



# Self- Knowledge Video

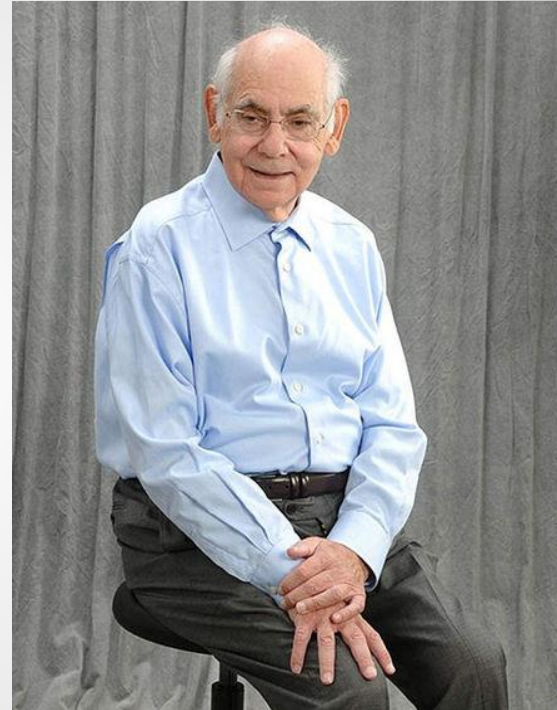
Your path to  
realizing self-  
awareness

Reiss  
PART 1

# **UNLOCK Self-Knowledge Through Motivation**

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## **REISS Motivation Profile**

- reasons for engaging in behavior
- traits (life motives)
- divide into means vs. ends
- strivings, life motives, psych. needs

**MOTIVATION as  
Desires or Strivings are:**

- Means motivate by producing something else
- Ends are intrinsically desired
- All motivation reduces to ends
- Extrinsic motivation" is a flawed concept

## Means V. Ends

- Automatic
- Cannot be Chosen
- Varying Degrees of Self-Awareness
- Genetic Origin/Human Nature

**Ends**

- Ends are values
- We value what we want
- We want what we value (!)
- All desires imply one or more values

**Values**

- Freud: People behave to release psychic energy (libido)
- Hull-Spence: People behave to satiate drives, or physiological needs
- Reiss: People behave to express their values
- Graves: Expression of these values is different at different levels of human existence under diverse conditions and requirements

**Values Drive Behavior**

- Feel-Good Happiness, sensation based pleasure
- Value-Based Happiness, pleasure that results from the satisfaction of basic desires and the consumption of basic goals

**Happiness**

- We cannot aim for value-based happiness directly, no more than see a chicken in a cake!
- We aim to satiate our basic desires but experience VB happiness as an unintended consequence (John Stuart Mills: *en passant*)

**VB Happiness → Not A Motive**

Your basic (fundamental) desires or strivings:

- occur automatically
- motivate all your actions
- show your deepest values
- show what you need for VB happiness
- occur with varying degrees of self-awareness

**Summary**

- Each Basic Desire is a continuum anchored by opposite goals
- Examples:
  - Curiosity: 0% thinking, 100% time thinking
  - Power: Always lead, always follow

## Nature of a Basic Desire

- Moderate “means” or points on a continuum of ethics/values between opposite vices
- “Sensitivities” or points on a continuum of end motivation anchored by opposite goals
- Sensitivities are “optimal points” for VB Happiness

## Aristotle's Virtues

- What percent of your time would like to devote to effortful thought?

0% \_\_\_\_\_ 100%

**Curiosity**

- What percent of your time would like to devote to effortful thought?

