

# Free Choice or Forced Choice?

## Your Choice

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- Normative Questionnaires:
  - The respondent rates their agreement or disagreement with each individual item against a scale
- Ipsative Questionnaires:
  - The respondent is asked to choose between (or rank order) two or more items. The items they choose between must be drawn from different scales

Combined measures can be time consuming such as OPQ Concept 7 which requires ipsative and normative responses to be given

- Wave Styles assessments were developed to work online and have an interactive combined normative/rate and ipsative/rank format
- Where the ratings given are different on a set of items then it is possible to order/rank these to create ipsative scores
- Can further differentiate these scores by asking tie breaker questions dynamically
- Because the scores interact this is neither a 'pure' ipsative nor a 'pure' normative format

# Wave Styles Normative Format

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	Very Strongly Disagree	Strongly Disagree	Disagree	Slightly Disagree	Unsure	Slightly Agree	Agree	Strongly Agree	Very Strongly Agree
I am a competitive person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
I like to challenge people's ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
I am comfortable working alone	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am cheerful most of the time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to take the lead	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
I am good at building rapport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Respondents rate on 9 point scale. But where one scale has been rated higher than another, the online system computes rank order. Where this is not possible as the ratings are tied the computer dynamically present ranking task on tied items.

# Wave Styles Ranking Task

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	Most	Least
I am a competitive person	<input checked="" type="radio"/>	<input type="radio"/>
I like to challenge people's ideas	<input type="radio"/>	<input type="radio"/>
I prefer to take the lead	<input type="radio"/>	<input type="radio"/>
I am good at building rapport	<input type="radio"/>	<input checked="" type="radio"/>

One or more - Most and Least tasks are then given to break the ties and create a rank order of the items.

Where only two items tied system does not require respondent to select a least option.

Advantages	Disadvantages
<ol style="list-style-type: none"><li data-bbox="189 454 871 572">1. Independent measurement of scales</li><li data-bbox="189 608 774 726">2. People can freely choose responses</li><li data-bbox="189 762 846 881">3. Factor analysis can be easily interpreted</li></ol>	<ol style="list-style-type: none"><li data-bbox="1031 454 1615 505">1. Extremity response bias</li><li data-bbox="1031 536 1489 588">2. Acquiescence bias</li><li data-bbox="1031 619 1773 671">3. Socially desirable response bias</li><li data-bbox="1031 702 1698 821">4. Correlations between scales raised</li></ol>

Advantages	Disadvantages
<ol style="list-style-type: none"><li data-bbox="189 418 890 606">1. Forces the respondent to rank characteristics as more or less important than others</li><li data-bbox="189 644 890 761">2. Controls certain types of normative response distortion</li><li data-bbox="189 798 890 915">3. More difficult to fake than normative</li></ol>	<ol style="list-style-type: none"><li data-bbox="1029 418 1740 606">1. Interdependence of responses can distort profile, particularly with few scales</li><li data-bbox="1029 644 1676 761">2. Rankings force correlations between scales down</li><li data-bbox="1029 798 1792 1058">3. Use of standard statistical techniques may be questionable - but criticisms largely dismissed by authorities like Cronbach</li></ol>

- Advantages to both normative and ipsative measurement
- When normative profile is very positive, self critical or with central tendency it is useful follow up with ipsative to see relative choices
- If only have ipsative profile do not know how positive or negative individual is about themselves overall which is very useful information about any individual for selection or development
- From a practitioner perspective it is useful to understand both how someone has described themselves when given free choice and ranked themselves when given forced choice
- This applies overall to a profile as well as to an individual scale



SC Wave uses 4 cross-checks to prevent and detect candidate distortion:

- » **Ratings Acquiescence** - a measure of how positively or critically an individual has rated themselves
- » **Consistency of Rankings** - a measure of how consistently an individual has ranked characteristics
- » **Motive-Talent Agreement** - the degree of alignment between an individual's motives and talents
- » **Normative-Ipsative Agreement** - the degree of alignment between an individual's rating and ranking responses

## Psychometric Profile Overview

This psychometric profile provides a detailed assessment of Manager A responses to the Professional Styles questionnaire.

It begins with a summary of response patterns followed by an explanation of the profile structure. The next four pages report on the results of the four major clusters.

## Response Summary

	1	2	3	4	5	6	7	8	9	10
<b>Ratings Acquiescence</b> Overall, more positive in self-ratings than many people										
<b>Consistency of Rankings</b> Consistent in rank ordering of characteristics										
<b>Motive-Talent Agreement</b> Overall, there is fairly high degree of alignment between Motive and Talent scores										
<b>Normative-Ipsative Agreement</b> Overall, the degree of alignment between normative and ipsative scores is slightly less than for most people										

*"Rather than a single social desirability scale, giving no information about where a candidate may have distorted, the Saville Consulting Wave questionnaires indicate exactly which scales should be checked and verified"*

**Professor Peter Saville**

- Differences of **three stens or more** between an individual's normative and ipsative response on a dimension are highlighted and may represent a point of interest
- Normative score is higher than ipsative score
  - **Check/verify for potential exaggeration**
- Ipsative score is higher than normative score
  - **Check/verify for potential modesty/self criticism**



