



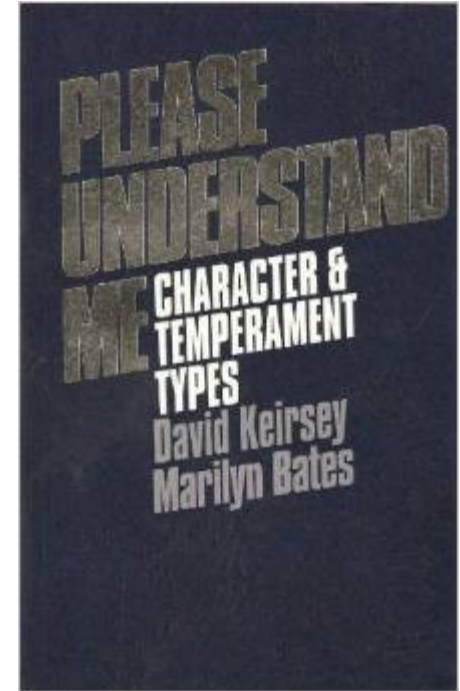
Book review

Please understand me

by Keirseey and Bates

A classic must-read

- Published in 1984
- Based on Jung's ideas of "personality archetypes"
- Jung stole it from Greek mythology's archetypes
- Became an instant hit because...
 - It explains so much
 - It is one of these books that you wish you had read sooner.



The book is...

- The book is a review of different personality types according to the Meyers-Briggs classification:
 - Rough description
 - Discussion on typical traits and behaviors of each type
 - How types can work and relate with people of different types.

The book is not...

- The book is not a discussion of all traits
- It is not a key to fully pigeonholing people
- The MB types are but a few aspects of a personality
- Some important traits are inferred (e.g., OCD)
- Very important traits such as phobias and sociopathy are not covered.
- This is not the secret API doc for that mysterious People software, but it's a few methods at least.

The MB types

- 4 traits are assigned a binary value
 - I/E: Introvert/Extrovert
 - N/S: Intuitive/Sensing
 - T/F: Thinking/Feeling
 - P/J: Perceptive/Judging
- Total: 16 possible types, each profiled in book
- The author focuses on 4

The MB types (cont'd)

- The author focuses on 4 groups that have enough dissimilarities:

Type	Archetype	Dominant traits	% in population
NF	Artist, writer, actor	Intuitive, feelings	10%
NT	Architect, programmer	Intuitive, thinking	10%
SP	Performer, achiever	Sensing, perceptive	40%
SJ	Manager, group member	Sensing, judging	40%

