Become more productive.

Grow your network.



Set your career development goals

How to set personal development goals for work

1. Create a vision.
2. Develop a plan.
3. Track your progress.
4. Review your plan regularly.



1. Create a vision.

18 examples of personal development goals for your career

1. **Manage stress**
2. **Resolve conflict**
3. **Improve time management**
4. **Listen actively**
5. **Make better decisions**
6. **Develop emotional intelligence**
7. **Develop a reading habit**
8. **Express empathy**
9. **Meet new people**
10. **Improve public speaking skills**
11. **Cultivate resilience**
12. **Learn new things**
13. **Develop proactivity**
14. **Become a team player**
15. **Develop a growth mindset**
16. **Improve teaching skills**
17. **Develop self-confidence**
18. **Develop courage**

SMART goals are:

Specific: Well defined, clear, and unambiguous

Measurable: With specific criteria that measure your progress toward the accomplishment of the goal

Achievable: Attainable and not impossible to achieve

Realistic: Within reach, realistic, and relevant to your life purpose

Timely: With a clearly defined timeline, including a starting date and a target date. The purpose is to create urgency.



Specific SMART Goals

Goals that are specific have a significantly greater chance of being accomplished. To make a goal specific, the five “W” questions must be considered:

Who: Who is involved in this goal?

What: What do I want to accomplish?

Where: Where is this goal to be achieved?

When: When do I want to achieve this goal?

Why: Why do I want to achieve this goal?

Measurable SMART Goals

To make a goal measurable, ask yourself:

How many/much?

How do I know if I have reached my goal?

What is my indicator of progress?



Achievable SMART Goals

Ask yourself:

Do I have the resources and capabilities to achieve the goal? If not, what am I missing?

Have others done it successfully before?



Realistic SMART Goals

Ask yourself:

Is the goal realistic and within reach?

Is the goal reachable, given the time and resources?

Are you able to commit to achieving the goal?



Timely SMART Goals

Ask yourself:

Does my goal have a deadline?

By when do you want to achieve your goal?

- 
- 
- 2. Develop a plan**
 - 3. Track your progress.**
 - 4. Review your plan regularly.**

Update your resume

Video: How To Change Careers Strategically

<https://youtu.be/L05Wqi9qwSU>

Video: How To Change Industries or Careers With No Experience

<https://youtu.be/8jUeDSxcr5Y>

Transferable Skills: Examples and Definitions

Video: How To Describe Work Experience on a Resume

<https://youtu.be/EYP5DqlkZLo>

Video: Top Job Skills For Your Resume - Future Proof Your Career!

<https://youtu.be/JVQ7RAr83ag>

Video: How To Find Transferable Skills When Switching Careers

<https://youtu.be/WmzGwyi2-T0>

Video: How to Refresh Your Resume For Your Next Career Change

<https://youtu.be/VK2LqearEjE>

How to update your resume

Related: [Should I Put My Picture on My Resume?](#)

Video: Resume Tips To Get Noticed <https://youtu.be/w82xo-CfwqU>

Learn tips to improve your resume and help it stand out to employers!

- 1. List your current contact information**
- 2. Write a new summary**
- 3. Write a new summary**
- 4. Highlight relevant work experience**
- 5. Add new skills**
- 6. Include your most recent education**
- 7. Feature additional information**
- 8. Review the formatting and content**
- 9. Save your resume properly**

Examples of personal development goals for work

Consider choosing one of these common personal development goals:

Improve your time management.

Develop emotional intelligence.

Cultivate resilience.

Listen actively.

Develop a growth mindset.

Develop a reading habit.

Learn new things.

Improve your public speaking skills.

Meet new people.



2. Trends in global changes and the need for development and self-improvement.





Ways to strengthen internal motivation to achieve success

1. Development of self-awareness
2. Definition of goals
3. Creating a stimulating environment
4. Continuous self-development
5. Use of positive reinforcement
6. Stress management



Developing inner strength through:

self-discovery

self-development

developing inner strength



**3. The formula for the success of a modern specialist,
requirements for his "skills".**

Career Coach

Skills

Strengths

Successes

Competing as professionals in a business environment

Soft skill development: a growing need

Employee training as a business strategy

Topic 2. General ideas about personality.

1. Personality theories
2. Professional image of a modern specialist.



Investigating Personality Theories

Experimental Methods

Case Studies

Clinical Research



Key Terms to Know About Personality Theories

Classical conditioning is a behavioral training technique that begins with a naturally occurring stimulus eliciting an automatic response. Then, a previously neutral stimulus is paired with the naturally occurring stimulus.

Operant conditioning is a behavior training technique in which reinforcements or punishments are used to influence behavior. An association is made between a behavior and a consequence for that behavior.



Characteristics of Personality

Personality is organized and consistent

Although personality is generally stable, it can be influenced by the environment

Personality causes behaviors to happen

Big Five Personality Traits: The 5-Factor Model of Personality

depressivity
emotional lability
shamefulness



fearlessness
shamelessness

excitement seeking
attention seeking



social withdrawal
detached coldness

magical thinking
eccentricity



inflexible
close-minded

submissiveness
selflessness
gullibility



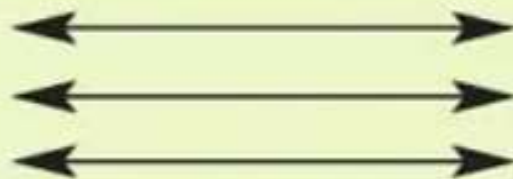
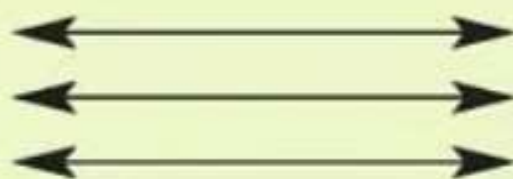
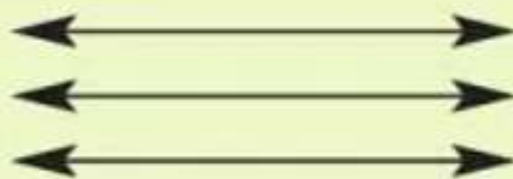
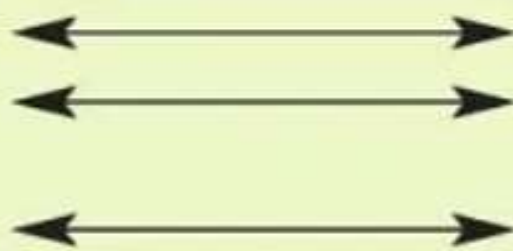
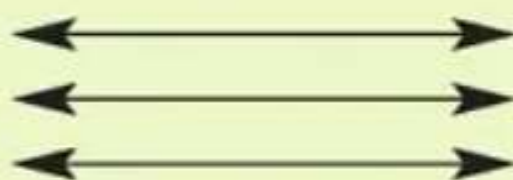
deceitfulness
manipulativeness
callousness

perfectionism
workaholism

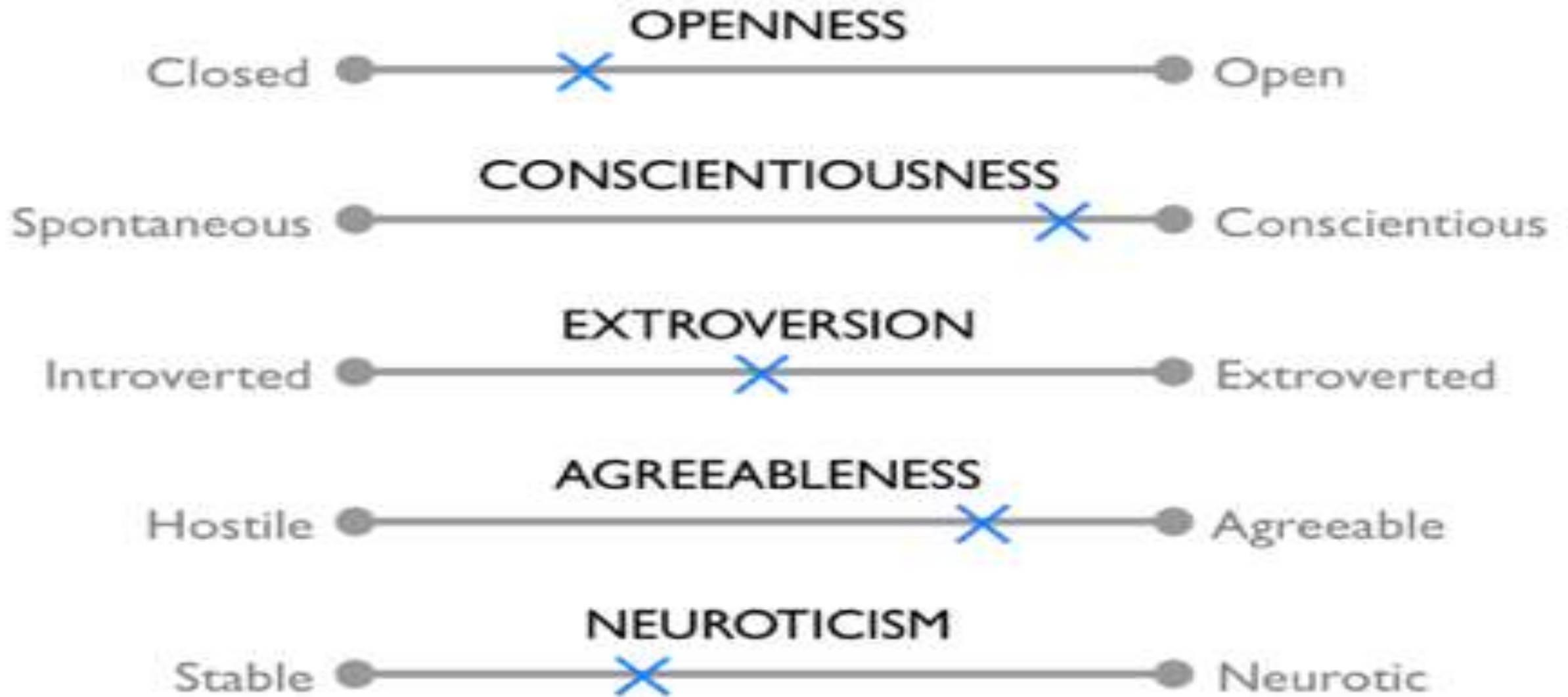


distractibility
irresponsibility
rashness

Dimension	Description
Extraversion	Describes an energetic and enthusiastic approach and includes traits such as sociability, assertiveness, confidence, and ambitiousness.
Agreeableness	Describes the person's level of altruism, cooperation, willingness to conform to group norms, and warmth or kindness.
Conscientiousness	Describes the ability to control impulses to facilitate goal-directed behaviour. Those high in this trait follow norms and rules, and are efficient in planning, organizing, and prioritizing tasks.
Neuroticism	Contrasts emotional stability with feelings of anxiety, nervousness, and depression. Those high in this trait are self-conscious, moody, impulsive, and prone to stress.
Openness	Describes the breadth and depth of one's life, including the originality and complexity of experiences. Individuals high in openness are knowledgeable, perceptive, and analytical; they seek out experiences and are more artistic and investigative.

