



Dystopia or Utopia? You decide.

John Hackston and David Hunt, OPP Ltd.



Today's session:

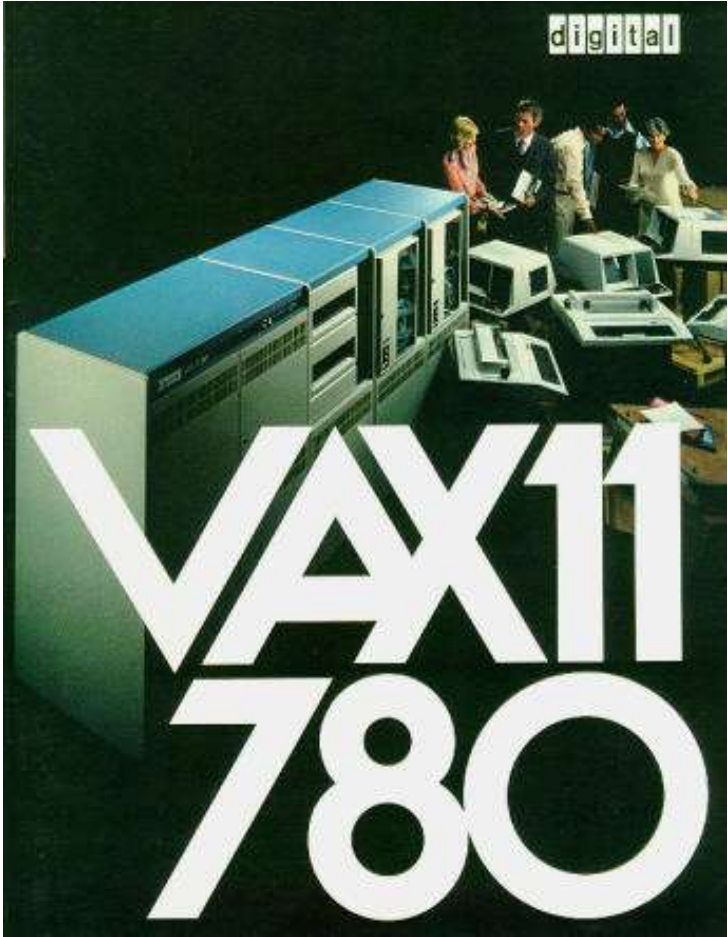
- > Today's digital world
- > Impact on us – have we changed?
- > The future of work
- > How type can help
- > Implications for type practitioners
- > Dystopia or Utopia – you decide