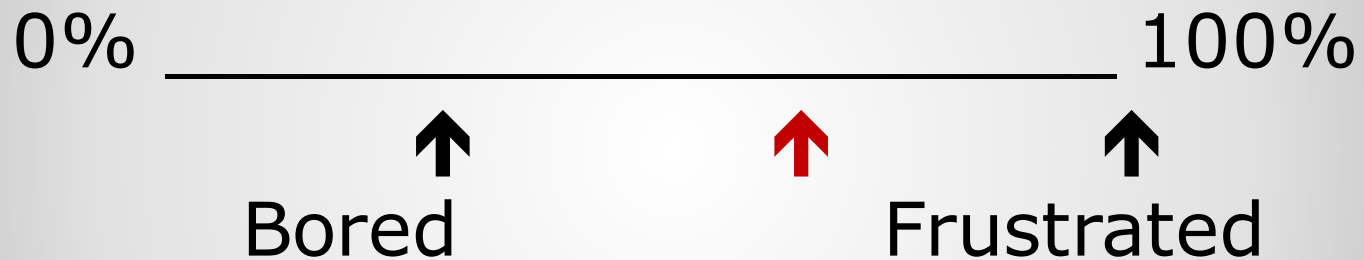
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"Sensitivity"  
"Virtue"

**Curiosity**

- Discrepancy between sensitivity (optimal point) and experience



**Motivation**

- People Behave to Express Their Values
- Values are Motives, NOT Energy
- If you know values, you know motives
- Motives predict behavior
- *Behavior does not predict motives*

## Points of Emphasis I

- People are not necessarily self-aware of their values or motives
- You do not choose your intrinsic values (ends) – they occur automatically
- Values include quantity – not just what you want, but also how much
- Intrinsic Motivation can be disguised by means values

## Points of Emphasis II

# THE END Reiss INTRO: PART 1

Your Path to Realizing Self-Awareness





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- People Behave to Express Their Values
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## Points of Emphasis II

- What are life's greatest values?
- Deep down, what matters?
- What are the psychological "needs" of human nature?
- *basic or fundamental motives* have three features:
  - (1) end purposes (IMs), (2) universal motivators, and (3) psychological importance.

## The 16 Basic Desires

- Darwin: survival and reproduction
- Freud: sex
- Maslow: growth (self-actualization)
- Psychologists: pleasure & pain
- Reiss: 16 Basic Desires

