

June 27, 2015

Motivation Insights June 2015 Reliability Study

TTI Success Insights' June 2015 Motivation Insights assessment reliability study was conducted for the following languages:

Brazilian-Portuguese, Dutch, English-Australian, English-Canada, English UK, English US, French, German, Spanish-Americas, and Russian

The respondent data comes from TTISI's Internet Delivery Service (IDS), which is mostly comprised of a general business population for each of the languages. A random selection of males and females were collected from October 2014 to June 2015. To ensure the highest accuracy for each language, the IDS system allows selection of respondents with IP addresses from the native country for that language. Scale reliabilities were calculated using Cronbach's Alpha. Cronbach Alpha is considered one of the most appropriate statistical tests for reliability given the ranking of responses used to construct the scales. The scales are labeled as Theoretical, Utilitarian, Aesthetic, Social, Individual and Traditional. Based on these findings of this study, one may conclude that the Motivation Insights assessment is confirmed as a consistent and reliable measure of the scale constructs.

Submitted by



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Motivation Insights

June 2015 Reliability Study

Language Matrix Overview

	Cronbach Alpha					
	The.	Uti.	Aes.	Soc.	Ind.	Tra.
Brazilian-Portuguese	0.82	0.77	0.78	0.87	0.81	0.83
Dutch	0.85	0.86	0.80	0.89	0.83	0.82
English-Australian	0.84	0.82	0.78	0.87	0.83	0.83
English-Canada	0.83	0.83	0.80	0.88	0.83	0.82
English UK	0.85	0.81	0.78	0.88	0.84	0.79
English US	0.85	0.84	0.82	0.89	0.84	0.83
French	0.76	0.76	0.71	0.86	0.82	0.71
German	0.81	0.72	0.84	0.84	0.87	0.70
Spanish-Americas	0.83	0.82	0.70	0.88	0.78	0.75
Russian	0.82	0.79	0.81	0.84	0.81	0.72

Motivation Insights - Reliability Summary

For Brazilian-Portuguese Participants (4/2015) - (6/2015); $n = 920$; $n_m = 460$; $n_f = 460$

Measures of reliability were computed for all six scales from TTI Motivation Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Motivation Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

Table 1. Cronbach Alpha for Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Cronbach Alpha		
	Total	Males	Females
Theoretical	0.82	0.83	0.82
Utilitarian	0.77	0.78	0.76
Aesthetic	0.78	0.77	0.78
Social	0.87	0.86	0.87
Individualistic	0.81	0.77	0.83
Traditional	0.83	0.83	0.83

Table 2. Correlations among Motivation Insights' Scales for Total Sample

Scale	Scale Correlations					
	Theoretical	Utilitarian	Aesthetic	Social	Individualistic	Traditional
Theoretical	1.000					
Utilitarian	-0.212	1.000				
Aesthetic	-0.111	-0.246	1.000			
Social	-0.115	-0.520	0.089	1.000		
Individualistic	-0.204	0.325	-0.483	-0.405	1.000	
Traditional	-0.282	-0.262	-0.210	-0.136	-0.217	1.000

Table 3. Descriptive Statistics on Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Theoretical	53.86	9.01	0.30	53.23	9.06	0.42	54.50	8.93	0.42
Utilitarian	45.84	9.06	0.30	46.99	8.98	0.42	44.69	9.01	0.42
Aesthetic	33.21	9.17	0.30	32.02	8.86	0.41	34.40	9.34	0.44
Social	34.90	10.28	0.34	33.58	9.96	0.46	36.23	10.43	0.49
Individualistic	48.69	9.73	0.32	50.47	8.69	0.41	46.91	10.37	0.48
Traditional	35.49	10.35	0.34	35.71	10.47	0.49	35.28	10.24	0.48

Motivation Insights - Reliability Summary

For Dutch Participants (11/2014) - (6/2015); $n = 604$; $n_m = 302$; $n_f = 302$

Measures of reliability were computed for all six scales from TTI Motivation Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Motivation Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

