



Administrator's Report

## Values-based Indicator of Motivation

Delia Demonstration

27th August 2014



## 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.

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

**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.

### **Colour coding:**

The colour coding used in the middle column of the table indicates which values show the greatest change in position when compared to the first column.

Values coloured red are those which have dropped down the list in moving from column 1 to column 2. They are values which Delia may consciously hold (i.e. they are things she might say she values if asked), but which in reality, may possibly be less important to her than she thinks.

Values coloured green are those which have moved up the list from column 1 to column 2. These may be values which are more important to Delia than she consciously realises.

## The four value areas

The 24 scales of the VbIM are divided into 4 general areas: Personal Satisfaction, Personal Development, Relationship Satisfaction and Community Orientation. 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.



	<b>General Ranking</b> (ipsative)	<b>Detailed Ranking</b> (raw score)	<b>Comparative Ranking</b> (normative)
1	<b>Personal Development</b> (What I want to become)	<b>Personal Development</b> (What I want to become)	<b>Personal Development</b> (What I want to become)
2	<b>Relationship Satisfaction</b> (What I want from others)	<b>Personal Satisfaction</b> (What I want for myself)	<b>Personal Satisfaction</b> (What I want for myself)
3	<b>Personal Satisfaction</b> (What I want for myself)	<b>Relationship Satisfaction</b> (What I want from others)	<b>Relationship Satisfaction</b> (What I want from others)
4	<b>Community Orientation</b> (What I want for society)	<b>Community Orientation</b> (What I want for society)	<b>Community Orientation</b> (What I want for society)

In the following three pages the rank orders for the three ranking methods are shown with the values listed under the headings of these four general areas.

# Ranking of values according to areas (General)

	Personal Satisfaction	Personal Development	Relationship Satisfaction	Community Orientation
1		Legacy		
2		Transcendence		
3		Personal Growth		
4			Integrity	
5		Wisdom		
6				Accountability
7		Career Progression		
8	Excitement			
9		Influence		
10	Change			
11	Conceptual			
12			Social Contact	
13	Fame			
14			Openness	
15			Inclusion	
16			Connection	
17	Well-being			
18				Altruism
19				Tradition
20			Collaboration	
21				Libertarian
22				Harmony
23	Reward			
24				Culture