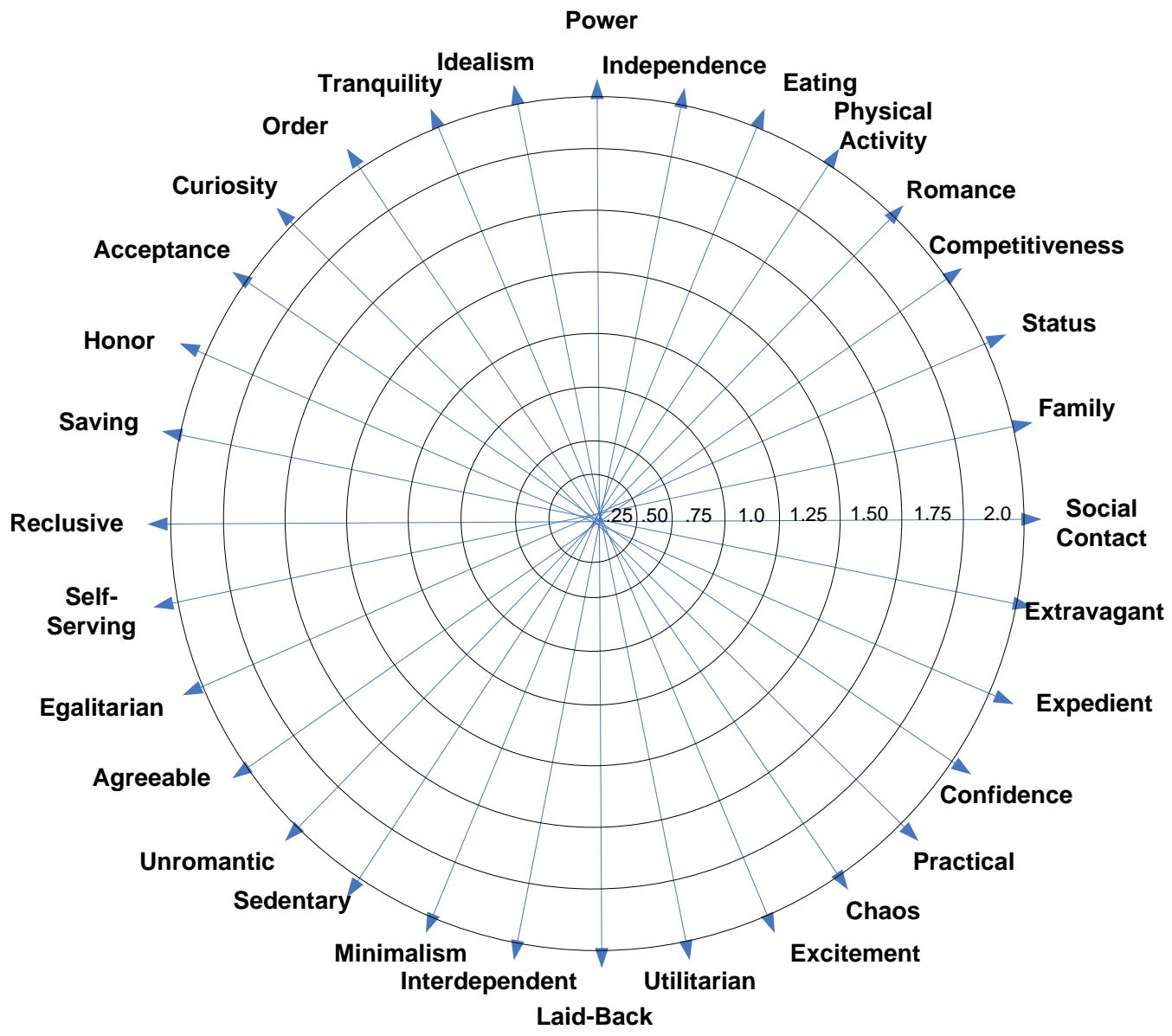
## Our Overarching Strivings

- >10,000 surveys on 100s of goals
- 16 strivings drive personality behavior
- Multifacted: interdependencies of strivings
- Each striving motivates everyone, but to different extents
- 16 strivings create individuals (2 trillion combinations)

**Reiss Results**

- Strong Power --> influence
- Strong Independence --> self-reliance
- Strong Curiosity --> knowledge
- Strong Acceptance --> approval
- Strong Order --> organize
- Strong Saving --> collect and hoard
- Strong Honor --> traditional morality
- Strong Idealism --> social justice
- Strong Social Contact --> interaction-fun
- Strong Family --> raise one's children
- Strong Status --> prestige
- Strong Vengeance --> vindication
- Strong Romance --> sex
- Strong Eating --> consume food
- Strong Physical activity --> move one's muscle
- Strong Tranquility --> emotional calm

- Weak Power --> laid-back
- Weak Independence --> interdependent
- Weak Curiosity --> practical
- Weak Acceptance --> confidence
- Weak Order --> chaos
- Weak Saving --> extravagant
- Weak Honor --> expedient
- Weak Idealism --> utilitarian (?)
- Weak Social Contact --> reclusive
- Weak Family --> self-serving
- Weak Status --> egalitarian
- Weak Vengeance --> agreeable
- Weak Romance --> unromantic (?)
- Weak Eating --> minimalism
- Weak Physical activity --> sedentary
- Weak Tranquility --> excitement



<b>striving</b>	1.	2.	3.	4.	5.	6.	7.	8.	<b>sum</b>
1.									
2.									
3.									
4.									
5.									
6.									
7.									
8.									
<b>sum</b>									

# Matrix

- Can be described as 16 sensitivities
- This is called your “Reiss Profile”
- Departure from norm counts most
- Each person has a “sensitivity point”
- [Personality is without a doubt the most controversial subject, more specifically when it comes to understanding it as programmed or “to be programmed.” The enigmatic answer is it is both. Nature via Nurture.]

