

Strong Interest Inventory (SII)

- All students will take the online version of the SII
- Pre-paid
- Due date - Oct 15th @ 5pm
- 10 points (must also show up for guest speaker on Oct 22nd)
- Results are not anonymous or private
- Career center faculty will come to class to discuss results with class

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The Structure of the SII

- Section 1 : General Occupational Themes
- Section 2 : Basic Interest Scales
- Section 3 : Occupational Scales
- Section 4 : Personal Style Scales
- Section 5 : Profile Summary
- Section 6 : Response Summary

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About the SII

- 291 multiple choice questions (polychotomous)
- Likert-style questions
- Takes about 25 minutes to take
- Developed in 1927 by E.K. Strong, Jr.
- Vocational placement upon leaving military
- Based partly on “Holland Codes”

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Holland Typology

- Theory: personality and vocations share six main factors

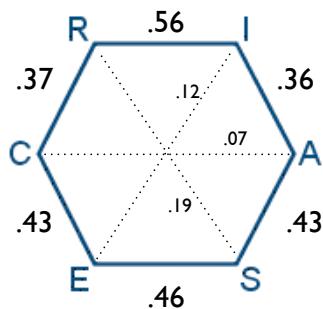
Type	Description
Realistic	practical, physical, hands-on, tool-oriented
Investigative	analytical, intellectual, scientific, explorative
Artistic	creative, original, independent, chaotic
Social	cooperative, supporting, helping, healing/nurturing
Enterprising	competitive environments, leadership, persuading
Conventional	detail-oriented, organizing, clerical

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Holland Typology

- Type : usually expressed as top 3 factors
- Hexagon indicates correlation between factors



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SII uses T-Scores

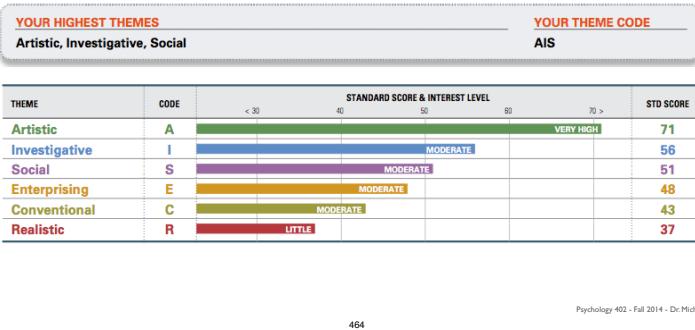
	Z scores	IQ scores	T scores	Scaled Scores
Mean	0	100	50	10
SD	1	15	10	3

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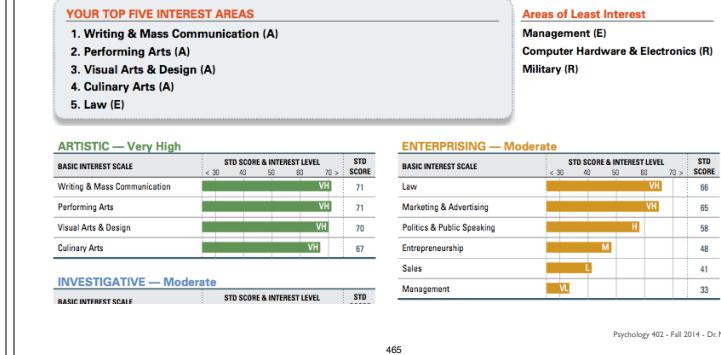
1 : General Occupational Themes (GIS)

Describes your interests, work activities, potential skills, and personal values in six broad areas: Realistic (R), Investigative (I), Artistic (A), Social (S), Enterprising (E), and Conventional (C).



2: Basic Interest Scales (BIS)

Identifies specific interest areas within the six General Occupational Themes, indicating areas likely to be most motivating and rewarding for you.



