



PolyU Design

SD5963

Reinventing Traditional Businesses

Using New Media & The Internet

CLASS - 01 - LECTURE - B

The Myers-Briggs Typology Indicator

The MBTI

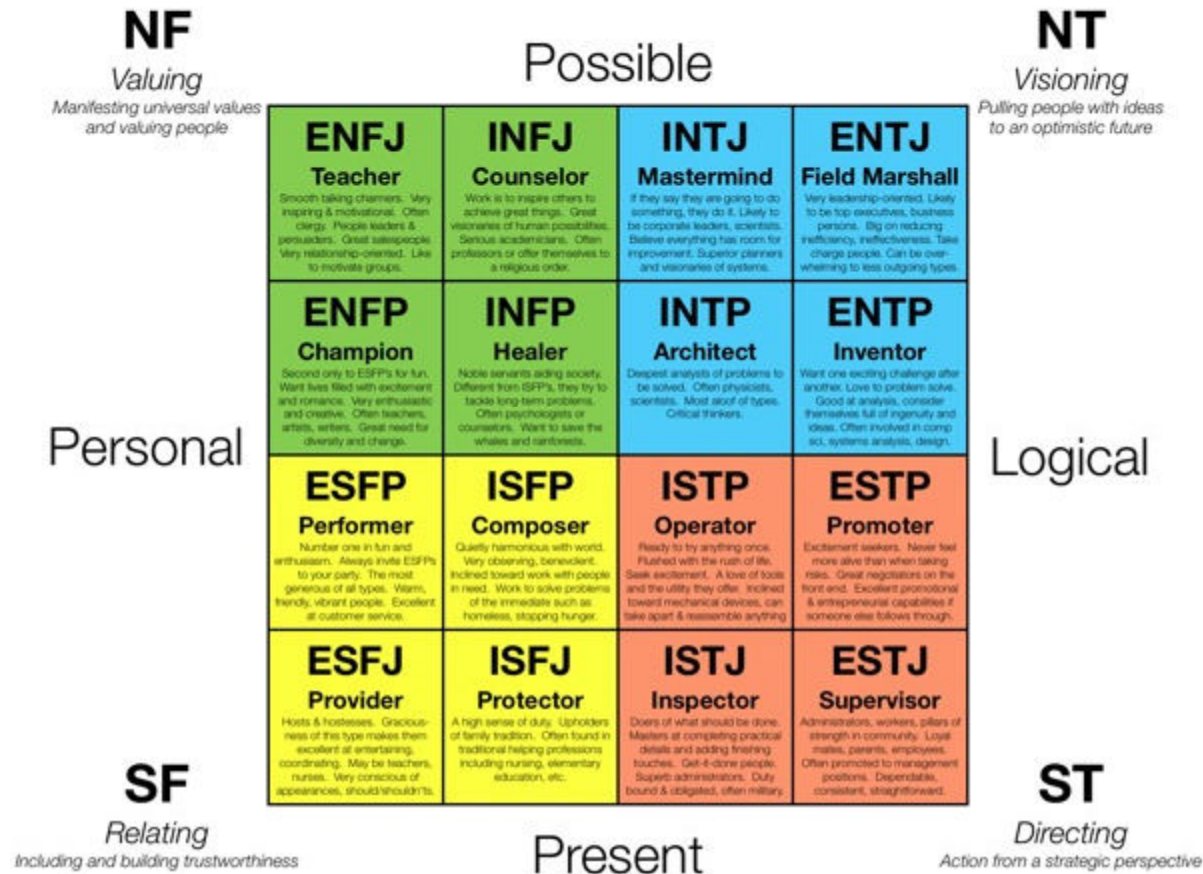
The MBTI is a personality assessment based on the work of Karl Jung, a famous psychologist and student of Sigmund Freud¹. While it is very old and very frequently used, the MBTI is NOT a scientifically valid diagnostic tool². Still, it is WIDELY (ab)used in corporate Human Resources practice³. Despite this, the MBTI is a wildly popular tool, because it is easy to use, many people know about it and so much has been done with it over time to try to facilitate social interactions.