**Your Personality**

# THE END Reiss INTRO: PART 2

Your Path to Realizing Self-Awareness





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- Attention: High status motivates people to notice expensive things
- Cognition: High striving for status causes people to think they are important
- Behavior: High striving for status motivates people to put on airs or buy expensive things

**Basic Desires Organize  
Behavior into Personality**

- Attention: Low status motivates people to not even notice prestige, titles, class, or what the neighbors think
- Cognition: Low status motivates people to think people are equal before God
- Behavior: Low status motivates people to oppose privilege based on high birth, ignore reputation, thumb nose at rich

**Basic Desires Organize  
Behavior into Personality**

- Attention: High order motivates people to notice details
- Cognition: High order motivates people to think there is only one way to do things important
- Behavior: High striving for order motivates people to be organized, punctual, plan, and clean

**Basic Desires Organize  
Behavior into Personality**

- Based on the most important impressions a person creates
- Based on the most important of the 16 basic desires
- Most important = most different from norm
- Above .8 and below -.8 → strong or weak

## Personality Types

- Example 1: Organized v. Flexible People
- Determined by strength of the striving for order

**Examples in the following slides**

- Enjoy planning
- Dislike doing things on impulse
- Inflexible, resist change, regular habits
- Careful, Eye for detail, Precise
- Methodical, Thorough
- Neat, Clean
- Punctual, Well-organized, Predictable

**Organized People**

- Strong: Order
- Above Av. Romance,  
Curiosity
- Below Av. Acceptance  
Vengeance  
Power (Leadership)

**John: Organized Personality**

- Freud: Anal fixation with unconscious hostility aimed at authority
- Popular: Afraid of criticism or perfectionist
- Reiss P.: Values following rules more than being right

## 3 Views on John

- Adjustable, adapts to change
- All over the place
- Changes mind frequently
- Careless, Disorganized, Sloppy, Messy
- Likes doing things on impulse
- Spontaneous
- Tardy

## Flexible Personality

- Strong: none
- Above Av: Idealism, Independence,  
Eating  
Social Contact
- Below Av: Acceptance  
Vengeance
- Weak Order

\*Maybe important to note as self/sacrifice of self type?

**Peter: Flexible Personality\***

- Intelligence → ability
- Curiosity → motivation

**Intelligence V. Curiosity**

- Intellectual,
- Sustain thought
- Analytical, Contemplative, Deep
- Inquisitive, Philosophical, Reflective
- Thoughtful

**Thinkers**

- Strong Curiosity  
Acceptance
- Above Av. Vengeance  
Independent
- Below Av. Idealism  
Eating  
order
- Weak Social contact  
Romance  
Family

**Newton: Thinker Personality**

- Freud: curiosity sign of sublimation  
aim: discharge psychic energy
- Reiss P.: Intrinsic love of thinking,  
seeking the truth

**2 Views on Issac Newton**

- Dislike effortful thought
- Practical
- Matter of fact
- Action-Oriented
- Non-Intellectual
- No-nonsense

**Doers (opposite of curiosity)**

- Strong: Order
- Above Av. Power Status
- Below Av. Acceptance
- Weak Curiosity

**Ray Kroc: Doer Personality**

- Striving for power
- Influence of will

**Take Charge v. Easy Going**

- Assertive, willful, determined, focused
- Achievement oriented, Seeks Challenge
- High capacity for work, ambitious
- High standards
- Leader, Dominant
- Bold of thought, action, & tongue
- Impressed with greatness, glory

**Take Charge Personality**

- Strong: Power (Leadership)
- Above Av: Curiosity, Idealism, Order
- Below Av.: Tranquility  
Acceptance  
Social Contact  
Status
- Weak: (none)

## Charles Lindbergh's Personality

- Freud: fixated Oedipal conflict  
paternalistic, narcissistic
- Reiss P: intrinsic love of influence  
take-charge behavior

**Views of Lindberg's Outspokenness**

- Reluctant to lead, dislike limelight, influence, control
- Nondirective– reluctant to give advice
- Not hard worker
- Blasé, Laid-Back, un-ambitious, passive

## **Easy-Going Personality**

- Strong: (none)
- Above A: Social contact, Family  
Eating, Saving  
Independent, Curiosity
- Below A: Status, Romance, Phys.  
Exercise  
Tranquility, Acceptance,  
Order
- Weak: Power (leadership)

## Lenny's Easy-Going Personality

- Status
- Affects consumerism, dress, social circles
- Indicates how much admired & respected
- Conferred by others
- Affects perception of rank