Trait Dimension**Endpoints of the Dimension****Conscientiousness**Organized
Careful
DisciplinedDisorganized
Careless
Impulsive**Agreeableness**Soft-hearted
Trusting
HelpfulRuthless
Suspicious
Uncooperative**Neuroticism**
(emotional stability
vs. instability)Calm
Secure
Self-satisfiedAnxious
Insecure
Self-pitying**Openness**Imaginative
Preference
for variety
IndependentPractical
Preference for
routine
Conforming**Extraversion**Sociable
Fun-loving
AffectionateRetiring
Sober
Reserved

Therefore, individuals are ranked on a scale between the two extreme ends of five broad dimensions:



Conscientiousness

Facets of conscientiousness (John & Srivastava, 1999):

Highly conscientious people are usually:

Low conscientious people are usually:

Competent

Incompetent

Organized

Disorganized

Dutiful

Careless

Achievement-striving

Procrastinators

Self-disciplined

Undisciplined

Considerate

Impulsive

Reflective questions

Think about the following questions to see how conscientious you are:

1. How important is it for you to keep your commitments and meet deadlines?
2. Do you prefer to plan ahead or act spontaneously?
3. How organized do you keep your living and working spaces?
4. How easily can you resist temptations or distractions when focusing on a task?

Agreeableness

Facets of agreeableness (John & Srivastava, 1999):

Highly agreeable people are usually:

Low agreeable people are usually:

Trustful (forgiving)

Skeptical

Straightforward

Demanding

Altruistic (enjoy helping)

Insulting (and belittling others)

Compliant

Stubborn

Modest

Show-offs

Sympathetic

Unsympathetic

Empathetic

Less caring

Reflective questions

Think about the following questions to see how agreeable you are:

1. How easily do you trust others and give them the benefit of the doubt?
2. How important is it for you to avoid conflicts and maintain harmony?
3. Do you find it easy to empathize with others' emotions and perspectives?
4. How often do you put others' needs before your own?

Extraversion

Facets of extraversion (John & Srivastava, 1999):

Highly extraverted people are usually:	Low extraverted people are usually:
Sociable	Happy in solitude
Energized by social interaction	Fatigued by too much social interaction
Excitement-seeking	Reflective
Happy to be the center of attention	Uncomfortable being center of attention
Outgoing	Reserved

Reflective questions

Think about the following questions to see how extroverted you are:

1. Do you feel energized or drained after spending time in large social gatherings?
2. How comfortable are you with being the center of attention?
3. Do you prefer working in teams or independently?
4. How often do you initiate conversations with strangers?

Openness to Experience

Facets of openness (John & Srivastava, 1999):

High openness people are usually:	Low openness people are usually:
Curious	Predictable
Imaginative	Not very imaginative
Creative	Uncomfortable with change
Open to trying new things	Strict with routine
Unconventional	Traditional

Reflective questions

Think about the following questions to see how open to experiences you are:

1. Do you enjoy trying new activities or prefer sticking to familiar routines?
2. How often do you find yourself daydreaming or exploring abstract ideas?
3. Are you drawn to art, music, or other creative pursuits?
4. How comfortable are you with change and uncertainty in your life?

Neuroticism

Facets of **neuroticism** (John & Srivastava, 1999):

Highly neurotic people are usually:	Low neurotic people are usually:
Anxious	Laid back
Hostile (irritable)	Calm
Very stressed	Emotionally stable
Self-conscious (shy)	Confident
Vulnerable	Resilient
Experiencing dramatic shifts in mood	Rarely sad or depressed

Reflective questions

Think about the following questions to see how emotionally stable you are:

1. How often do you worry about things that might go wrong?
2. How easily do you bounce back from setbacks or disappointments?
3. Do you tend to dwell on negative experiences or let them go quickly?
4. How confident do you feel in your ability to handle life's challenges?

Low Score

Trait

High Score

Practical,
conventional,
prefers routine

O

Openness
(imagination, feelings,
actions, ideas)

Curious,
wide range of
interests,
independent

Impulsive,
careless,
disorganized

C

Conscientiousness
(competence, self-discipline,
thoughtfulness, goal-driven)

Hardworking,
dependable,
organized

Quiet, reserved,
withdrawn

E

Extroversion
(sociability, assertiveness,
emotional expression)

Outgoing, warm,
seeks adventure

Critical,
uncooperative,
suspicious

A

Agreeableness
(cooperative, trustworthy,
good-natured)

Helpful, trusting,
empathetic

Calm,
even-tempered,
secure

N

Neuroticism
(tendency toward
unstable emotions)

Anxious,
unhappy,
prone to negative
emotions

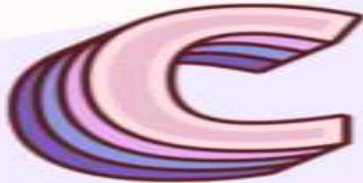


THE BIG FIVE PERSONALITY

A large, stylized letter 'O' with a 3D effect, composed of multiple overlapping layers in shades of pink, purple, and blue.

OPENNESS TO EXPERIENCE

Imagination, curiosity, the enjoyment of abstract thinking and ideas, and attunement towards personal emotions.

A large, stylized letter 'C' with a 3D effect, composed of multiple overlapping layers in shades of pink, purple, and blue.

CONSCIENTIOUSNESS

Behaviours associated with: competence, order, dutifulness, attitude towards achievement, self-discipline and planning.

A large, stylized letter 'E' with a 3D effect, composed of multiple overlapping layers in shades of pink, purple, and blue.

EXTRAVERSION

A measure of sociability and outgoingness. Associated with warmth, gregariousness, assertiveness, energy, excitement-seeking and positive emotions.

A large, stylized letter 'A' with a 3D effect, composed of multiple overlapping layers in shades of pink, purple, and blue.

AGREEABLENESS

Attitudes about the goodness and trustworthiness of others, and ability to empathise with others.

A large, stylized letter 'N' with a 3D effect, composed of multiple overlapping layers in shades of pink, purple, and blue.

NEUROTICISM

Tendency for emotional instability, measured by the facets of anxiety, angry hostility, depression, self-consciousness, impulsivity and vulnerability.

What Constitutes a Psychological Theory?



- It describes a behavior



- It makes predictions about future behaviors



- It must have evidence to support the idea



- It must be testable

Psychological Theories personality

Personality Theories: Eight Major Approaches | Psyched with Setmire

https://www.youtube.com/watch?v=pXBnNEia6Y&ab_channel=PsychedwithSetmire

Physiological type theories Humoral theories

Morphological (body type) theories

Psychoanalytic theories

Behavioral Theories

Cognitive Theories

Humanistic Theories

Psychodynamic Theories

Biological Theories

Different Types of Psychological Theories

Developmental Theories

Grand Theories

Mini-Theories

Emergent Theories

The Purpose of Psychological Theories

3 Examples of Psychological Theories

Maslow's Hierarchy of Needs

Piaget's Theory of Cognitive Development

Freud's Psychoanalytic Theory

Takeaways

Morphological (body type) theories

Ernst Kretschmer



(born Oct. 8, 1888, Wüstenrot, Ger.—died Feb. 8, 1964, Tübingen, W.Ger.) was a German psychiatrist who attempted to correlate body build and physical constitution with personality characteristics and mental illness.

- *Physique and Character*, 1921
- Medizinische Psychologie, Stuttgart, 1922.
- Konstitution und Psychose, 1926;
- Der Tonus als Konstitutionsproblem, 1941;
- Das Ende den Rassenwahn, 1945;
- Goethe als Patient, 1948;
- Hysterie, Reflex und Instinkt, Stuttgart, 1948;
- Psychotherapeutische Studien, Stuttgart, 1949;
- Der schizophrene Mensch und seine Behandlung, 1961;
- Gestalten und Gedanken, 1963.