I think the MBTI is at its most useful when used as a “social type” tool; because it helps people to “prime” their interactions with others and because it really helps to troubleshoot interpersonal problems in teams.

The 8 Major MBTI Characteristics

Type Definitions	
E Extraversion People who prefer Extraversion tend to focus on the outer world of people and things.	I Introversion People who prefer introversion tend to focus on the inner world of ideas and impressions.
S Sensing People who prefer Sensing tend to focus on the present and on concrete information gained from their senses.	N Intuition People who prefer Intuition tend to focus on the future, with a view toward patterns and possibilities.
T Thinking People who prefer Thinking tend to base their decisions primarily on logic and on objective analysis of cause and effect	F Feeling People who prefer Feeling tend to base their decisions primarily on values and on subjective evaluation of person-centered concerns.
J Judging People who prefer Judging tend to like a planned and organized approach to life and prefer to have things settled.	P Perceiving People who prefer Perceiving tend to like a flexible and spontaneous approach to life and prefer to keep their options open.

The 16 MBTI Combinations



<https://obbem211.wordpress.com/2012/11/22/hello-world/>

Incidence of the 16 MBTI Types

POSSIBLE

	ENFJ 2.5%	INFJ 1.5%	INTJ 2.1%	ENTJ 1.8%	
	ENFP 8.1%	INFP 4.4%	INTP 3.3%	ENTP 3.2%	
PERSONAL	ESFP 8.5%	ISFP 8.8%	ISTP 5.4%	ESTP 4.3%	LOGICAL
	ESFJ 12.3%	ISFJ 13.8%	ISTJ 11.6%	ESTJ 8.7%	
			PRESENT		

<https://trimydata.com/2017/10/22/mm-week43>

ENFJ

Description

Warm, empathetic, responsive, and responsible. Highly attuned to the emotions, needs, and motivations of others. Find potential in everyone, want to help others fulfill their potential. May act as catalysts for individual and group growth. Loyal, responsive to praise and criticism. Sociable, facilitate others in a group, and provide inspiring leadership.

<https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm>

Identity: PROTAGONIST



“PROTAGONIST”

ENFJ (-A/-T)

Charismatic and inspiring leaders, able to mesmerize their listeners.

<https://www.16personalities.com/personality-types>

ENFJ
2.5%

INFJ

Description

Seek meaning and connection in ideas, relationships, and material possessions. Want to understand what motivates people and are insightful about others. Conscientious and committed to their firm values. Develop a clear vision about how best to serve the common good. Organized and decisive in implementing their vision.

<https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm>

Identity: ADVOCATE



“ADVOCATE”

INFJ (-A/-T)

Quiet and mystical, yet very inspiring and tireless idealists.

<https://www.16personalities.com/personality-types>

INFJ
1.5%

INTJ

Description

Have original minds and great drive for implementing their ideas and achieving their goals. Quickly see patterns in external events and develop long-range explanatory perspectives. When committed, organize a job and carry it through. Skeptical and independent, have high standards of competence and performance - for themselves and others.

<https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm>

Identity: ARCHITECT



“ARCHITECT”

INTJ (-A/-T)

Imaginative and strategic thinkers, with a plan for everything.

<https://www.16personalities.com/personality-types>

INTJ
2.1%

ENTJ

Description

Frank, decisive, assume leadership readily. Quickly see illogical and inefficient procedures and policies, develop and implement comprehensive systems to solve organizational problems. Enjoy long-term planning and goal setting. Usually well informed, well read, enjoy expanding their knowledge and passing it on to others. Forceful in presenting their ideas.

<https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm>

Identity: COMMANDER



“COMMANDER”

ENTJ (-A/-T)

Bold, imaginative and strong-willed leaders, always finding a way – or making one.

<https://www.16personalities.com/personality-types>

ENTJ

1.8%

ENFP

Description

Warmly enthusiastic and imaginative. See life as full of possibilities. Make connections between events and information very quickly, and confidently proceed based on the patterns they see. Want a lot of affirmation from others, and readily give appreciation and support. Spontaneous and flexible, often rely on their ability to improvise and their verbal fluency.