**Magnificent v. Egalitarian**

- Sense of importance (vanity) based on high birth, fame, or wealth – wants to be wealthy, famous
- Formal, dignified, stuffed shirt
- Aristocratic, patrician
- Proud (possibly snobbish, sense of entitlement)
- Concerned with appearance, vain

**Magnificent Personality**

Strong: Status  
Vengeance

Above A: Curiosity, Family, Eating  
Independence, Tranquility

Below A: Acceptance  
Phys. Exercise

Weak: (none)

**Robert's Magnificent Personality**

Freud: unconscious hostility (paranoia)

Reiss P: excessive need for status  
sense of entitlement  
overestimated own significance

## **2 Views of Robert**

- Down to Earth
- Informal, Unceremonious
- Casual, Humble
- Unimpressed with wealth, celebrities
- Identifies with lower or middle classes
- May not want (avoid) any limelight

## **Egalitarian Personality**

Strong: Saving  
Power

Above A: Curiosity, Independence,  
Tranquility, Honor, Idealism

Below A: Status, Social Contact,  
Vengeance, Acceptance,  
Phys. Exercise, Family

**Buffet's Egalitarian Personality**

- Another Example:
- Need for Vindication (Vengeance)

**Warriors V. Peacemakers**

- Combative, abrasive, fighter, belligerent
- Defiant, Rebel
- Argumentative, quarrelsome
- Competitive, Provocative
- Acrimonious, contrary, mean, nasty, spiteful

## Warrior Personality

Strong: Vengeance

Power (leadership)

Above A: Honor, Acceptance, Eating  
Phys. Exercise, Curiosity

Below A: (none)

Weak: (none)

## **Bobby Knight's Warrior Personality**

Freud: repressed anger aimed at father  
identification with father

Reiss P: intrinsic love of vindication drives  
strong need to win at all costs

About winning, not approval from dad

## **2 Views of Knight's Tantrums**

- Avoid confrontations
- Strongly dislikes violence, fights
- Nonviolent
- Cooperative
- Kind
- Soothing

## Peacemaker Personality

Strong: Curiosity

Honor

Above A: Idealism

Below A: Tranquility, Status

Independence, Family,

Acceptance

Weak: Vengeance,

Romance

**Dali Lama: A Peacemaker**

Dependable, trustworthy  
genuine, honest, truthful  
Loyal,  
Principled, keeps promises  
Ethical, moral  
Sanctimonious, self-righteous

**Responsible Personality**

Strong: Honor, Power

Above A: Curiosity,

Order

Saving

Idealism

Below A: Family

Romance

Independence

**M. Gandhi's Responsible  
Personality**

Interested in social causes  
Concerned about down-trodden  
altruistic

**Humanitarian Personality**

Strong:

Idealism

Above A:

Power (leadership)

Vengeance

Independence

Below A:

Status

Tranquility

Saving

Family

**John Brown's Personality**

K. Menninger: self-destructive (martyr)  
unconscious hostility

Reiss P: responding to higher calling

He was trying to destroy himself  
(Menninger)

He was trying to bring justice to America  
(RP)

## 2 Views of Brown

Social Contact v. solitude

**Gregarious V. Private Personality**

Sociable, extroverted, friendly, outgoing  
Many friends, social skills, well mannered  
Ingratiates self to others, engaging  
Convivial, lively  
Cheerful  
Optimistic, enthusiastic  
Fun loving, playful, prankster

## **Gregarious Personality**

Strong:

Social contact

Above A:

Independent, Eating

Below A:

Acceptance, Vengeance,  
Idealism, Tranquility

**Dolly Madison Gregariousness**

- Seek solitude
- Avoid parties, thinks having fun superficial
- Few friends
- Aloof, brusque, reticent, shy, serious, unfriendly

**Private Personality**

Strong

(none)

Above A:

Honor, Curiosity.

Idealism, Phys. Activity

Independence

Below A:

Eating, Romance, Power,

Order, Acceptance

Weak:

Saving, social contact,

status,

Tranquility

## Henry David Thoreau's Private Personality

# THE END

## Reiss INTRO: PART 3

Your Path to Realizing Self-Awareness

