



Administrator's Report

# Values-based Indicator of Motivation

Delia Demonstration

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## Values-based Indicator of Motivation - Version 1

### Delia Demonstration

#### Overview

The table below provides an overview of Delia's results on the VbIM. The results are shown as three separate rank orders, with the value at Rank 1 being considered the most important value in each case. The three separate rank orders arise from different ways of analysing the raw questionnaire data as explained on the following page.

	General Ranking (ipsative)	Detailed Ranking (raw score)	Comparative Ranking (normative)
1	Personal Growth	Well-being	Influence
2	Well-being	Personal Growth	Libertarian
3	Social Contact	Influence	Change
4	Integrity	Wisdom	Accountability
5	Excitement	Social Contact	Tradition
6	Openness	Excitement	Social Contact
7	Wisdom	Openness	Wisdom
8	Change	Integrity	Excitement
9	Influence	Libertarian	Personal Growth
10	Collaboration	Accountability	Fame
11	Accountability	Change	Integrity
12	Career Progression	Career Progression	Reward
13	Reward	Reward	Well-being
14	Inclusion	Altruism	Openness
15	Connection	Collaboration	Harmony
16	Libertarian	Legacy	Career Progression
17	Harmony	Harmony	Altruism
18	Conceptual	Conceptual	Legacy
19	Altruism	Tradition	Collaboration
20	Culture	Fame	Inclusion
21	Legacy	Connection	Culture
22	Tradition	Inclusion	Conceptual
23	Transcendence	Culture	Connection
24	Fame	Transcendence	Transcendence

**The General Ranking method:** This ranking is produced from the ipsative ranking task in the second part of the questionnaire. Here, Delia was asked simply to order the 24 values in terms of a brief general description of each. The Ipsative Rank Order probably represents Delia's most obvious view of the importance of each value: i.e. her view in terms of how she would most likely respond if asked what things in life she feels are most important.

**The Detailed Ranking method:** This ranking is based on Delia's responses to the 144 individual items in the main part of the questionnaire and is based on the mean of her ratings for the items belonging to each scale. In producing this ranking, a statistical adjustment is made to the scale means to compensate for the way in which items differ in their power to add to the overall ranking of a value. Since the Raw Score Ranking is based on several items for each scale, it represents Delia's more detailed view of each value area and so represents aspects of her value framework which may be less conscious or less immediately obvious to her.

**The Comparative Ranking method:** This ranking is based on comparisons with the norm group. The values which come high in this list are those which are relatively more important for Delia than they are for the norm group. A value might not be particularly important for Delia, but it might still be more important to her than it is to other people. In such a case, the value would probably appear higher in the Normative ranking list than it would in the Ipsative or Raw Score ranking lists.

The 24 scales of the VbIM are divided into 4 general areas. The rank orders of these areas are shown in the table below, once again according to the three different methods of analysing the raw data.

	General Ranking (ipsative)	Detailed Ranking (raw score)	Comparative Ranking (normative)
1	What I want from others	What I want for myself	What I want for myself
2	What I want for myself	What I want to become	What I want from society
3	What I want to become	What I want from others	What I want to become
4	What I want from society	What I want from society	What I want from others