<https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm>

Identity: CAMPAIGNER



“CAMPAIGNER”

ENFP (-A/-T)

Enthusiastic, creative and sociable free spirits, who can always find a reason to smile.

<https://www.16personalities.com/personality-types>

ENFP
8.1%

INFP

Description

INFP personalities are true idealists, always looking for the hint of good in even the worst of people and events, searching for ways to make things better. While they may be perceived as calm, reserved, or even shy, INFPs have an inner flame and passion that can truly shine. Comprising a small part of the population, the risk of feeling misunderstood is unfortunately high for the INFP personality type – but when they find like-minded people to spend their time with, the harmony they feel will be a fountain of joy and inspiration.

<https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm>

Identity: MEDIATOR



“MEDIATOR”

INFP (-A/-T)

Poetic, kind and altruistic people, always eager to help a good cause.

<https://www.16personalities.com/personality-types>

INFP
4.4%

INTP

Description

The INTP personality type is fairly rare,, which is definitely a good thing for them, as there's nothing they'd be more unhappy about than being "common". INTPs pride themselves on their inventiveness and creativity, their unique perspective and vigorous intellect. Usually known as the philosopher, the architect, or the dreamy professor, INTPs have been responsible for many scientific discoveries throughout history.

<https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm>

Identity: LOGICIAN



"LOGICIAN"

INTP (-A/-T)

Innovative inventors with an unquenchable thirst for knowledge.

<https://www.16personalities.com/personality-types>

INTP
3.3%

ENTP

Description

The ENTP personality type is warmly enthusiastic and imaginative. See life as full of possibilities. Make connections between events and information very quickly, and confidently proceed based on the patterns they see. Want a lot of affirmation from others, and readily give appreciation and support. Spontaneous and flexible, often rely on their ability to improvise and their verbal fluency.

<https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm>

Identity: DEBATER



"DEBATER"

ENTP (-A/-T)

Smart and curious thinkers who cannot resist an intellectual challenge.

<https://www.16personalities.com/personality-types>

ENTP

3.2%

ESFP

Description

If anyone is to be found spontaneously breaking into song and dance, it is the ESFP personality type. ESFPs get caught up in the excitement of the moment, and want everyone else to feel that way, too. No other personality type is as generous with their time and energy as ESFPs when it comes to encouraging others, and no other personality type does it with such irresistible style.

<https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm>

Identity: ENTERTAINER



“ENTERTAINER”

ESFP (-A/-T)

Spontaneous, energetic and enthusiastic people – life is never boring around them.

<https://www.16personalities.com/personality-types>

ESFP
8.5%

ISFP

Description

ISFP personality types are true artists, but not necessarily in the typical sense where they're out painting happy little trees. Often enough though, they are perfectly capable of this. Rather, it's that they use aesthetics, design and even their choices and actions to push the limits of social convention. ISFPs enjoy upsetting traditional expectations with experiments in beauty and behavior – chances are, they've expressed more than once the phrase "Don't box me in!"

<https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm>

Identity: ADVENTURER



"ADVENTURER"

ISFP (-A/-T)

Flexible and charming artists, always ready to explore and experience something new.

<https://www.16personalities.com/personality-types>

ISFP
8.8%

ISTP

Description

ISTPs love to explore with their hands and their eyes, touching and examining the world around them with cool rationalism and spirited curiosity. People with this personality type are natural Makers, moving from project to project, building the useful and the superfluous for the fun of it, and learning from their environment as they go. Often mechanics and engineers, ISTPs find no greater joy than in getting their hands dirty pulling things apart and putting them back together, just a little bit better than they were before.

<https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm>

Identity: VIRTUOSO



“VIRTUOSO”

ISTP (-A/-T)

Bold and practical experimenters, masters of all kinds of tools.

<https://www.16personalities.com/personality-types>

ISTP

5.4%

ESTP

Description

ESTP personality types always have an impact on their immediate surroundings – the best way to spot them at a party is to look for the whirling eddy of people flitting about them as they move from group to group. Laughing and entertaining with a blunt and earthy humor, ESTP personalities love to be the center of attention. If an audience member is asked to come on stage, ESTPs volunteer – or volunteer a shy friend.

