

UNIVERSIDAD SAN FRANCISCO DE QUITO

Colegio de Administración para el Desarrollo

Determination of whether different motivational factors are appropriate for persons based on the correlation between MBTI and the Purpose vs. Activities test by Professor Gerald Finch, Pd.D.

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Resumen:

Hay mucha información acerca de las personalidades. El Modelo MBTI de Katharine Cook Briggs e Isabel Briggs Myers es una gran contribución en este campo. El poder identificar algunas de las preferencias personales más importantes que representan una personalidad. Por otro lado, también hay suficiente información acerca de los factores motivacionales al hacer algunas actividades. Específicamente hablando de lo que da sentido y motiva a una persona a hacer una actividad o su trabajo, existe un importante test del profesor Gerald Finch Ph.D. que aclara la inclinación motivacional que nos da sentido o motivación al hacer alguna actividad. De acuerdo con este test, bien podría ser la fuente de la motivación, los procesos directos y las actividades cotidianas por sí mismo, el querer realmente lo que uno hace o por otro lado, la existencia de un propósito detrás de lo que se hace. Ambas teorías pueden representar una gran contribución al conocimiento y se han explorado antes, lo que es importante analizar es si hay conexiones entre ambas, la personalidad y los factores motivacionales. La personalidad de las personas deben tener una inclinación por ciertos factores de motivación, si eso es cierto, eso es lo que esta investigación buscará determinar.

Abstract:

There is plenty of information about personalities. The Model MBTI from Katharine Cook Briggs and Isabel Briggs Myers is a great contribution in this field. Been able to identify some of your most important personal preferences that represent your personality.

By other hand, there is also enough information about your motivational factors while doing some activities. Specifically talking about what gives meaning or motivates a person to do an activity or his job there is a good test from Professor Gerald Finch Ph.D. that clarifies the motivational inclination to feel meaning while doing some activity. According to this test either could be the source of that motivation, the direct processes and the daily activities by itself, liking what you do or the existence of a purpose behind the job or activity someone does.

Both theories can represent a great contribution to knowledge and have been explored before, what is important to analyze is there are connections between both, the personality and the motivational factors. People's personalities should have an inclination for certain motivators, if that is true, that's what this investigation is searching for.

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1. Introduction

1.1. Background

For this research one of the important aspects will be personality. In this case, the Model MBTI from Katharine Cook Briggs and Isabel Briggs Myers is a great contribution in this field. Been able to identity some of your most important personal preferences that represent your personality.

By other hand, it will be also important for this research everything related to the motivational factors while doing some activities. Specifically talking about what gives meaning or motivates a person to do an activity or his job there is a good test from Professor Gerald Finch Ph.D. that clarifies the motivational inclination to feel meaning while doing some activity. According to this test either could be the source of that motivation, the direct processes and the daily activities by itself, liking what you do or the existence of a purpose behind the job or activity someone does.

Both theories can represent a great contribution to knowledge and have been explored before, what is important to analyze is there are connections between both, the personality and the motivational factors. People's personalities should have an inclination for certain motivators, if that is true, that's what this investigation is searching for.

1.2. Justification

This investigation seeks to make a major contribution to the understanding of the influence of personality on what motivates more a person while

performing an activity, since it will be establish conclusions from the relationships between personality types and prevailing motivators. There are important contributions of knowledge concerning both issues, the personality and motivational factors but much more research is needed to show any relationship that might exist between the two.

This is an innovative research, because even though there is research which establishes relationship between motivation and personality, in this case we will apply for the first time the test Purpose vs. Activities, designed by Professor Gerald Finch, Ph.D., to determine the main factor that motivates a person to perform an activity or job, either a purpose or process and the activity by itself to relate it with people of different personality types of the MBTI test.

The implications of these findings are important to many organizations as they could help in understanding and motivating their employees better by understanding how personality is relevant to the general motivation while doing a job. Besides that, important academic implications would exist by a better understanding of the motivation in people according to their personality, finally implications within specific disciplines such as psychology, among others.