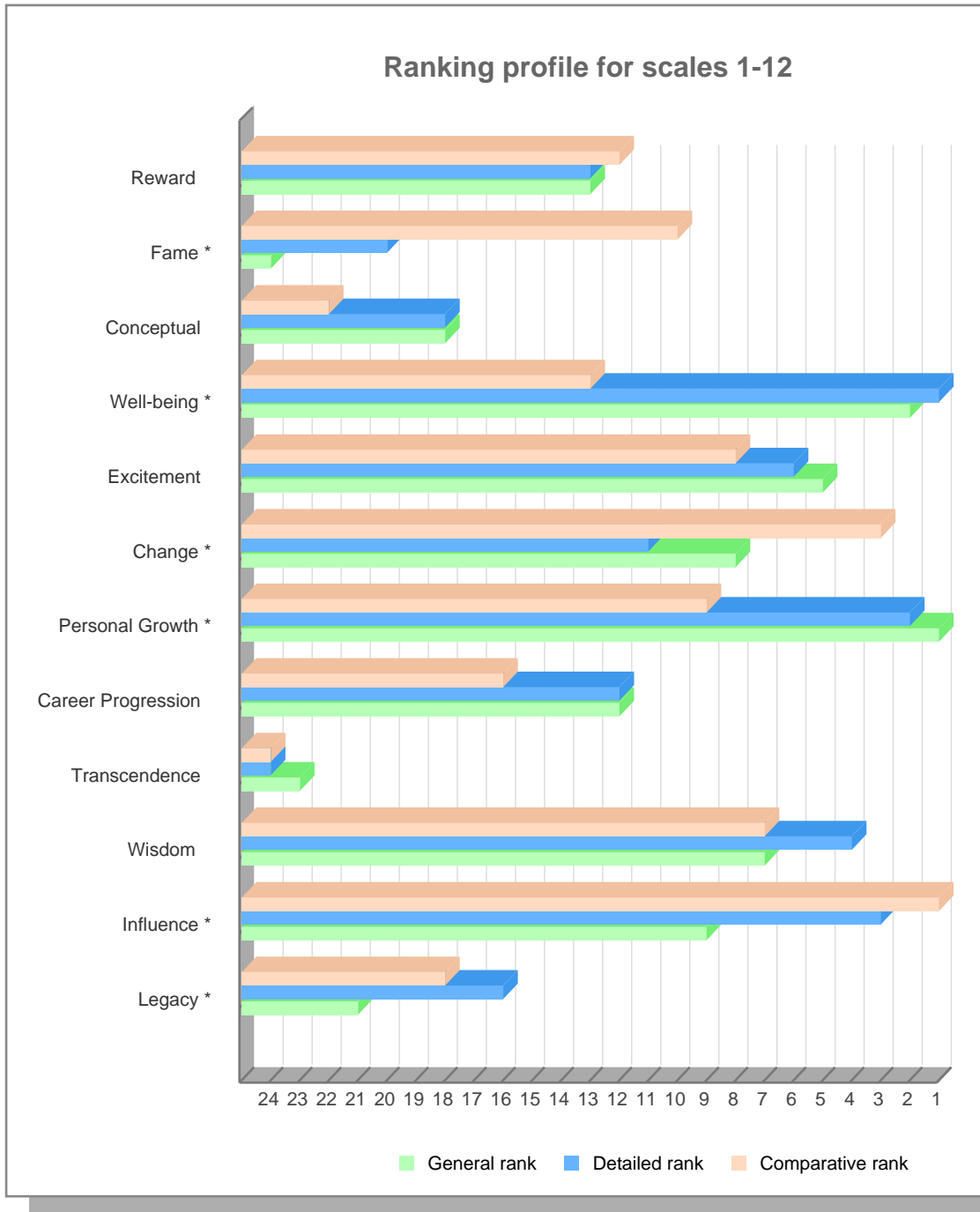
## Degree of alignment between the different ranking methods

The degree of alignment between the different ranking methods is shown in the table below in terms of Spearman rank order correlations between rankings produced by the three methods.