Table 1. Cronbach Alpha for Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Cronbach Alpha		
	Total	Males	Females
Theoretical	0.85	0.86	0.86
Utilitarian	0.86	0.87	0.85
Aesthetic	0.80	0.80	0.77
Social	0.89	0.88	0.88
Individualistic	0.83	0.84	0.81
Traditional	0.82	0.81	0.83

Table 2. Correlations among Motivation Insights' Scales for Total Sample

Scale	Scale Correlations					
	Theoretical	Utilitarian	Aesthetic	Social	Individualistic	Traditional
Theoretical	1.000					
Utilitarian	-0.135	1.000				
Aesthetic	-0.125	-0.423	1.000			
Social	-0.323	-0.524	0.206	1.000		
Individualistic	-0.101	0.397	-0.499	-0.465	1.000	
Traditional	-0.274	-0.370	-0.077	0.071	-0.350	1.000

Table 3. Descriptive Statistics on Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Theoretical	45.40	10.86	0.44	45.87	10.88	0.63	44.92	10.84	0.62
Utilitarian	39.35	11.80	0.48	41.24	12.23	0.70	37.46	11.05	0.64
Aesthetic	45.11	10.22	0.42	42.72	10.26	0.59	47.51	9.62	0.55
Social	40.39	11.90	0.48	37.45	11.72	0.67	43.33	11.35	0.65
Individualistic	45.58	10.95	0.45	47.39	11.22	0.65	43.77	10.38	0.60
Traditional	36.17	11.11	0.45	37.33	10.88	0.63	35.01	11.25	0.65

Motivation Insights - Reliability Summary

For English-Australian Participants (2/2015) - (6/2015); $n = 606$; $n_m = 303$; $n_f = 303$

Measures of reliability were computed for all six scales from TTI Motivation Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Motivation Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

Table 1. Cronbach Alpha for Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Cronbach Alpha		
	Total	Males	Females
Theoretical	0.84	0.82	0.86
Utilitarian	0.82	0.83	0.81
Aesthetic	0.78	0.73	0.80
Social	0.87	0.87	0.87
Individualistic	0.83	0.81	0.84
Traditional	0.83	0.83	0.83

Table 2. Correlations among Motivation Insights' Scales for Total Sample

Scale	Scale Correlations					
	Theoretical	Utilitarian	Aesthetic	Social	Individualistic	Traditional
Theoretical	1.000					
Utilitarian	-0.185	1.000				
Aesthetic	-0.183	-0.349	1.000			
Social	-0.127	-0.565	0.162	1.000		
Individualistic	-0.131	0.383	-0.515	-0.468	1.000	
Traditional	-0.318	-0.304	-0.053	-0.029	-0.315	1.000

Table 3. Descriptive Statistics on Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Theoretical	48.30	10.56	0.43	48.59	10.05	0.58	48.01	11.05	0.63
Utilitarian	43.55	11.25	0.46	46.23	11.08	0.64	40.87	10.79	0.62
Aesthetic	40.25	10.46	0.42	37.71	9.40	0.54	42.79	10.85	0.62
Social	34.36	11.70	0.48	31.84	11.04	0.63	36.87	11.82	0.68
Individualistic	48.30	11.47	0.47	50.52	10.42	0.60	46.08	12.04	0.69
Traditional	37.25	11.27	0.46	37.11	11.23	0.65	37.39	11.33	0.65

Motivation Insights - Reliability Summary

For English-Canada Participants (2/2015) - (6/2015); $n = 1,778$; $n_m = 889$; $n_f = 889$

Measures of reliability were computed for all six scales from TTI Motivation Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Motivation Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

Table 1. Cronbach Alpha for Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Cronbach Alpha		
	Total	Males	Females
Theoretical	0.83	0.85	0.83
Utilitarian	0.83	0.84	0.79
Aesthetic	0.80	0.77	0.81
Social	0.88	0.87	0.87
Individualistic	0.83	0.79	0.84
Traditional	0.82	0.81	0.82