1.3. Investigation question

The intention of the investigation is to find whether there is any relationship between personality types and predominant motivating factors in a sample of senior students from the University San Francisco de Quito, who have work experience or pre-professional work practice.

Also, it seeks to determine if some types of personality, according to the classification of the MBTI, tend to prefer a motivational factor over another of the motivational Test Purpose vs. Activities designed by Professor Gerald Finch, Ph.D.

Based on the above it seeks to answer the following question:

- ¿Is there a relationship between some of the variables of the MBTI personality types with the main motivational factors of the Test Purpose vs. Activities designed by Professor Gerald Finch, Ph.D.?

1.4. Definition of Hypothesis

- College students with certain personality types according to the MBTI personality test, will have preference for certain motivating factors within the test Purpose vs. Activities designed by Professor Gerald Finch, Ph.D.

Specifically the hypothesis includes:

- College students who are highly intuitive within the MBTI personality test have a motivational inclination for purposes and not activities within the test Purpose vs. Activities designed by Professor Gerald Finch, Ph.D.
- College students who are highly sensitive within the MBTI personality test have a motivational inclination for activities before the purpose within the test Purpose vs. Activities designed by Professor Gerald Finch, Ph.D.

1.5. Investigation objectives

General Objective

- To determine the correlation between variables of the MBTI personality types with the main motivational factors from the test Purpose vs. Activities designed by Professor Gerald Finch, Ph.D., among a sample of senior-year students of the University San Francisco de Quito with work experience or a pre-professional work practice.

Specific Objectives

- Know the personality types of senior students of the USFQ, according to the MBTI typology.

- Know the main motivators of senior students of the USFQ, according to the test Purpose vs. Activities designed by Professor Gerald Finch, Ph.D.
- Determine whether there is any relationship between the MBTI personality type and main motivating factors.
- Get conclusions from the relationships between personality type and MBTI test motivators Purpose vs. Activities designed by Professor Gerald Finch, Ph.D.
- Determine if motivational techniques should vary according to the findings of this research.

1.6. Benefits to participants

Students in the investigation will be able to access to their individual personality results. They will also be informed of the availability of the free personality test (available in www.humanmetrics.com), with the same personality questionnaire that provides individual results if they want to discover more about their personality or apply in other people.

1.7. Potential benefits to society

The implications of these findings are important not only for companies since they could understand and motivate employees better understanding how their personality is relevant to the general motivation to do their work, also could exist important academic implications for a better understanding of motivation in people according to their personality.

2. Theoretical basis

2.1 MBTI typology

Both the motivation and personality are extensively studied topics within psychology, but still maintain the interest of researchers and those who manage human processes in different environments.

Within the topic of personality is important to discuss the typology of Carl Gustav Jung, since it is the basis for MBTI Test. Within this typology, Jung is who proposed that each individual has innate preferences in terms of how someone relates to others, how we manage and organize data, make decisions and get energy. The theoretical proposal of Jung was taken by Katharine Briggs and Isabel Myers, who developed the MBTI test, which has had great success as a measure of personality.

According to this instrument, there are 4 dichotomies of personality:

<p>E/I - Energy Sources - Introversion/Extraversion</p>	<p>Extravert (E) – Gain energy from interacting with outer world. Mostly oriented toward outer world experience.</p>	<p>Introvert (I) – Gain energy from inner world of concepts and ideas. Mostly oriented towards inner world contemplation.</p>
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<p>S/N – Perceiving Mental Function: "Data Gathering"</p>	<p>Sensor (S) – Prefer to perceive the immediate, practical, real facts of experience and life, collecting information through use of the five senses.</p>	<p>Intuitive (N) – Prefer to perceive possibilities, patterns and meanings of experience, relying on a sixth sense to gather information.</p>
<p>T/F - Judging Mental Function: "Decision Making"</p>	<p>Thinker (T) – Make decisions objectively and impersonally, seeking clarity by detaching themselves</p>	<p>Feeler (F) – Make decisions subjectively and personally, seeking harmony with inner values by placing</p>