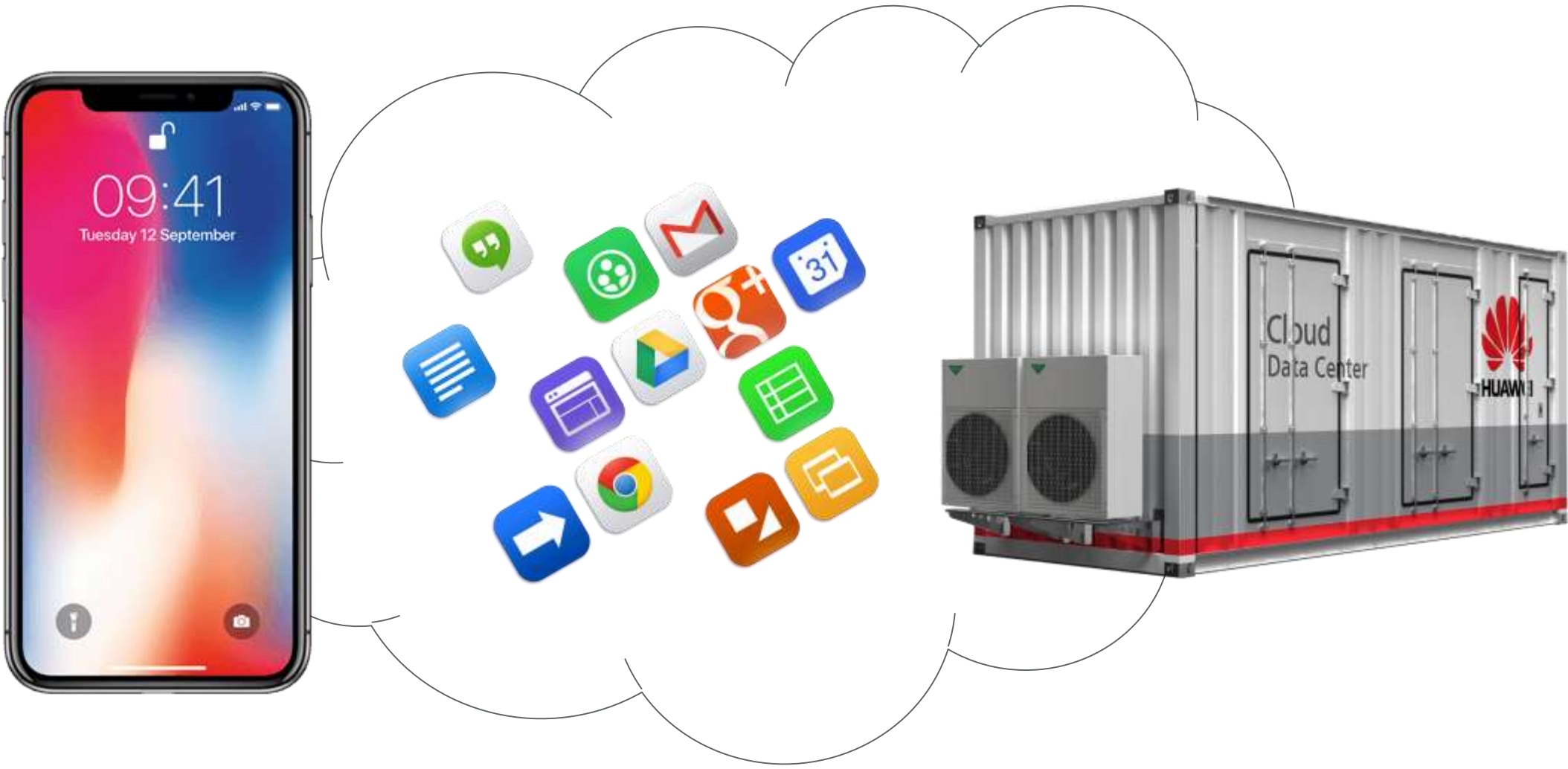


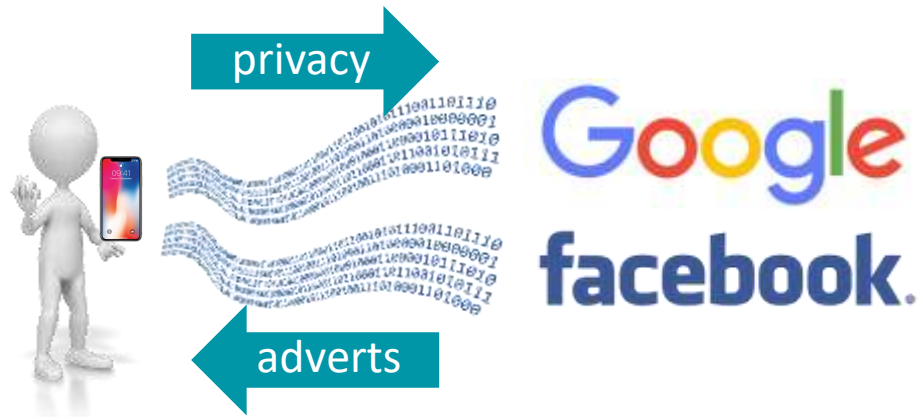
Today's digital world

- Faster, mostly easier, sometimes better?
- Online questionnaires: faster, easier, better?
- Maybe we are just scratching the surface?
- We need to understand the context









Has the digital revolution changed our personalities?

**Weekend magazine
technology special**
**'Our minds can be
hijacked': the tech
insiders who fear a
smartphone dystopia**

Has dopamine got us hooked on tech?

**Phones should be 'slaves, not
masters', says Samsung UK mobile
chief**

**Smartphones may be changing
the way we think**

Those attention-grabbing digital devices are like a new appendage. How are they changing us?

The Telegraph

We can't ignore that technology is changing our brains


An unbiased assessment of the effects on humans of digital technology is hardly 'scaremongering'

**A Former Facebook VP Says Social
Media Is Destroying Society. And
He's Right.**

by Brad Jones on January 5, 2018 🔥 20751

Research findings

■ QUICK GUIDE TO
EFFECTIVE EMAILING
(and your personality)




> **84% of people**
agreed they could not
do their job without email
(OPP Research, 2016)

> **Over 205 billion emails**
were sent and received every day in 2015
(Radicati Group, 2015)

opp
unlocking potential™

www.opp.com


MYERS-BRIGGS® TYPE *and* SOCIAL MEDIA



Two-thirds of online adults
use social media platforms
such as Facebook, LinkedIn,
and Twitter.*

The **Myers-Briggs Type Indicator®** (MBTI®) assessment is based on Carl Jung's
theory of psychological types. It looks at how individuals prefer to:

EXTRAVERSION (E) — OR — INTROVERSION (I)



Contents lists available at [ScienceDirect](#)

Computers in Human Behavior

journal homepage: www.elsevier.com/locate/comphumbeh



Who interacts on the Web?: The intersection of users' personality and social media use

Teresa Correa *, Amber Willard Hinsley, Homero Gil de Zúñiga

Center for Journalism & Communication Research, School of Journalism, University of Texas at Austin, USA

OPPassessment data 2007-2017 (N=1,342,988)

ISTJ 13.1%	ISFJ 3.3%	INFJ 1.5%	INTJ 5.3%
ISTP 3.3%	ISFP 0.9%	INFP 1.6%	INTP 4.1%
ESTP 5.5%	ESFP 2.3%	ENFP 5.1%	ENTP 8.9%
ESTJ 21.3%	ESFJ 6.9%	ENFJ 4.5%	ENTJ 12.2%

