The Big Five Personality Traits: In the five factor model, each person has five traits (Openness, Conscientiousness, Extroversion, Agreeableness, Neuroticism) which are scored on a continuum from high to low. In the center column, notice that the first letter of each trait spells the mnemonic OCEAN. It is important to keep in mind that each of the five factors represents a range of possible personality types. One strength of the trait perspectives is their ability to categorize observable behaviors. Humanistic Perspectives on Personality. Last updated: 14 Oct 2003. Humanism: An Introduction. Humanism is a philosophical movement that emphasises the personal worth of the individual and the centrality of human values. The Humanistic approach rests on the complex philosophical foundations of existentialism, and emphasizes the creative, spontaneous and active nature of human beings. This approach is very optimistic and focusses on noble human capacity to overcome hardship and despair. Personality psychology is a branch of psychology that studies personality and its variation among individuals. It is a scientific study which aims to show how people are individually different due to psychological forces. Its areas of focus include: construction of a coherent picture of the individual and their major psychological processes. investigation of individual psychological differences. investigation of human nature and psychological similarities between individuals.