	<p>from the problem.</p> <p>Cause-effect oriented.</p>	<p>themselves within the problem.</p> <p>Relationship oriented.</p>
<p>J/P – Orientation</p> <p>(How people express perceptions or judgments)</p>	<p>Judger (J) –</p> <p>More likely to show the external world their decision-making (judgments).</p> <p>Behaviorally: prefer to live in a decisive, planned, orderly way, aiming to regulate and control events. Often appear</p>	<p>Perceiver (P)</p> <p>– More likely to show the external world their Perceiving mental function, sharing data and perceptions rather than decisions.</p> <p>Behaviorally: prefer to live in a spontaneous flexible way,</p>

	<p>closure-oriented, with a focus on the goal to be reached.</p>	<p>aiming to understand life and adapt to it.</p>
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(Tucker & Rutledge)

The MBTI brings results in a four-letter psychological type, reflecting the respondent's self-reported preferences on each of the four scales showed above. There are 16 different types, each representing a unique combination of the four preferences. There are also several preference pairs and hierarchies useful in anticipating and understanding a person's behavioral style, communication, and leadership preferences (Tieger & Barron, 1992).

Variable Sensing vs. intuition from the MBTI test

Talking about the main difference, the perceiving: sensing and intuition: "What kind of information people naturally notice, some people focus on what is, others in what could be" (Tieger & Barron, 1992).

Sensors focus on what they can see, smell, hear, feel and taste; they trust what can be measured, and concrete. They are oriented on what is going on at the moment, and do not trust on imagination and hunches. Sensors are especially good to notice and remember many facts and they pay

attention to details; they enjoy the here and now, and don't worry that much about the future, because they prefer to focus on reality.

They usually like new ideas if they have practical applications and value realism and common sense; tend to give detailed descriptions and to be specific and literal. When they present information, they follow a step by step manner.

Intuitives are more oriented to meanings, relationships and possibilities rather than just the facts, they trust inspiration and inference, as well as their "sixth sense"; they tend to read between the lines and look for meanings in everything (Articuloz, 2008). They value imagination and trust their hunches; they tend to be oriented to the future and are especially good on interpreting facts. Intuitives do not focus on details, but prefer to understand the underlying patterns or the "big picture"; they anticipate the future and tend to agitate for change and focus on possibilities rather than on realities.

2.2 Predominant motivational factor of the Test Purpose vs. Activities designed by Professor Gerald Finch, Ph.D.

To understand the test and the motivational concept behind it, is necessary analyze what gives meaning to the activities we do. What motivator makes us enjoy those activities or even just let us do them. There is the importance

of this test to determine if that motivator has more an inclination for the fact of doing that activity that you love to do or by the purpose that meets our job.

Have a meaningful life could be define very different between people. Some people may think as Professor Gerald Finch says “many people believe that if you have a purpose, you have a meaningful life” (Finch, 2009). For others what really moves them is to do an activity that may not be related to a purpose but an activity related to what they love to do. By that, I mean the direct processes and the activities of our work or activity to be meaningful to us.

Having both preferences of what motivates us more to perform an activity, Professor Gerald Finch, Ph.D. designed a test called “Purpose vs. Activities” where we can determine any of those preferences in a person, regarding his predominant motivational factor.

Knowing what could give us that meaningful feeling during activity or job, could be a huge advantage for us when choosing through many options of occupations, assignments, among others. Because not all activities could give us than meaningful feeling, it depends on if for us is more important a purpose to follow or to love what you do in their daily activities. For example for a morally defensive purpose for someone could be join a peacekeeping organization (Finch, 2009), where the meaningful feeling would come not from the direct everyday activities but the general purpose of been in this case helping keep peace between nations. By the other hand, for someone else the meaningful feeling would come from any company or organization

like for example a company that produce cigarettes where that person loves the daily activities o processes and that gives him a meaningful sensation while during this activity even though it may not have a great purpose.

