

Scientific and technical background information

Market situation and origin of the method



Profilingvalues' approach is not a standardized questionnaire about behaviors, opinions and value statements that mirror a participant's character. Social norms - in terms of the criteria that are to be determined – are unknown to the participant. Hence, there are **no possibilities to manipulate the method**.



Conventional methods usually take a significant amount of time to complete (45 minutes up to 2 hours). Exceptions are the so called "type assessments", in which only the principal characteristics of a participant are drawn and some individual profiling methods. At profilingvalues, participants need approximately **20 minutes** to complete the online assessment.

Profilingvalues is based on the scientific groundwork of Professor **Robert S. Hartman**, who studied the personal value systems in humans. Professor Hartman was born 1910 in Berlin as Robert Schirokauer ("S.") and escaped the Nazi terror in 1933 with a fake passport ("Hartman"). Later, he taught at universities in the United States and Mexico. His main work, "The Structure of Value", introduced a new scientific field originating from philosophy and mathematical logic called Formal Axiology (formal science on values). From this, he developed the Hartman Value Profile.

- ⋮ Further information about Robert S. Hartman:
- ⋮ Robert S. Hartman Institut – <http://www.hartmaninstitut.org/about/about-robert-s-hartman/>
- ⋮ Wikipedia – https://en.wikipedia.org/wiki/Robert_S._Hartman

Method and model theory

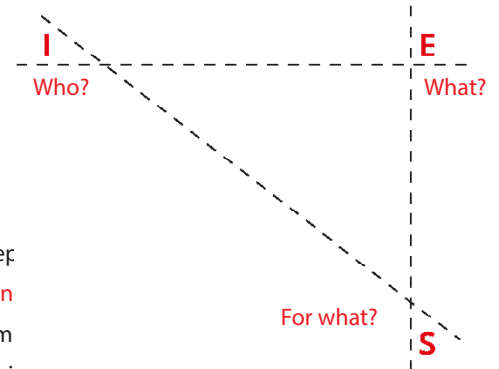
The **Hartman Value Profile**, which acts as the "engine" for profilingvalues, measures the character of an individual in a very short time by ranking a set of value statements. Using a ranking system, the possibilities of a participant's preferences are almost infinite – just like the variety of characters within humans. The results of the profiling show one's personal personality traits, dispositions and interests as well as skills and current motives. The results are reliable and secure because humans don't just "change" their value system.

No only the theoretical model of Hartman, also the mathematics behind the profiling is very complex. Developing the profilingvalues application has been a challenge from a psychological point of view as well as from the programming that was necessary.

From the model theory, Hartman developed a “formal concept of goodness”:

“Good is what fulfils its intended purpose”.

This trivial sounding statement, however, is of significant magnitude as it allows establishing an exact mathematical science of values that is independent of moral-ethical concepts. From this, Hartman developed three value dimensions: **intrinsic** (human), **extrinsic** (objective) and **systemic** (formal). The combination of these dimensions allows translating every day words and objects as well as complex items or situations into mathematical formulas that are based on the science of values.



The ranking measures how a participant makes his or her value judgments in the sense whom or what he or she gives what amount of meaning. The ability to make judgments is how humans organize their cognitive and emotional abilities. This way, a person’s potential comes to life. The higher the ability to value judgments is developed, the higher the skill for example in empathy, practical thinking, self worth and goal orientation. Using the model of Robert S. Hartman, it is possible to determine the complete range of **personality traits in an integrated format** and to capture the logic between the different elements and describing the results with a set of text modules.

Benefits

The report developed by profilingvalues describes personality traits in humans and the current use of individual potential in unequalled precision. By investing only 20 minutes time to complete the online questionnaire and by using a semi-automated interpretation routine, participants and/or clients receive instant benefits:



objective, scientific and fast personality insights



The report shows strengths, limitations and areas for development.

Validity and reliability

The Hartman Value Profile, which provides the basis for the application developed by profilingvalues, has been tested in every sort of way. The system shows very good construct validities and test-retest reliabilities ($p = 0.82$ for valuation of the outer world and 0.84 for the self).

The correlation between the logic-mathematical rankings and the median of the participants is very high (Spearman’s Rho-coefficient: $\rho = 0.92$ and 0.86). In addition, there is a high concordance among

the participants (Kendall's *W*-coefficient: $W = 0.84$ and 0.78). The HVP has also been tested successfully against competitive systems such as Catell 16 PF and MMPI. Regarding criterion validity, a number of studies have been conducted.



Further information is available from the Robert S. Hartman Institute (www.hartmaninstitute.org).



An excellent summary of all relevant validation studies on the Hartman Value Profile offers: Leon Pomeroy, *The New Science of Axiological Psychology*, edited by Rem B. Edwards, Amsterdam - New York 2005.



A summary of the most important validation and reliability studies is available at [profiling-values: info@profilingvalues.com](mailto:info@profilingvalues.com).