Margaret Mead

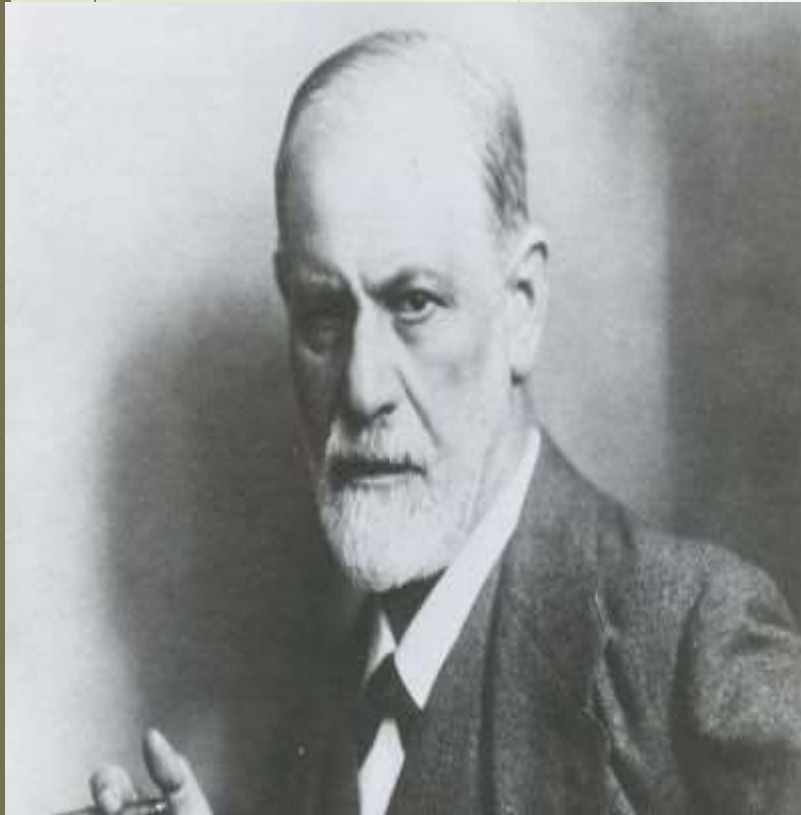


(born December 16, 1901, [Philadelphia, Pennsylvania](#), U.S.—died November 15, 1978, [New York](#), New York) was an American [anthropologist](#) whose great fame owed as much to the force of her personality and her outspokenness as it did to the quality of her scientific work.

Mead's other works include *Growing Up in New Guinea* (1930); *Sex and Temperament in Three Primitive Societies* (1935); *Balinese Character: A Photographic Analysis* (1942, with then husband [Gregory Bateson](#)); *Continuities in Cultural Evolution* (1964); *A Rap on Race* (1971, with [James Baldwin](#)); *Male and Female: A Study of the Sexes in a Changing World* (1949); *Anthropology: A Human Science* (1964); *Culture and Commitment* (1970); *Ruth Benedict* (1974), a biography of that anthropologist; and *Blackberry Winter* (1972), an autobiography of her own early years. *Letters from the Field* (1977) is a selection of Mead's correspondence written during the [Samoa expedition](#).

Psychoanalytic theories

Sigmund Freud (born May 6, 1856, Freiberg, Moravia, Austrian Empire [now Příbor, Czech Republic]—died September 23, 1939, London, England) was an Austrian neurologist and the founder of psychoanalysis.



Video:

The Concept of Id, Ego and Superego by Sigmund Freud ||
Psychoanalytic Theory

<https://www.youtube.com/watch?v=-h4-jmMCBx0>

Freud's Structure of Personality Theory

https://www.youtube.com/watch?v=Gfrrl8_U1Ac

Freud's 5 Stages of Psychosexual Development

https://www.youtube.com/watch?v=mhG-twzaE_g&ab_channel=Sprouts

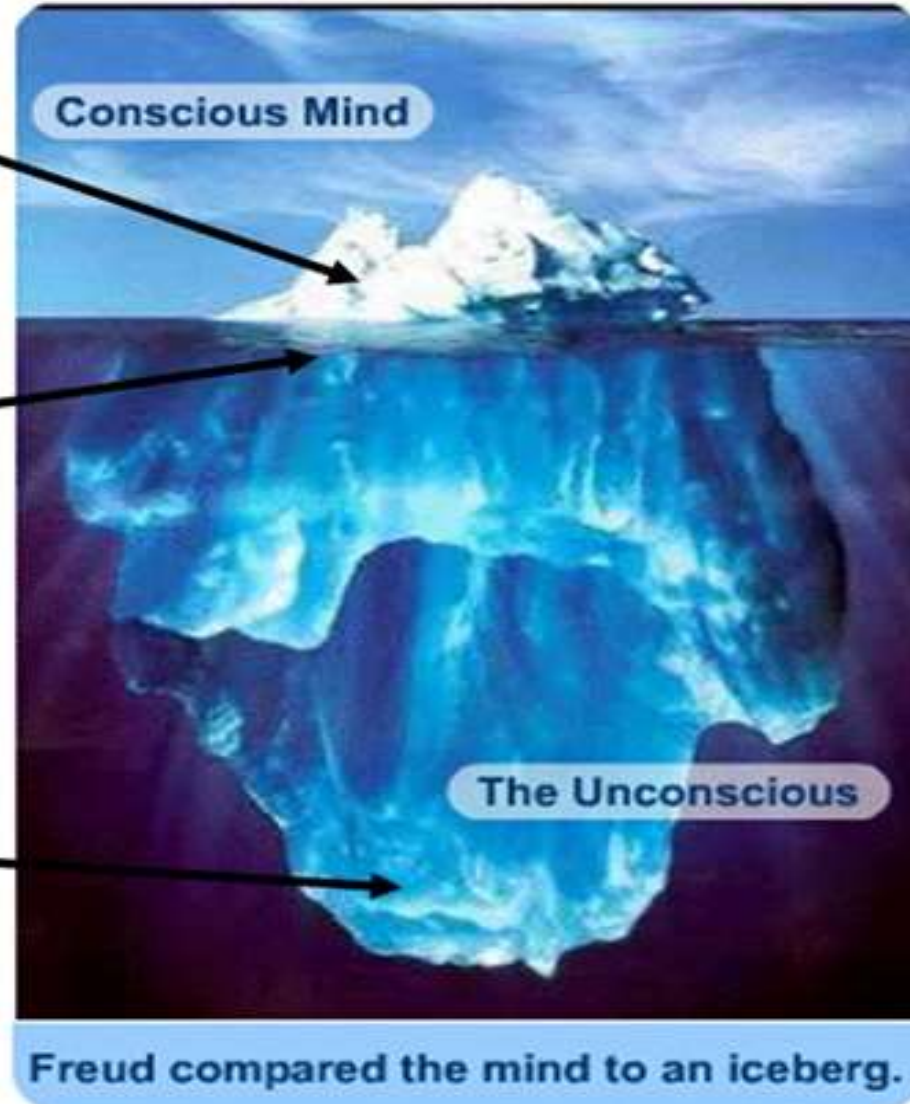
The Unconscious Mind

The conscious. The small amount of mental activity we know about.

The subconscious. Things we could be aware of if we wanted or tried.

The unconscious. Things we are unaware of and can not become aware of.

The **id** is part of the unconscious mind and comprises the two instincts: Eros and Thanatos.

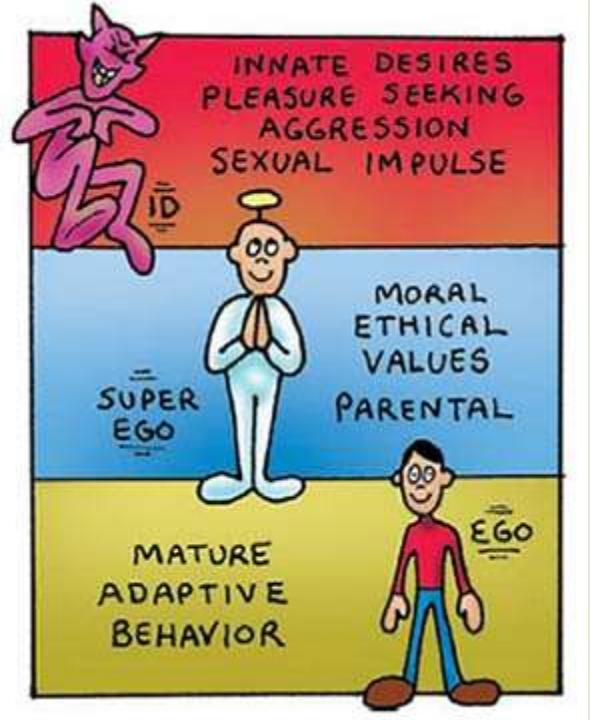
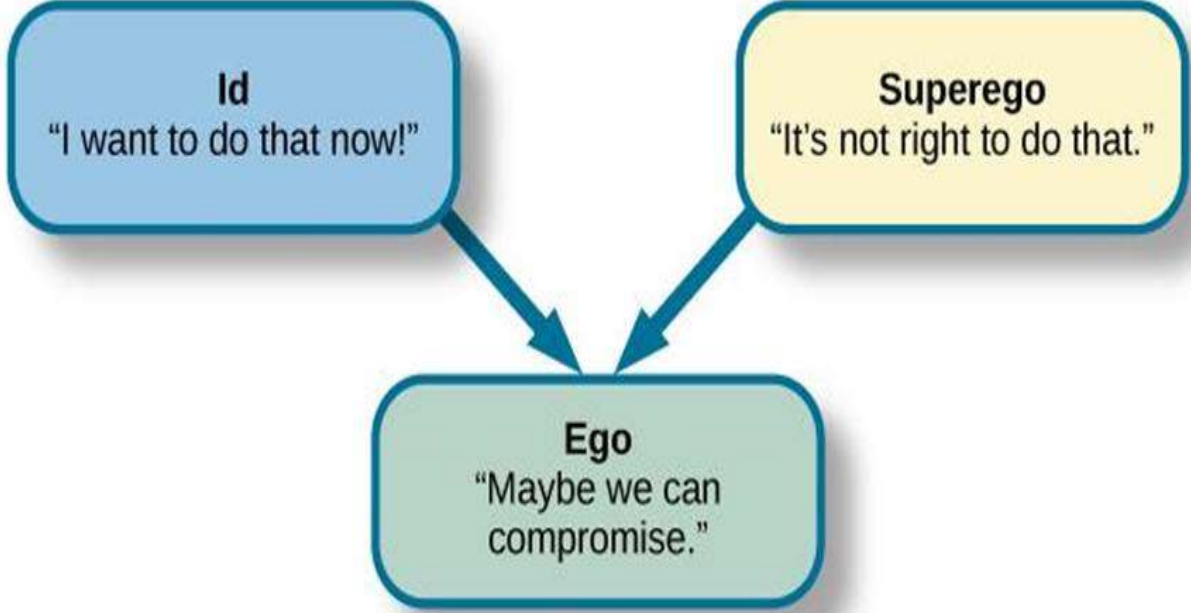


Thoughts
Perceptions

Memories
Stored knowledge

Instincts – Sexual and
Aggressive

Fears
Unacceptable sexual desires
Violent motives
Irrational wishes
Immoral urges
Selfish needs
Shameful experiences
Traumatic experiences





Id:

Instincts



Ego:

Reality



Superego:

Morality

What is the Id?

