

Background

The International Preferences Indicator (IPI) is a self-report questionnaire and feedback process that helps people identify ways in which they can become more effective when working internationally. It is designed for use with groups of people in a workshop or training room context, and includes an extensive set of support materials for the trainer, and learning materials for the student. Full details of the product can be found at <https://worldwork.global/international-preference-indicator-ipi/> This Technical Considerations document provides details of the psychometric questionnaire and the database of responses as at May 2019.

The IPI questionnaire evaluates an individual’s preferred approach to working internationally. It measures 10 dimensions, in 2 overall groups, namely 5 ‘Push’ dimensions and 5 ‘Pull’ dimensions. The competencies and dimensions have been developed on the basis of current research in the field of cross-cultural studies, combined with the practical experience of experts in the field and people working in international and multicultural settings. The research findings on which these dimensions have been constructed are listed in a separate document available from WorldWork, and a further document is also available setting out the rationale for the use of the Push and Pull concepts.

The IPI has been designed as a ‘culture general’ development tool; in other words it looks at the qualities required to operate successfully in an unfamiliar cultural setting whatever that may be and not in a specific culture. It is intended for use as a development tool and is not suitable for selection purposes.

The Questionnaire and Feedback Reports

The questionnaire has 30 triplet questions each consisting of a question stem and three statements, as illustrated below.

Develop your international competence with the International Preferences Indicator

The International Preferences Indicator Questionnaire v2

Question 1 of 30

I know from experience that I:	MOST	NEXT
enjoy learning about new topics	<input type="radio"/> 5 <input type="radio"/> 4	<input type="radio"/> 3 <input type="radio"/> 2
can make friends with people who have different attitudes and beliefs to my own	<input type="radio"/> 5 <input type="radio"/> 4	<input type="radio"/> 3 <input type="radio"/> 2
am outgoing and sociable	<input type="radio"/> 5 <input type="radio"/> 4	<input type="radio"/> 3 <input type="radio"/> 2

Save and Exit Save and Continue >

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The person completing the questionnaire is first asked to choose the question which best describes them or their behaviour, and then to select the second question in the same way. The first choice is scored with a 5 or a

4 depending on how accurate they think it is, and in the same way the second is scored with a 3 or 4. The third choice is left un-scored. There are approximately 10 questions that load onto each of the 22 dimensions.

The individual's responses to the questionnaire are summarised in a Personal Feedback Report (PFP), which gives scores for each of the 10 dimensions, for Push and Pull and also for 5 International Styles. The Push and Pull scores are calculated by adding together scores for the 5 included dimensions. The International Styles are each a combination of one Push score and one Pull score, and these are shown in the PFP in a graphical format. All the scores in the PFP are normed.

The Norm Base

As at May 2019 the norm base consisted of information from 4037 IPI questionnaires. 96 different nationalities are represented in the norm base, with the largest groups being Italians (24%), Germans (15%), Swedes (9%) and British (7%). A detailed analysis of the national make-up of the database is shown in Appendix A.

The age profile of respondents is shown in Appendix B.

64% of respondents were male and 36% were female.

46% of respondents had lived abroad for 6 months or more since the age of 18.

Reliability

The 'Reliability' of a questionnaire is a quantification of how consistently it measures the constructs it seeks to evaluate. If responses are influenced too much by the mood of the respondent or the circumstances in which the questionnaire is completed, then the questionnaire cannot be measuring anything of substance. There are two recognised ways of measuring Reliability, namely 1) Internal Consistency and 2) Test-Retest.

Internal consistency compares the responses given during the completion of the questionnaire. It is essentially about the consistency with which respondents endorse items from the same dimension as being like them. In a non-forced choice questionnaire (e.g. a Likert scale where a respondent is asked to respond on a 1-5 scale) the respondent could choose 5 every time an item relating to the scale occurs. This will result in a high internal consistency co-efficient. However, in a forced-choice questionnaire, the respondent's choices will be affected by the items they are compared with. This can have the effect of lowering the reported reliability of the scales. It is for this reason that many forced choice questionnaires do not report internal consistency coefficients at all, preferring test-retest coefficients instead. However, as no test-retests have yet been carried out on the IPI we are reporting the results of the Internal Consistency. The table in Appendix C gives the results for the internal consistency measure of Reliability (namely the Cronbach's alpha test) using the whole database as at April 2012. In normative personality questionnaire construction it is generally accepted that internal consistency coefficients should exceed 0.7. Personality questionnaires are expected to meet this standard because they are supposed to represent traits that are stable over different situations. The IPI, however, focuses on behaviour, not personality. In this instance behaviour will be affected by the interplay of underlying personality traits and contextual variables, so that it may be expected that there will be more variation due to situational contexts than with personality measures. Once again this can have the effect of lowering reliability coefficients.