# Ranking of values according to areas (Detailed)

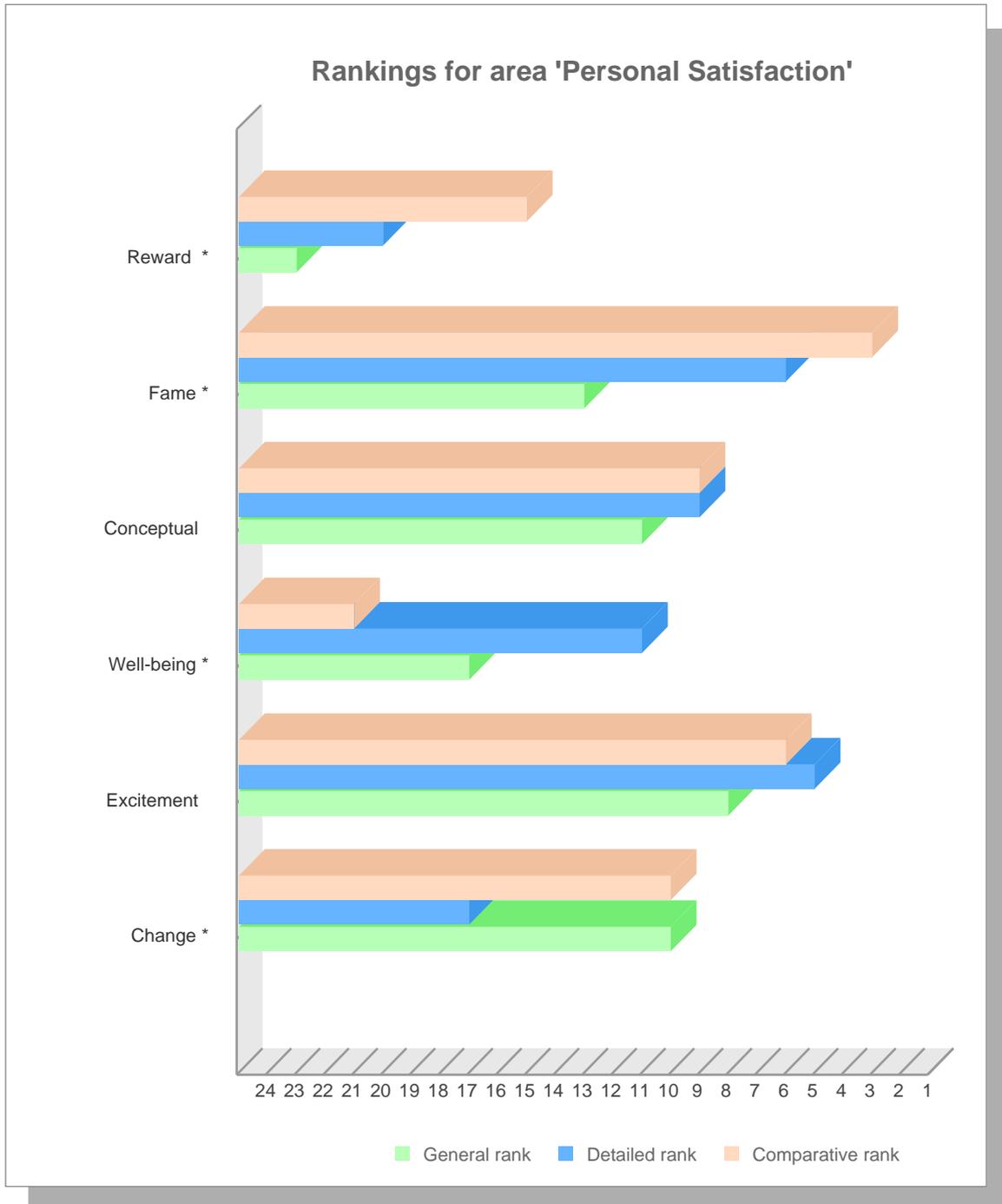
	Personal Satisfaction	Personal Development	Relationship Satisfaction	Community Orientation
1		<b>Influence</b>		
2		<b>Personal Growth</b>		
3		<b>Career Progression</b>		
4		<b>Legacy</b>		
5	<b>Excitement</b>			
6	<b>Fame</b>			
7				<b>Accountability</b>
8			<b>Openness</b>	
9	<b>Conceptual</b>			
10			<b>Integrity</b>	
11	<b>Well-being</b>			
12			<b>Inclusion</b>	
13		<b>Transcendence</b>		
14				<b>Altruism</b>
15			<b>Connection</b>	
16			<b>Social Contact</b>	
17	<b>Change</b>			
18			<b>Collaboration</b>	
19		<b>Wisdom</b>		
20	<b>Reward</b>			
21				<b>Libertarian</b>
22				<b>Harmony</b>
23				<b>Culture</b>
24				<b>Tradition</b>

# Ranking of values according to areas (Comparative)

	Personal Satisfaction	Personal Development	Relationship Satisfaction	Community Orientation
1		<b>Influence</b>		
2				<b>Accountability</b>
3	<b>Fame</b>			
4		<b>Legacy</b>		
5			<b>Inclusion</b>	
6	<b>Excitement</b>			
7		<b>Career Progression</b>		
8		<b>Personal Growth</b>		
9	<b>Conceptual</b>			
10	<b>Change</b>			
11		<b>Transcendence</b>		
12			<b>Openness</b>	
13				<b>Altruism</b>
14				<b>Harmony</b>
15	<b>Reward</b>			
16			<b>Integrity</b>	
17			<b>Collaboration</b>	
18				<b>Libertarian</b>
19			<b>Social Contact</b>	
20			<b>Connection</b>	
21	<b>Well-being</b>			
22				<b>Tradition</b>
23		<b>Wisdom</b>		
24				<b>Culture</b>