Psychotic Psyche



Id

**Sex! Food! Drink!
Drugs! NOW!**



Ego



Superego

What is the Ego?

Healthy Psyche



Id



Ego



Superego

What is the Superego?

Neurotic Psyche

Listen up! I'm in charge, and you are not here to enjoy yourselves. Get ready for a double-size portion of anxiety with a side order of guilt!

No fun



Id

whimper



Ego



Superego

Examples of the Id, Ego, and Superego

Skipping a workout:

- **The id:** I want to skip my workout because I feel lazy and just want to relax.
- **The superego:** I shouldn't skip the workout because it's essential for my health and discipline.
- **The ego:** I can do a shorter workout today and make up for it with a longer session tomorrow.

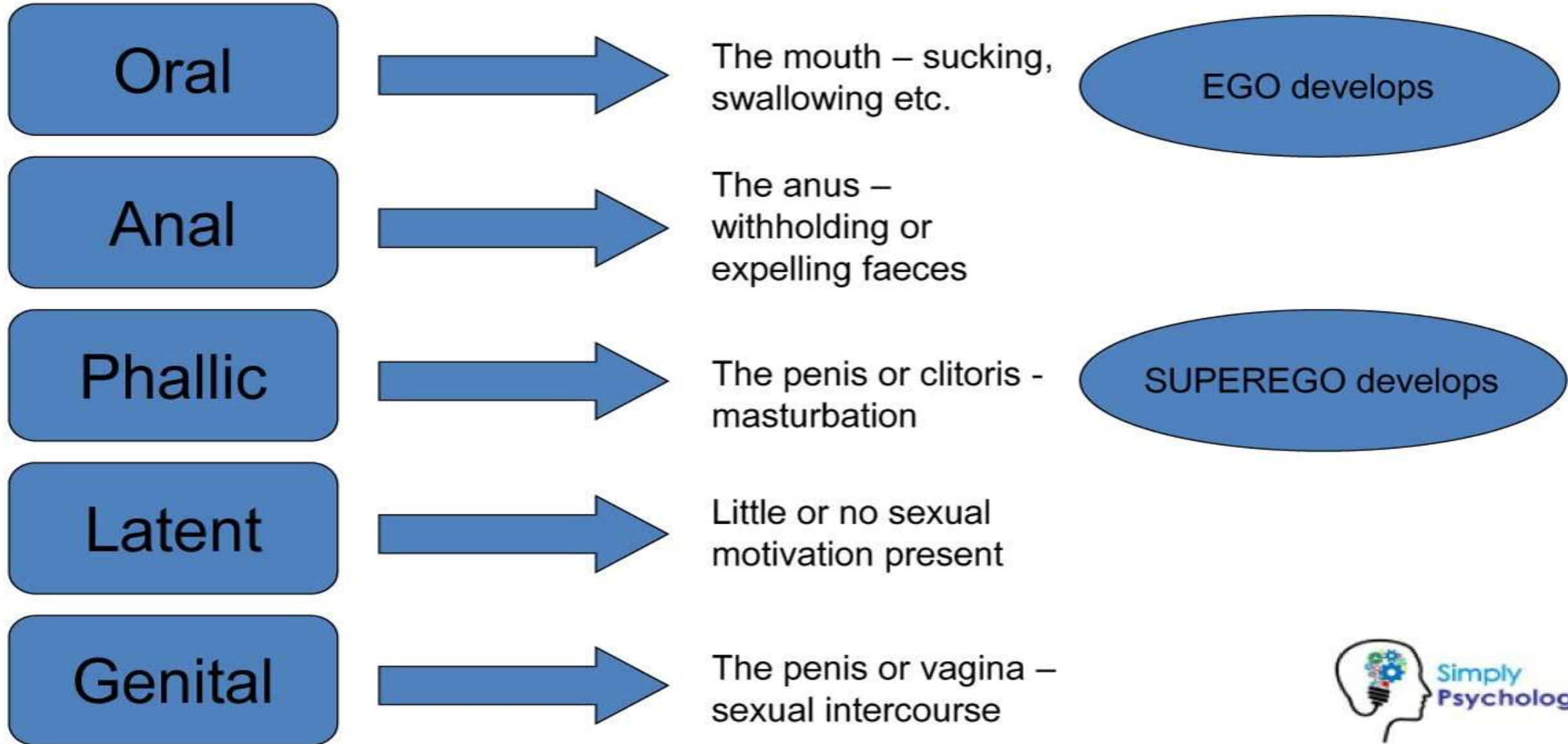
Buying an expensive item:

- **The id:** I want this luxury bag now because it's stylish and will make me feel good.
- **The superego:** I shouldn't spend so much on a bag when I could save or use that money for more essential things.
- **The ego:** I'll save a portion of my salary for a few months, and if I still want it, I'll buy the bag as a reward.

Reacting to criticism:

- **The id:** I'm upset and want to snap back immediately because they hurt my feelings.
- **The superego:** I should remain calm and composed, taking criticism professionally and not personally.
- **The ego:** I'll consider the feedback, see if there's any truth to it, and respond diplomatically, asking for clarification if needed.

Freud's Psychosexual Stages of Development



Freud's Personality Fixation

Oral



Forceful feeding
Deprivation
Early weaning

Oral activities (e.g., smoking), dependency, aggression.

Anal



Toilet training:
Too harsh
Too lax

Obsessiveness, tidiness, mean-ness; untidiness, generosity

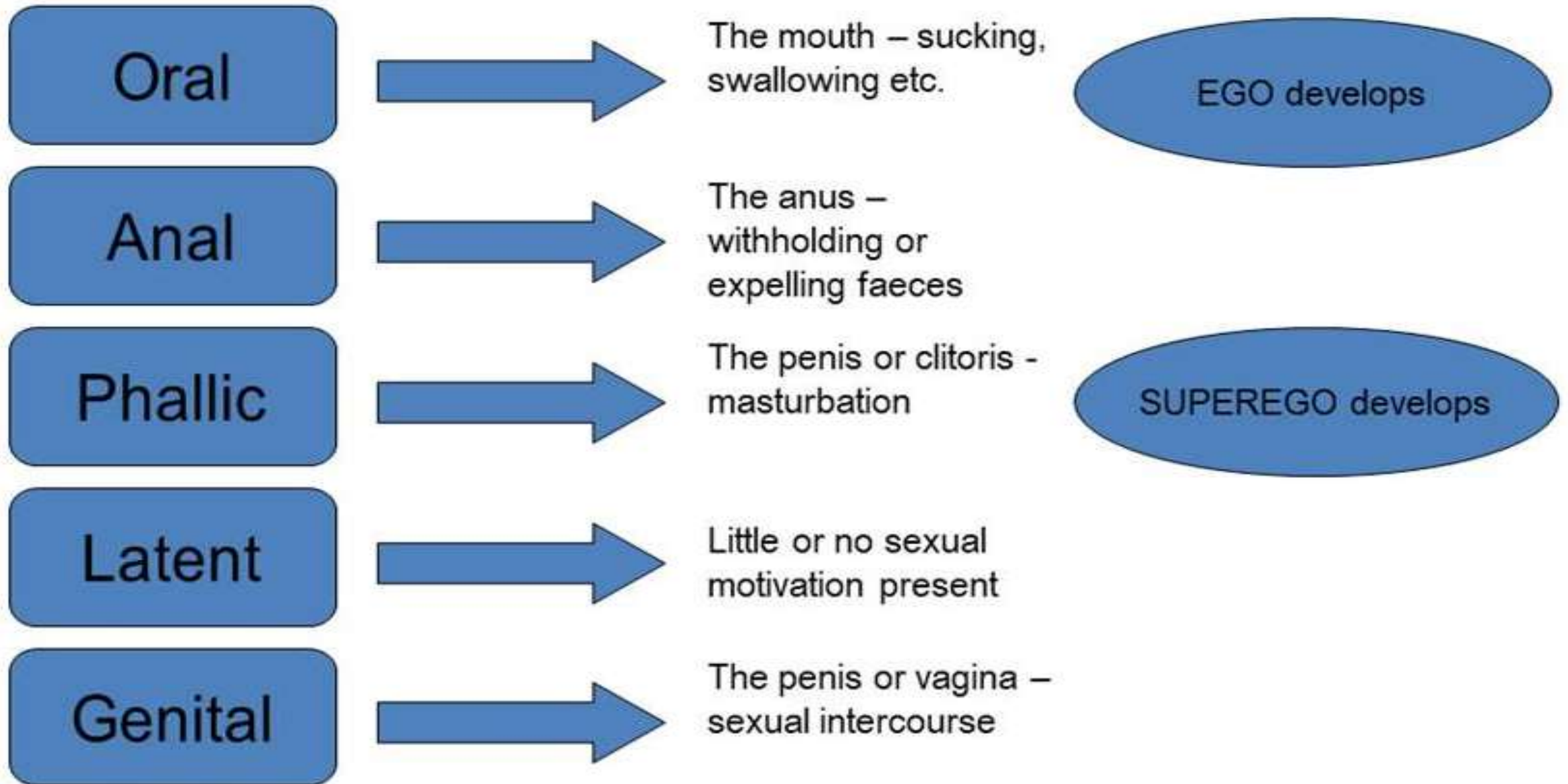
Phallic



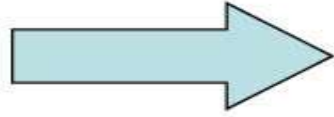
Abnormal family set-up leading to unusual relationship with mother/father

Vanity, self-obsession, sexual anxiety, inadequacy, inferiority, envy

Psychosexual Stages



Oral



Forceful feeding

Underfed

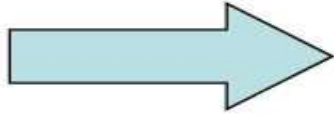
Overfed



Oral passive – trusting, dependency.

