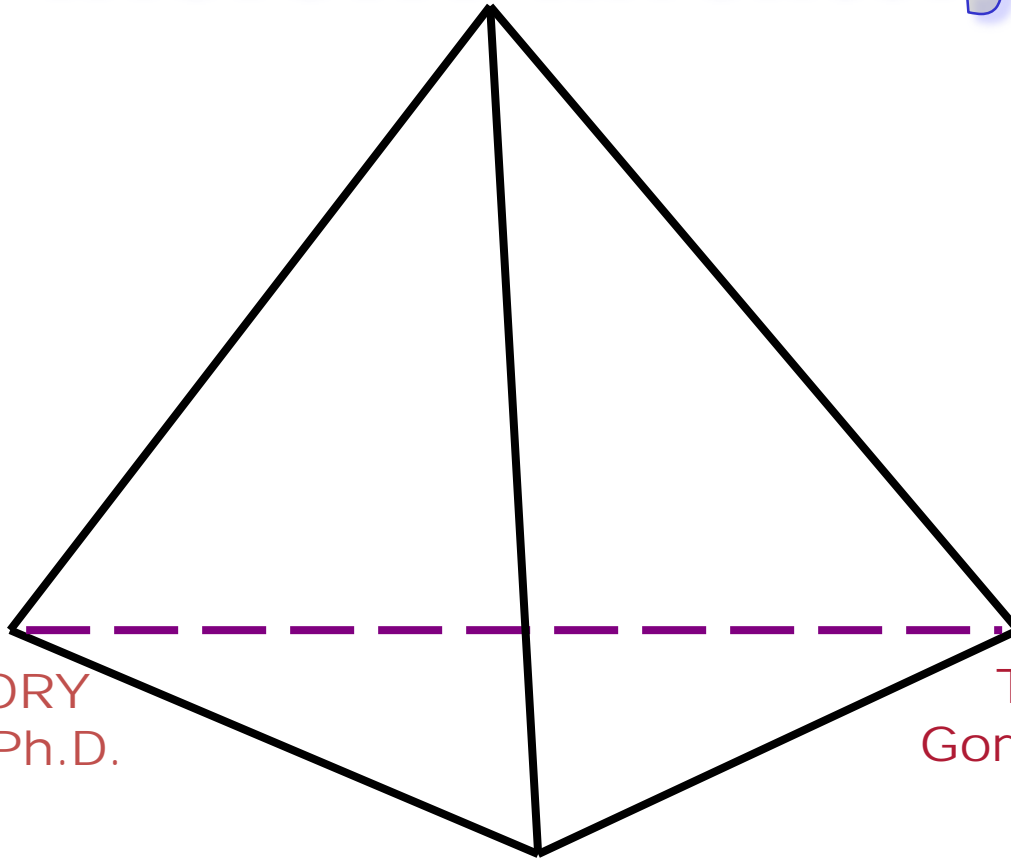


UNDERLYING THEORY:

INSIGHT Inventory



FIELD THEORY
Kurt Lewin, Ph.D.

TRAIT THEORY
Gordon Allport, Ph.D.

FACTOR ANALYSIS
Raymond Cattell, Ph.D.

TRAIT THEORY



Gordon W. Allport

1897-1967

Harvard University

“Pattern and Growth in Personality” ©1961

- Common Traits
- Personal Dispositions
- Functional Autonomy
- Mature Personality

The mature personality must be able to relate warmly to others. He must be accepting of himself, emotionally secure, and realistically oriented.

He must know himself well and have “insight” into how his behavior affects others and is seen by them.

FIELD THEORY



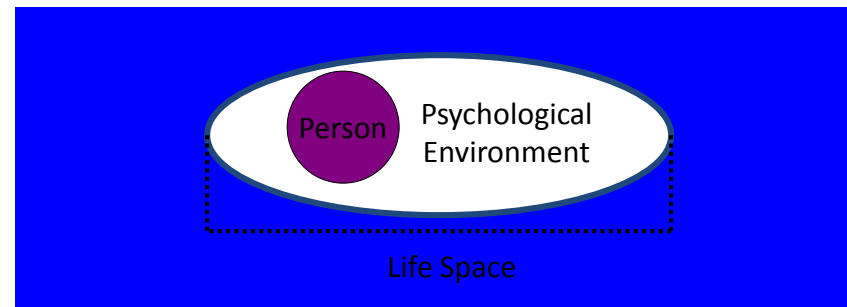
Kurt Lewin
1890-1947

MIT-Research Center for Group Dynamics
“A Dynamic Theory of Personality” ©1935

- Life Space
- Psychological environment
- Group dynamics

$$B = f(P \times E)$$

Behavior is a function of the interaction between personality and the environment.



FACTOR ANALYSIS



- Traits by statistical analysis
- Surface & Source Traits
- 16 Personality Preferences
- Environmental Mold Traits

Let the data determine the traits an instrument measures, not theory or speculation.

Raymond Cattell, Ph.D.

1905-1998

Univ. of Ill, Lab of Personality & Group Analysis

“Description and Measurement of Personality” ©1946

Comparison to other related products

Type Indicators

MBTI 16 Types, Jungian Theory, Certification required

Quadrant 4 Types, Dominant-Expressive-Amiable-Analytical

Ipsative Scored

DiSC Relative strengths on four scales, uses MOST/LEAST comparisons

Left/Right Brain Comparison of preferences, Hermann data based-others unproven

Trait Indicators

16-PF Sixteen personality traits, factor analysis, Cattell

Big 5 Five basic traits, 250-300 items, certification required

INSIGHT Inventory Short, 4 traits, environmental changes, data based, positive, normative, updated, no certification