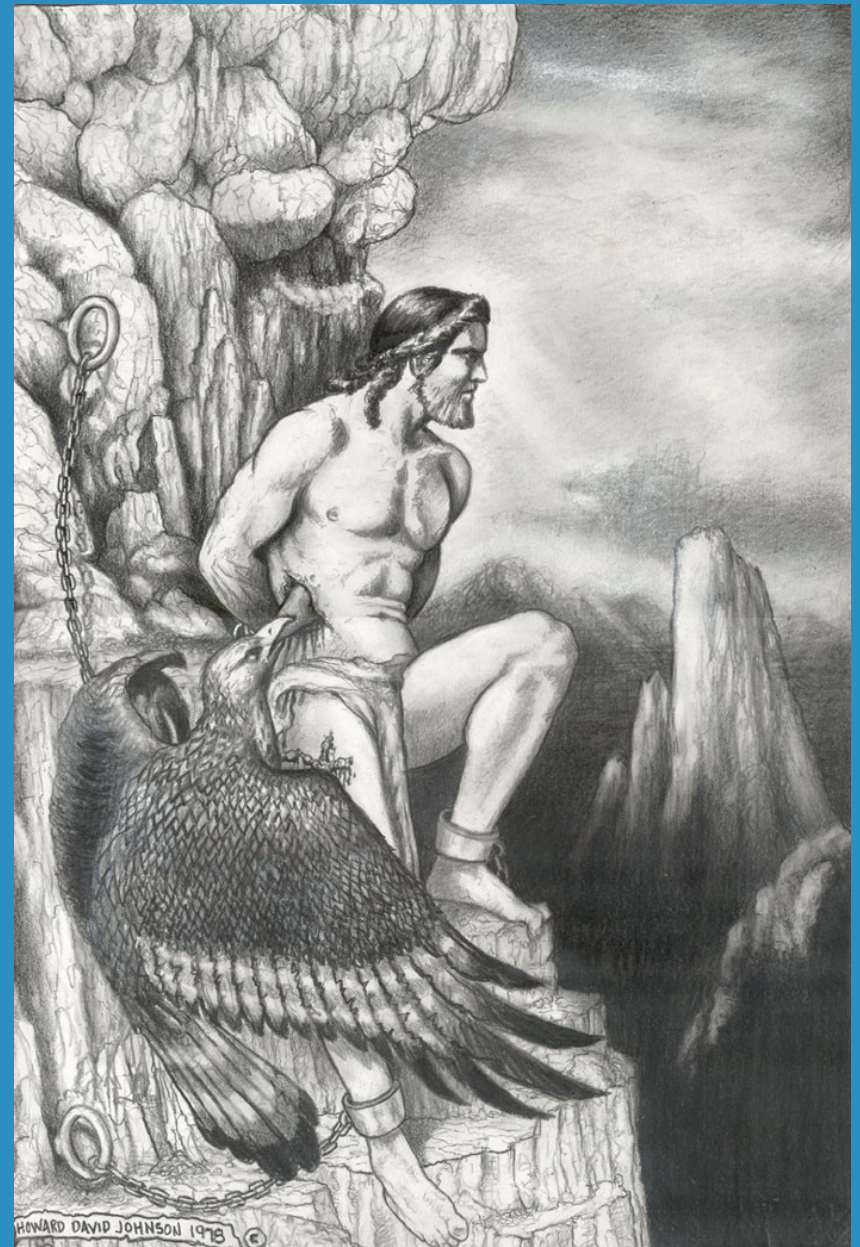
The NF type



- Idealist type (called Apollonian)
- Think humanities teacher
- Very creative
- Prone to latch on a concept with passion
- Hard to please, interested in how things should be, not how they are
- Willing to reform – or destroy what cannot be changed.
- Conflicts with pragmatists
- Values conflict resolution and harmony with colleagues...
- ...but laments said colleagues' pedestrian vision.

The NT type

- Rational type (Promethean)
- Your average techie
- Interested in machines and abstractions
- Finds people unpredictable
- Dislike irrational attitudes
- Clueless about social conventions, often frustrated by them
- Solves problems, likes puzzles
- Prone to repress feelings and try to find a reasonable way out of situations



The SP type

- Artisan type (Dionysian)
- Enjoys making, achieving, performing
- Wants to enjoy what life has to offer
- Likes attention
- Hates boredom
- Tends to like outdoor
- Value spontaneity and practicality
- Realistic and optimistic
- Yet can be very stubborn when disappointed



The SJ type

- Guardian type (Epimethean)
- Provider, administrator, manager
- Runs things, maintains civilization
- When charismatic, leads groups
- Likes to establish structure
- Works hard if appreciated
- Clashes with artsy, independent types



Successful teams have all types

Mc Coy (NF): "Spock, you inhuman monster, how can you show so little compassion?"

Spock (NT): "Really, doctor. You are so illogical. It was simply the least destructive course of action."