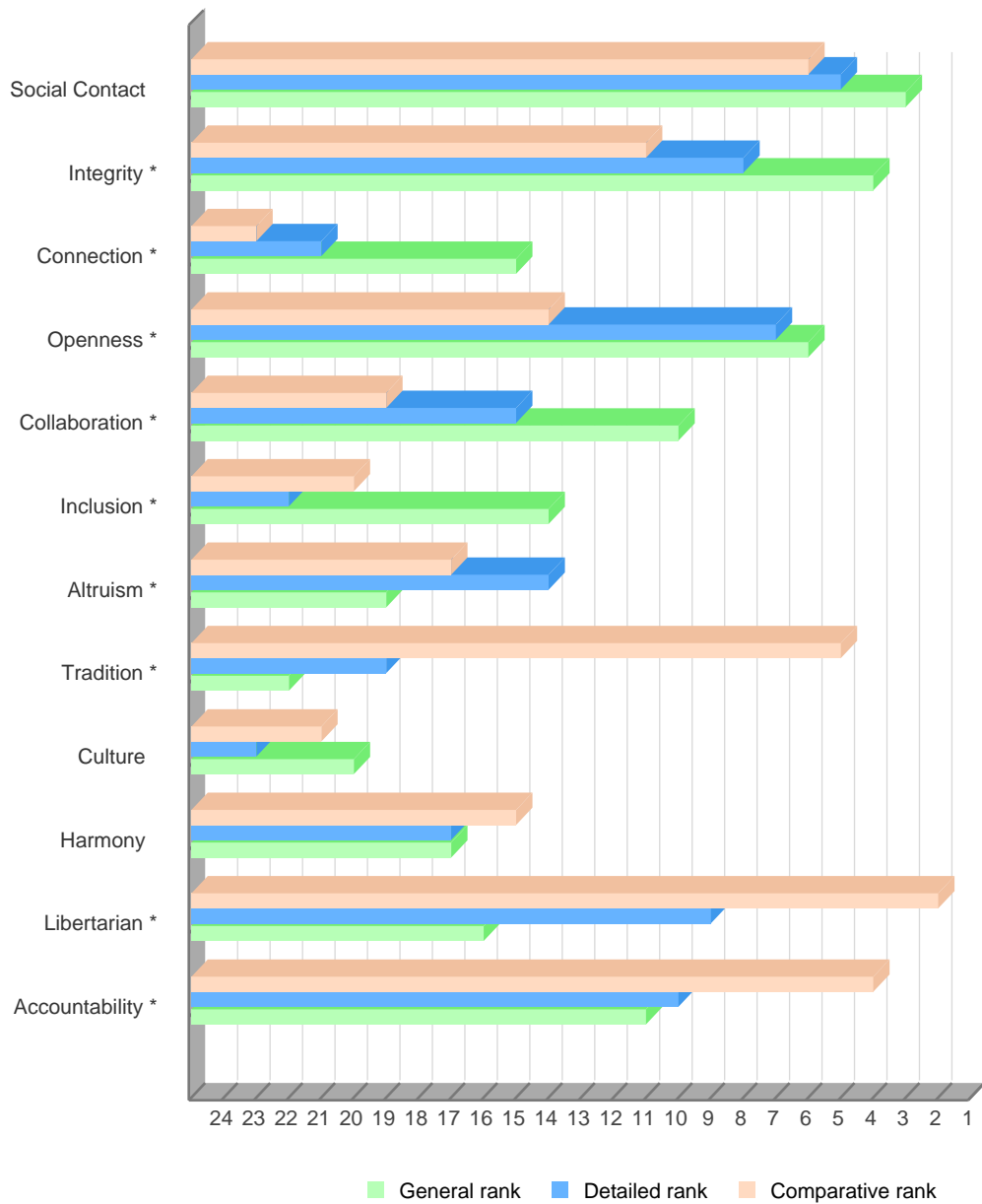
	Spearman Rho	Interpretation
General vs Detailed	0.85 (98th percentile)	Degree to which a person's conscious or overtly stated framework of values corresponds with that inferred from their detailed responses to the questionnaire
General vs Comparative	0.41	Degree to which a person's conscious or overtly stated framework of values corresponds with that held most typically by the comparison group.
Detailed vs Comparative	0.66	Degree to which the framework of values inferred from a person's detailed responses to the questionnaire corresponds with that held most typically by the comparison group

## Graphical ranking profile

The diagrams on this and the following page compare the rankings from the three different methods for each of the 24 value areas.



### Ranking profile for scales 13-24



The discrepancies between the three rankings for any scale, as revealed in these diagrams and highlighted with an asterisk can help a person to explore the degree to which a particular value is a convenient belief or deeply held