Oral aggressive – aggressive, dominating.

Anal



Toilet training:

Too harsh

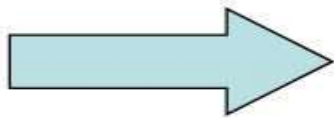
Too lax



Anal retentive - tidiness, obsessiveness, mean, stubborn;

Anal expulsive - untidiness, generosity

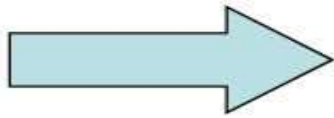
Phallic



Abnormal family set-up leading to unusual relationship with mother/father

Vanity, self-obsession, sexual anxiety, inadequacy, inferiority, envy

Genital



Settling down in a loving one-to-one relationship with another.

Well adjusted, mature, able to love and be loved. Sexual instinct is directed to heterosexual pleasure

Fixation

Oral



Forceful feeding
Deprivation
Early weaning

Oral activities (e.g. smoking),
dependency,
aggression.

Anal



Toilet training:
Too harsh
Too lax

Obsessiveness,
tidiness, mean-ness;
untidiness, generosity

Phallic



Abnormal family set-up leading to unusual relationship with mother/father

Vanity, self-obsession,
sexual anxiety ,
inadequacy, inferiority,
envy

Carl Jung



3 Levels of Consciousness:

- **Ego:** conscious level; carries out daily activities; like Freud's **Conscious**
- **Personal Unconscious:** individual's thoughts, memories, wishes, impulses; like Freud's **Preconscious + Unconscious**
- **Collective Unconscious:** storehouse of memories inherited from the common ancestors of the whole human race; no counterpart in Freud's theory



CARL G. JUNG

RELIGION

FAMILY

SOCIETY

EGO

PERSONAL UNCONSCIOUS
(complexes)

COLLECTIVE UNCONSCIOUS
(archetypes)



behavior

dreams, symbols

behavior

Symbols:

- 1) natural language of the psyche (not disguise)
- 2) symbolic or metaphoric meaning; often prospective interpretation
- 3) flexible interpretation with attention to personal and "mythic" context

The Collective Unconscious

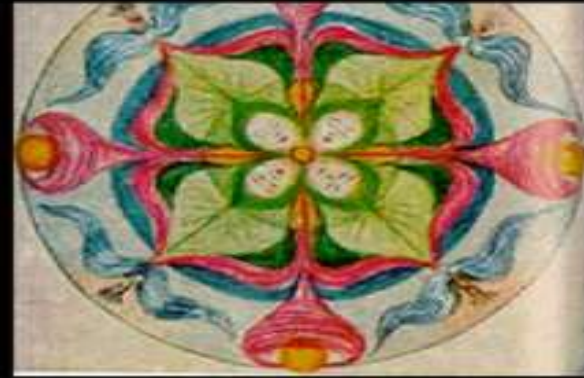
It contains **archetypes**, emotionally charged images and thought forms that have universal meaning.

Archetypes cause us to respond in certain ways to common human experiences.

Key archetype: **Mandala** (“magic circle”), an image symbolizing the unity of life.



Jung Speaks on the Mandala...



I had to abandon the idea of the superordinate position of the ego. ... I saw that everything, all paths I had been following, all steps I had taken, were leading back to a single point -- namely, to the mid-point. It became increasingly plain to me that the mandala is the centre. It is the exponent of all paths. It is the path to the centre, to individuation. ... I knew that in finding the mandala as an expression of the self I had attained what was for me the ultimate.

C. G. Jung. *Memories, Dreams, Reflections*.

Additional Archetypes

- **Persona:** your public personality, aspects of yourself that you reveal to others.
- **Shadow:** prehistoric fear of wild animals, represents animal side of human nature.
- **Anima:** feminine archetype in men.
- **Animus:** masculine archetype in women.
- **Others:** God, Hero, Nurturing Mother, Wise Old Man, Wicked Witch, Devil, Powerful Father.

Basic Personality Orientations

- **Introversion:** focused inward; the person is cautious, shy, timid, reflective.
- **Extroversion:** focused outward; the person is outgoing, sociable, assertive, energetic.

Mental Functions

- **Thinking:** naming and interpreting experience.
- **Feeling:** evaluating an experience for its emotional worth to us.
- **Sensing:** experiencing the world through the senses without interpreting or evaluating it.
- **Intuiting:** relating directly to the world without physical sensation, reasoning, or interpretation.

The Concept of Self



The self is the fully developed personality.

It is attained by balancing and integrating all parts of the personality.

Jung was the forerunner of the humanistic movement, with its emphasis on self-actualization.

Table : Common Archetypes in Jung's Theory of the Collective Unconscious*

Self	Integration and wholeness of the personality, the center of the totality of the psyche; symbolically represented by, e.g., the mandala, Christ, or by helpful animals (such as Rin Tin Tin and Lassie or the Hindu monkey god Hanuman)
Shadow	The dark, inferior, emotional, and immoral aspects of the psyche; symbolically represented by, e.g., the Devil (or an evil character such as Dracula), dragons, monsters (such as Godzilla)
Anima	Strange, wraithlike image of an idealized women, yet contrary to the masculinity of the man, draws the man into feminine (as defined by gender roles) behavior, always a supernatural element; symbolically represented by, e.g., personifications of witches, the Greek Sirens, a <i>femme fatale</i> , or in more positive ways as the Virgin Mary, a romanticized beauty (such as Helen of Troy) or a cherished car
Animus	A source of meaning and power for women, it can be opinionated, divisive, and create animosity toward men, but also creates a capacity for reflection, deliberation, and self-knowledge; symbolically represented by, e.g., death, murderers (such as the pirate Bluebeard, who killed all his wives), a band of outlaws, a bewitched prince (such as the beast in "Beauty and the Beast") or a romantic actor (such as Rudolph Valentino)
Persona	A protective cover, or mask, that we present to the world to make a specific impression and to conceal our inner self; symbolically represented by, e.g., a coat or mantle
Hero	One who overcomes evil, destruction, and death, often has a miraculous but humble birth; symbolically represented by, e.g., angels, Christ the Redeemer, or a god-man (such as Hercules)
Wise Old Man	Typically a personification of the self, associated with saints, sages, and prophets; symbolically represented as, e.g., the magician Merlin or an Indian guru
Trickster	A childish character with pronounced physical appetites, seeks only gratification and can be cruel and unfeeling; symbolically represented by, e.g., animals (such as Brer Rabbit, Wile E. Coyote or, often, monkeys) or a mischievous god (such as the Norse god Loki)

Jung proposed a “cross of the functions,” in which the ego sits at the center of the opposing pairs of functions (Jung, 1968). When the attitudes of introversion and extraversion are included, one can represent Jung’s view as parallel crosses of the functions.