Test-retests of the IPI will be carried out as soon as suitable opportunities can be created in which the necessary experimental conditions can be met.

Validity

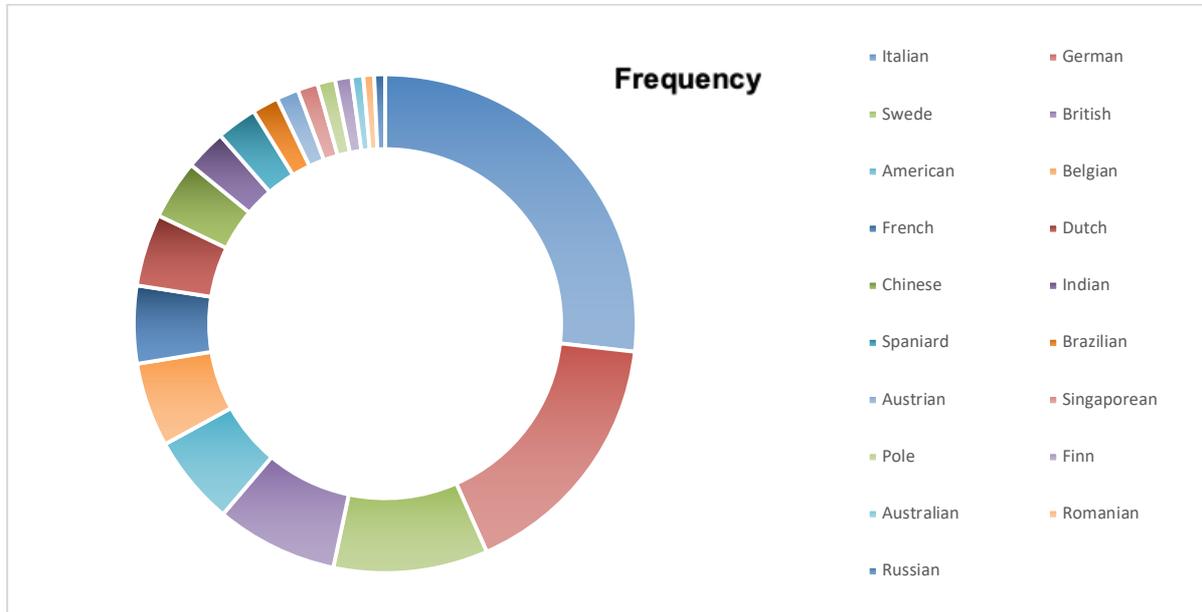
No validation studies for the IPI have been carried out yet, but WorldWork Ltd would be happy to work with any organisation that would be interested in establishing validity in relation to specific contexts where they would like to use the IPI.

Inter-Dimensional Correlations

Appendix D shows the correlations between the 10 different dimensions represented in the IPI. This analysis was carried out using the whole database as at May 2019, and the correlations use the Pearson's correlation coefficient based on a two tailed-test.