Table 2. Correlations among Motivation Insights' Scales for Total Sample

Scale	Scale Correlations					
	Theoretical	Utilitarian	Aesthetic	Social	Individualistic	Traditional
Theoretical	1.000					
Utilitarian	-0.141	1.000				
Aesthetic	-0.188	-0.418	1.000			
Social	-0.138	-0.585	0.196	1.000		
Individualistic	-0.148	0.414	-0.522	-0.460	1.000	
Traditional	-0.298	-0.272	-0.052	-0.082	-0.302	1.000

Table 3. Descriptive Statistics on Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Theoretical	49.07	10.36	0.25	49.17	10.34	0.35	48.97	10.38	0.35
Utilitarian	42.51	11.40	0.27	45.67	11.43	0.38	39.35	10.46	0.35
Aesthetic	39.52	10.90	0.26	36.85	10.02	0.34	42.19	11.09	0.37
Social	36.60	12.15	0.29	33.13	11.39	0.38	40.07	11.90	0.40
Individualistic	47.12	11.47	0.27	50.77	9.85	0.33	43.48	11.82	0.40
Traditional	37.18	11.21	0.27	36.42	10.96	0.37	37.94	11.40	0.38

Motivation Insights - Reliability Summary

For English UK Participants (1/2015) - (6/2015); $n = 644$; $n_m = 322$; $n_f = 322$

Measures of reliability were computed for all six scales from TTI Motivation Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Motivation Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

Table 1. Cronbach Alpha for Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Cronbach Alpha		
	Total	Males	Females
Theoretical	0.85	0.86	0.84
Utilitarian	0.81	0.82	0.79
Aesthetic	0.78	0.75	0.78
Social	0.88	0.86	0.88
Individualistic	0.84	0.82	0.84
Traditional	0.79	0.78	0.80

Table 2. Correlations among Motivation Insights' Scales for Total Sample

Scale	Scale Correlations					
	Theoretical	Utilitarian	Aesthetic	Social	Individualistic	Traditional
Theoretical	1.000					
Utilitarian	-0.168	1.000				
Aesthetic	-0.199	-0.382	1.000			
Social	-0.132	-0.566	0.216	1.000		
Individualistic	-0.148	0.388	-0.535	-0.515	1.000	
Traditional	-0.358	-0.243	-0.051	-0.088	-0.211	1.000

Table 3. Descriptive Statistics on Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Theoretical	46.97	10.83	0.43	46.67	11.05	0.62	47.27	10.62	0.59
Utilitarian	44.89	10.68	0.42	47.38	10.48	0.58	42.39	10.31	0.57
Aesthetic	40.26	10.23	0.40	38.10	9.47	0.53	42.42	10.52	0.59
Social	33.48	12.02	0.47	30.66	10.69	0.60	36.30	12.62	0.70
Individualistic	50.27	11.32	0.45	52.81	10.49	0.58	47.72	11.56	0.64
Traditional	36.13	10.45	0.41	36.37	9.97	0.56	35.89	10.92	0.61

Motivation Insights - Reliability Summary

For English US Participants (2/2015) - (6/2015); $n = 25,104$; $n_m = 12,552$; $n_f = 12,552$

Measures of reliability were computed for all six scales from TTI Motivation Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Motivation Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

Table 1. Cronbach Alpha for Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Cronbach Alpha		
	Total	Males	Females
Theoretical	0.85	0.86	0.85
Utilitarian	0.84	0.84	0.82
Aesthetic	0.82	0.80	0.82
Social	0.89	0.88	0.89
Individualistic	0.84	0.81	0.85
Traditional	0.83	0.82	0.83

Table 2. Correlations among Motivation Insights' Scales for Total Sample

Scale	Scale Correlations					
	Theoretical	Utilitarian	Aesthetic	Social	Individualistic	Traditional
Theoretical	1.000					
Utilitarian	-0.137	1.000				
Aesthetic	-0.162	-0.412	1.000			
Social	-0.188	-0.555	0.178	1.000		
Individualistic	-0.135	0.386	-0.531	-0.438	1.000	
Traditional	-0.314	-0.257	-0.068	-0.086	-0.276	1.000