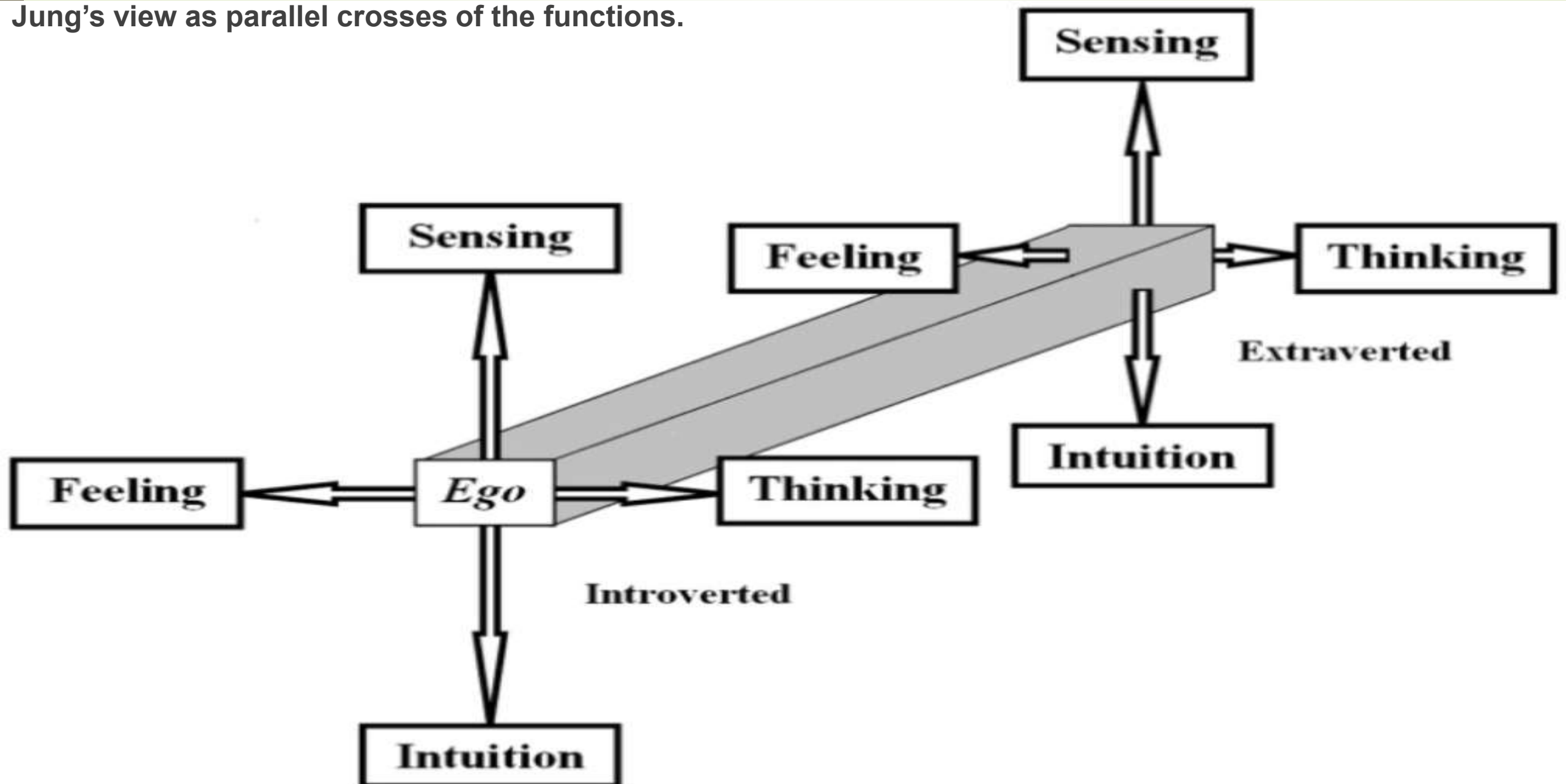


Table Jung's Eight Personality Types*

Introverted Thinking	Focused on own internal thoughts and ideas, do not communicate well, can be highly conflicted and will lash out at critics, generally stubborn and do not get along well with others
Introverted Feeling	Tend to be silent, inaccessible, and melancholy, have deep emotions but hide them and appear cold and reserved on the surface, tend to be suspicious of others, most are women
Introverted Sensing	Guided by subjective impression of real-life objects, often express their sensations through artistic endeavors, the objective world may seem make-believe and comical
Introverted Intuitive	Tend to be peculiar and lack contact with reality, may be completely misunderstood even by those who are close to them, may seem like a mystical dreamer and seer on one hand but just a cranky person on the other, may have vision but lack convincing power of reason
Extraverted Thinking	Seek intellectual conclusions based on objective reality, seek to influence others, suppress emotion, can be rigid and dogmatic (tyrannical when others penetrate their power province)
Extraverted Feeling	Feelings harmonize with objective situations, can be highly emotional, will avoid thinking when it proves upsetting, most are women
Extraverted Sensing	Immersed in realism and seek new experiences, whole aim is concrete enjoyment, most are men
Extraverted Intuitive	Always seek new opportunities, may seize new opportunity with enthusiasm and just as quickly abandon it if not promising, has vision, often found among business tycoons and politicians, but have little regard for welfare of others

Extraversion



Introversion

How you are energised and focus your energy

Sensing



iNtuition

How you prefer to gather and trust information

Thinking



Feeling

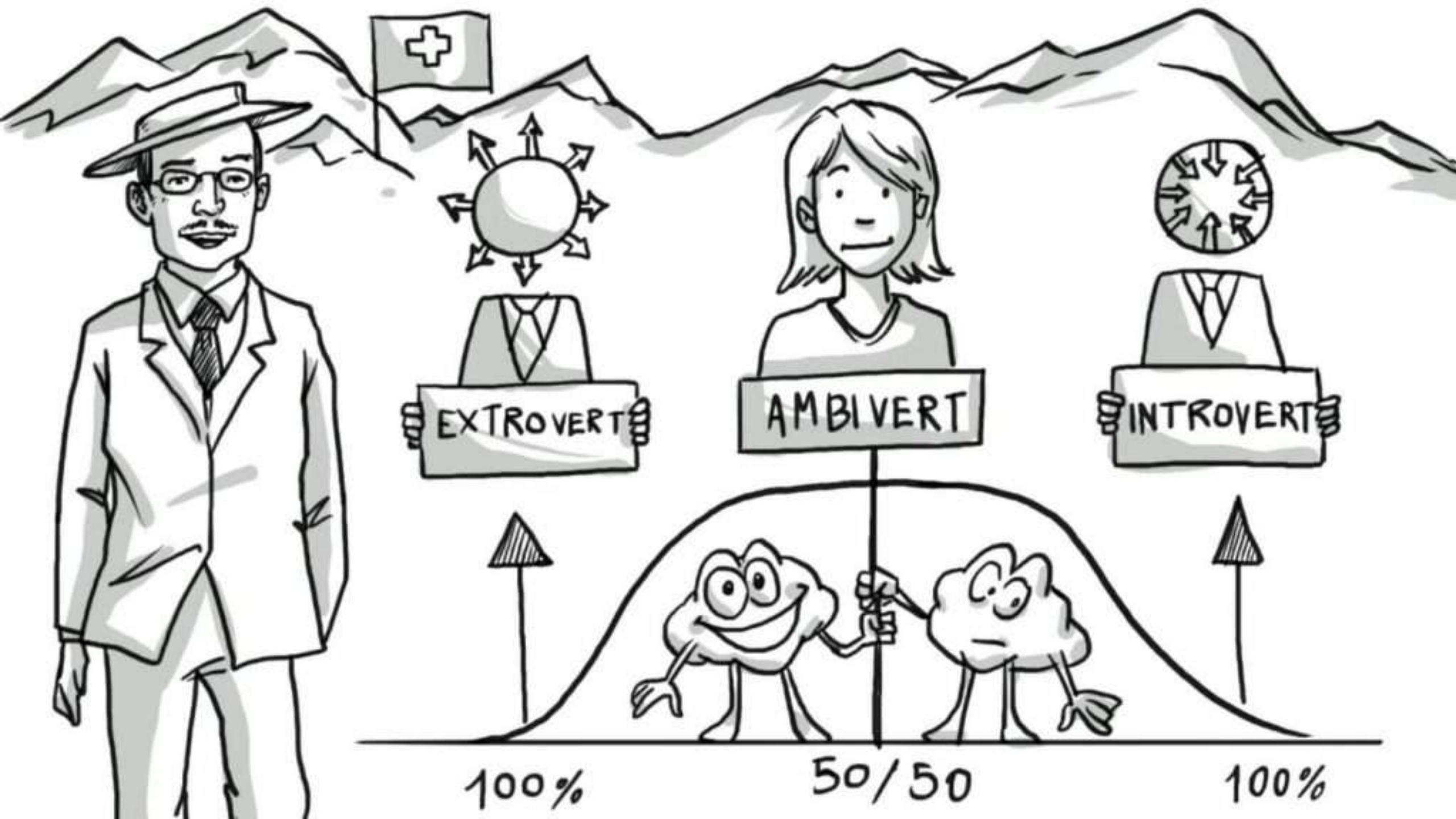
How you prefer to make decisions

Judging



Perceiving

How you prefer to organise yourself



EXTROVERT

AMBIVERT

INTROVERT

100%

50/50

100%

Personality Development

The Eight Preferences

Where you prefer to focus your attention

E

EXTRAVERSION

People who prefer Extraversion tend to focus their attention on the outer world of people and things.

I

INTROVERSION

People who prefer Introversion tend to focus their attention on the inner world of ideas and impressions.

The way you prefer to take in information

S

SENSING

People who prefer Sensing tend to take in information through the five senses and focus on the here and now.

N

INTUITION

People who prefer Intuition tend to take in information from patterns and the big picture and focus on future possibilities.

The way you prefer to make decisions

T

THINKING

People who prefer Thinking tend to make decisions based primarily on logic and on objective analysis of cause and effect.

F

FEELING

People who prefer Feeling tend to make decisions based primarily on values and on subjective evaluation of person-centered concerns.

How you prefer to deal with the outer world

J

JUDGING

People who prefer Judging tend to like a planned and organized approach to life and prefer to have things settled.

P

PERCEIVING

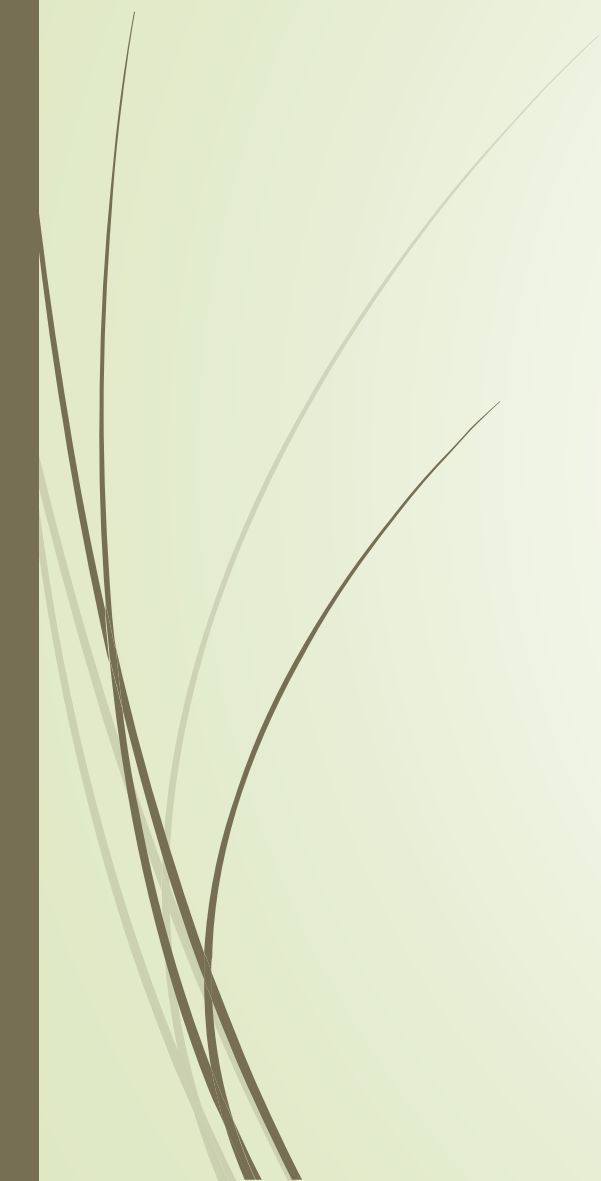
People who prefer Perceiving tend to like a flexible and spontaneous approach to life and prefer to keep their options open.