<https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm>

Identity: ENTREPRENEUR



“ENTREPRENEUR”

ESTP (-A/-T)

Smart, energetic and very perceptive people, who truly enjoy living on the edge.

<https://www.16personalities.com/personality-types>

ESTP
4.3%

ESFJ

Description

People who share the ESFJ personality type are, for lack of a better word, popular – which makes sense, given that it is also a very common personality type, making up twelve percent of the population. In high school, ESFJs are the cheerleaders and the quarterbacks, setting the tone, taking the spotlight and leading their teams forward to victory and fame. Later in life, ESFJs continue to enjoy supporting their friends and loved ones, organizing social gatherings and doing their best to make sure everyone is happy.

<https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm>

Identity: CONSUL



“CONSUL”

ESFJ (-A/-T)

Extraordinarily caring, social and popular people, always eager to help.

<https://www.16personalities.com/personality-types>

ESFJ

12.3%

ISFJ

Description

The ISFJ personality type is quite unique, as many of their qualities defy the definition of their individual traits. Though possessing the Feeling (F) trait, ISFJs have excellent analytical abilities; though Introverted (I), they have well-developed people skills and robust social relationships; and though they are a Judging (J) type, ISFJs are often receptive to change and new ideas. As with so many things, people with the ISFJ personality type are more than the sum of their parts, and it is the way they use these strengths that defines who they are.

<https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm>

Identity: DEFENDER



“DEFENDER”

ISFJ (-A/-T)

Very dedicated and warm protectors,
always ready to defend their loved ones.

<https://www.16personalities.com/personality-types>

ISFJ

13.8%

ISTJ

Description

The defining characteristics of the ISTJ personality type is integrity, practical logic and tireless dedication to duty. This makes ISTJs a vital core to many families, as well as organizations that uphold traditions, rules and standards, such as law offices, regulatory bodies and military. People with the ISTJ personality type enjoy taking responsibility for their actions, and take pride in the work they do – when working towards a goal, ISTJs hold back none of their time and energy completing each relevant task with accuracy and patience.

<https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm>

Identity: LOGISTICIAN



“LOGISTICIAN”

ISTJ (-A/-T)

Practical and fact-minded individuals,
whose reliability cannot be doubted.

<https://www.16personalities.com/personality-types>

ISTJ

11.6%

ESTJ

Description

ESTJs are representatives of tradition and order, utilizing their understanding of what is right, wrong and socially acceptable to bring families and communities together. Embracing the values of honesty, dedication and dignity, people with the ESTJ personality type are valued for their clear advice and guidance, and they happily lead the way on difficult paths. Taking pride in bringing people together, ESTJs often take on roles as community organizers, working hard to bring everyone together in celebration of cherished local events, or in defense of the traditional values that hold families and communities together.

<https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm>

Identity: EXECUTIVE



“EXECUTIVE”

ESTJ (-A/-T)

Excellent administrators, unsurpassed at managing things – or people.

