His theory can be used in implementing psychotherapy, guiding parent-child relations, and interpreting abnormal behavior.

ALFRED ADLER [1870–1937]

Alfred Adler's concepts of the uniqueness of man represented the first major departure from Freud's theory. Adler emphasized the conscious as being the core of personality. Believing that personality is shaped by one's individual social environments and interactions, he proposed that individuals can actively guide and fashion their own growth and development.

Adler was the second-born of six children of a Viennese merchant. It is easy to assume that Adler drew experiences from his unhappy childhood when he proposed in his theory that a person can compensate for feelings of inferiority. (Adler was unable to run and play with other children because he had rickets. When he was 3 years old, he saw his younger brother die in the bed next to him.) Initially viewed as awkward and unattractive, Adler expended much energy to gain acceptance from his peers. He wanted to increase his sense of worth—a positive feeling he had not attained within his home and family. Adler rose from being considered a mediocre student who should not pursue an academic career to become the best student in the class [23].

After studying medicine at the University of Vienna and after several attempts at various fields of medicine, he entered neurology and psychiatry. Adler worked closely with Sigmund Freud for 9 years; however, their relationship was not a particularly friendly one. After World War I, Adler organized many government-sponsored child counseling clinics in Vienna. He was very busy in the following years, frequently visiting the United States to lecture. It was on a lecture tour that he succumbed to a heart attack in 1937 [23].

Adler's Concepts and Terms

Adler believed that inferiority feelings are ever-present in humans and are the stimulus for growth. He felt that a person could compensate for either imagined or real inferiorities. Adler proposed that a person could develop an "inferiority complex" or "an inability to solve life's problems" (1) by being organically inferior, (2) by being spoiled and then having to meet rejection, or (3) by being neglected. He believed that people strive for "superiority" or "perfection" and are always seeking improvement. This quest for superiority increases tension and thus calls forth more efforts. Adler also believed that the best situation for making these efforts

was that of a self-reliant individual working cooperatively with others within his culture [2].

Adler's Emphasis on Human Growth and Development

Adler believed that each individual cultivates a unique pattern of striving for superiority; that is, every person formulates a life-style or character. This life-style is learned from early parent-child interactions. Adler postulated that one's life-style is firmly set by early childhood [1]. Even the very young, he said, are free to interpret their experiences. An individual may choose to change in later years only if it is realized that inappropriate and disturbing responses are inadequate "holdovers" from childhood [2]. Adler believed that getting along with others is the first task one encounters in life; this way of coping becomes a basis for later behavior. He also proposed birth order as one of the major social factors in one's childhood that affects the type of life-style one chooses.

According to Adler, all individuals must solve three categories of problems during their lifetime—problems involving behavior toward others, problems of occupation, and problems of love. He spoke of four basic styles that people use in working through these problems—avoidance, expecting to get everything from others, dominating others, and cooperating with others by acting in accordance with their needs [23].

Adler's Techniques of Inquiry

Adler developed this theory from information he gained in informal conversations with his patients. He paid particular attention to body language (the expression of feelings or thoughts by means of bodily movements). Adler also gained information from his patients, and thus for his theory, by assessing their order of birth and their dreams, and by asking them to recall their first memories of childhood [17].

Some criticize Adler's theory for its simplicity; others state that he was not always systematic and that he left many questions unanswered. There are also those who question how a child less than 5 years of age can choose his or her own life-style.

Alfred Adler's theory has become most applicable to school guidance counseling, penal reform, psychosomatic medicine, and individual psychology.

ERICH FROMM [1900–1980]

Like Adler, Erich Fromm is often referred to as a social-psychological theorist. He viewed an individual's personality as influenced more by culture than by bi-