TABLE 1
Comparative Analysis of Psyche Theories: Jung, Freud, Lacan, and Winnicott

Aspect	Sigmund Freud	Carl Jung	Jacques Lacan	Donald Winnicott
Focus of Theory	Personal unconscious, repressed desires, and traumatic memories.	Collective unconscious and archetypes, individuation process.	The unconscious structured like a language.	The early relational environment's impact on self-development.
Nature of Unconscious	Primarily personal, filled with repressed sexual and aggressive drives.	Consists of a personal and a collective unconscious, containing shared human experiences and archetypes.	Structured like a language, revealing itself through speech and symptoms.	Less emphasis on the unconscious structure; focuses more on developmental processes.
Therapeutic Approach	Uncovering repressed memories and desires often linked to childhood and sexuality.	Focused on individuation and integration of conscious and unconscious.	Linguistic, emphasizing how speech reveals the structure of the unconscious.	Emphasizes the relational aspect, particularly the early caregiver-child relationship.
View on Dreams	Expressions of repressed desires and unresolved conflicts.	Symbolic messages from the unconscious, guiding personal growth.	Reflects the structure of the unconscious and the subject's position in it.	Less emphasis on dreams; focuses more on the play and reality-testing.
Concept of Self	Shaped by repressed drives and unresolved childhood conflicts.	Holistic, seeking integration and balance between various psyche aspects.	Fragmented, formed through language and societal structures.	True self and false self, shaped by early relational experiences and the environment.
Key Contributions	Developed the theory of psychoanalysis, focusing on the id, ego, and superego.	Introduced concepts of archetypes and collective unconscious.	Introduced the concept of the "mirror stage" and the importance of language.	Developed theories on the true self, false self, and the importance of a facilitating environment.

Source: Elaborated by the author.





12 innovative technologies in education

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osbornetechnologies.co.uk

octagon.studio

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10 AI Tools for Education

1. Course Hero

2. Gradescope

3. Fetch

4. Socrates

5. MathGPTPro

6. Knowledge

7. Century Tech

8. Carnegie

Learning
Platforms

9. Ivy Chatbot

10. Knowji

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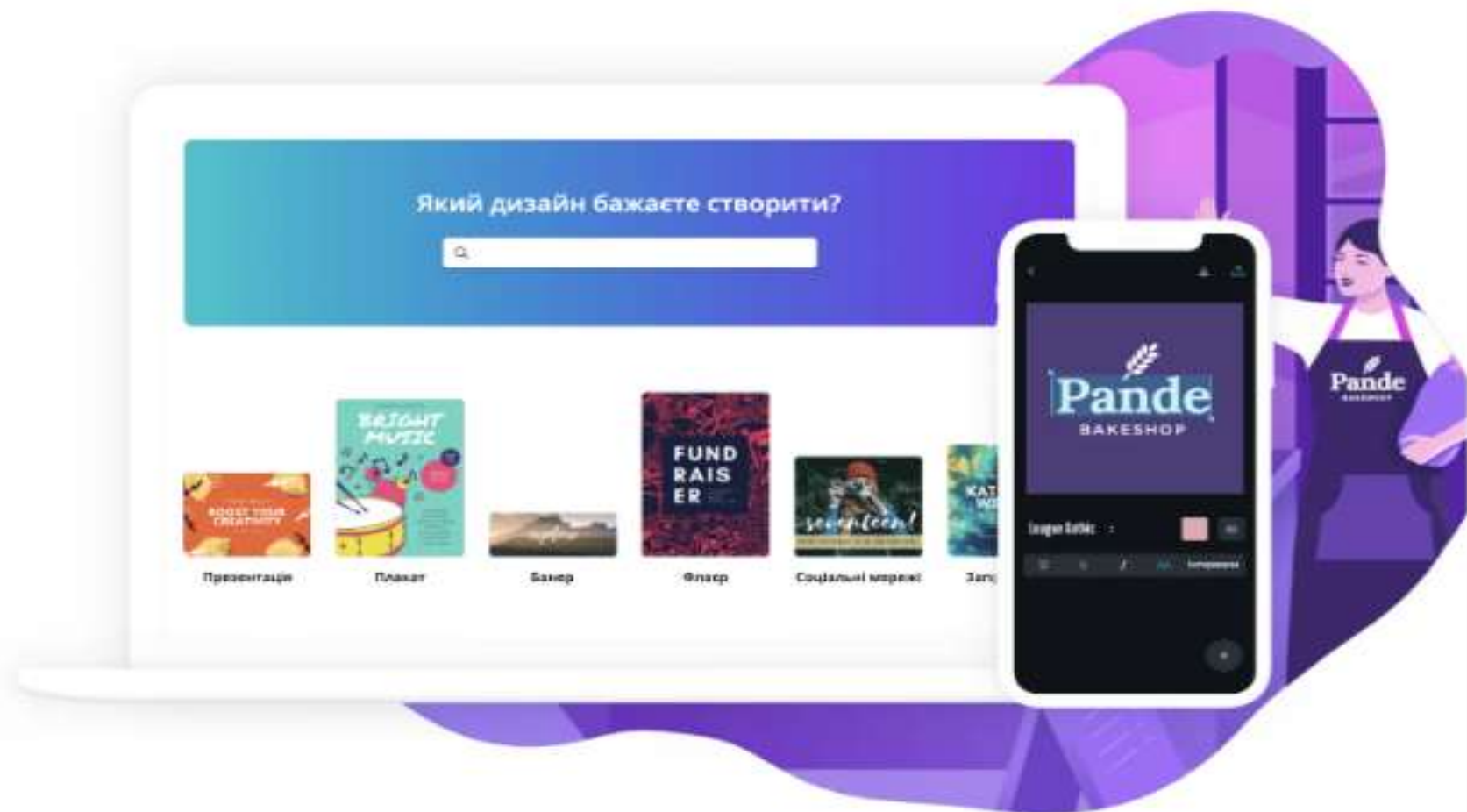
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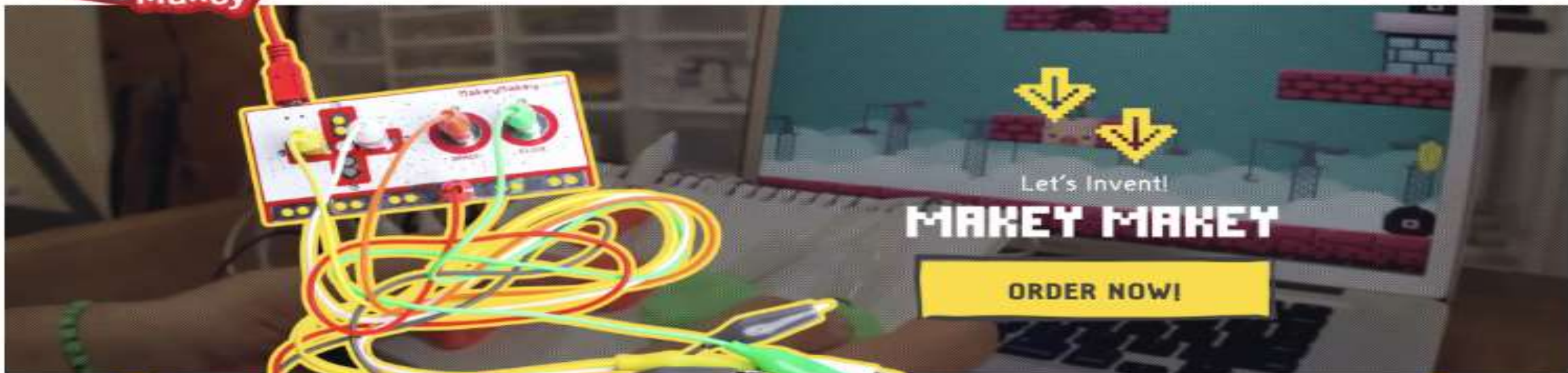
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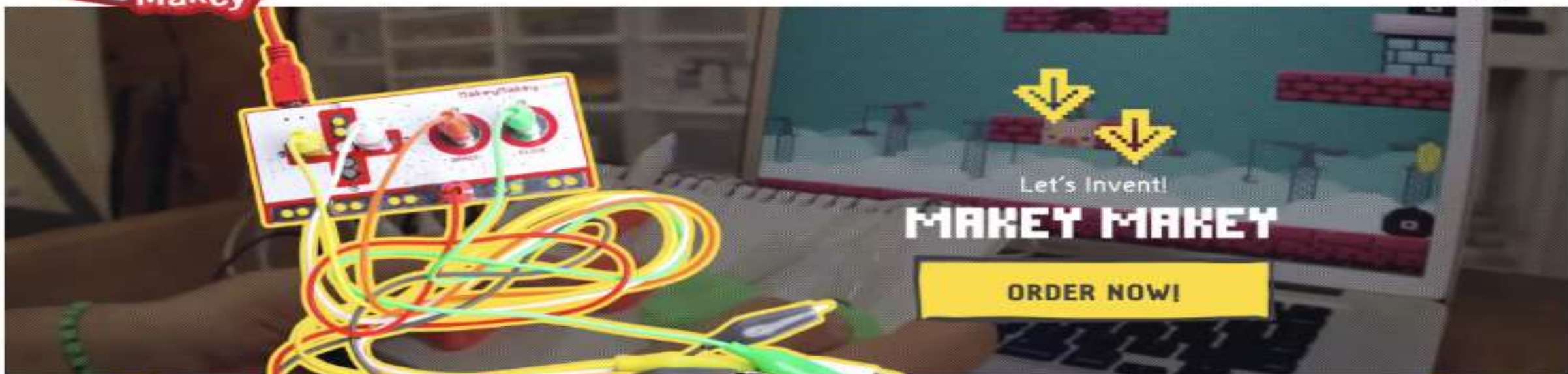


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A person wearing an AR headset is shown from the back, looking at a large, textured, green dinosaur in a forest setting. The dinosaur's long neck is curved upwards. The background consists of tall, thin trees and a bright sky.

