

PEOPLE’S CHARACTER AND BEHAVIOUR: PSYCHOLOGICAL, SOCIAL, AND CULTURAL ANALYSIS

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<https://doi.org/10.5281/zenodo.20425238>

Abstract

This scientific thesis explores the concepts of people’s character and behaviour from psychological, sociological, and educational perspectives. Human behaviour is a complex phenomenon influenced by genetic, emotional, environmental, and cultural factors. The study examines the development of character from childhood to adulthood and highlights the importance of family, education, communication, and emotional intelligence in shaping human personality. In addition, the paper analyzes the influence of modern technology and globalization on behaviour patterns. The research emphasizes that positive character development contributes to social harmony, professional success, and mental well-being. The findings suggest that society should prioritize moral education and emotional development in order to create responsible and tolerant individuals.

Introduction

Character and behaviour are fundamental elements of human personality. They determine how people interact with society, make decisions, solve problems, and respond to different life situations. Every person has unique psychological traits that distinguish them from others. Human behaviour reflects internal emotions, beliefs, attitudes, and moral values.

The study of character and behaviour has been one of the central topics in psychology, sociology, and philosophy for centuries. Ancient philosophers such as Aristotle believed that character is formed through habits and moral actions. Modern psychologists argue that behaviour develops through the interaction of biological and environmental factors. In today’s rapidly changing world, understanding human behaviour has become more important than ever because social relationships, teamwork, and communication strongly depend on individual character.

This thesis aims to examine the nature of human character, the factors influencing behaviour, and the importance of positive personality development in modern society. The research also focuses on behavioural challenges caused by technology, stress, and globalization.

1. Understanding Human Character

Character can be defined as the combination of moral and psychological qualities that influence a person’s actions and decisions. It includes honesty, responsibility, patience, kindness, confidence, and discipline. Character is usually stable and develops gradually over time.

Psychologists explain character in different ways. Sigmund Freud believed that unconscious desires and childhood experiences shape human personality. Carl Jung emphasized personality types and individual uniqueness. Alfred Adler focused on social interest and personal goals, while Abraham Maslow highlighted self-actualization and human potential.

Character formation begins in childhood. Children observe the behaviour of parents, teachers, and peers, and they gradually adopt social values and habits. Positive experiences help individuals become confident and emotionally stable, while negative experiences may create insecurity or aggression.

There are several types of character traits:

1. Moral traits – honesty, loyalty, kindness.
2. Emotional traits – patience, optimism, sensitivity.
3. Social traits – cooperation, communication skills.
4. Intellectual traits – creativity, curiosity, critical thinking.

Strong character helps people make responsible decisions and overcome difficulties. Individuals with positive character are usually respected by society and achieve greater success in personal and professional life.

2. The Nature of Human Behaviour

Behaviour refers to the actions, reactions, and responses of individuals in different situations. Behaviour can be conscious or unconscious, positive or negative, rational or emotional. Human behaviour is influenced by thoughts, feelings, motivations, and social conditions.

Behaviourists such as B. F. Skinner believed that human actions are shaped by rewards and punishments. According to Social Learning Theory developed by Albert Bandura, people learn behaviour through observation and imitation. This explains why children often copy the behaviour of adults.

Human behaviour can be categorized into several forms:

- Social behaviour – interaction with other people.
- Emotional behaviour – reactions based on feelings.
- Aggressive behaviour – actions intended to harm others.
- Cooperative behaviour – teamwork and mutual support.
- Adaptive behaviour – ability to adjust to changing environments.

Positive behaviour improves communication and strengthens relationships, whereas negative behaviour may cause conflicts, stress, and social isolation. Therefore, understanding behavioural patterns is important for maintaining healthy social interaction.

3. Family Influence on Character Development

Family is the first and most influential social institution in human life. Parents and close relatives play a major role in teaching moral values, communication skills, and emotional control. Children who grow up in supportive and loving families are more likely to develop confidence, empathy, and discipline.

Parenting style significantly affects behaviour. Democratic parenting encourages independence and responsibility, while authoritarian parenting may create fear and insecurity. Neglectful parenting often leads to emotional instability and behavioural problems.