3. Methodology

3.1 Research tool used

For the investigation, two tests were used and were applied to university students. The object was to find relationships between these tests: the test of personality model MBTI and the test of motivation Purpose vs. Activities from the Professor Gerald Finch. Both tests were translated to Spanish for this investigation, to be able to apply to students in their native language.

Personality test model MBTI

The personality test model MBTI is a free tool available from www.humanmetrics.com. It is based on the typology of Jung. This test consists of 72 yes or no questions that determine your personality type. It is available free for educational and investigation purposes.

Motivational Test Purpose vs. Activities

The motivational Test Purpose vs. Activities was designed by Professor Gerald Finch, Ph.D. and it is on an experimental stage. It has not been validate yet.

It contains five numerical questions where between two answering options you should give any weight with a total summation of 10 points according to your preference or way of being in a particular situation.

As result of answering those questions, it should show your inclination to either the activities and processes or a purpose as what is more important to you during an activity or job to have this meaningful sensation.

The test Purpose vs. Activities was given from Professor Gerald Finch for this investigation.

3.2 Data collection procedure

During the data collection period, teachers of seniors classes of the University San Francisco de Quito were asked to give consent to pause their classes momentarily, so it can be explained the reasons for the investigation and the tests can be applied to their students. Then, it was delivered the two tests to students who want voluntarily participated. Subsequently tests were collected. Upon completion of all tests, the students were thanked. The procedure was repeated in new classes of seniors depending on schedules of classes, until finishing applying to the total sample of students.

3.3 Sample

This investigation considered the total seniors from the University San Francisco de Quito, a total of about 700 students. It was calculated a random sample of 223 students, with a confidence level of 93% and a margin of error of 5%. We worked with a stratified sample according to the different areas of study or schools of the students.

Within the identification data it was consulted time work experience, including internships, as it is important to know the results of the group only with work experience. To ensure that our sample was representative, the questionnaire was applied to 300 students, so there were enough participants even with no work experience, or answering wrong the questionnaires that could be eliminated from the investigation.

3.4 Description of participants

The participants for the investigation were last-year (senior) students from all areas of study or schools of the University San Francisco de Quito with work experience or a pre-professional work practice. The average age of these students was 23 years old. There was no differentiation by genders, but it was a requirement to have any work experience, including pre-professional work practices because of the importance of this variable when answering the tests for the investigation.

4. Results

From the 223 qualified participants, data was obtained on the score of the variable Sensing vs. Intuition of the MBTI test, to be compared with the score of the test purpose vs. activities. Both scores were over 100 points so they can be compared. The scale used ranges from -100 points to 100 points according to the hypothesis as shown below:

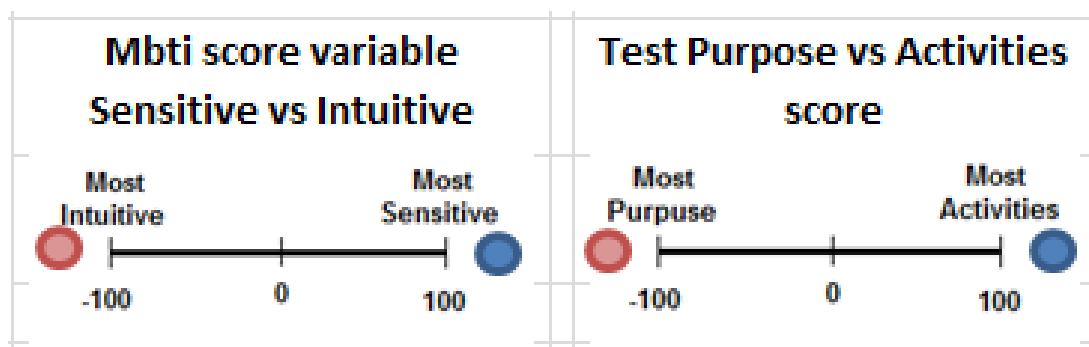


Illustration 1 - Scale scores

Hypothesis
<i>high sensitive inclination for activities</i>
<i>high intuitive inclination for purposes</i>

Illustration 2 - Hypothesis

Results for MBTI score variable Sensing vs. Intuition:

Total people Sensitive 39,22%

Total people Intuitive 60,78%

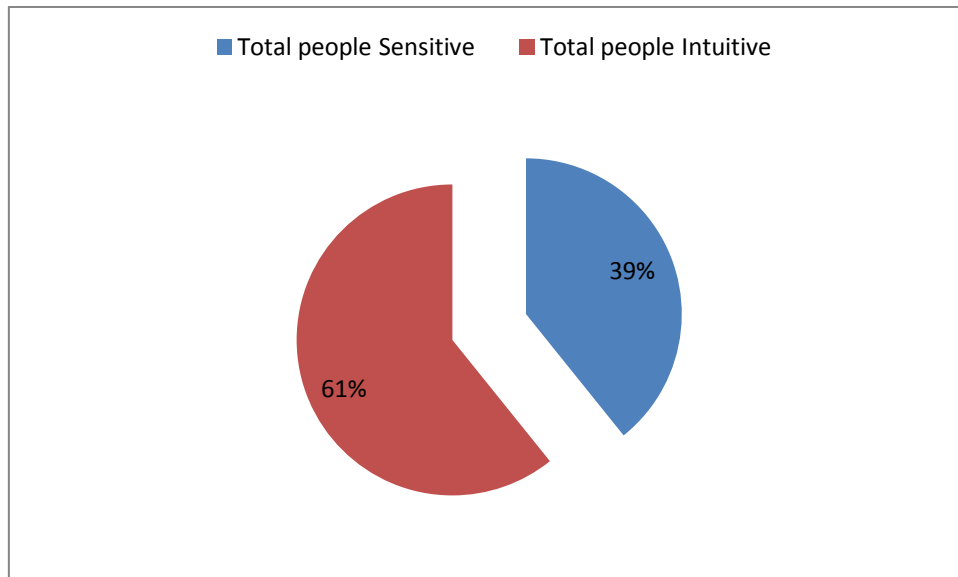


Illustration 3 - Total people Sensitive/Intuitive

Results for test Purpose vs. Activities:

Total people with inclination for Activities 65,96%

Total people with inclination for Purpose 34,04%

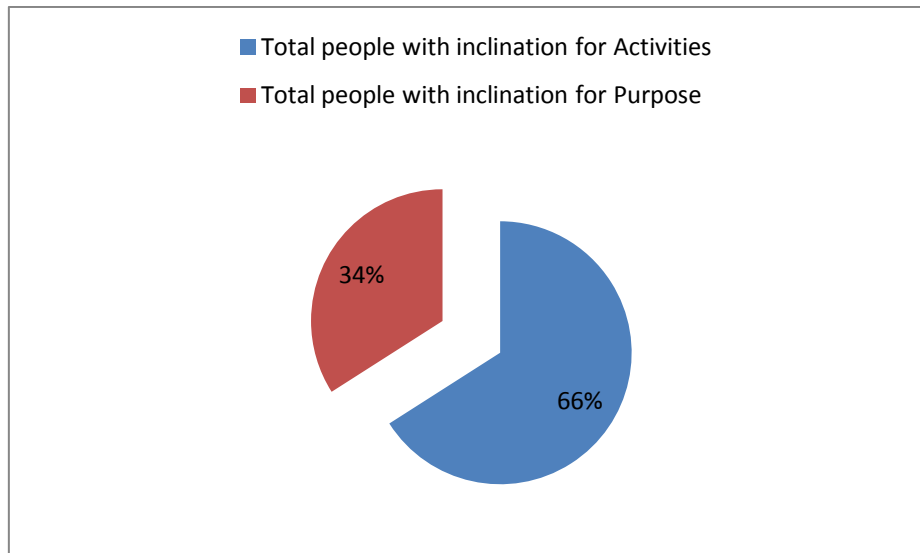


Illustration 4 - Total people Activities/Purpose

According to Hypothesis, matches in:

sensitive with activities and

intuitive with purpose

43,21%

5. Analysis of results

As results show, only 43.21% match according to the hypothesis from the individual results of each participant. But for knowing surely if there is this relationship between this variable of the MBTI and the test Purpose vs. Activities is necessary to find the correlation. The correlation is shown below:

Correlation analysis

	<i>Mbti score variable</i>	<i>Test Purpose vs</i>
	<i>Sensing vs. Intuition</i>	<i>Activities score</i>
Mbti score variable Sensitive vs. Intuitive	1	
Test Purpose vs. Activities score	0,039973138	1

According to analysis shows very low correlation between variables with only 3.99%. The Correlation coefficient is the “measure of the strength of the linear relationship between two variables” (Lind, Marchal, & Wathen, 2008, pág. 262). It shows the direction and strength of the linear relationship (the line). Correlation of 1 or 100% indicates perfect correlation. A correlation coefficient of r close to 0 (in this case 0.039) indicates that linear relationship is very weak.

Determination analysis

The determination coefficient is “Proportion of the total variation in the dependent variable Y explained or accounted by the variation in the independent variable X (Lind, Marchal, & Wathen, 2008, pág. 465).

Determination Coefficient	0,16%
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As shown, only the 0.16% of the variation of score of the test Purpose vs. Activities are explained or accounted by the variation of the variable Sensing vs. Intuition from the MbtI test under study. This shows that the relationship is extremely low.

Also it will be shown the dispersion of the data and the frequency of the data.

Dispersion of data diagram

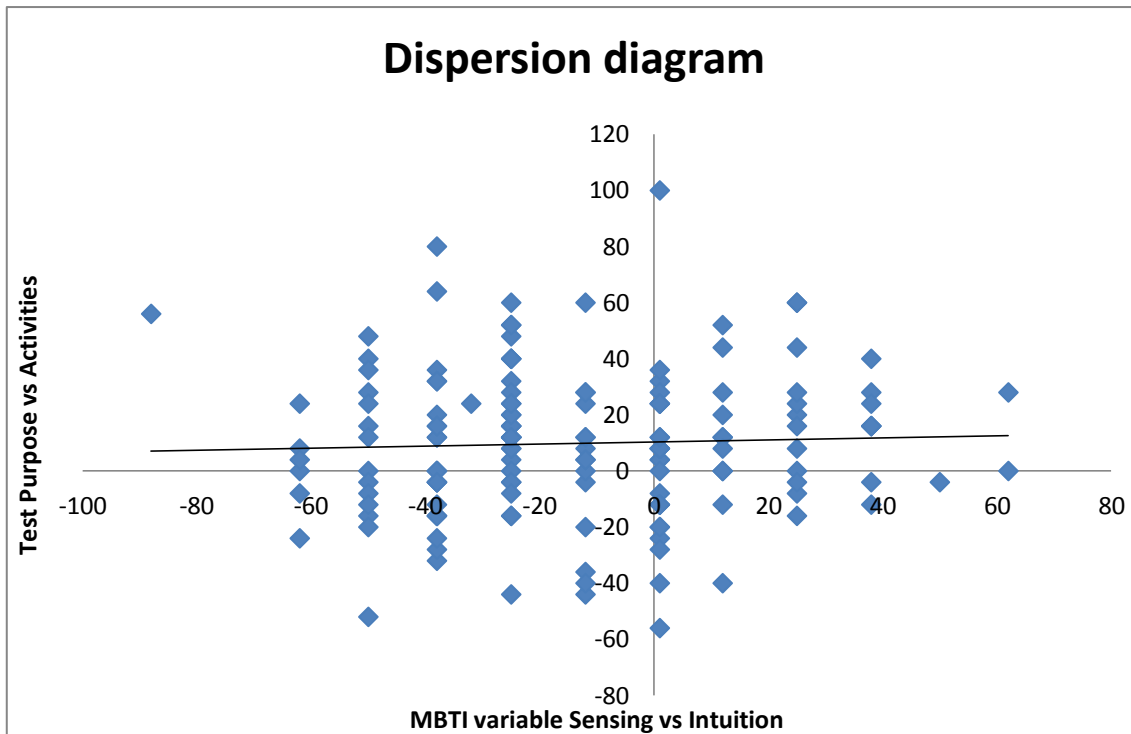


Illustration 5 - Dispersion diagram

As shown in the diagram, points are highly dispersed, causing them to be away from the linear regression line. In consequence, it demonstrates the very weak relationship between these two variables.

