

## Chapter 3

# The Jungian Personality Framework (JPF)

### ABSTRACT

*The Jungian personality framework (JPF) was developed by Katherine Briggs and Isabelle Myer Brigg and is based on the pioneering work of the eminent Swiss psychiatrist/psychoanalyst Carl Jung. Jung observed that no matter what the field of human endeavor with which he was familiar—art, history, literature, psychology, etc.--the same basic differences in outlook emerged repeatedly. They represented the fundamental differences between how different people viewed any situation, field of human knowledge, and/or practice.*

*“People generally see what they look for, and hear what they listen for.” Harper Lee, To Kill a Mockingbird*

### Learning Objectives

- List the four Personality Type Pairs
- Differentiate between Sensing and iNtuitive Types
- Contrast Extrovert from Introvert Personality Types
- Compare Thinking and Feeling Personality Types
- Describe the Judging and Perceiving Personality Types
- Illustrate an example of how the different Personality Types approach problems
- Describe the greatest impediment to effective problem solving

DOI: 10.4018/978-1-6684-6563-9.ch003

## INTRODUCTION

Recognition of problems are greatly influenced by individual perspectives. The first and primary tool, the Jungian Personality Framework (JPF), is based on the pioneering work of the eminent Swiss Psychiatrist/Psychoanalyst Carl Jung. Jung observed that no matter what the particular field of human endeavour with which he was familiar—Art, History, Literature, Psychology, etc.--the same basic differences in outlook emerged repeatedly. They represented the fundamental differences between how different people viewed any situation, field of human knowledge, and/or practice. Jung was greatly supported in this work by two women; Katharine Briggs and her daughter Isabel Briggs Myers. During World War II they observed many people in the war effort were assigned tasks that were unsuited for their abilities (Kroeger, 2002). This prompted them to design a psychological instrument that would explain, in scientifically rigorous and reliable terms, differences according to Jung's theory of personality differences. This effort resulted in the Myers-Briggs Type Indicator instrument, whose aim is to establish individual preferences and then promote more constructive use of the differences between people (Kroeger, 2002).

There are four different preference pairs (Kroeger, 2002). The first has to do with where you get your energy: from outside yourself (Extroverted) or from within yourself (Introverted). The second addresses how you gather information: in a literal, sequential way (Sensing) or in a more holistic way (iNtuition). Third relates to the way decisions are made: objectively and impersonally (Thinking) or subjectively and personally (Feeling). Finally, the last pair addresses how you manage your day-to-day life: do you prefer to be decisive and planned (Judging) or flexible and spontaneous (Perceiving).

*Table 1. Four different preference pairs*

Extroverted (E)	Or	Introverted (I)
Sensing (S)	Or	iNtuitive (N)
Thinking (T)	Or	Feeling (F)
Judging (J)	Or	Perceiving (P)

Source: (Kroeger, 2002)

As shown in the Figure below, a juxtaposition between the Sensing/iNtuitive and Thinking/Feeling personality pairs are shown. The horizontal dimension refers to how one initially represents, structures, or views a complex entity. The vertical dimension refers to how one analyses, responds to, or the process one uses to make an important decision with regard to the entity.

21 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/the-jungian-personality-framework-jpf/333658](http://www.igi-global.com/chapter/the-jungian-personality-framework-jpf/333658)

## Related Content

---

### Travellers' Resilience to Major Travel Risks of Today: Global Terrorism and Pandemic Disease – Opportunities and Challenges for Small Tourism Businesses

Vanda Veréband António Azevedo (2021). *Resiliency Models and Addressing Future Risks for Family Firms in the Tourism Industry* (pp. 242-266).

[www.irma-international.org/chapter/travellers-resilience-to-major-travel-risks-of-today/277729](http://www.irma-international.org/chapter/travellers-resilience-to-major-travel-risks-of-today/277729)

### Heurigen 2.0: Succession Processes of Family-Owned Wine Taverns in Northern Burgenland

Lara Soleder (2021). *Resiliency Models and Addressing Future Risks for Family Firms in the Tourism Industry* (pp. 154-177).

[www.irma-international.org/chapter/heurigen-20/277725](http://www.irma-international.org/chapter/heurigen-20/277725)

### Risks Analysis and Mitigation Technique in EDA Sector: VLSI Supply Chain

Lokesh Pawar, Rohit Kumar and Anurag Sharma (2018). *Analyzing the Role of Risk Mitigation and Monitoring in Software Development* (pp. 256-265).

[www.irma-international.org/chapter/risks-analysis-and-mitigation-technique-in-eda-sector/204113](http://www.irma-international.org/chapter/risks-analysis-and-mitigation-technique-in-eda-sector/204113)

### Financial Linkages and Shock Spillovers in the Countries of Central, Eastern, and South-Eastern Europe: Evidence From a Global Macroeconometric Model

Saša Jakši (2021). *Recent Applications of Financial Risk Modelling and Portfolio Management* (pp. 127-153).

[www.irma-international.org/chapter/financial-linkages-and-shock-spillovers-in-the-countries-of-central-eastern-and-south-eastern-europe/260899](http://www.irma-international.org/chapter/financial-linkages-and-shock-spillovers-in-the-countries-of-central-eastern-and-south-eastern-europe/260899)

### Ongoing Project Performance Improvements

(2024). *Novel Six Sigma DMAIC Approaches to Project Risk Assessment and Management* (pp. 183-201).

[www.irma-international.org/chapter/ongoing-project-performance-improvements/346114](http://www.irma-international.org/chapter/ongoing-project-performance-improvements/346114)