<https://www.16personalities.com/personality-types>

ESTJ

8.7%

Here's Why MBTI (Might) Matter

Simplified Myers Briggs Type Compatibility Chart

	INFP	ENFP	INFJ	ENFJ	INTJ	ENTJ	INTP	ENTP	ISFP	ESFP	ISTP	ESTP	ISFJ	ESFJ	ISTJ	ESTJ	
INFP	Green	Green	Green	Blue	Green	Blue	Green	Green	Red	Red	Red	Red	Red	Red	Red	Red	
ENFP	Green	Green	Blue	Green	Blue	Green	Green	Green	Red	Red	Red	Red	Red	Red	Red	Red	
INFJ	Green	Blue	Green	Green	Green	Green	Green	Blue	Red	Red	Red	Red	Red	Red	Red	Red	
ENFJ	Blue	Green	Green	Green	Green	Green	Green	Blue	Red	Red	Red	Red	Red	Red	Red	Red	
INTJ	Green	Blue	Green	Green	Green	Green	Green	Blue	Light Green	Light Green	Light Green	Light Green	Yellow	Yellow	Yellow	Yellow	
ENTJ	Blue	Green	Green	Green	Green	Green	Blue	Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	
INTP	Green	Green	Green	Green	Green	Blue	Green	Green	Light Green	Light Green	Light Green	Light Green	Light Green	Yellow	Yellow	Yellow	Blue
ENTP	Green	Green	Blue	Green	Blue	Green	Green	Green	Light Green	Light Green	Light Green	Light Green	Light Green	Yellow	Yellow	Yellow	Yellow
ISFP	Red	Red	Red	Blue	Light Green	Light Green	Light Green	Light Green	Yellow	Yellow	Yellow	Yellow	Light Green	Blue	Light Green	Blue	
ESFP	Red	Red	Red	Red	Light Green	Light Green	Light Green	Light Green	Yellow	Yellow	Yellow	Yellow	Light Green	Blue	Light Green	Light Green	
ISTP	Red	Red	Red	Red	Light Green	Light Green	Light Green	Light Green	Yellow	Yellow	Yellow	Yellow	Light Green	Blue	Light Green	Blue	
ESTP	Red	Red	Red	Red	Light Green	Light Green	Light Green	Light Green	Yellow	Yellow	Yellow	Yellow	Light Green	Blue	Light Green	Light Green	
ISFJ	Red	Red	Red	Red	Yellow	Light Green	Yellow	Yellow	Light Green	Blue	Light Green	Blue	Green	Green	Green	Green	
ESFJ	Red	Red	Red	Red	Yellow	Light Green	Yellow	Yellow	Blue	Light Green	Blue	Light Green	Green	Green	Green	Green	
ISTJ	Red	Red	Red	Red	Yellow	Light Green	Yellow	Yellow	Light Green	Blue	Light Green	Blue	Green	Green	Green	Green	
ESTJ	Red	Red	Red	Red	Yellow	Light Green	Blue	Yellow	Blue	Light Green	Blue	Light Green	Green	Green	Green	Green	

Chart Legend

- Uh-Oh, Think This One Through
- It Could Work, But Not Ideal
- One Sided Match
- It's Got a Good Chance
- Often Listed as an Ideal Match

Find Out Your Personality Type

Homework

<https://www.16personalities.com/free-personality-test>

Submit your results, with your StudentID to:


polyusd5963@gmail.com

Example Email

polyusd5963@gmail.com


My student ID is: ##### <- FILL IN YOUR ID HERE

----- Forwarded message -----
From: **16Personalities** <notifications@16personalities.com>
Date: Wed, Sep 5, 2018 at 2:05 PM
Subject: Your Test Results
To: <graham.r.leach@gmail.com>

 **16Personalities**

Your Test Results

Thank you for completing our personality test! Here is a copy of your results:



Personality type: **"The Commander"** (ENTJ-A)

Individual traits: Extraverted – 92%, Intuitive – 59%,
Thinking – 85%, Judging – 88%, Assertive – 67%

Role: Analyst

Strategy: People Mastery

Second Assessment

OCEAN

A response to the crisis surrounding the MBTI and its lack of reliability and validity resulted in many researchers looking for an alternative way to assess personality.

The result of this is the OCEAN assessment, which is reliable and valid, and used by the latest generation of psychometricians to evaluate personality

<https://openpsychometrics.org/tests/IPIP-BFFM/>

Example Email

My StudentID is: ##### <- FILL IN YOUR ID HERE



polyusd5963@gmail.com

My StudentID is: ##### <- FILL IN YOUR ID HERE

Factor	Factor label	Raw score	Score percentile
I	Extroversion		93
II	Emotional stability		39
III	Agreeableness		5
IV	Conscientiousness		93
V	Intellect/Imagination		96

Big five personality trait scores calculated by openpsychometrics.org

Thank You

Homework Due by Friday

BOTH ASSESSMENTS

Questions?

References

- 1 <https://bit.ly/2avuCEB>
- 2 <https://bit.ly/2PwZx6s>
- 3 <https://bit.ly/2N093Su>