Table 3. Descriptive Statistics on Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Theoretical	47.64	10.99	0.07	47.86	10.96	0.10	47.42	11.01	0.10
Utilitarian	43.30	11.60	0.07	45.92	11.41	0.10	40.67	11.20	0.10
Aesthetic	37.66	11.33	0.07	35.26	10.52	0.09	40.05	11.59	0.10
Social	37.20	12.62	0.08	34.29	11.76	0.10	40.12	12.77	0.11
Individualistic	47.09	11.74	0.07	49.73	10.69	0.10	44.46	12.14	0.11
Traditional	39.11	11.53	0.07	38.94	11.18	0.10	39.28	11.86	0.11

Motivation Insights - Reliability Summary

For French Participants (4/2015) - (6/2015); $n = 572$; $n_m = 286$; $n_f = 286$

Measures of reliability were computed for all six scales from TTI Motivation Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Motivation Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

Table 1. Cronbach Alpha for Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Cronbach Alpha		
	Total	Males	Females
Theoretical	0.76	0.78	0.75
Utilitarian	0.76	0.77	0.73
Aesthetic	0.71	0.65	0.74
Social	0.86	0.85	0.87
Individualistic	0.82	0.80	0.83
Traditional	0.71	0.68	0.73

Table 2. Correlations among Motivation Insights' Scales for Total Sample

Scale	Scale Correlations					
	Theoretical	Utilitarian	Aesthetic	Social	Individualistic	Traditional
Theoretical	1.000					
Utilitarian	-0.144	1.000				
Aesthetic	-0.074	-0.400	1.000			
Social	-0.155	-0.537	0.090	1.000		
Individualistic	-0.226	0.413	-0.553	-0.480	1.000	
Traditional	-0.293	-0.350	0.050	-0.045	-0.268	1.000

Table 3. Descriptive Statistics on Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Theoretical	50.33	8.81	0.37	50.26	9.13	0.54	50.41	8.49	0.50
Utilitarian	45.72	9.54	0.40	47.59	9.64	0.57	43.85	9.08	0.54
Aesthetic	44.43	8.96	0.37	43.03	8.28	0.49	45.82	9.39	0.56
Social	34.61	11.25	0.47	32.84	10.57	0.63	36.37	11.64	0.69
Individualistic	42.27	10.77	0.45	44.49	10.02	0.59	40.05	11.05	0.65
Traditional	34.64	8.86	0.37	33.78	8.39	0.50	35.50	9.24	0.55

Motivation Insights - Reliability Summary

For German Participants (4/2015) - (6/2015); $n = 1,598$; $n_m = 799$; $n_f = 799$

Measures of reliability were computed for all six scales from TTI Motivation Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Motivation Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

Table 1. Cronbach Alpha for Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Cronbach Alpha		
	Total	Males	Females
Theoretical	0.81	0.82	0.81
Utilitarian	0.72	0.70	0.70
Aesthetic	0.84	0.82	0.84
Social	0.84	0.81	0.85
Individualistic	0.87	0.83	0.88
Traditional	0.70	0.67	0.73

Table 2. Correlations among Motivation Insights' Scales for Total Sample

Scale	Scale Correlations					
	Theoretical	Utilitarian	Aesthetic	Social	Individualistic	Traditional
Theoretical	1.000					
Utilitarian	-0.085	1.000				
Aesthetic	-0.332	-0.505	1.000			
Social	-0.111	-0.553	0.268	1.000		
Individualistic	-0.116	0.459	-0.630	-0.509	1.000	
Traditional	-0.306	-0.289	0.180	-0.085	-0.355	1.000

