Motives Values Preferences Inventory

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Hogan, J., and Hogan, R. Motives Values Preferences Inventory
**Test Profile**
Motives Values Preferences Inventory

Hogan-Joyce; Hogan-Robert

1987-1996


Roberts-Brent-W; Zedeck-Sheldon

2 reviews available
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MVPI

14 Mental Measurements Yearbook

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**Purpose**

Designed to assess “the fit between an individual and the organizational culture” and “a person’s motives.”

**Population**

Adults.

**Administration**

Group

**Price**

1998 price data: $2 per test booklet; $12.50 per 25 answer sheets; $45 per manual; $75 per software starter kit; $30 per interpretive profile; $15 per graph or data file.

**Scores**


**Manual**

Manual, 1996, 90 pages

**Time**

(20) minutes
The Motives, Values, Preferences Inventory (MVPI) was designed to achieve two goals. First, the MVPI is meant to be a comprehensive, direct assessment of a person’s motives, values, and preferences. Although there are numerous short surveys of values (e.g., Rokeach, 1973; Super, 1973), and implicit motives (McClelland, 1980), the only comparable inventory of values, motives, and interests is the out-of-date Allport, Vernon, Lindzey Study of Values (1960). Thus, the MVPI attempts to fill an assessment void that has been overlooked by personality psychologists for several decades. The second goal of the MVPI is to be used to aid in determining the match between individuals and the culture of the organization in which they work. As opposed to many tests that are created on, and for, undergraduate psychology majors, the MVPI was created to serve the needs of industry.

The 200-item inventory consists of 10 primary scales: Aesthetic, Affiliation, Altruistic, Commercial, Hedonistic, Power, Recognition, Scientific, Security, and Tradition. The items were derived “rationally from hypotheses about the likes, dislikes, and aversions of the ‘ideal’ exemplar of each motive” (manual, p. 16). Each scale is composed of five themes: lifestyles, beliefs, occupational preferences, aversions, and preferred associates (kinds of persons desired as coworkers and friends). Items concerning sexual preferences, religious beliefs, illegal behavior, ethnic attitudes, and attitudes toward the disabled were avoided, which should allay concerns about invasions of privacy.

The validity of rationally developed scales depends almost exclusively on the test authors’ understanding of the theory behind each construct to be developed. To their credit, the test authors performed an extensive review before developing the MVPI scales. The authors reviewed theories relevant to values, motives, and preferences by Spranger (1928), Strong (1943), Rokeach (1973), Super (1973), Holland (1997), and Rounds (1995). The 10 primary scales appear to be comprehensive capturing the dimensions that underlie Rokeach’s list of values and compilation of values that make up the “universal taxonomy” of values (Schwartz and Bilsky, 1987).
Furthermore, the test authors do a remarkable job of synthesizing the diffuse and confused literature describing interests, preferences, motives, and values. They make two clarifying arguments. First, they argue appropriately that there is great overlap, both conceptually and empirically, among interests, preferences, motives, and values. Second, they argue that these constructs “can be placed in a hierarchy of abstraction with interests as the most concrete and values as the most abstract” (manual, p. 1). Rather than duplicating the efforts of tests designed to assess more narrow constructs such as occupational interests, the MVPI attempts to assess motives, interests, and values at a trans-situational level that can help to explain behavior across many different contexts such as workplaces, relationships, and leisure activities.

Construct validity was investigated by relating scores on the MVPI to those from major interest inventories, personality tests, intelligence tests, and observer descriptions from peers, supervisors, and subordinates. The evidence for convergent validity across numerous tests and self-report and observer methods was consistent with scale definitions. The only area of weakness appears to be that none of the scales tap the “Realistic” interest domain (Holland, 1997). The evidence for the discriminant validity of the MVPI was also quite strong. The intercorrelations among the MVPI scales averaged .18, which was rather low in comparison to most personality tests. Also, the relations between the MVPI and measures of cognitive ability were all below .30 and averaged .13, which indicates that the MVPI scales could be used in conjunction with intelligence tests in selection situations in order to capture unique variance in outcomes such as job performance. A principal components analysis of the MVPI scales produced four interpretable factors: Dominance (Recognition, Power, Hedonistic), Affiliation (Altruistic, Affiliation, Tradition), Security (Security, Commercial), and Aesthetic (Aesthetic, Scientific).

The 10 primary scales show sufficient evidence of reliability according to usual psychometric standards. Internal consistency estimates ranged from a low of .70 to a high of .84 with an average of .77. Three-month test-retest reliability estimates ranged from .64 to .88 with an average of .77. The test authors should be given credit for listing the average inter-item correlation for each scale, which provides an estimate of internal consistency that is unaffected by scale length. These estimates, which were quite consistent with averages for most reliable and valid personality scales, ranged from .11 to .22.
The MVPI manual provides norms based on an archival sample of 3,015 adults, most of whom were job applicants or employees. Sex, race, and age differences are also provided, although very few meaningful differences were found. The manual also provides scale-by-scale interpretive information and information on administering and scoring the test.

Three unique aspects of the MVPI deserve praise. First, the theoretical overview and the sophisticated discussion of the bandwidth relations among interests, values, motives, and preferences are highly informative and deserving of wider dissemination. The average psychologist would learn something by reading the MVPI manual. Second, the manual reads like a description of a “mature” test, such as the California Psychological Inventory (Gough, 1996). For example, in addition to the standard information on test development and scale interpretation, the manual provides profile interpretations of scale scores that link the test to the gold standard in interest assessment—the Holland typology (Holland, 1997). Third, the MVPI was developed and validated in applied settings for applied purposes. The authors obviously believe that their test has a job to do, and have designed it accordingly.