Reported type

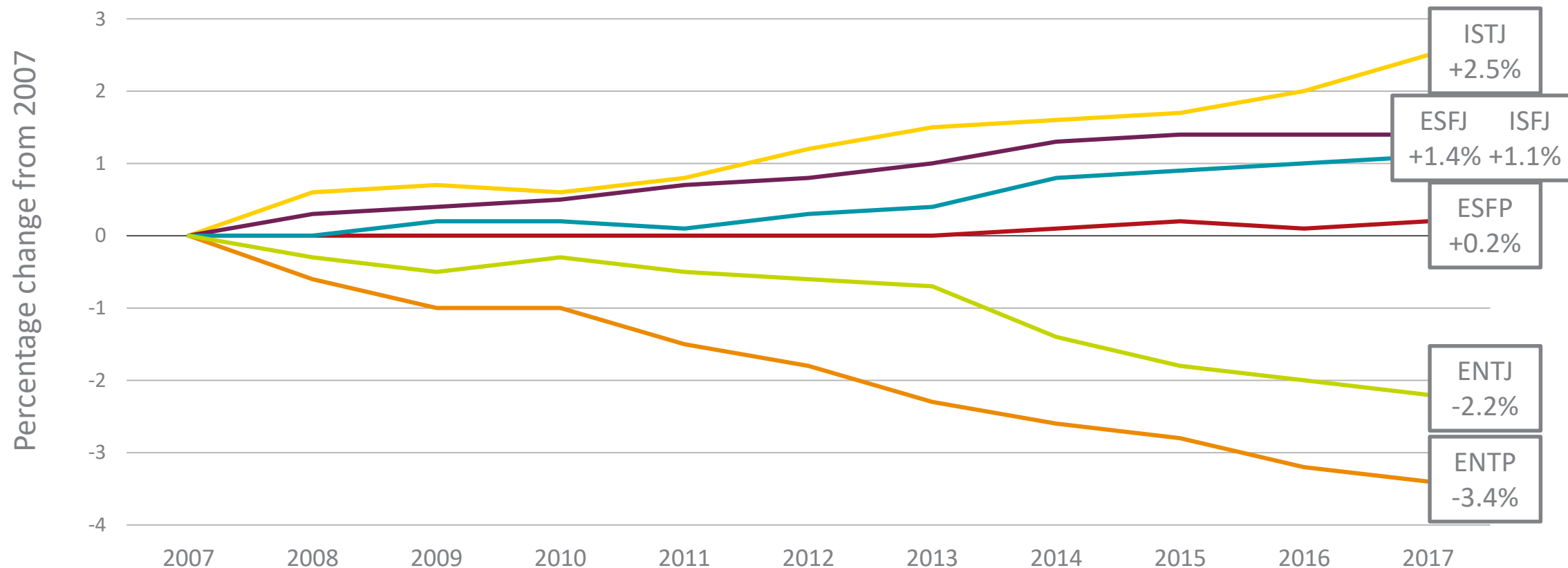
Since 2007, which percentages (if any) will have:

- Increased
- Decreased
- Stayed the same?

Why?

Reported type 2007 to 2017

Change in percentage of reported type 2007 to 2017



The Temperaments lens

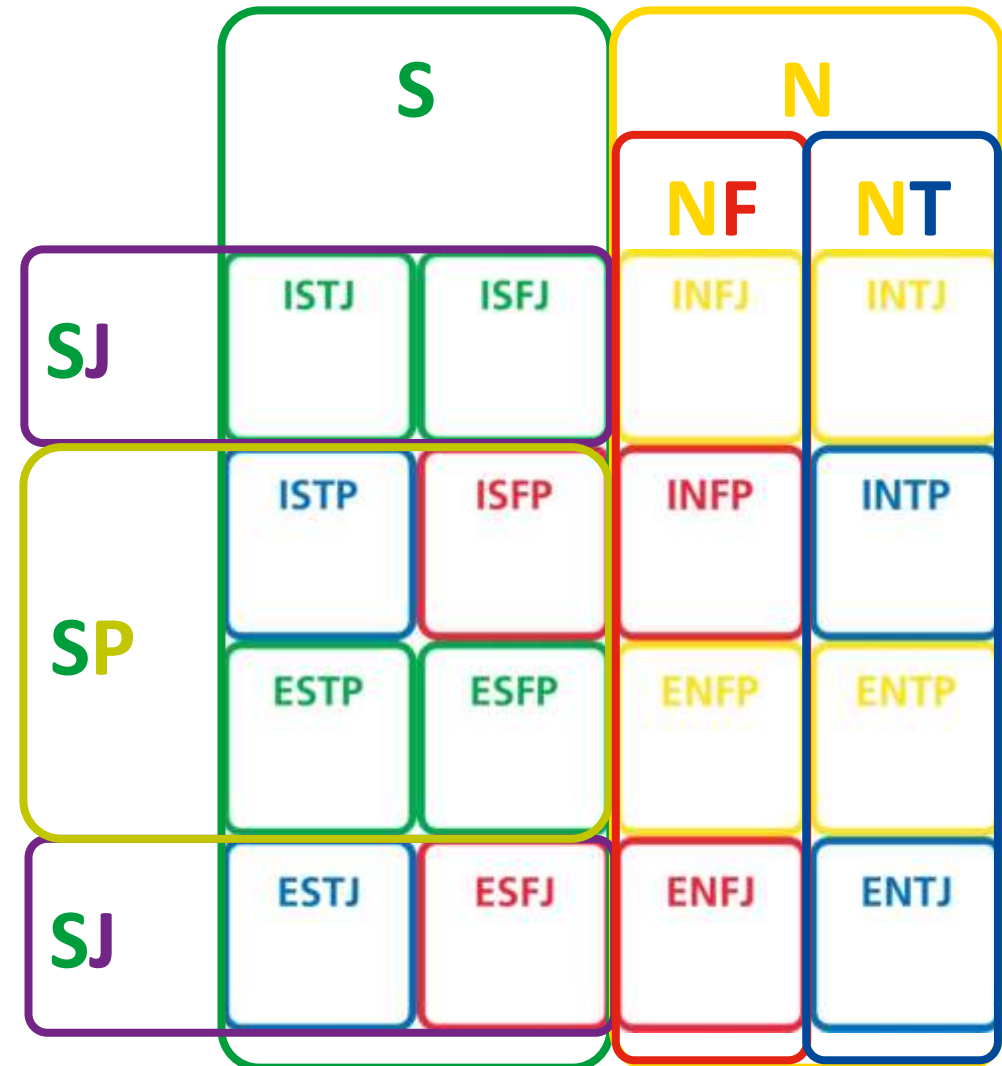
- Introduced by Keirsey and Bates
- Core difference is between Sensing and iNtuition
 - Sensing: the pragmatic here and now
 - iNtuition: focus on future possibilities
- Sensing (S) focus on here and now:
 - More structured (J) or spontaneous (P)
- iNtuitive (N) looks to the future:
 - Difference is whether they focus on task (T) or people (F)