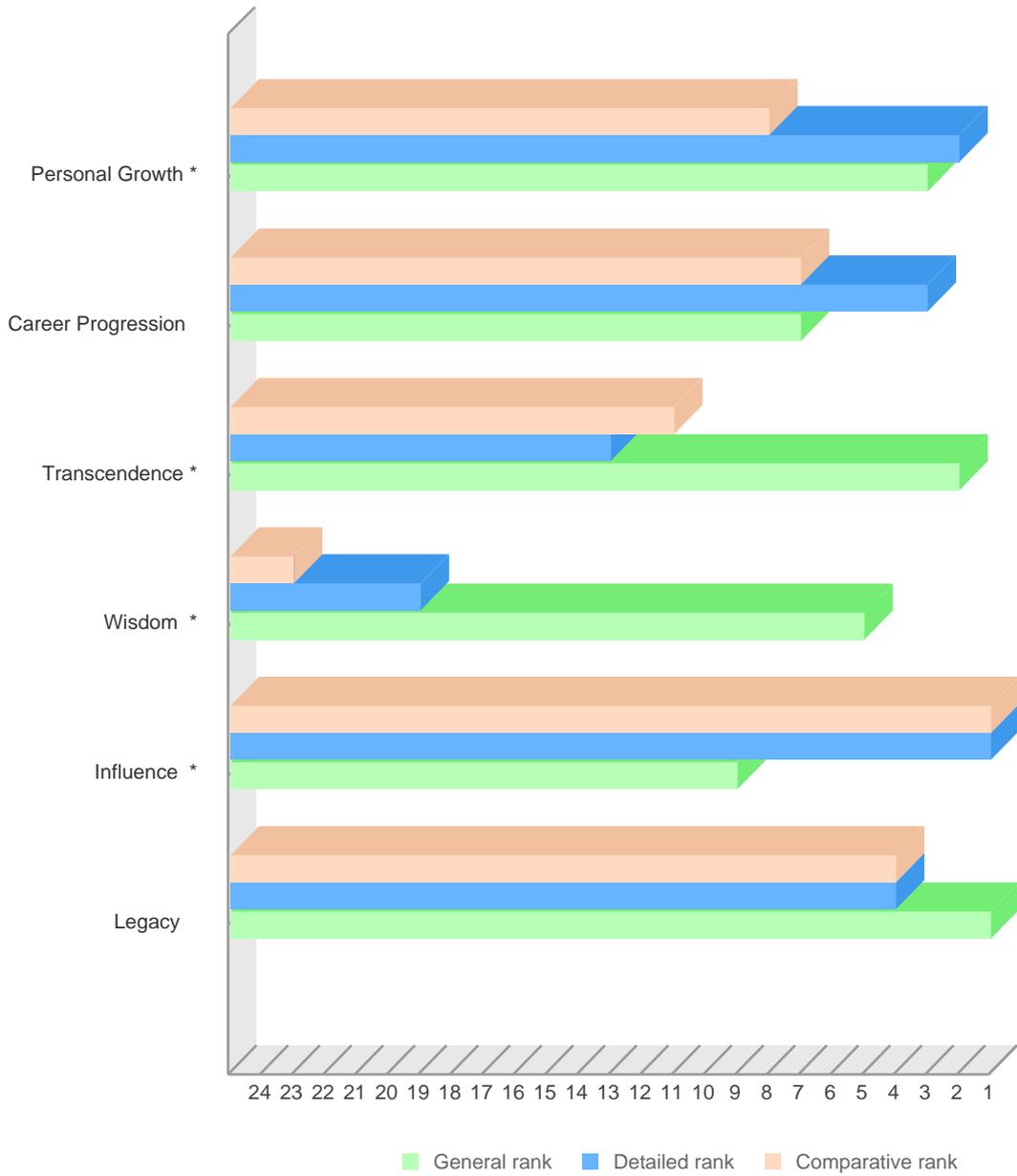
## Graphical ranking profiles

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

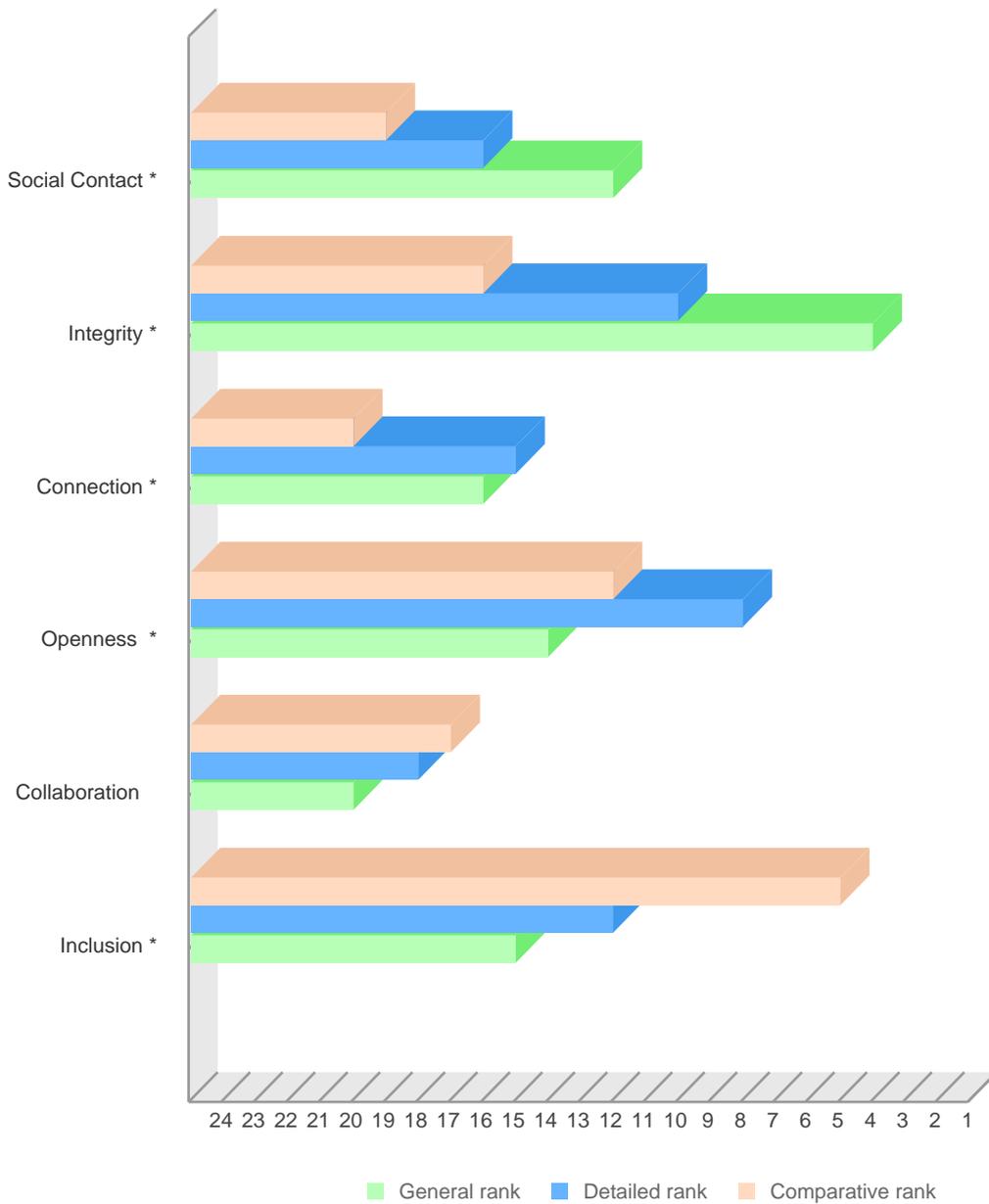


The discrepancies between the three rankings for any scale, as revealed in these diagrams and highlighted with an asterisk can help a person to explore the degree to which a particular value is a convenient belief or deeply held

