



TTI
SUCCESS
INSIGHTS®

2017 RELIABILITY STUDY

TTI TALENT INSIGHTS®

Style Insights®
Motivation Insights®



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INTRODUCTION

In the field of psychometrics, the concept of reliability is used as a measure of consistency. To be more specific, reliability is defined as the repeatability or consistency of a measure. A measure is considered reliable if approximately the same results are obtained over time or across some other category, assuming the measure itself has not been amended or updated.

There are multiple types of reliability. Inter-rater reliability measures the degree to which different raters give consistent estimates of the same phenomenon. Test-retest reliability is used to assess the consistency of a measure from one time period to another. Parallel reliability assesses the consistency of the results of two tests constructed in the same way from the same content domain. Internal consistency reliability assesses the consistency of results across items within an assessment.

The 2017 Style & Motivation Insights Reliability Study is an internal consistency reliability study and is part of TTI SI's ongoing continuous improvement process. This study uses a measurement of reliability called the Cronbach's α (alpha). Cronbach's α is a measure of the lower bound estimate of the reliability of a psychometric assessment. Cronbach's α is a scalar taking values between 0 and 1, inclusive. Generally speaking, the closer the score is to one, the more reliable an assessment may be considered. The scales for the Style Insights are labeled Dominance, Influence, Steadiness, and Compliance. The scales for the Motivation Insights are labeled Theoretical, Utilitarian, Aesthetic, Social, Individualistic, and Traditional.

For the Motivation Insights assessment, there are two scoring methods. The legacy Motivators produces 6 scores and therefore a one to one correspondence between scales and scores. The 12 Driving Forces produces 12 scores, one for each end of the 6 Motivation Insights scales. The same six scales are behind each of the two scoring methods, therefore, only a single coefficient is provided for each scale. The Cronbach reliability coefficient is a measure of internal consistency of a scale - not a measure of the methodology generating the scores.

The respondent data is selected from the TTI SI Internet Delivery System (IDS)® and is comprised of mostly the general business or working adult population of the individual languages. A random sample of males and females is collected for study from each language. The current study considers data from 2014 to May, 2017. To ensure the highest level of accuracy for each language, the IDS system allows selection of respondents with IP addresses emanating from the native country for the language in question.

Based on the findings in this study, one may conclude the Style & Motivation Insights assessments are confirmed as internally consistent and reliable.

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STYLE INSIGHTS® SUMMARY

The Style Insights Reliability Study presents language by language comparisons for each of the scales under consideration. The reliability coefficients are computed using the Cronbach's α reliability coefficient for each scale. The following table presents the reliability score ranges and their corresponding interpretation as a level of reliability.

Reliability Score	Level of Reliability
$\alpha \geq 0.90$	Excellent
$0.80 \geq \alpha < 0.90$	Very Good
$0.70 \geq \alpha < 0.80$	Acceptable
$0.60 \geq \alpha < 0.70$	Questionable
$0.50 \geq \alpha < 0.60$	Poor
$\alpha < 0.5$	Unacceptable

The scales for which reliability is measured in the Style Insights Reliability study are Dominance, Influence, Steadiness, and Compliance. As is seen on the Cronbach's α summary page, the scores for all scales across all languages are generally in the Very Good range. The exceptions are Dominance in Dutch, German, Hungarian, Italian, Russian, and Swedish, all rising into the Excellent range, and Influence and Steadiness in Portuguese falling into the Acceptable range.

The Cronbach's α summary page is followed by a summary of the average scores across all languages for comparison. A summary of primary percentage breakdown by scale follows the summary of average scores.

The remainder of the report includes a more complete breakdown of the preceding information for each language in the study. The tables include a Cronbach's α table showing the total population breakdown by the four scales followed by the same information by gender. A second table is provided for each language that includes descriptive statistics for the total population as well as for each gender. The descriptive statistics include primary behavior style percentage, mean scores, standard deviation of scores, and the standard deviation across the population and by gender.



Swedish

For Swedish Participants (1/2014) to (5/2017); n = 20,448; n_m = 10,224; n_f = 10,224

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.90	.89	.90
Influence	.85	.84	.85
Steadiness	.84	.83	.85
Compliance	.85	.85	.86

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	15	42	9.1	0.09	16	43	9.2	0.09	13	41	9.0	0.09
Adapt. I	32	58	8.5	0.08	28	56	8.2	0.08	37	61	8.6	0.08
Adapt. S	25	57	8.1	0.08	23	56	8.0	0.08	27	58	8.2	0.08
Adapt. C	28	56	8.2	0.08	33	59	8.3	0.08	23	53	8.0	0.08
Nat. D	19	46	9.2	0.09	21	48	9.1	0.09	16	45	9.2	0.09
Nat. I	36	62	7.5	0.07	31	60	7.4	0.07	40	65	7.5	0.07
Nat. S	32	60	7.1	0.07	32	59	7.1	0.07	33	61	7.1	0.07
Nat. C	13	48	8.1	0.08	16	50	7.9	0.08	11	46	8.2	0.08