Here is the frequency at which data scores are repeated.

Frequency Histogram Data

MBTI score variable Sensing vs. Intuition

<i>Class</i>	<i>Frequency</i>
-38	38
12	37
-13	32
-0,5	15
37	12
49,5	8
-50,5	6
And higher...	3
-88	1
-25,5	1
-75,5	0
-63	0
24,5	0

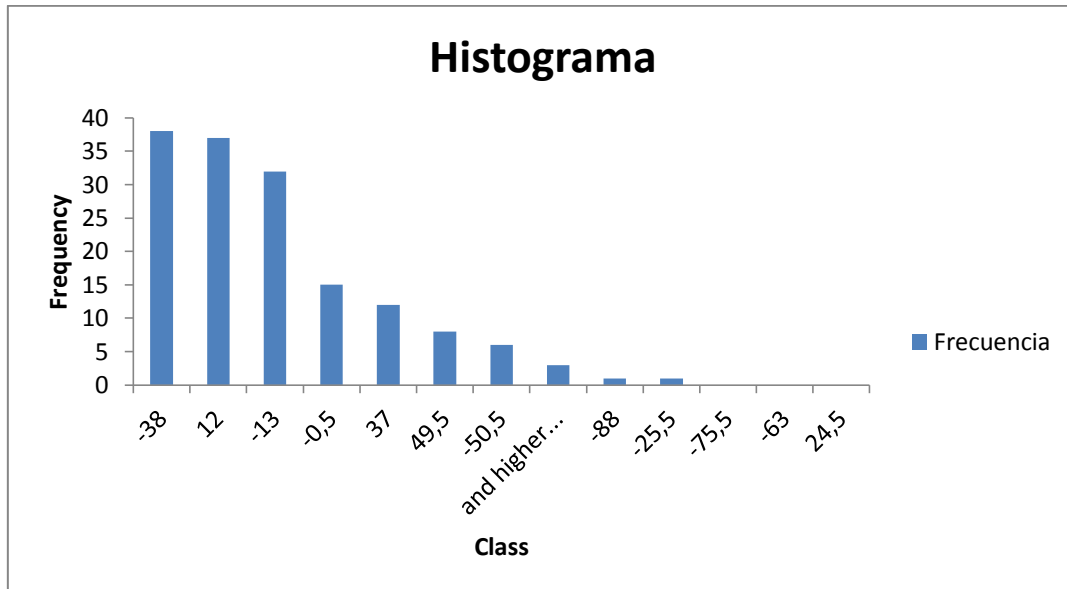


Illustration 6 - Histogram frequency MBTI scores

Frequency Histogram Data

Test Purpose vs Activities score

<i>Class</i>	<i>Frequency</i>
-4	30
22	30
9	28
35	24
48	12
-17	9
61	8

-30	5
-43	3
-56	1
74	1
87	1
And higher...	1

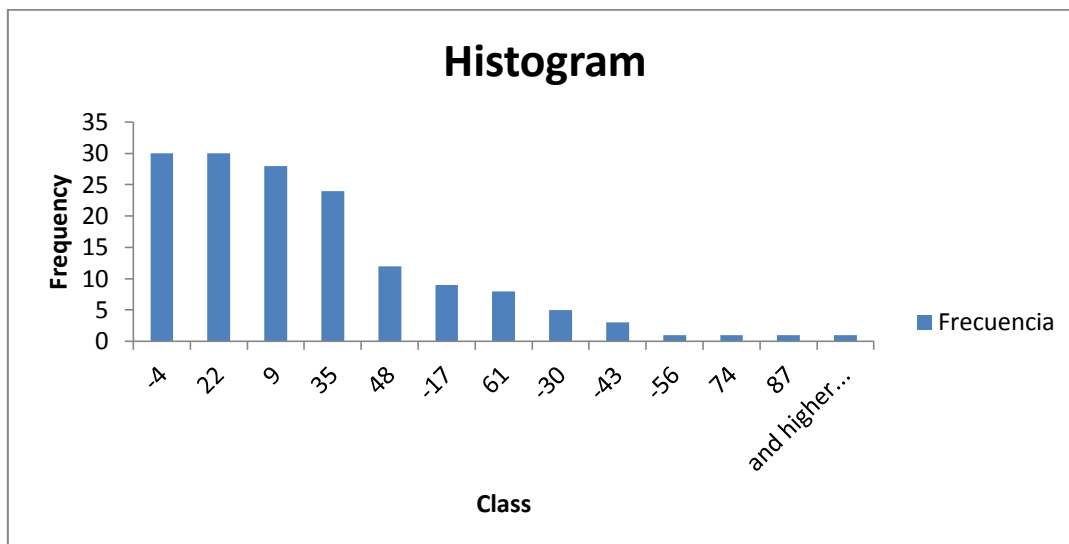


Illustration 7 - Histogram frequency Activities vs. Purpose

6. Conclusions

Sensing people of the MBTI test are people with “an ability to deal with information on the basis of its physical qualities” (Socionics, 2008) This type of people could tend to live in the here and now, and been practical, realistic and active. Knowing this, seems coherent with the relationship with the motivator for the activities and process from the Purpose vs. Activities test;

people with this inclination for activities find that meaningful feeling from their daily activities.

On the other hand, Intuitive people worry more about the future than the present. "Intuition as an ability to deal with the information on the basis of its hidden potential and its possible existence" (Socionics, 2008). With this type of people, seems logical to think about its relationship with the motivator of purpose of the test Purpose vs. Activities, since they tend to focus more in the future.

But even though the assumptions of the hypothesis are clear, there is not sufficient evidence of the relationship of the variable Sensing vs. Intuition from the MBTI test and the test Purpose vs. Activities. Finding just a 4% of correlation, it is a very low correlation. It can be concluded there is no clear relationship between the variables studied in this investigation.

7. Recommendations for future investigations