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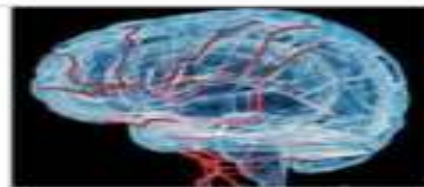


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Top 10 AI Tools for Education

1. Course Hero

https://youtu.be/8_17rQ6-gb8

Course Hero has become a leader in education technology, primarily through its innovative use of artificial intelligence to improve academic learning and performance. Founded in 2006, the platform provides AI-powered homework assistance that dramatically speeds up the process of finding instant answers and detailed explanations for a wide range of learning materials. The service supports a variety of document types, including multiple-choice, fill-in-the-blank, and open-ended questions, and can provide results in as little as 30 seconds.

Central to Course Hero's offerings is the AI Course Assistant, which leverages Course Hero's vast library to curate and deliver the most relevant information directly into students' documents. This feature not only provides instant answers to complex questions using artificial intelligence, but also promotes deeper understanding by highlighting and defining key concepts in the course material. In addition, the platform combines hands-on exercises and related materials to ensure complete mastery of the subject matter.

The integration of AI is complemented by Course Hero's access to verified expert tutors, enhancing the platform's ability to offer 24/7 personalized support. These tutors, who are part of a global network of over 24 subject matter experts, undergo a rigorous vetting process to ensure they can provide accurate and comprehensive answers.

Course Hero's AI-powered solutions represent a significant step forward in the ways educational content is personalized and delivered, making it a valuable resource for students looking to enrich their learning experience with the latest AI technologies.

- AI-powered homework help for instant answers and explanations.
- AI Assistant curates relevant information about learning material.
- Quick solutions and concept highlighting with AI.
- 24/7 support from expert tutors for personalized help.
- A global network of proven experts in the relevant field.

2. Gradescope

https://youtu.be/nJp_NN1oFcw

Gradescope AI tool allows students to grade each other, providing feedback that is often time-consuming without AI technology. Gradescope uses a combination of machine learning (ML) and artificial intelligence to make grading easier, saving time and energy.

By outsourcing these tasks, teachers can focus on more important things. A teacher can use Gradescope to grade paper exams and homework assignments online, as well as prepare projects in one place.

Here are some of the main features of Gradescope:

- Grouping questions using AI and manually
- Expanding time for each student
- AI-powered scoring
- Increasing efficiency and fairness

3. Fetch

<https://youtu.be/wXvvggVvk8gQ>

Fetchy is an AI-powered generative platform designed specifically for educators. It enables educators to unlock their full pedagogical potential. They aim to achieve this by simplifying and streamlining a multitude of tasks educators face, including creating engaging lessons, creating newsletters, crafting professional emails, and more. By harnessing the power of AI, Fetchy empowers educators to improve their teaching methods, optimize time management, and make confident and informed decisions.

Fetchy specializes in customizing generated language to meet the needs of teachers. By eliminating the need to formulate complex prompts, Fetchy is easy for teachers to use. Using Fetchy's custom-designed solutions, teachers can expect relevant results tailored to their specific educational needs.

- Creating lesson plans
- View history from multiple lenses/viewpoints
- Find math or science experiments

4. Socrates

<https://youtu.be/f-hDw3V5zLk>

Socrate is an AI tool that enhances teaching and learning by providing teachers with a seamless platform to create classes, manage assignments, and track student progress. Students use AI-powered tools to improve their learning outcomes.

Teachers organize classes, create assignments, and track student progress, and students participate through tools like discussion questions, writing feedback, and Socratic dialogues. Features like Debate-a-bot promote critical thinking and debate skills.

Socrate also helps with college preparation by brainstorming personal statements. Its advanced features include a customizable tool library, built-in memory for personalized learning, and an easy-to-use interface. Socrate Play allows for classroom interaction without individual student accounts, and teachers can manage student activity in real time.

Socrate Collab enables group discussions and activities, and artificial intelligence summarizes student work for easier assessment. Special content is suitable for all levels of education, from elementary school to graduate school. Socrate is accessible from any device connected to the Internet, making it a universal tool for modern education.

- Socrate allows teachers to create classes and assignments, and monitor student progress.
- Students are engaged with AI-based tools such as discussion questions, feedback writing, and debates.
- Features include a customizable tool library, built-in memory for personalized learning, and easy access.
- Socrate Play allows for classroom interaction without the need for individual student accounts.
- Socrate Collab supports group discussions with AI summaries for assessment, suitable for all educational levels.

5. MathGPTPro

<https://youtu.be/0gt2NiWKEyM>

MathGPTPro is an AI-powered math tutor that allows users to upload math problems using photos or text for instant solutions. Launched in 2023, it quickly went viral in over 100 countries, boasting a 90% accuracy rate on AP math problems, surpassing ChatGPT's 60%.

Aiming to democratize education, MathGPTPro provides accessible, interactive, and personalized learning tools. The platform emphasizes breaking down educational barriers and promoting inclusive learning in real time.

Key features include:

- Provides 90% accuracy in solving mathematical problems, outperforming standard LLMs
- Interactive learning
- Specialized training for personalized learning

6. Knowledge

Cognii is another Boston-based company that develops AI-powered products for K-12 and higher education. It also deploys in corporate learning environments.

One of Cognii's key AI tools is its virtual teaching assistant, which relies on conversational technology to help students formulate open-ended responses and improve critical thinking skills. In addition, the virtual assistant also provides personalized learning and real-time feedback customized for each student.

- Helps students form open-ended responses
- Conducts individual training
- Adaptive personalization for each student.

7. Century Tech

<https://youtu.be/agmf9Vx1eXs>

London-based Century Tech offers an artificial intelligence platform that uses cognitive neuroscience and data analytics to build personalized learning plans for students. In turn, these personalized plans reduce the workload of instructors, freeing them to focus on other areas.

The AI platform also tracks student progress, pinpointing gaps in learning. It then provides personalized learning recommendations and feedback for each user. For teachers, Century helps them access new resources that reduce the time needed for repetitive tasks like planning and grading.

Here are some of the key features of Century:

- Accelerates learning and improves student engagement
- Reduces the workload on teachers
- Data statistics

8. Carnegie Learning Platforms

<https://youtu.be/Yo-vjEdYcdE>

Carnegie Learning, a provider of innovative educational technology and curriculum solutions, relies on AI and machine learning in its learning platforms for high school and college students. These platforms offer many unique solutions for math, literacy, or world languages.

The provider has won numerous educational awards, including “Best AI/Machine Learning App” at the Tech Edvocate Awards. One of its products, MATHia software, was created by researchers at Carnegie Mellon University. It also offers Fast ForWord, a reading and language software that helps students develop cognitive skills.

Here are some of the main features of Carnegie Learning platforms:

- Imitates human mentors
- Individual learning experience for each student
- Useful data for student management

9. Ivy Chatbot

Ivy is a set of AI chatbot tools specifically designed for universities and colleges. They assist with many parts of the university learning process, such as application forms, enrollment, tuition costs, deadlines, etc. Another unique feature of Ivy is its ability to plan recruitment campaigns based on the data it collects.

The AI tool can provide students with the necessary information, such as important information about loans, scholarships, grants, tuition fees, etc. It can be applied across different departments thanks to the ability to develop specialized chatbots for each.

Here are some of the main features of Ivy:

- Live chat and SMS prompts
- Integration for Facebook, ERP, CRM and SIS
- Get smarter over time through user engagement

10. Knowji



Another one of the best AI educational tools on the market is Knowji, which is an audiovisual vocabulary app that leverages current educational research. Knowji is designed for language learners and uses various methods and concepts to help students learn faster.

The AI learning tool tracks the progress of each word and can predict when users are likely to forget. It achieves these abilities through a spaced repetition algorithm, allowing students to learn better over time.

Here are some of the main features of Knowji:

- General core alignment
- Multiple learning modes
- Ability to customize and adapt
- Images and example sentences

Bonus: Dragon Speech Recognition by Nuance

<https://youtu.be/e5f3bYQ7fes>

Based in Burlington, Massachusetts, Nuance provides speech recognition software that can be used by both students and teachers. The company's Dragon Speech Recognition product can transcribe up to 160 words per minute, helping students who have difficulty writing or typing. The tool also supports verbal commands for navigating documents, which is important for students with accessibility requirements.

Dragon offers many other features, including the ability to dictate lesson plans, syllabi, worksheets, reading lists, and more at speeds three times faster than typing. It does this by achieving 99% accuracy.

Here are some of the main features of Nuance's Dragon:

- Accessibility supports verbal commands
- Vote for evaluating student work
- Dictate classwork with 99% accuracy.



Results

In summary, AI is poised to revolutionize the education sector, empowering teachers and enriching the learning experience for students. AI tools are becoming indispensable in classrooms, helping to ease administrative burdens, creating engaging learning environments, and offering personalized curricula. The rapid growth of AI in education is a testament to its potential, transforming teaching and learning into more effective, engaging, and tailored experiences. As AI continues to evolve, it will play a critical role in shaping the future of education, helping teachers and students reach their full potential.