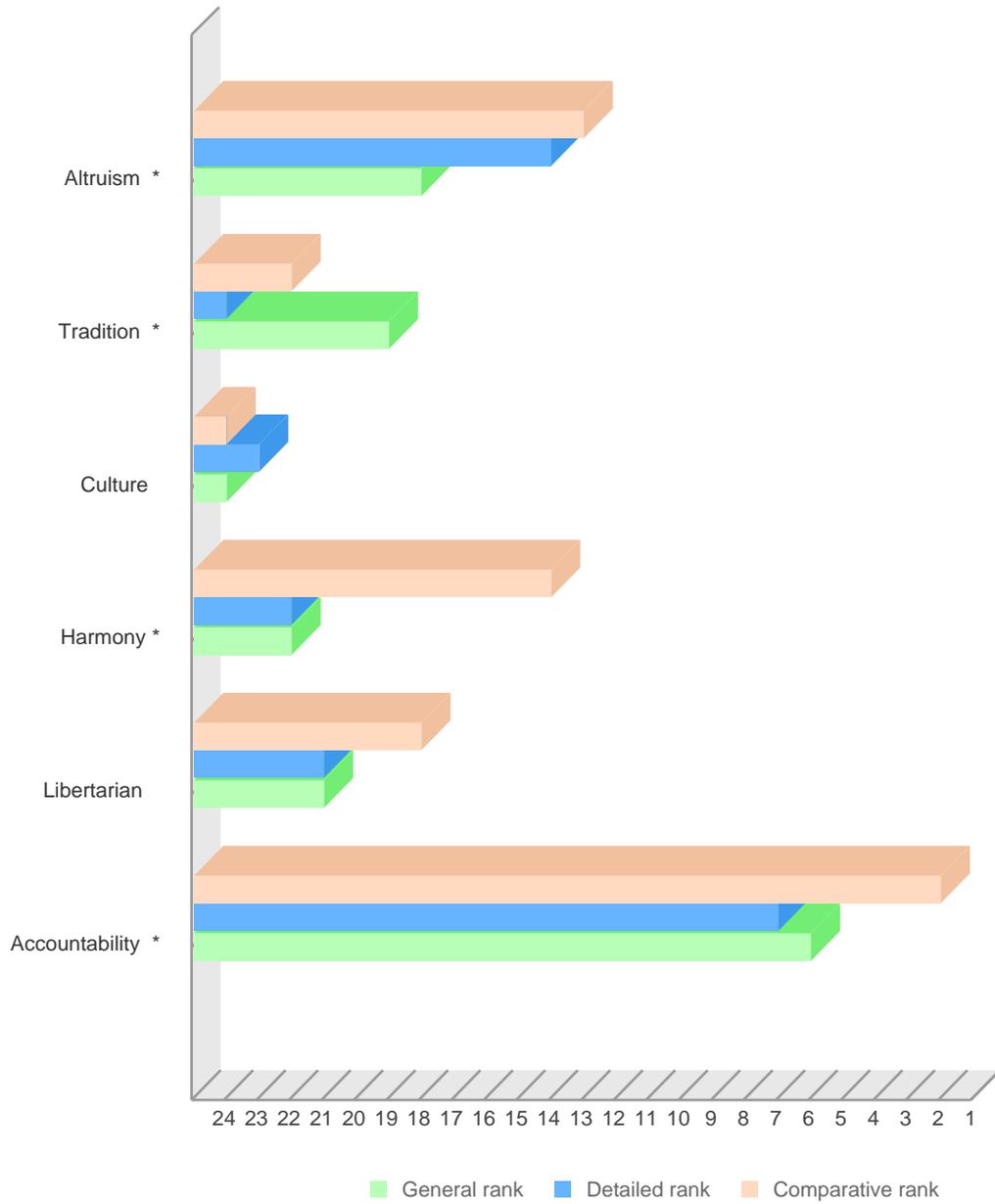
### Rankings for area 'Personal Development'



### Rankings for area 'Relationship Satisfaction'



### Rankings for area 'Community Orientation'



## 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.

<b>General &gt; Detailed</b>	<b>Detailed &gt; Comparative</b>
<p>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.</p>	<p>Compared to other people, these values appear lower in Delia's rankings than she states when thinking about the detailed definition. It is possible that they are not quite as important to her as she initially thought.</p>
<p>Change Transcendence Wisdom Integrity Tradition</p>	<p>Well-being Personal Growth Integrity Connection</p>
<b>Detailed &gt; General</b>	<b>Comparative &gt; Detailed</b>
<p>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.</p>	<p>Compared to other people, these values appear higher in Delia's rankings than she states when thinking about the detailed definition. It is possible that they are more important to her than she initially thought.</p>
<p>Fame Well-being Influence Openness</p>	<p>Reward Change Inclusion Harmony Accountability</p>

# Normative scores

The diagram below shows Delia's normative scores for the 24 VbIM scales. 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 rankings from the questionnaire highlight Delia's most and least important values. In addition, her ratings on the 1-6 scale can give an indication of the enthusiasm or passion behind these values. A person who answers all statements with a 5 or a 6 would be saying that all the values were important. A person who answers with 1 and 2 is saying they are not important. The average of all these ratings can be found in the table below.

Also shown in the table is the difference in average ratings between Delia's top eight and bottom eight scales. This difference score is important because the average across all scales can hide important information. For example, the average of scores of 1 and 6 is 3.5 but so too is the average of scores of 3 and 4. The difference score describes the **degree of separation** between the person's top 8 and bottom 8 values. The higher the difference score the more likely it is that the top values stand out from the rest.

Enthusiasm Score	Average rating	Sten score
All scales	4.84	8
Top 8 scales	5.46	7
Bottom 8 scales	4.27	9
Difference between top and bottom scales	1.19	4

(Please note: some people are reluctant to use extreme scores. For this reason, the Enthusiasm scores should be seen only as indicators that provide a useful starting point for further exploration and discussion).

## 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	0.69  (77th 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	0.51	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	0.78	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

If you would like to answer a few short questions to give us your opinion of this report, please click on the link below:

[Feedback questionnaire](#)

Date tested: 27/8/2014

Norm used: General Norms (n=298) (students at selected UK universities and other people seeking careers guidance)