Guardian (SJ)

Artisan (SP)

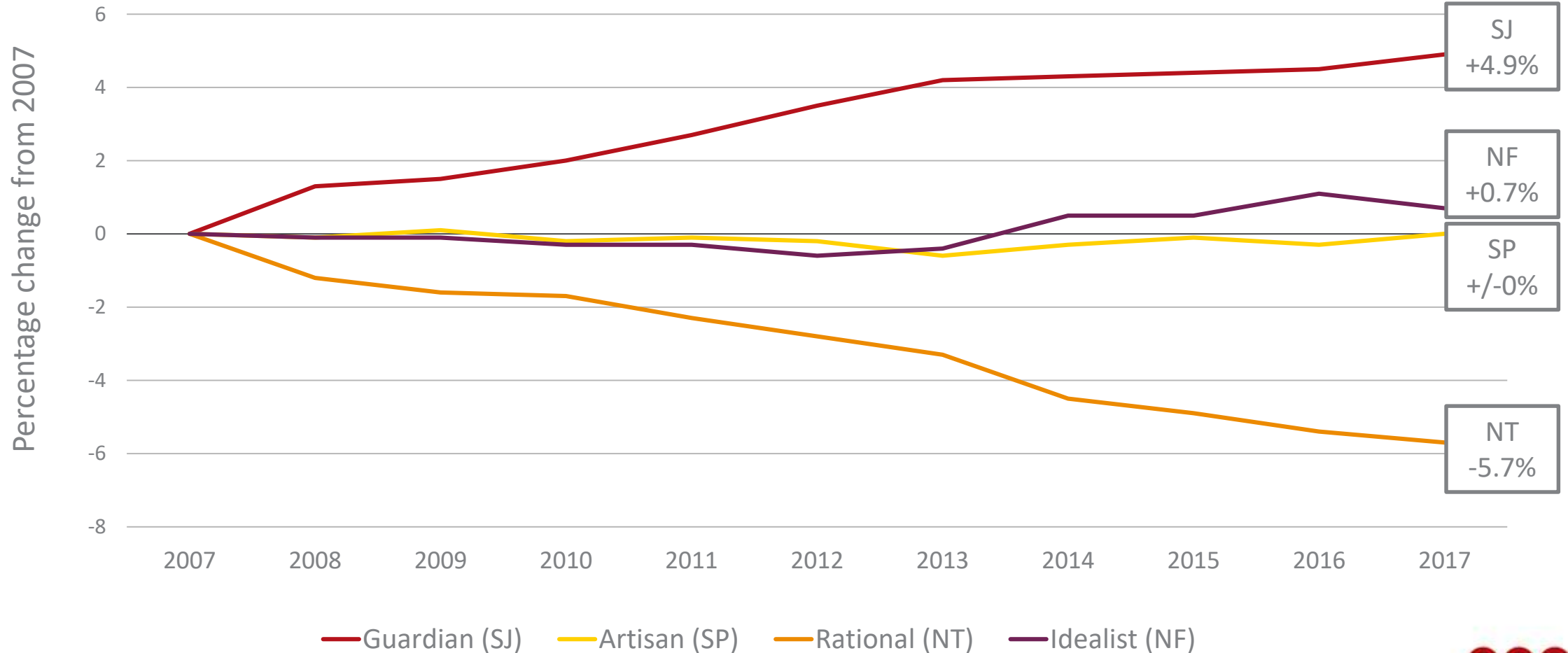
Rational (NT)

Idealist (NF)

