



### **360 Degrees of Separation**

*Freud: The id, ego and superego*

#### **Josie Long:**

It's always good to have lots of personality and, father of psychoanalysis, Sigmund Freud, gave us just that with his triple-decker model of the psyche: the id, ego and superego..

The id is the animal part of the personality, an unconscious drive to have lots of sex, survive and thrive! It urges you to push-in and eat your weight in cake.

The ego is where the conscious mind lives. It's lumbered with the tricky job of satisfying the id's wild desires in a realistic and socially acceptable way.

But the ego also has to deal with the superego, an internalised parent-figure, that's always punishing it for being naughty with feelings of guilt and shame. The poor old ego is pulled in both directions, it's not master in it's own house.

In the end Freud's theory lost ground to the more comforting idea that we're all rational machines whose behaviour can be predicted by cold-hard data and game theory.

The most famous of these games was called...The Prisoner's Dilemma!