



Insights Learning & Development Ltd.

Validating Insights Discovery®

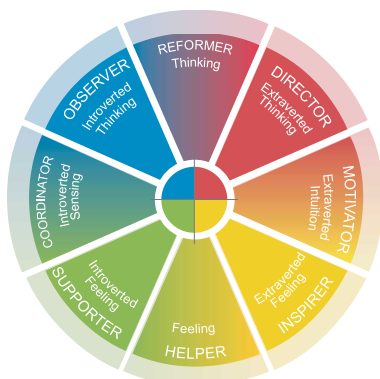
- What is the academic basis to the Insights Discovery system?
- Has Insights been validated by official bodies of the psychology profession?
- Is the evaluator continually tested and updated?

Insights and Jung

The Insights Discovery® system is solidly based on the psychological types theory of Dr. Carl G. Jung and one of his leading students, Dr Jolande Jacobi. Jung proposed that our personalities are created in the interaction of four functions and two attitudes. When combined, these elements generate eight common personality types. Jung felt that what makes an individual unique are the different balances of these functions and attitudes interacting within them. It is these balances that are detected by the Discovery evaluator; a 25 frame questionnaire of 100 word pairs which when completed, produces the Insights Discovery Personal Profile. Designed by Andi Lothian in the early 1990's, Andi, and son Andy, founded Insights Learning & Development Ltd® in 1993.

Central to Jung's work was the idea of Bipolar Dynamics; a theory of dichotomous or polar opposition, which holds that a certain level of one function or attitude in consciousness is counterbalanced in the unconscious by its opposite energy. Using the Discovery Evaluator, these opposite intensities are directly measured, as is the degree of balance between them. This approach combines two psychometric methodologies of assessment in determining the outcomes, which accounts for the high reliability attained.

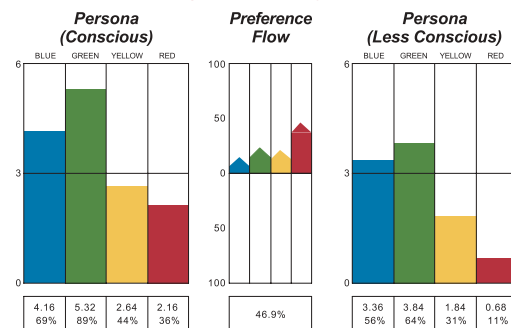
Insights 8 Distinctive Types



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Transforming individuals, teams and organizations

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Insights Color Dynamics



Initial Testing

Prototype versions of the Discovery evaluator were tested against adults whose preferences were clearly and consistently observable. Before the launch of the system in 1997, a pool of 2,000 subjects was tested. This created a pilot group of more than 400 individuals for each of the color energies (the rational preferences of Thinking and Feeling in their relevant attitudes), and allowed detailed analysis on the evaluator, with adjustments made to individual words and word pairs to heighten reliability. This included changing words that were shown to be socially desirable with replacement items that were context-free.

Internal consistency was measured by assessing how often the most preferred color energy had its opposite as the least preferred energy - the most common alignment, and indicative of the principles of dichotomous opposition residing within the evaluator outcome. Discovery was also correlated with the Myers-Briggs Type Indicator®, through a study involving members of the Association of Psychological Type. Testing revealed that Discovery has a high level of consistency in both test-retest reliability and split half reliability in both short term, and longer term retakes.

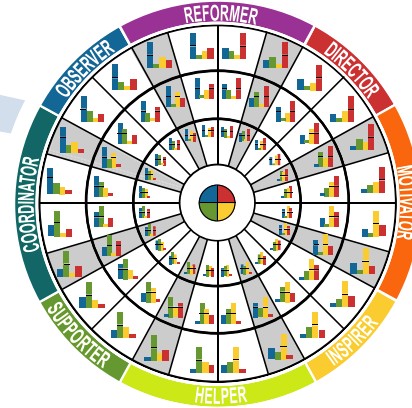
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What Experts Say About the Insights System

"The Insights system has become widely established - It is a robust system based on good statistical construct validity and high reliability coefficients in test-retest analyses."

Nick Halpin PhD, University of Dundee



Words and Statements

In choosing the words that actually appear on the evaluator, Andi Lothian's primary source was a literature search of the works of Jung. The psychologist had actually related categories of words, and words themselves, that describe the energies or people exhibiting these energies. Jung was a pioneer in the science of word association, and it is clear that he had the capacity to identify common use of vocabulary with classic type.

The Insights Discovery Profile includes extensive text commentary drawn from a database of thousands of statements, written by Insights' Jungian experts. These are regularly reviewed for relevance and applicability in various languages by a testing pool of experts of known type. The database is constantly updated to ensure that the meaning and expression of the statements remains current and under the highest level of reliability.

External Assessments

There is no external certification or assessment system available for psychometric instruments, and the same is true of typologically based instruments. The Association of Psychological Type is a member organization with strong links to the Myers Briggs Type Indicator but recognises the need for systematic inclusion of systems which honor Jung's concepts of type. It is considered important in the type community that the appreciation of type grows from many sources, and is not exclusively the domain of any one system.

A number of external assessments have been conducted on the Discovery system. In 1997, Dr. Michael Green of the University of Dundee re-tested subjects 3-6 months after they first completed an Insights evaluator. He found that in almost 90% of cases, the primary energy was selected as strongest again, and in roughly 50% of cases, the same wheel position was selected out of the total number of possible wheel locations. The retest scores were: Red - 0.933, Yellow - 0.909, Green - 0.936, Blue - 0.930.

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In 1997, Dr. Jeffrey Davies completed a PhD study: "An investigation into C.G. Jung's Psychological Types as represented by a Progressive Version of his 1925 Typology Wheel - The Development of a Psychometric Evaluator", at the University of Westminster. This proved the scientific nature of the Insights model relating to the psychology of Jung, and the high statistical reliability and validity inherent in the Insights psychometric instrument itself.

A German study by Gerda Bensch in 1998 tested the accuracy of the Insights Discovery system with diverse cultural groups who were thought to interpret the questions in different ways. The evaluator was found to be consistent across all five groups involved in the test. More recently, Nicole Sorrell, an organizational psychologist consulting with BP in Africa, reported that of some two hundred participants from ten African dialects whose second language was English, less than one in twenty reported difficulty in discriminating any of the items from another in completing the Discovery Evaluator.

Ongoing assessments/validations

The constant evolution of language means that the Discovery Evaluator will continually evolve. Internal consistency is monitored against norm groups each of over 2000 units, and where a word or word-pair is not being consistently selected, an adjustment is made. This is repeated in every language into which the evaluator (currently 20) is translated. Examples of the Statistical Reliability and Validity tests can be obtained from Insights Learning and Development on request.

Conclusion

Over the past decade, the work of Carl Jung has attracted increasing interest as people seek to improve inter-personal dynamics on both personal and professional levels. The scientific research on the Discovery System demonstrates that both Jung's original typology theory, and Insights' ongoing research to enhance it, has both strong psychological foundations, and modern scientific application. In-depth psychology and empirical science unites within the Insights Discovery System.

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