As stated in conclusion, there is no clear relationship between the variables under study in this specific investigation, but it does not mean there is any relationship between personality with a model like MBTI and predominant factors of motivation. It is recommended to evaluate relationship between other variables of the MBTI to be compared with the same test Purpose vs. Activities from Professor Gerald Finch. Those comparisons may be an important contribution in this field of psychology as other fields and may

allow us to understand more about whether if motivational techniques should vary according to the personalities.

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8. Annex A: Test Purpose vs. Activity

Purpose vs. Passion Test

(By Dr. Gerald Finch. Test is in experimental stage and has not been validated.)

Which would be more disagreeable to you:

a. Spending every day at work doing things that you hate to do.

b. Spending every day at an organization that has a purpose or mission that you do not respect. (For some working for a tobacco company would be an example.)

Total of 10 points

Which would make you feel the best:

c. Creativity is something you love and you are able to spend all day at work doing very creative things.

d. Since you were a child you dreamed to working for an organization that is making a large and important difference in the world that you admire and you are working in this organization.

Total of 10 points

Which is more true:

e. I wouldn't think of working in an organization doing work that I don't like.

f. I wouldn't think of working in an organization that does not have a morally defensible purpose according to my values

Total of 10 points

Which is more true:

g. I could dedicate my entire life to organizations that do a lot of good for people

h. I could work in almost any organization if I spend my day doing what I love to do

Total of 10 points

Which is more true:

i. For me it is more important to work in an organization where I can support my family, such as continuing my parents' business, or just earning enough money to support my own family very well

j. For me, it is more important to do work that I love to do

Total of 10 points

Add up these numbers:

Purpose or mission

Processes & activities

b. _____

a. _____

d. _____

c. _____

f. _____

e. _____

g. _____

h. _____

i. _____

j. _____

Total

Total