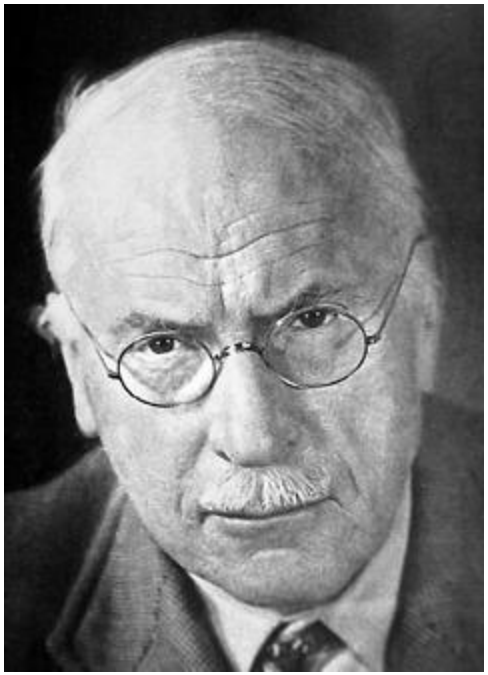
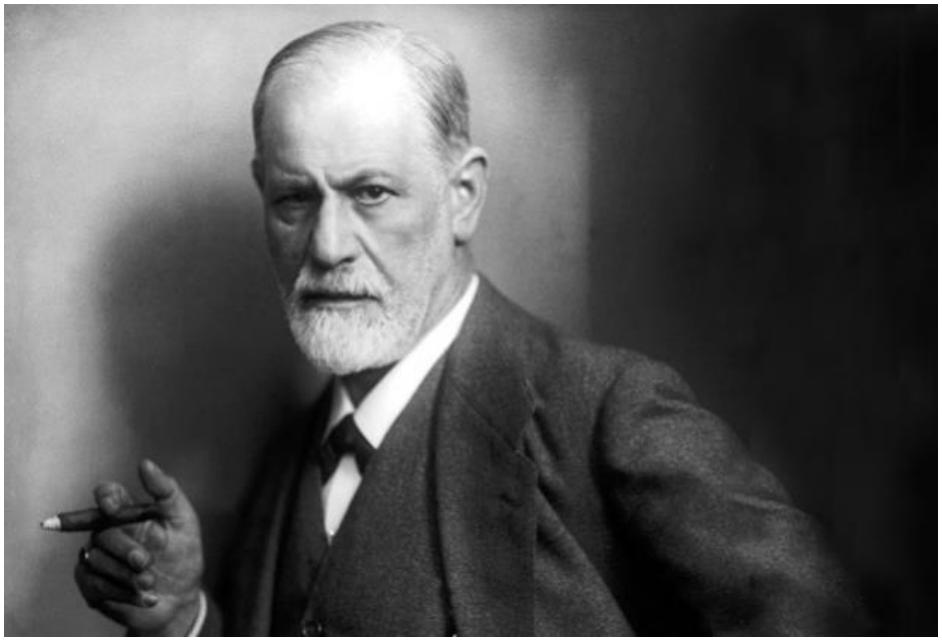
PERSONAL VS. COLLECTIVE UNCONSCIOUS

Carl Jung

- Swiss psychiatrist who studied human consciousness (with Sigmund Freud—bottom right) and dreams
- Came up with the theories of personal and collective unconscious





Personal Unconscious

- **Created** by our unique experiences that develop our individual psyches
- Includes memories that can be retrieved AND those that are forgotten or repressed

Collective Unconscious

- **Inherited** because pre-existent forms (called **archetypes**) apply to almost all human beings
- Collective (humanity as a group), universal (across cultures), impersonal
- Based on the idea that there are basic spiritual patterns that exist in all men