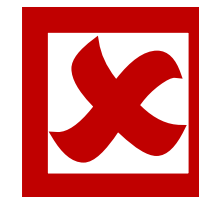
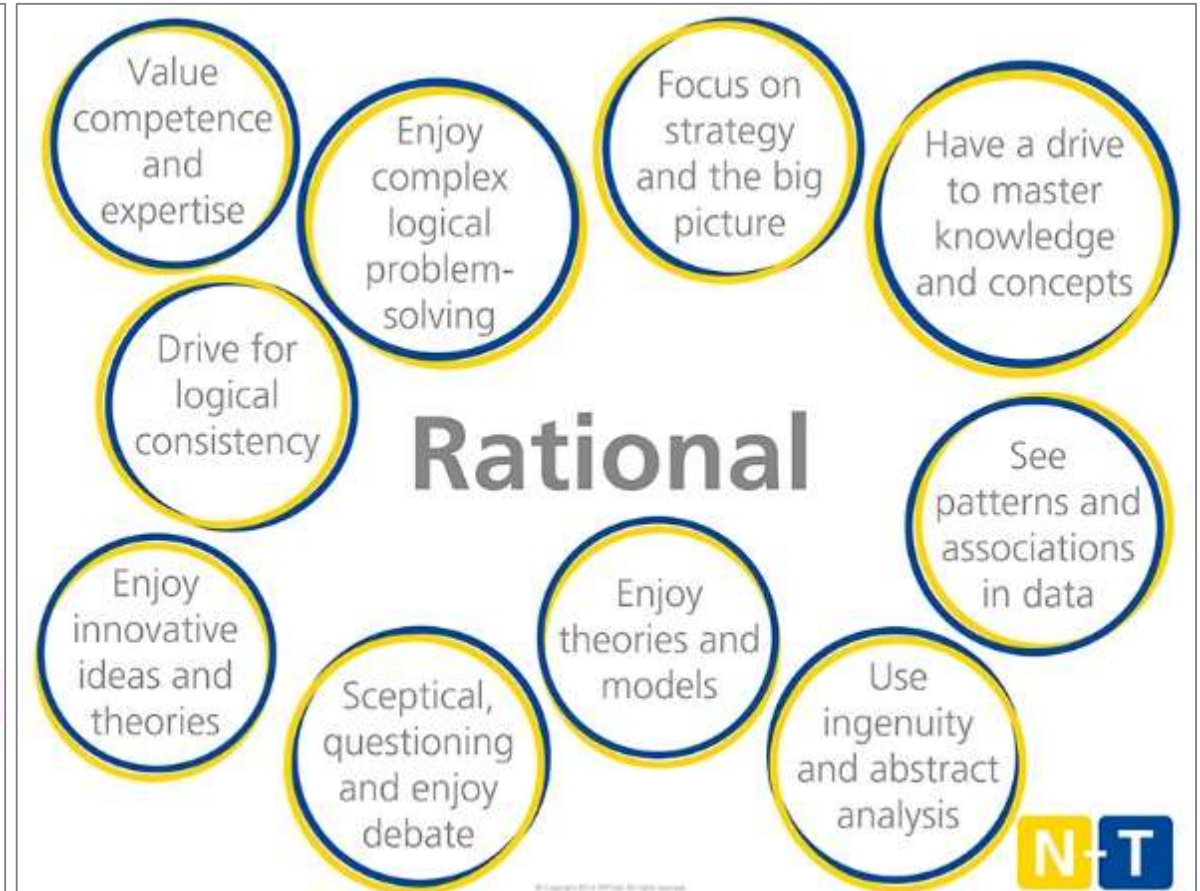


Temperaments 2007 to 2017 (reported type)