Table 3. Descriptive Statistics on Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Theoretical	49.83	9.91	0.25	49.36	9.91	0.35	50.31	9.88	0.35
Utilitarian	44.40	9.09	0.23	47.15	8.57	0.30	41.64	8.75	0.31
Aesthetic	41.16	11.47	0.29	37.58	10.45	0.37	44.73	11.34	0.40
Social	34.02	10.20	0.26	31.67	9.04	0.32	36.38	10.74	0.38
Individualistic	46.96	12.56	0.31	50.98	10.59	0.37	42.93	13.09	0.46
Traditional	35.63	8.91	0.22	35.26	8.50	0.30	36.00	9.29	0.33

Motivation Insights - Reliability Summary

For Spanish-Americas Participants (3/2015) - (6/2015); $n = 548$; $n_m = 274$; $n_f = 274$

Measures of reliability were computed for all six scales from TTI Motivation Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Motivation Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

Table 1. Cronbach Alpha for Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Cronbach Alpha		
	Total	Males	Females
Theoretical	0.83	0.82	0.84
Utilitarian	0.82	0.82	0.83
Aesthetic	0.70	0.66	0.73
Social	0.88	0.87	0.89
Individualistic	0.78	0.76	0.80
Traditional	0.75	0.73	0.77

Table 2. Correlations among Motivation Insights' Scales for Total Sample

Scale	Scale Correlations					
	Theoretical	Utilitarian	Aesthetic	Social	Individualistic	Traditional
Theoretical	1.000					
Utilitarian	-0.172	1.000				
Aesthetic	-0.188	-0.327	1.000			
Social	-0.283	-0.542	0.148	1.000		
Individualistic	-0.182	0.310	-0.395	-0.420	1.000	
Traditional	-0.155	-0.344	-0.094	0.010	-0.341	1.000

Table 3. Descriptive Statistics on Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Theoretical	49.56	10.22	0.44	49.71	9.74	0.59	49.42	10.69	0.65
Utilitarian	43.86	11.18	0.48	44.95	11.02	0.67	42.77	11.24	0.68
Aesthetic	36.95	8.70	0.37	35.85	8.11	0.49	38.04	9.13	0.55
Social	36.60	11.79	0.50	35.41	11.37	0.69	37.80	12.10	0.73
Individualistic	49.50	10.05	0.43	51.10	9.43	0.57	47.91	10.41	0.63
Traditional	35.52	9.55	0.41	34.97	9.03	0.55	36.07	10.04	0.61

Motivation Insights - Reliability Summary

For Russian Participants (10/2014) - (6/2015); $n = 1,284$; $n_m = 642$; $n_f = 642$

Measures of reliability were computed for all six scales from TTI Motivation Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Motivation Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

Table 1. Cronbach Alpha for Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Cronbach Alpha		
	Total	Males	Females
Theoretical	0.82	0.84	0.80
Utilitarian	0.79	0.80	0.79
Aesthetic	0.81	0.77	0.82
Social	0.84	0.85	0.83
Individualistic	0.81	0.82	0.80
Traditional	0.72	0.72	0.71

Table 2. Correlations among Motivation Insights' Scales for Total Sample

Scale	Scale Correlations					
	Theoretical	Utilitarian	Aesthetic	Social	Individualistic	Traditional
Theoretical	1.000					
Utilitarian	-0.163	1.000				
Aesthetic	-0.148	-0.299	1.000			
Social	-0.220	-0.505	0.072	1.000		
Individualistic	-0.268	0.286	-0.498	-0.398	1.000	
Traditional	-0.155	-0.307	-0.220	0.005	-0.161	1.000

Table 3. Descriptive Statistics on Motivation Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Theoretical	49.23	9.74	0.27	49.48	10.12	0.40	48.98	9.35	0.37
Utilitarian	51.79	9.70	0.27	52.74	9.69	0.38	50.84	9.63	0.38
Aesthetic	40.83	10.87	0.30	37.79	9.82	0.39	43.86	11.03	0.44
Social	30.83	10.54	0.29	29.88	10.79	0.43	31.78	10.20	0.40
Individualistic	43.75	10.84	0.30	45.46	10.80	0.43	42.04	10.61	0.42
Traditional	35.57	8.58	0.24	36.65	8.55	0.34	34.50	8.48	0.33