

Frank Parsons (1854 – 1908)

- Created the profession of vocational counselor
- First proponent of matching people to occupations by comparing person's aptitude and skills occupation demands
- Opened first counseling office, in Boston (1908)

Three principles we still use today:

- Satisfying careers are most likely to be selected if you know your own strengths and weaknesses
- Satisfying careers are most likely to be selected if you understand the challenges particular careers present and the skills they demand.
- It is not enough to know your strengths and to know an occupation's demands – you must also match the two carefully and honestly.

Measuring vocational interests

- • **The Strong Vocational Interest Blank (SVIB)**
- • **The Strong-Campbell Interest Inventory (SCII)**
- • **Holland's RIASEC Codes**
- • **The Campbell Interest and Skill Survey (CISS)**
- • **Kuder Occupational Interest Survey (KOIS)**
- • **Jackson Vocational Interest Survey (JVIS)**
- **Minnesota Vocational Interest Inventory**
- **Osipow's trait-factor approach**
- **Super's Developmental Theory**
- **Ginzberg**
- **Roe's Career Choice Theory**

Strong Vocational Interest Blank

- Edward Strong (1884 – 1963)

B.S. (Biology) 1906 UC Ph.D. 1911 (Columbia)

Professor at Stanford from 1923

Vocational Interests of Men and Women (1944)

"When I began working on interest measurement," Dr. Strong once remarked, "no one believed you could build scales to measure interests, or that such scales would yield any kind of stable scores. As a matter of fact, I didn't really believe it myself until I had been working on my test for several years. Each time we got a new occupational group tested, I fully expected to discover that we couldn't differentiate it on an interest basis, and that the whole concept of interest measurement would fall apart..."What really convinced me emotionally that we had something was a personal experience. My son had been an indifferent student in college and had no idea what he wanted to do vocationally. He took my test and came out with an A on Physician, an occupation he had never considered entering. Well, he went to medical school, got straight A's throughout, and has been a dedicated and successful physician ever since. I began to think maybe we had a method that would really help young people find where they belonged."

Strong Vocational Interest Bank

- First published in 1927 with 420 items reflecting 10 Occupational Scales
- New editions in 1938 and 1946
- 1960 Basic Interest scales added
- 1974 Holland Codes added
- 1994 Strong Interest Inventory (now 317 items)

Criterion keying – begin by identifying activities liked or disliked by people in different occupations

- Patterns of interest remain stable over time
- Do some interests mark an occupation? If so, interests can be used to guide career choice

- • Basic Interest Scale:– Identifies groups of occupations that share some qualities that you might be interested in
- Occupational Scale:– 211 occupations
- Separate scales for men and women

Gives a general direction –
e.g., “You should work with people”

- Personal Style Scale:

- Prefer to work alone or with people?
- Careful or quick decision making?
- Practical knowledge or learning for its own sake?
- Risk-taking?
- Team orientation (achieve goals by working with others)?

- Criticisms:

- Sex bias?
- No theory

- Strengths:

- High reliability: Internal consistency reliability in high .80s
- Test-retest reliability (up to 6 months between tests) in .80s

- High validity
- Assesses interests among a wide variety of hobbies, academic subjects, work activities, occupations

- Sample for comparisons – includes impressive variety of ethnic, social, and educational backgrounds

Strong-Campbell Interest Inventory

- Campbell continued development of Strong's SVIB
 - Most widely used interest test
 - No sex bias
 - Includes J. L. Holland's theory of vocational choice.
 - Test taker responds to each item: Like, Dislike, or Indifferent
 - Yields 4 different scores
1. Holland's Personality Types
 2. Administration
 3. Basic Interests
 4. Occupational

Holland's RIASEC Codes

- Holland: Occupational interests reflect interaction between personality and environment.
- "People search for environments that will let them exercise their skills and abilities, express their attitudes and values, and take on agreeable problems and roles." (Holland, 1997)
- Holland – 6 personality
- Realistic
- Investigative
- Artistic
- Social
- Enterprising
- Conventional

- Holland – another set of labels that may help you remember the different
- Doer (R)
- Thinker (I)
- Creator (A)
- Helper (S)
- Persuader (E)
- Organizer (C) Realistic
- Less social
- Like the outdoors
- Like manual activities
- Physically robust
- Practical
- Non-intellectual
- Investigative
- Interested in ideas more than people
- Not very social
- Dislikes emotional situations
- Appears aloof Artistic
- Creative
- Enjoys developing ideas
- Enjoys expression
- Dislikes conformity
- Comfortable with ambiguity
- Not especially skilled socially

- Social
- Likes to work with other people
- Helping orientation
- Nurturing
- Social
- Likes to work with other people
- Helping orientation
- Nurturing
- Enterprising
- People oriented
- Goal oriented
- Good at coordinating work of others
- Conventional
- Does best in highly structured situations and jobs
- Good with details
- Likes clerical tasks, working with numbers
- Doesn't like working with ideas or people

