

The International Profiler

Technical Issues

Background

The International Profiler is a questionnaire and feedback process based on 10 competencies and 22 related dimensions relevant to working in international roles. 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 multi-cultural settings. It 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

The questionnaire has 80 questions each consisting of a stem and three questions, and the person completing the questionnaire is 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 then 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 questionnaire is currently available in English, French and German. An Italian language version will be available in the spring of 2006.

A pilot version of the questionnaire was trialled with about 100 people from a range of different cultural backgrounds. The data from this was used to carry out an item analysis and to eliminate questions that were not contributing to the dimensions. Resulting from this a second version of the questionnaire was designed and is now in use.

Reliability

The table in Appendix A reports the internal consistency (Alpha) coefficients for each of the questionnaire scales. Test re-test reliability studies still need to be done.

When evaluating the alpha coefficients it is important to consider the following effects on reliability coefficients.

1. The International Profiler Questionnaire is of a semi-ipsative and forced choice construction. This means that respondents are being asked to choose between scales when they complete the questionnaire. Internal consistency is essentially about the reliability with which respondents will endorse an item 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 choice will be affected by the items it is compared with. Thus respondents may choose 8 out of ten items relating to a scale, neglecting to choose two of the items because other items describe them better. 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.
2. In normative personality questionnaire construction it is generally accepted that internal consistency coefficients should exceed 0.6. Personality questionnaires are expected to meet this standard because they are supposed to represent traits which are stable over different situations. The International Profiler, however, focuses on behaviour, not personality. In this instance behaviour will be affected by the interplay of underlying personality traits and consequently it is 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.
3. Reliability is also affected by the domain of behaviour measured by a scale. Scales with a narrow range of behaviour will tend to have higher reliabilities than scales with a greater breadth of behaviour. It is for this reason that some questionnaires have many items which are the same and which are repeated as this can have the effect of raising the reliability coefficients.

Given these caveats these results are more than adequate for a questionnaire of this construction and purpose, particularly when consideration is given to the advantages of a forced choice over a non forced choice design.

Validity

WorldWork is currently seeking opportunities to carry out full validity tests, and will be pleased to work with any organisation willing to provide the necessary facilities to enable this to take place.

Some 1600 people have completed the questionnaire, and feedback has been provided to all of those people. From the experience of providing this we can say that the instrument has good face validity and people typically 'own' the information contained in the feedback profile, and recognise its relevance to working internationally.

Norm Base

As at February 2006 the norm base is based on information from 1620 International Profiler questionnaires. 76 different nationalities are represented in the norm base, with the largest groups being British (23%), Germans 20% and Italians (13%). A detailed analysis of the national make-up of the database is shown in Appendix C. 27% of the people who have completed the questionnaire are female.

Internal Consistency Co-efficient

(Alpha Cronbach)

Sample Size = 306

Set	Alpha
New Thinking	.64
Welcoming Strangers	.74
Acceptance	.60
Flexible Behaviour	.53
Flexible Judgments	.32
Learned Languages	.72
Inner Purpose	.66
Focus on Goals	.73
Resilience	.37
Coping	.55
Spirit of Adventure	.61
Attuned	.56
Reflected Awareness	.40
Active Listening	.52
Clarity of Communication	.54
Exposing Intentions	.55
Information Gathering	.61
Valuing Differences	.43
Rapport	.40
Range of Styles	.40
Sensitivity to Context	.60
Creating New Alternatives	.46

The International Profiler
Pearson Product-Moment Intercorrelation Matrix
(N = 306)