## Discrepancies between the three ranking methods

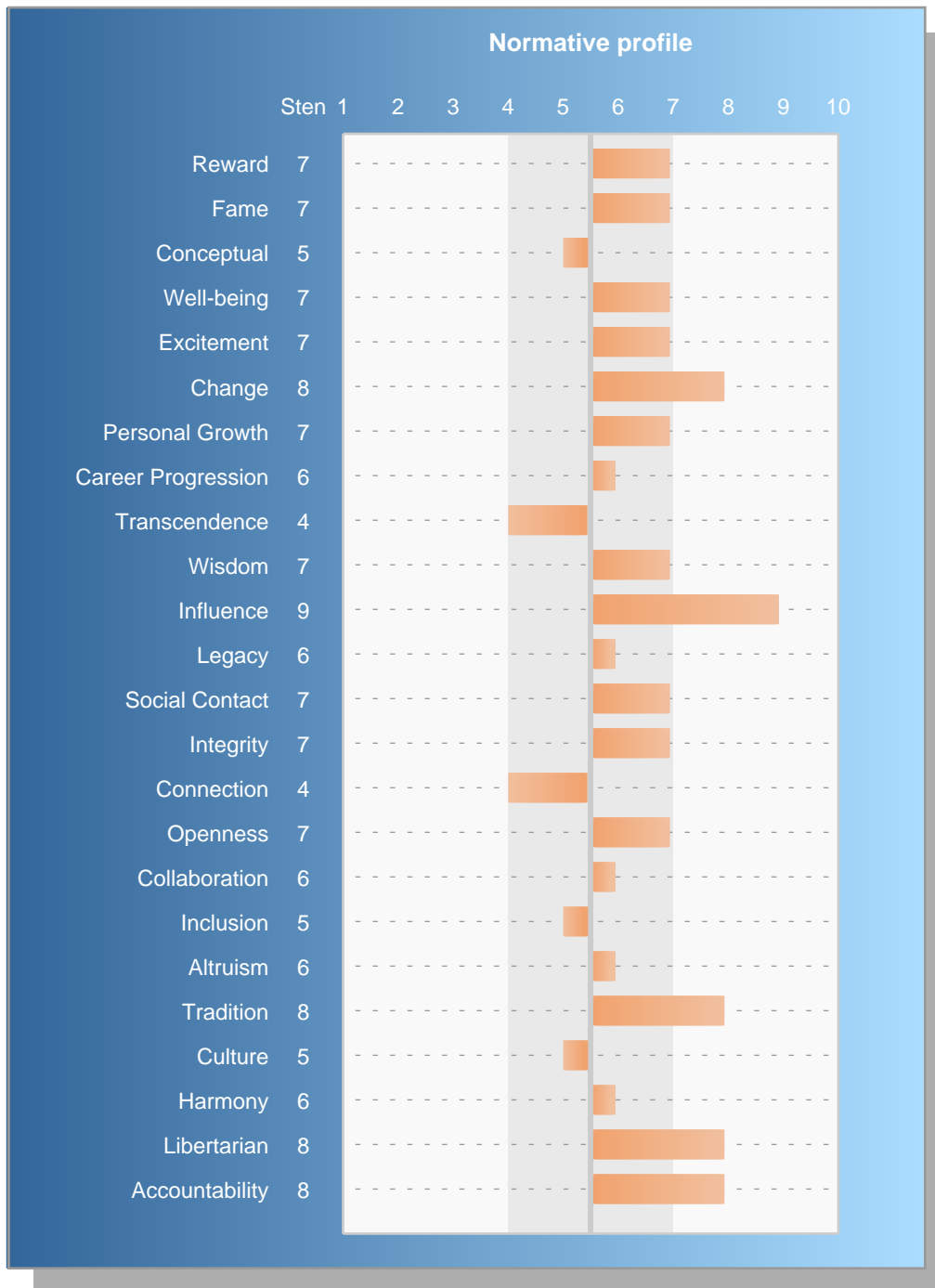
The table below explores the discrepancies between the ranks assigned to each value from the three ranking methods. The main cells in the table show the scales which exhibit a particular kind of discrepancy. Scales are only shown if there is a discrepancy of 5 or more positions between the two ranking methods in question. For example, if a scale is shown in the first cell of the table, then that indicates that the General ranking for that scale was at least five positions higher than the Detailed ranking for that scale.

General > Detailed	General > Comparative
When Delia considers the general definition these are the values she identifies as being significantly higher than when she is asked to consider them at a more detailed level. It is possible that they are not quite as important as she initially thought.	Compared to other people, these values appear lower in Delia's rankings than she states when thinking about the general definition. It is possible that they are not quite as important to her as she initially thought.
Connection Collaboration Inclusion	Well-being Personal Growth Openness
Detailed > General	Comparative > General
When Delia considers the detailed definition these are the values she identifies as being significantly higher than when she is asked to consider them at a more general level. It is possible that they are more important than she initially thought.	Compared to other people, these values appear higher in Delia's rankings than she states when thinking about the general definition. It is possible that they are more important to her than she initially thought.
Influence Legacy Altruism Libertarian	Fame Change Tradition Libertarian Accountability

## Normative scores

The diagram below shows Delia's normative scores for the 24 VbIM scales and also for the 4 main areas. The normative scores are based on the 144 items in the main part of the questionnaire and show whether the importance Delia attaches to a given value is less than, greater than or similar to that typically given to the value by the comparison group (students at selected UK universities and other people seeking careers guidance).

The scores are shown as stens. A high score (Sten 8 or above) for a given scale would indicate that Delia places more value on that area than do people in the comparison group. A low score (Sten 3 or below) would indicate that Delia places less value on that area than do people in the comparison group.



## Enthusiasm score

The enthusiasm score is calculated from the average of ratings for all items in the main part of the questionnaire and can be used as a general indication of the amount of enthusiasm Delia feels for the entire set of values covered by the VbIM questionnaire. Note that this score is partially dependent on idiosyncratic aspects of how an individual makes use of a 1 - 6 rating scale and it should therefore be taken only as an approximate indication of general enthusiasm.

Delia's raw enthusiasm score was 4.68 which corresponds to a sten score of 8 when referred to the comparison group. This suggests that her level of general enthusiasm for the areas covered by the VbIM questionnaire is fairly high when compared to the comparison group.