3 : Occupational Scales (OS)

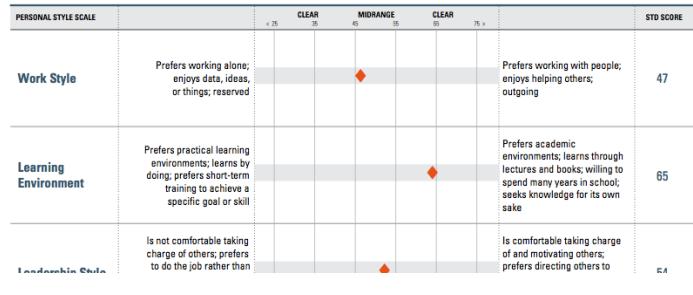
Compares your likes and dislikes with those of people who are satisfied working in various occupations, indicating your likely compatibility of interests.



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4 : Personal Style Scales (PSS)

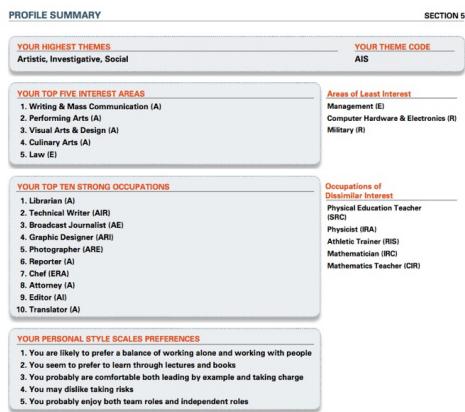
Describes preferences related to work style, learning, leadership, risk taking, and teamwork, providing insight into work and education environments most likely to fit you best.



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5 : Profile Summary

Provides a graphic snapshot of Profile results for immediate, easy reference.



6 : Response Summary

Summarizes your responses within each category of Strong items, providing interpretive data useful to your career professional.

RESPONSE SUMMARY

SECTION 6

This section provides a summary of your responses to the different sections of the inventory for use in interpretation by your career professional.

ITEM RESPONSE PERCENTAGES	Strongly Like	Like	Indifferent	Dislike	Strongly Dislike
Occupations	23	9	17	8	42
Subject Areas	30	13	22	15	20
Activities	18	19	25	12	26
Leisure Activities	54	14	7	11	14
People	44	0	19	19	19
Characteristics	56	11	11	22	0
TOTAL PERCENTAGE	28	13	19	12	29

Total possible responses: 291 Your response total: 290 Items omitted: 1 Typicality index: 19—Combination of item responses appears consistent

Note: Due to rounding, total percentage may not add up to 100%.

SII Reliability

- Generally good Reliability

Type	Cronbach's Alpha	Test-Retest
GOTs	.91 - .95	.84 - .92
BIS	0.87	
Occupational Scales		.82 - .89

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SII Validity

- Concurrent Validity
 - measured % Hit Rate for using Occupational Scale to predict College Major
 - Excellent or Moderate hit:
 - 82% for females, 92% men
- Predictive Validity
 - % hit rate for major Senior for tests taken as Freshmen (3.5 years)
 - 69% females, 70% for males

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Does it work?

Strong Interest Inventory® College Profile

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USING YOUR OCCUPATIONAL SCALES

These scales identify jobs held by people with whom you share common interests, arranged in order of similarity of interests. Some occupations require specific training; however, many do not require a particular college major. Explore classes relevant to these occupations and consider related careers as well.

YOUR TOP STRONG OCCUPATIONS

OCCUPATIONAL SCALE	THEME CODE	EDUCATIONAL PREPARATION	COLLEGE COURSES	RELATED CAREERS
University Professor	IAS	PhD	Varies by academic discipline	Academic Dean College Instructor Research Scientist
Biologist	IA	MA or PhD in biological sciences	Biology Botany Biochemistry	Biochemist Geneticist Oceanographer
Mathematician	ICA	MA or PhD	Math Statistics Computer Science	Actuary Statistician Engineer Analyst
Psychologist	IA	PhD	Psychology Statistics Social Sciences	Psychiatrist Counselor Psychometrist
Software Developer	IAR	BA, preferably in computer science	Computer Science Engineering Mathematics	Computer Consultant Database Manager Information Officer

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