Family traditions and communication patterns also influence personality. Families that promote honesty, respect, and cooperation usually raise socially responsible individuals. In contrast, constant conflict and violence may negatively affect children’s emotional development.

Psychologists emphasize that emotional support from family members helps individuals cope with stress and difficulties. Strong family relationships improve self-esteem and psychological well-being.

4. The Role of Education and Society

Education is another important factor in shaping character and behaviour. Schools are not only institutions for academic learning but also environments where students develop social and moral skills. Teachers serve as role models and influence students through communication, discipline, and encouragement.

Educational institutions teach responsibility, teamwork, leadership, and respect for diversity. Participation in group activities and projects helps students improve communication and problem-solving abilities.

Society also shapes behaviour through social norms, traditions, and laws. Every culture has expectations regarding acceptable behaviour. People adapt their actions according to social values and community standards.

Mass media and social networks have become powerful social influences. Television, films, and online platforms affect attitudes, language, and behaviour patterns. Social media provides opportunities for communication and self-expression, but excessive use may increase anxiety, addiction, and social comparison.

Modern society should promote ethical education and media literacy to protect young people from harmful influences.

5. Emotional Intelligence and Behaviour

Emotional intelligence refers to the ability to recognize, understand, and manage emotions effectively. Daniel Goleman described emotional intelligence as one of the key factors of success in life.

Individuals with high emotional intelligence can:

- Control anger and stress.
- Communicate effectively.
- Understand other people's emotions.
- Build healthy relationships.
- Solve conflicts peacefully.

Emotional intelligence contributes to positive behaviour because emotionally balanced individuals are more patient, tolerant, and cooperative. In workplaces and educational environments, emotional intelligence improves teamwork and leadership.

On the other hand, poor emotional control may lead to aggression, depression, and misunderstanding. Therefore, schools and families should teach emotional skills from an early age.

6. Cultural and Technological Influences

Culture strongly influences character and behaviour. Different societies have different traditions, customs, and moral values. For example, some cultures emphasize independence and individual achievement, while others value collective responsibility and respect for elders.

Globalization has increased communication between cultures, leading to both positive and negative effects. Cultural exchange encourages tolerance and understanding, but it may also weaken traditional values.

Technology has transformed modern behaviour significantly. Smartphones, social media, and digital communication have changed the way people interact. Online communication is faster and more convenient, but face-to-face interaction has decreased in many societies.

Researchers argue that excessive use of technology may reduce attention span, increase stress, and create emotional dependence. However, technology also provides educational opportunities and access to information. The challenge is to use technology responsibly and maintain healthy social relationships.

7. Behavioural Problems in Modern Society

Modern society faces many behavioural challenges, including stress, aggression, anxiety, and social isolation. Economic difficulties, academic pressure, and fast lifestyles negatively affect mental health.

Young people are especially vulnerable to behavioural problems because they experience strong emotional and social pressure. Cyberbullying, internet addiction, and lack of communication skills are becoming common issues among teenagers.

Violence and intolerance also remain serious social problems. Negative behaviour may result from poor education, unstable family environments, or lack of emotional support.

To address these issues, governments and educational institutions should develop psychological support programs and encourage mental health awareness. Communities should promote empathy, tolerance, and social responsibility.

8. Importance of Positive Character in Professional Life

Positive character is essential for career success and leadership. Employers value workers who are honest, disciplined, cooperative, and responsible. Professional environments require effective communication, emotional stability, and teamwork.

Leaders with strong character inspire trust and motivate others. Ethical leadership improves organizational culture and productivity. Employees who demonstrate respect and responsibility contribute to a healthy workplace atmosphere.

In addition, positive behaviour strengthens professional relationships and increases opportunities for success. Therefore, character education should be integrated into both academic and professional training programs.

Conclusion

In conclusion, people's character and behaviour are shaped by numerous psychological, social, cultural, and educational factors. Family, school, society, emotional intelligence, and technology all influence personality development. Positive character promotes healthy relationships, social harmony, and professional success.

Understanding human behaviour helps individuals communicate effectively, solve conflicts peacefully, and adapt to social changes. Modern society should pay greater attention to moral education, emotional development, and mental health support in order to raise responsible and tolerant generations.

Future research should continue exploring the relationship between technology, culture, and human behaviour to better understand the challenges of modern life.

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