Change in percentage of reported type 2007 to 2017

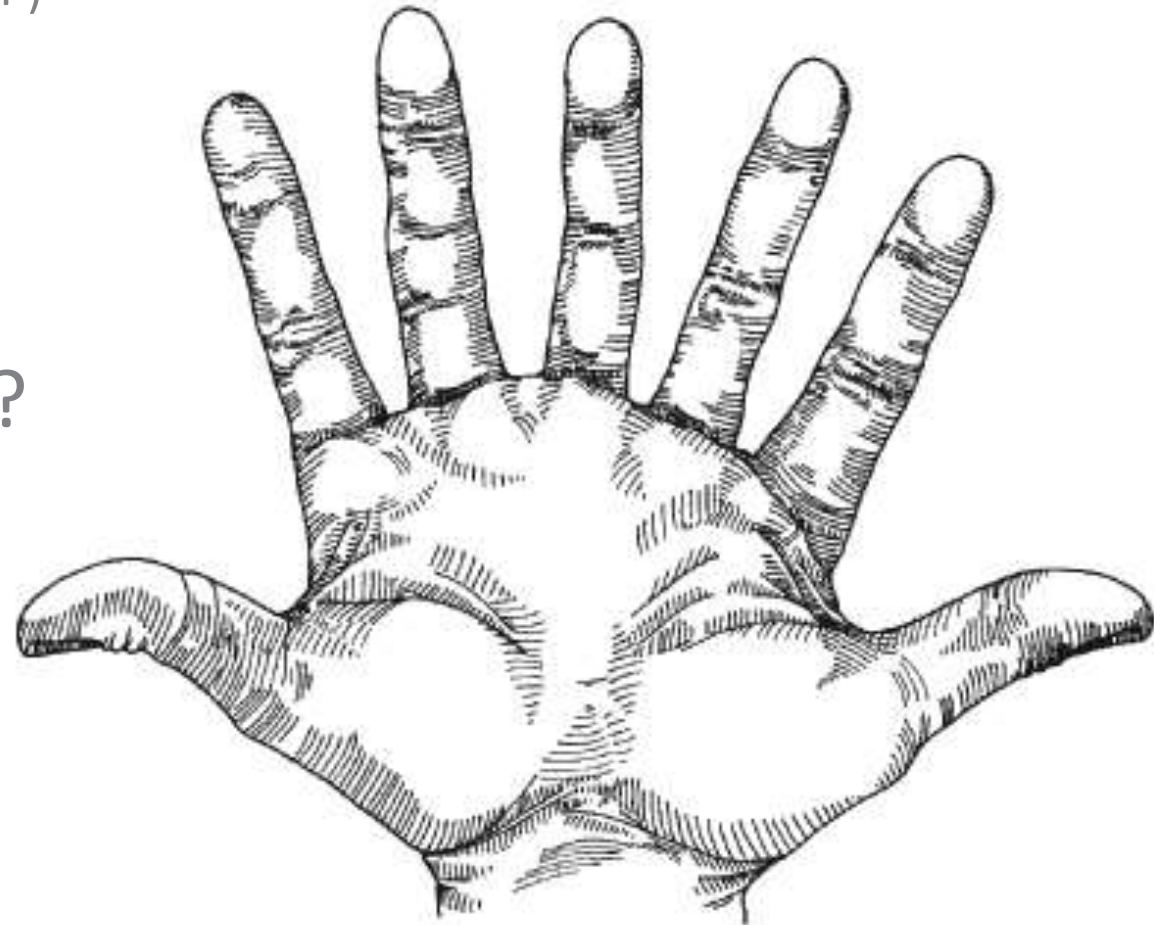


What does this mean?



Changes in reported type summary

- > From 2007 to 2017, reported type is:
 - More likely to be Guardian, SJ (and especially ISTJ)
 - Less likely to be Rational, NT (and especially ENTP)
- > Why?
- > Have you experienced this?
- > What next? Where are we going?



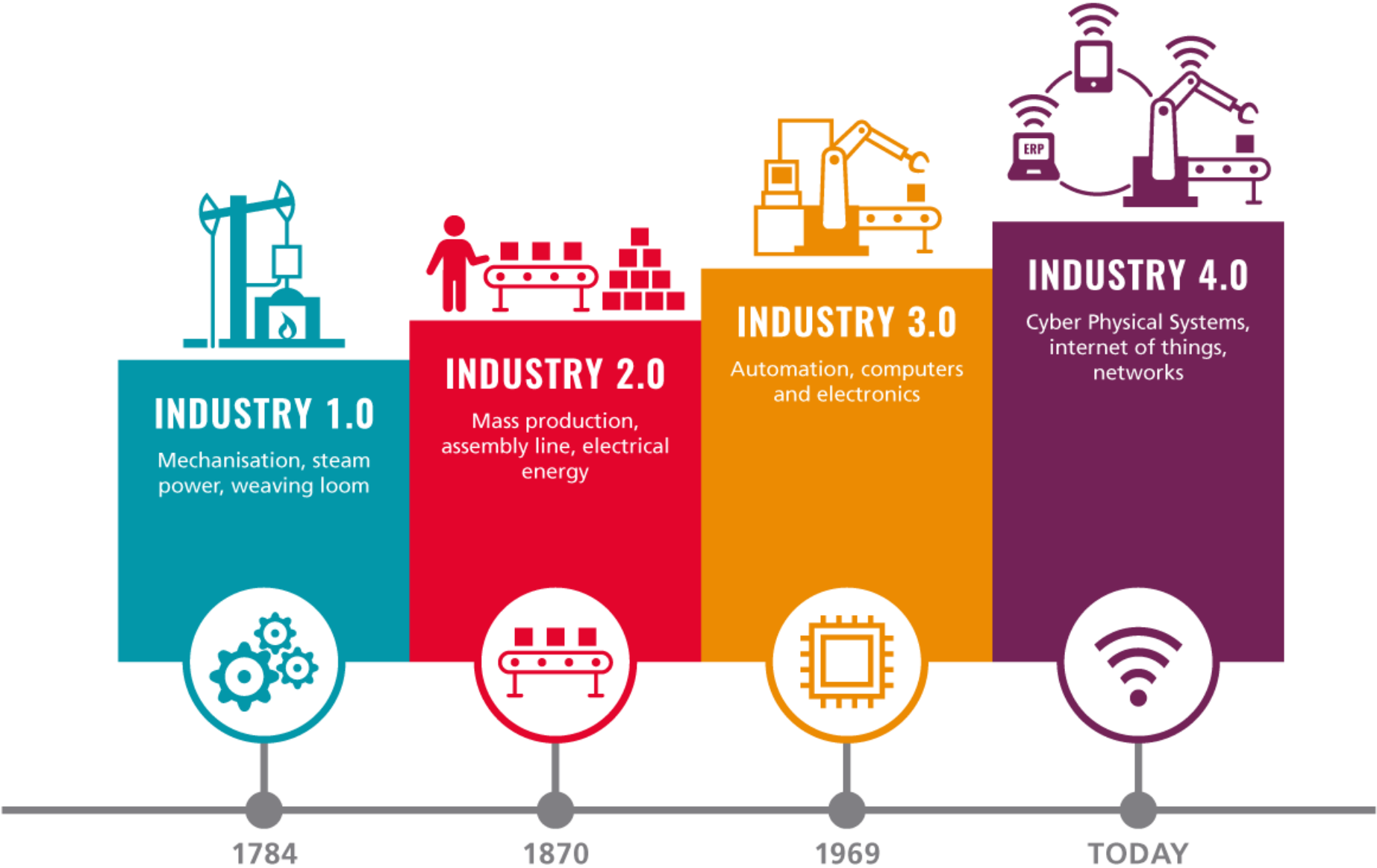


"I'm really quite close, very close to the cutting edge in AI. It scares the hell out of me"