## Full Psychometric Profile - Thought Cluster

**N** Normative    **I** Ipsative    **M** Motive    **T** Talent    ||||| Facet Range

### THOUGHT

#### VISION

1 2 3 4 5 6 7 8 9 10

#### Inventive Sten 9

fluent in generating ideas (8); produces original ideas (8); strongly prefers radical solutions to problems (9)



#### Abstract Sten 7

good at developing concepts (8); has relatively limited interest in applying theories (4); interested in studying the underlying principles (8)



#### Strategic Sten 4

moderately inclined to develop strategies (6); less likely to create a clear vision for the future than many people (3); less likely to take a long term view than many people (4)

**M**

**N**

**I**

**T**



## 36 Wave Professional Styles Dimension Alternate Form (Standardisation, N=1 153) Invited Access and Supervised Access

	Min	Max	Average
Wave Ipsative Score	.72	.90	.83
Wave Normative Score	.78	.93	.86
Wave Combined Score	.78	.91	.86

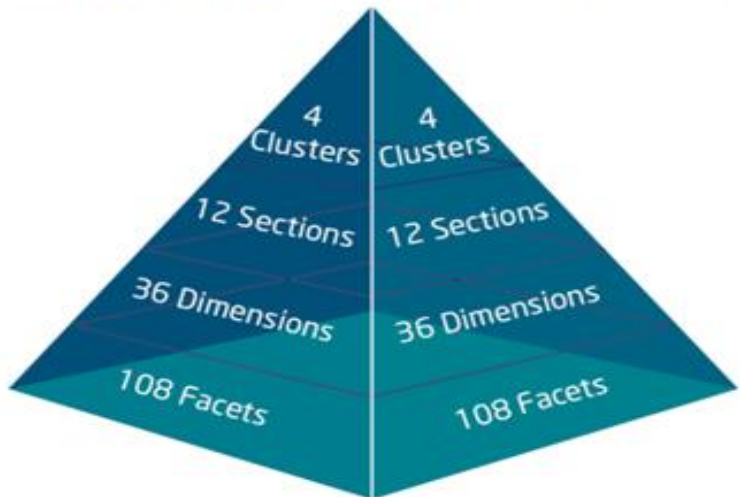
The average intercorrelation of the normative questionnaires scales is 0.26 and on the combined ipsative and normative scores the average intercorrelation of the 36 dimensions is 0.06. (Average intercorrelation of ipsative is a constant of -.03).

All scales show good construct separation with off diagonals being substantially lower than on diagonals.

# The Wave Matched Model

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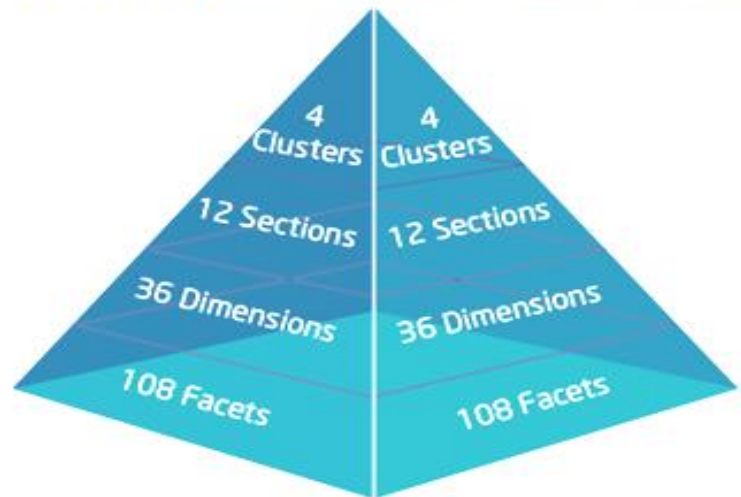
## Wave Behavioural Performance Criteria



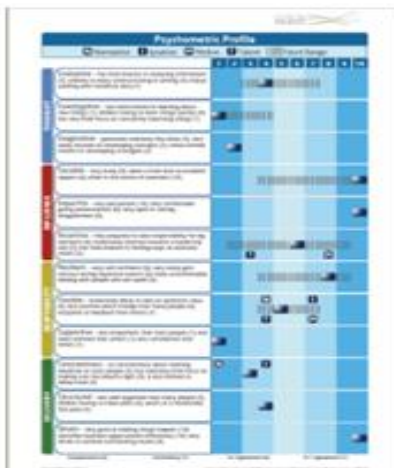
Assessed via Wave Performance 360



## Wave Styles Behavioural Predictors



Assessed via Wave Professional Styles and Focus Styles



Standardisation - Concurrent Validity of 36 Wave Styles composites against 36 matched criteria from matched model N=556-658 (Sample Varies Due to No Evidence Option on Criteria Total N=665)

	Average
Wave Ipsative	.23
Wave Normative	.24
Wave Combined*	.26

No corrections made including for criterion unreliability.

Corrections for criterion unreliability bring combined average for competencies to .46.

Clear that ipsative and normative scores are reliable and valid.



“And both?”