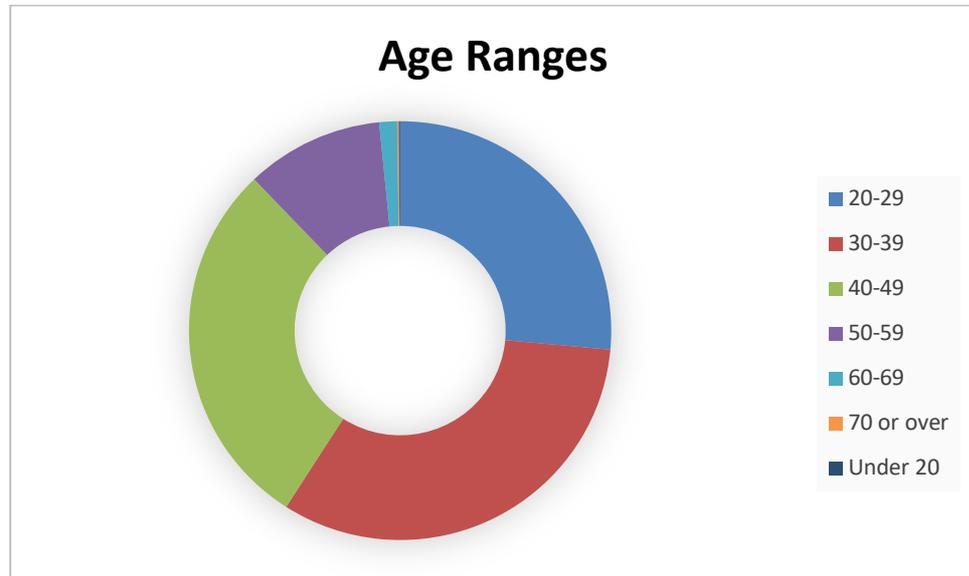
In an ideal test, all the dimensions should be independent and no dimension should be closely correlated with any other. Correlations above 0.3 have been highlighted in the table by reversing out the text in white on a black background. These show where there is an interesting level of correlation between the dimensions, and licensed consultants will be able to understand and interpret these relationships. For example, the highest level of inter-dimensional correlation is between the two dimensions 'Inner Purpose' and 'Focus on Goals'. This indicates that the concepts underlying these two dimensions may be very similar.

Analysis of the International Preferences Indicator Database by Nationality



Nationality	Percent
Italian	26.79
German	16.58
Swede	9.93
British	7.85
American	5.82
Belgian	5.45
French	5.04
Dutch	4.67
Chinese	3.84
Indian	2.64
Spaniard	2.62
Brazilian	1.70
Austrian	1.42
Singaporean	1.31
Pole	1.14
Finn	1.06
Australian	0.75
Romanian	0.70
Russian	0.70
Total	100.00

Analysis of the International Preferences Indicator (IPI) Database by Age



Age Range	Percent
Unspecified	0.1
20-29	26.4
30-39	32.6
40-49	28.8
50-59	10.6
60-69	1.4
70 or over	0.1
Under 20	0.1
Total	100

Reliability of the International Preferences Indicator (IPI) Dimensions

		Chronberg's Alpha
Push	Inner Purpose	0.52
	Spirit of Adventure	0.65
	Resilience	0.40
	Focus on Goals	0.73
	Exposing Intentions	0.52
Pull	Flexible Behaviour	0.65
	Welcoming Strangers	0.64
	Acceptance	0.50
	New Thinking	0.56
	Attuned	0.65

Cross Correlations of the International Preferences Indicator Dimensions

		New Thinking	Welcoming Strangers	Acceptance	Flexible Behaviour	Inner Purpose	Focus on Goals	Resilience	Spirit of Adventure	Attuned	Exposing Intentions
New Thinking	Pearson Correlation	1	-.294**	.065**	-0.011	-.170**	-.221**	-.106**	.124**	.059**	-.212**
Welcoming Strangers	Pearson Correlation	-.294**	1	.249**	.154**	-.272**	-.336**	.120**	.162**	-.232**	-.217**
Acceptance	Pearson Correlation	.065**	.249**	1	.086**	-.398**	-.394**	.084**	.052**	-.037*	-.196**
Flexible Behaviour	Pearson Correlation	-0.011	.154**	.086**	1	-.352**	-.308**	.068**	-.060**	-0.031	-.391**
Inner Purpose	Pearson Correlation	-.170**	-.272**	-.398**	-.352**	1	.481**	-.210**	-.173**	-.103**	.250**
Focus on Goals	Pearson Correlation	-.221**	-.336**	-.394**	-.308**	.481**	1	-.306	-.269**	-.174**	.36
Resilience	Pearson Correlation	-.106**	.120**	.084**	.068**	-.210**	-.306	1	-.068**	0.001	-.207**
Spirit of Adventure	Pearson Correlation	.124**	.162**	.052**	-.060**	-.173**	-.269**	-.068**	1	-.204**	-.240**
Attuned	Pearson Correlation	.059**	-.232**	-.037*	-0.031	-.103**	-.174**	0.001	-.204**	1	-.078**
Exposing Intentions	Pearson Correlation	-.212**	-.217**	-.196**	-.391**	.250**	.368**	-.207**	-.240**	-.078**	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).