Elon Musk
March 2018



<https://www.youtube.com/watch?v=aFuA50H9uek>







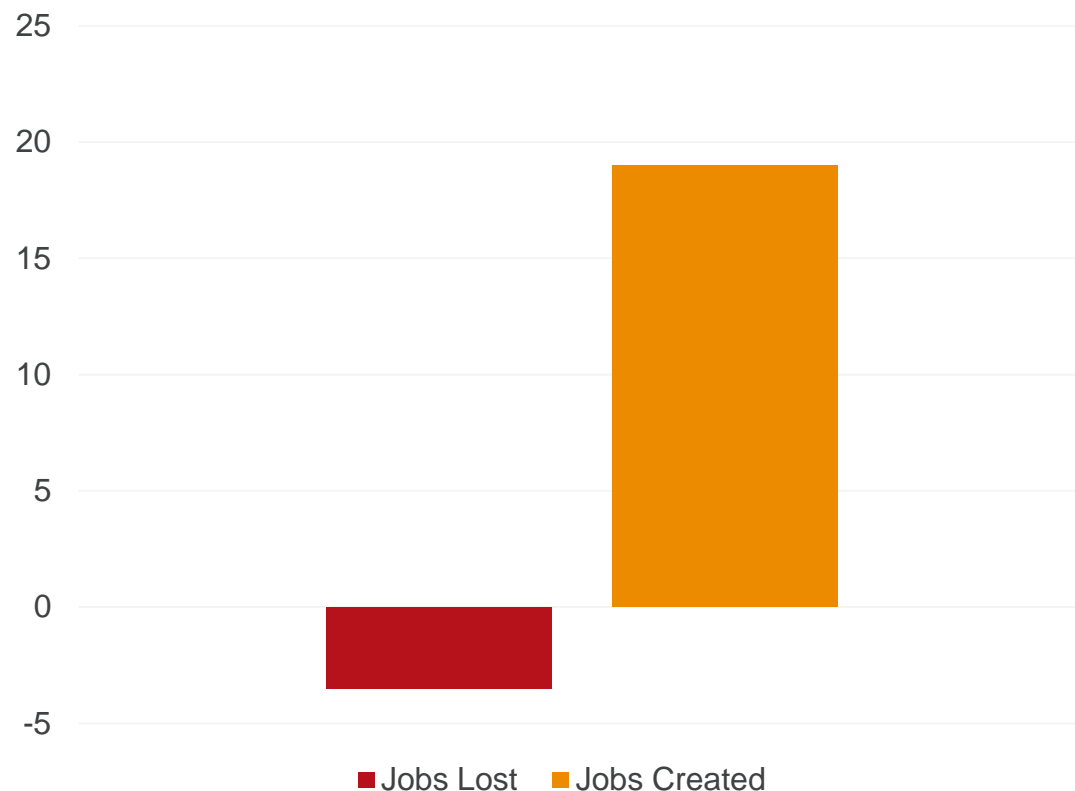
**12% of UK jobs
can be fully
automated***

**60% of jobs
could have 30%
of tasks
automated****

*OECD: Automation, Skills and Training – March 2018

**McKinsey Global Institute: Jobs lost, Jobs gained, Workforce transitions in a time of automation – December 2017

US jobs lost vs created by personal computers (1970-2015)



Moreover, we find that workers of the future will spend more time on activities that machines are less capable of, such as managing people, applying expertise, and communicating with others. They will spend less time on predictable physical activities, and on collecting and processing data, where machines already exceed human performance. The skills and capabilities required will also shift, requiring more social and emotional skills, and more advanced cognitive capabilities, such as logical reasoning and creativity.

Preparing for tomorrow



Assessment without a questionnaire or practitioner

Personality Portrait

2237 words analyzed: Decent Analysis

Summary

You are expressive and confident.

You are authority-challenging: you prefer to challenge authority and traditional values to help bring about positive changes. You are energetic: you enjoy a fast-paced, busy schedule with many activities. And you are philosophical: you are open to and intrigued by new ideas and love to explore them.

Your choices are driven by a desire for discovery.

You are relatively unconcerned with both taking pleasure in life and tradition. You prefer activities with a purpose greater than just personal enjoyment. And you care more about making your own path than following what others have done.

[How did we get this?](#)

You are likely to_____

- ✔ like musical movies
- ✔ be sensitive to ownership cost when buying automobiles
- ✔ have experience playing music

You are unlikely to_____

- ✘ be influenced by social media during product purchases
- ✘ like war movies
- ✘ be influenced by product utility when making product purchases

Assessment without a questionnaire or practitioner

Personality Portrait

2237 words analyzed: Decent Analysis

Summary

You are expressive and confident.

You are authority-challenging: you prefer to challenge authority and traditional values to help bring about positive changes. You are energetic: you enjoy a fast-paced, busy schedule with many activities. And you are philosophical: you are open to and intrigued by new ideas and love to explore them.

Your choices are driven by a desire for discovery.

You are relatively unconcerned with both taking pleasure in life and tradition. You prefer activities with a purpose greater than just personal enjoyment. And you care more about making your own path than following what others have done.