Appendix B

	NEWT	WELS	ACPT	FLBE	FLJU	LELA	INPU	FOCG	RESI	COPG	SPTA	ATND	REFA	ACLI	CLCO	EXPI	INFO	VALD	RAPP	RAST	SENC	CRNA
NEWT	1.00																					
WELS	0.03	1.00																				
ACPT	0.08	0.47	1.00																			
FLBE	-0.04	-0.10	0.06	1.00																		
FLJU	0.09	-0.07	0.07	0.01	1.00																	
LELA	-0.04	0.24	0.19	-0.17	-0.13	1.00																
INPU	-0.21	-0.30	-0.48	-0.18	-0.28	-0.09	1.00															
FOCG	-0.15	-0.48	-0.45	-0.12	-0.20	-0.21	0.53	1.00														
RESI	0.00	-0.05	0.02	-0.18	0.00	0.05	-0.01	0.08	1.00													
COPG	-0.05	-0.38	-0.24	0.04	-0.05	-0.09	0.20	0.27	0.02	1.00												
SPTA	0.30	0.18	0.07	0.11	-0.05	-0.14	-0.06	-0.13	0.01	-0.20	1.00											
ATND	-0.30	0.11	0.12	0.13	0.05	-0.04	-0.09	-0.22	-0.12	-0.20	-0.01	1.00										
REFA	-0.25	-0.01	0.02	-0.03	0.05	-0.08	-0.05	-0.05	0.05	-0.07	-0.21	0.12	1.00									
ACLI	-0.08	0.05	0.11	-0.16	0.28	0.02	-0.14	-0.19	-0.08	-0.23	-0.07	0.21	0.06	1.00								
CLCO	-0.04	-0.19	-0.25	-0.12	-0.13	-0.03	0.27	0.29	0.03	0.17	-0.12	-0.32	0.00	-0.02	1.00							
EXPI	-0.09	-0.27	-0.24	-0.01	-0.02	-0.13	0.23	0.37	0.06	0.11	-0.20	-0.36	0.11	0.03	0.52	1.00						
INFO	0.10	0.15	0.17	-0.03	0.02	0.12	-0.08	-0.18	0.01	-0.17	0.08	0.06	-0.19	0.02	-0.12	-0.26	1.00					
VALD	0.08	0.19	0.30	0.09	0.08	0.10	-0.23	-0.24	-0.09	-0.15	0.10	0.26	-0.07	-0.02	-0.38	-0.45	0.10	1.00				
RAPP	-0.35	0.17	0.11	-0.06	0.06	0.04	0.13	-0.06	-0.01	0.05	-0.24	0.06	0.20	0.15	0.07	0.08	-0.01	-0.19	1.00			
RAST	-0.01	0.29	0.20	0.35	-0.15	0.00	-0.19	-0.22	-0.08	-0.18	0.10	0.23	-0.04	-0.08	-0.17	-0.15	0.03	0.18	-0.06	1.00		
SENC	-0.12	-0.13	-0.18	0.06	-0.11	-0.24	0.19	0.16	-0.09	0.11	0.02	0.05	0.03	-0.12	0.00	0.05	-0.22	-0.12	-0.05	-0.11	1.00	
CRNA	0.11	0.11	0.16	0.08	0.11	-0.07	-0.15	-0.13	-0.09	-0.04	0.09	0.04	-0.10	0.02	-0.29	-0.29	0.00	0.39	-0.17	0.22	0.01	1.00
	Correlation is significant at the 0.01 level (2-tailed).																					
	Correlation is significant at the 0.05 level (2-tailed).																					

Nationality Analysis - February 2006

Appendix C

Nationality	Number	Percentage
British	378	23.33%
German	327	20.19%
Italian	209	12.90%
Unknown	116	7.16%
France	95	5.86%
American	93	5.74%
Indian	47	2.90%
Mexican	37	2.28%
Austrian	32	1.98%
Dutch	24	1.48%
Swiss	22	1.36%
Australian	22	1.36%
Spanish	17	1.05%
Irish	16	0.99%
Swede	14	0.86%
Chinese	13	0.80%
Belgian	12	0.74%
Hungarian	10	0.62%
Czech	10	0.62%
Canadian	10	0.62%
Romanian	9	0.56%
Turk	8	0.49%
Pole	7	0.43%
Norwegian	6	0.37%
South African	5	0.31%
Slovak	4	0.25%
Russian	4	0.25%
Thai	3	0.19%
New Zealander	3	0.19%
Malaysian	3	0.19%
Japanese	3	0.19%
Egyptian	3	0.19%
Brazilian	3	0.19%
Vietnamese	2	0.12%
Slovene	2	0.12%
Singaporean	2	0.12%
Serb and Montenegrin	2	0.12%
Portuguese	2	0.12%
Nigerian	2	0.12%
Korean	2	0.12%
Ghanaian	2	0.12%
Croat	2	0.12%
Colombian	2	0.12%
Argentine	2	0.12%
Albanian	2	0.12%
Venezuelan	1	0.06%
Uruguayan	1	0.06%
Ungarn	1	0.06%
Ukrainian	1	0.06%
Tunisian	1	0.06%
Trinidadian, Tobagonian	1	0.06%
Taiwanese	1	0.06%
Sri Lankan	1	0.06%
Puerto Rican	1	0.06%
Peruvian	1	0.06%
Paraguayan	1	0.06%
Other - Eurasian	1	0.06%
Moroccan	1	0.06%
Mauritian	1	0.06%
Maltese	1	0.06%
Luxembourger	1	0.06%
Kuwaiti	1	0.06%
Kazakstani	1	0.06%
Israeli	1	0.06%
Iranian	1	0.06%
Indonesian	1	0.06%
Greek	1	0.06%
Gabonese	1	0.06%
Espagne	1	0.06%
Dane	1	0.06%
Costa Rican	1	0.06%
Cameroonian	1	0.06%
British Carribbean	1	0.06%
Bosnian, Herzegovinian	1	0.06%
Áquatorial-Guinea	1	0.06%
Algerian	1	0.06%
Total	1620	
No. Different Nationalities	76	