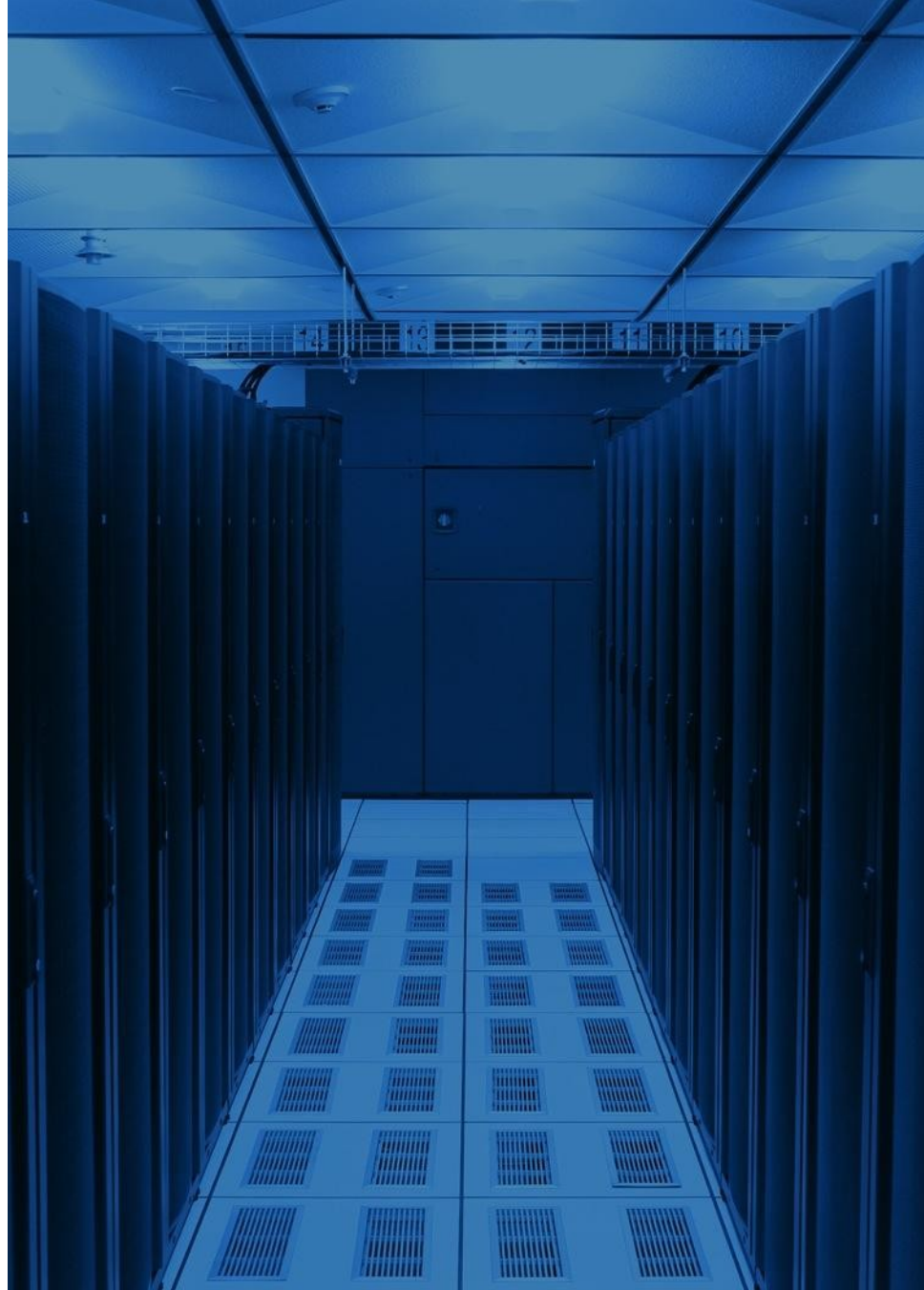
Kirk (SJ): "We have a plan, gentlemen. Back to work. Scotty, warp 9."

Scotty (SP): "Aye aye, Sir! Since I rebuilt the engines, they run like clockwork!"



NTs, NTs everywhere!

- Computing is overwhelmingly populated with NTs
- People are irrational, not machines, right?
- NTs are predominantly males
- NT's dislike for social contact repels females
- Hence the gender imbalance in computing.



Consequences

- Most software and manuals are written by NTs, for NTs
- NTs are baffled when they are told that either are hard to use.
- NTs want people to understand the things that they find interesting, so...
- The manual that users wants:
Step 1: Insert USB key in a free USB port
Step 2: When the new drive appears, open the file.
- The manual that NTs write:
Step 1: Locate a free USB port. Since we want to transfer a medium-sized file, we should pick at least a USB 2.0 port. Refer to table 16 for how to identify a port speed by color. The key that has been shipped to you is USB 2.0 or more, except maybe if you ordered version 1.3 or older. Since USB ports are backwards-compatible, you can use a USB 2.0 port even with an older key. If you are using a USB hub, make sure a hub using verion N of the USB protocol is plugged into a port of version $\geq N$ in the computer.

Step 2: The key contains a file FAT 32 filesystem that...
- SJ manager: "Cut the jargon. Simplify the interface."
- NT engineer: "What? And dumb down the product?"



Questions?