

Sigmund Freud

Born in **Austria** in 1856. He was a medical doctor who specialized in **neurology**.

To Freud, much of the mind is **unconscious** as opposed to **conscious**.

He believed that even the smallest behaviors have special significance. Each behavior has an unconscious reason for occurring.

To Freud, the **unconscious mind** is the key to all human behavior.

Freud is known as a psychoanalytic theorist. These people feel that we have to look at **why they behave the way they do** instead of just looking at their actions.

Sigmund Freud believed that personality has **three** structures.

These are the **id, ego, and superego**.

The **id** wants what it wants right now. It seeks **pleasure** and avoids **pain**. This is also known as the pleasure principle.

The **ego** deals with reality. This is based on rationality, reasoning, problem solving, and decision-making. The ego tried to make seeking individual pleasure conform to society. This is known as the **reality principle**.

The **superego** is the moral branch of personality. It does not deal with reality; simply what is right or wrong.