The Campbell Interest and Skill Survey

- Also uses Holland's theoretical structure
- Extroversion and academic focus scales
- Assesses skill as well as interest
- Depending on combination of degree of interest and skill, the test-taker is
- Pursue (high interest, high skill)
- Develop (HI,LS)
- Explore (LI,HS)
- Avoid (LI,LS)

Kuder Occupational Interest Survey

- Second most widely used interest test
- Criterion keying method
- Measure = 100 triads of alternative activities
- For each triad, test-taker selects most/least Preferred Dependability
- Interest Scores
- Relation of interest patterns to norms of men and women
- Occupation Scores
- Relation to scores of men and women employed and satisfied in certain occupations
- College major scores
- Relation to scores of students in different college majors

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Jackson Vocational Interest Survey

- Douglas Jackson (-) was for many years a professor in the Department of Psychology at UWO
- Matches people to academic or career fields based on their interests
- 289 pairs of statements describe job activities
- Forced choice for each pair
- Does not compare scores to those of people happy in their occupation
- Yields 34 basic interest scores
- Predicts university majors more accurately than most inventories

- Basic Interest Scales –some examples (not a complete list):
- Creative Arts
- Physical Science
- Engineering
- Life Science
- Social Science
- Adventure
- Nature-Agriculture
- Skilled Trades
- General occupational themes (G.O.T.)
- Assertive
- Communicative
- Conventional
- Enterprising
- Expressive
- Helping
- Inquiring
- Logical
- Practical
- Socialized

JVIS – Basic Interest Scales Reliability

- Internal consistency reliability (alpha) α .54 to
- Test-retest reliability (4 to 6 weeks) α .69 to .92.

JVIS – G.O.T. Reliability

- Internal consistency reliability (alpha) α .70 to
- Test-retest reliability (4 to 6 weeks) α .83 to .93

Minnesota Vocational Interest Inventory

- Criterion keying, no theoretical base
- Aimed at men not oriented towards college
- Emphasizes skilled/semiskilled trades
- Yields basic interest and occupational scores

The Career Assessment Inventory

- Intended purpose similar to that of MVII grade reading level
- Sex- and culture-bias free
- Includes Holland's theoretical base
- Scores on scales similar to SCII and CISS
- Vocational version
- 305 items, 91 occupations that require little postsecondary education
- Enhanced version
- 370 items, 111 occupations including some that require significant post-secondary Education

The Self Directed Approach

- Self administered, scored, interpreted
- Rate skill and interest in occupational areas
- Linked to an occupation finder
- Accurate scoring
- Lets user develop a 'personal career theory'

Issues in Interest Measurement

–Sex Bias

Leads people to sex-typed careers

– But elimination might mean lower validity

– Most scales today have reduced bias

- We should examine tests for sex bias and try to remove it if found, but...

- Women and men are different in a variety of psychological and physiological ways

- Differences in which careers are suggested may not result from “bias

- Note the difference between data and interpretation:

- Data – some tests suggest different occupations for men and women

- Interpretation 1 – men and women genuinely differ in interests and thus in preferred occupations

- Interpretation 2 – the test is biased

- Either or both might be true...

- Interests vs. aptitudes • E.g., in Strong inventories, how successful in their occupations are the norm groups expressing particular interests?

- Development

– Does it matter for testing that people change in ways relevant to occupational success

- Personality is stable over the lifetime

- But other things –motivation, education, environment – will surely change and interests may change with them

Osipow's trait-factor approach

- Goal is to learn about person's overall traits, not just their interests
- Battery of tests covering
 - Personality
 - Ability / Aptitudes– Interests– Values

Super's Developmental Theory

- Suitability for a career is not Static
- Developmental stages define what vocational behavior is expected of us
- Vocational maturity is defined as the correlation between actual and expected vocational behavior– Actual comes from developmental stage you're in
- Super (1954) Theory of vocational choice – lifespan developmental process
 1. Crystallization
 2. Specification
 3. Implementation
 4. Stabilization
 5. Consolidation
 6. Ready to retire

Ginzberg

- Ginzberg et al. (1951) – career choice is the outcome of a developmental path from childhood to young adulthood – stages:
 - Fantasy
 - Tentative
 - Realistic
 - Exploration
 - Crystallization
 - Specification

Roe's Career Choice Theory

- Roe: career choice a result of type of relationship you had with your family while growing up
 - Relationship success leaves you with a person orientation
 - Relationship failure, leaves you with a non-person orientation
 - As a result of rearing, some people are oriented towards other people
 - they were reared in a warm, accepting environment
 - As a result of rearing, some people are oriented towards things
 - they were reared in a cold, aloof environment.
 - Characteristics measured by California Occupational Preference Survey (COPS)

Caution

“Despite the availability of many interest inventories, old-fashioned clinical skill remains an important asset in career-counseling.”

- There is lots of evidence that this claim is not true –in the work of Paul Meehl and others on clinical vs. actuarial judgment