[How did we get this?](#)

*% = percentile

Personality

Openness ▾

86%

Introversion/Extraversion ▾

81%

Agreeableness ▾

59%

Conscientiousness ▾

54%

Emotional range ▾

28%

Assessment without a questionnaire or practitioner

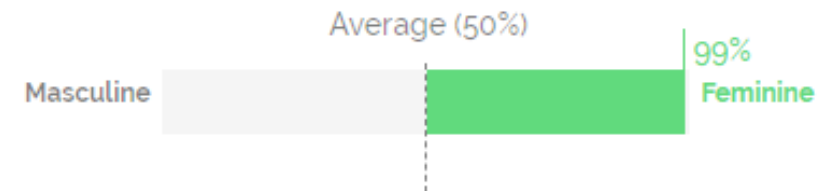
The following prediction is based on **591** Facebook posts, from which **28564** bytes of text were used

Age

29

Your digital footprint suggests that your online behaviour resembles that of a 30-39 years old

Psychological Gender

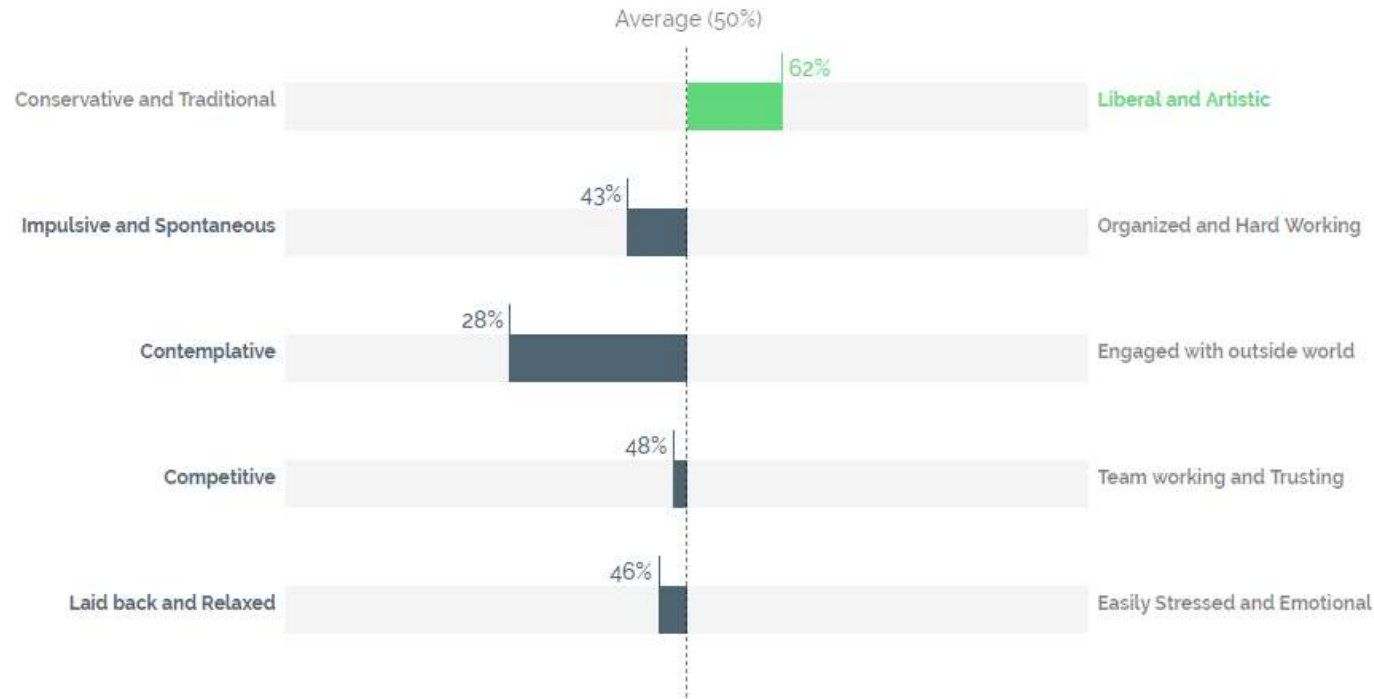


Your digital footprint suggests that you are the epitome of femininity

Assessment without a questionnaire or practitioner

Big 5 Personality (Predictions are expressed as percentiles)

Take personality test



Jungian Personality Type

Introverted iNtuitive Thinking Perceiving

INTPs are quiet, thoughtful, analytical individuals who don't mind spending long periods of time on their own, working through problems and forming solutions. INTPs tend to be less at ease in social situations and the "caring professions" although they enjoy the company of those who share their interests. They also tend to be impatient with the bureaucracy, rigid hierarchies, and politics prevalent in many professions, preferring to work informally with others as equals.

INTPs' extraverted intuition often gives them a quick wit, especially with language, and they can defuse the tension in gatherings by comical observations and references. They can be charming, even in their quiet reserve, and are sometimes surprised by the high esteem in which their friends and colleagues hold them.

Issues with personality assessment from online behaviour

- > Ethical issues
- > Does it work?
 - Groups – online advertising
 - Previous online behaviour
 - Psychometric profiling
 - Individuals
 - Accuracy
 - Curated online profiles
- > Practitioners are more relevant than ever
- > But we can make use of new technology

A quick recap

- What IT is used for now, and how we got here
- Changes in society, how we work, other impacts
- Changes in who we are?
- Changes that are coming
- How MBTI practitioners can help
- The future of personality assessment

A person in a dark jacket and light shirt stands on a rooftop, looking through binoculars. The background shows a dense city skyline with various skyscrapers under a hazy sky.

So, where are we heading?

You decide!



Dystopia?



Utopia?

Thank you!
Any questions?