



Cognitive Style Research: A Perspective for Integration (Classic Reprint) (Paperback)

By Peter G W Keen

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Cognitive Style Research: A Perspective for Integration Cognitive style is a continuing area of interest in MIS research. The work is often criticized for its fragmentation and lack of validity. This paper proposes the uses of a single instrument, the Myers-Briggs Type Indicator (MBTI). It reviews the overall issue of validity and identifies the four steps cognitive style research must accomplish to achieve coherence. It assesses existing research related to those steps, focusing on findings from studies that use the MBTI. It presents data on cognitive style differences among occupational specialties Issues of Cognitive Style in MIS Research The link between cognitive style and the implementation and use of information systems and models is a recurring theme in MIS/MS research. Studies of cognitive style reflect two central assumptions: 1. There are systematic differences among individuals in terms of perception, thinking, and judgment that significantly influence their choice of and response to information. 2. The difference between managers and analysts cognitive styles is a major explanation of difficulties in implementation. Table I traces the evolution of...



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