Two weaknesses should be addressed in future updates of the MVPI. First, more information could be provided about the norm sample so that test users could feel more confident in comparing values from specific samples to the norm sample. Furthermore, norms by industry and occupation would enhance the interpretation of scale scores greatly. Second, the evidence for convergent validity could be enhanced if the authors related the MVPI to more specific values assessment instruments such as Super’s (1973) Work Values Inventory.

SUMMARY. The MVPI fills a void in the range of personality assessment tools. Not since the Allport, Vernon, Lindzey Study of Values (1960) have we had a straightforward, comprehensive assessment tool designed to assess motives, values, and interests. Furthermore, the MVPI is based on a rich understanding of the motives and values domain, the scales demonstrate relatively strong-evidence of reliability and validity, and the authors imbed the interpretation of their test in the context that they intend for its use—with employed adults. The MVPI should find numerous useful applications.
REVIEWER’S REFERENCES


Review: 2 of 2

Review of the Motives, Values, Preferences Inventory by SHELDON ZEDECK, Chair and Professor of Psychology, Department of Psychology, University of California, Berkeley, CA:

The Motives, Values, Preferences Inventory (MVPI) is composed of 200 items that measure a respondent’s fit to an organization’s culture as well as provide an assessment of that respondent’s motives, interests, and values. Responses to items are on a 3-point scale: Agree, Uncertain (no opinion), and Disagree. There is a paper-and-pencil version as well as computer on-line testing. Scoring is by optical scanning or by use of a mail-in or FAX scoring system.

The 10 scales measured by the MVPI (Aesthetic, Affiliation, Altruistic, Commercial, Hedonistic, Power, Recognition, Scientific, Security, and Tradition) were developed on a rational basis. Each scale contains 20 items about the likes and dislikes of the “exemplar” of each motive. Each scale is composed of five themes: (a) lifestyles, or the manner in which a person would like to live; (b) beliefs, focusing on ideal goals; (c) occupational preferences, or the work a person would like to do; (d) aversions, reflecting attitudes and behaviors that are disliked; and (e) preferred associates, focusing on the kind of persons desired as coworkers and friends. The items provide direct assessments of a person’s motives and feelings about the subject as opposed to requiring inferences.

The manual accompanying the MVPI is quite comprehensive. There is an extensive discussion of the literature pertaining to the measurement of motives, values, and interests. Of special significance is the discussion on the differences between personality and interests. There is an excellent discussion of Holland’s taxonomy for organizing individuals and occupations, a taxonomy that focuses on personality types that result in a hexagonal configuration (realistic, investigative, artistic, social, enterprising, and conventional types). The psychometric properties a user should consider are well represented in the manual. The sample size on which the MVPI psychometric data are determined is 3,015, a reasonable-sized norming group for a relatively new instrument. The reliability estimates reported for both internal consistency (from .70 for Security to .84 for Aesthetic) and test-retest (average reliability of .77 in 3-week and 8-week interval studies) are good. One analysis that I have not frequently seen reported in test manuals, reading level, shows that the inventory requires a third grade level.
The table with the descriptive statistics for each scale presents results for males and females, blacks and whites, and “under 40” and “40 and above.” Unfortunately, sample sizes for these categories are not presented; thus, we cannot determine if there is an adequate sample of, for example, blacks that would provide confidence in making comparisons from a black respondent to the norm sample. Also, it is hoped that future manuals will include information on other ethnic groups as well as provide breakdowns on different job or occupational titles.

A reported principal components analysis shows that four components account for 67% of the variance in the intercorrelation matrix. These four components are not specifically labeled by the authors, but are compared to factors that have appeared in the personality and interest literature.

Validity information is provided for content, construct, and empirical strategies. The presentation on content validity focuses on the item content and the premise that the item directly measures motives, values, and interests. The construct validity evidence is based on the correlation between the MVPI and other tests of interests, normal personality, dysfunctional personality, and cognitive ability. There is a thorough discussion of the relationship between the MVPI and each of these types of tests. In summary of the construct strategy, the evidence presented is impressive given that hypothesized relationships are obtained, thereby suggesting that the MVPI is measuring a unique aspect of a respondent’s motives, values, and interests.

The strategy for obtaining evidence of empirical validity is based on examining correlations between the MVPI and observer descriptions about real world performance. Accordingly, results are presented for six samples in two organizations where respondents completed the MVPI and anonymous observers described these respondents using special checklists. The results reveal expected patterns of correlations between the MVPI scales and the ratings of behaviors known to be associated with effective and ineffective organizational performance.
The section in the manual on interpretations and use is somewhat limited. A sample report presented in the Appendix shows how the respondent compares to the normative sample (graphic profile) as well as provides interpretive information for each of the 10 scales. There is no interpretation or information on the pattern of responses (i.e., there is no suggestion, for example, that those scoring high on Scales 1, 4, 7, and 9 are satisfied in a particular type [Holland’s typology] of occupation or types of organizations). Given that the test is designed to help people choose occupations or careers and to evaluate the fit between a person’s values and the climate of a particular organization, more information about occupations, careers, and one’s organization needs to be incorporated into the feedback. One would hope this guidance can be incorporated into future manuals as more data are collected on the MVPI.

SUMMARY. Overall, the MVPI is a good instrument to measure motives, values, and interests of people seeking vocational information or desiring to assess their work styles and orientations.