# Strong Interest Inventory (SII)



# 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



# 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"



# Holland Typology

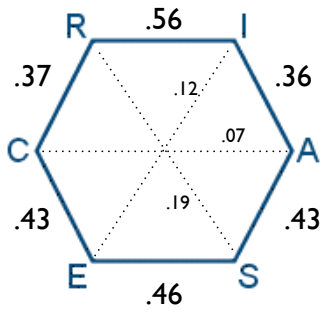
- Theory: personality and vocations share six main factors

| 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 |



# Holland Typology

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



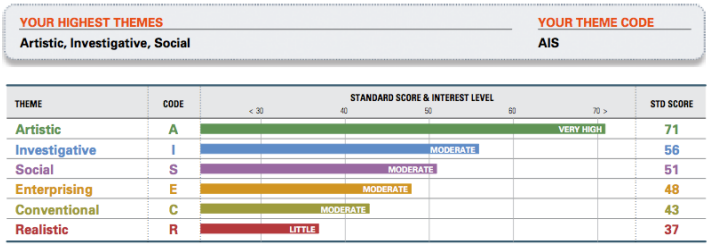



# SII uses T-Scores

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

# 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).



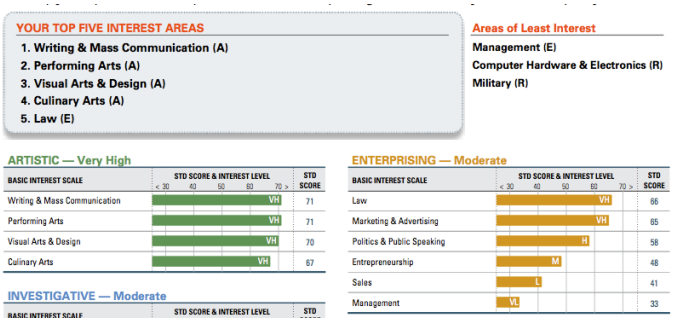
| YOUR HIGHEST THEMES | YOUR THEME CODE |
|---|---|
| Artistic, Investigative, Social | AIS |

| THEME | CODE | STANDARD SCORE & INTEREST LEVEL (< 30 / 40 / 50 / 60 / 70 >) | STD SCORE |
|---|---|---|---|
| Artistic | A | VERY HIGH | 71 |
| Investigative | I | MODERATE | 56 |
| Social | S | MODERATE | 51 |
| Enterprising | E | MODERATE | 48 |
| Conventional | C | MODERATE | 43 |
| Realistic | R | LITTLE | 37 |



# 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.



**YOUR TOP FIVE INTEREST AREAS**
1. Writing & Mass Communication (A)
2. Performing Arts (A)
3. Visual Arts & Design (A)
4. Culinary Arts (A)
5. Law (E)

**Areas of Least Interest**
Management (E)
Computer Hardware & Electronics (R)
Military (R)

**ARTISTIC — Very High**

| BASIC INTEREST SCALE | STD SCORE & INTEREST LEVEL (< 30 / 40 / 50 / 60 / 70 >) | STD SCORE |
|---|---|---|
| Writing & Mass Communication | VH | 71 |
| Performing Arts | VH | 71 |
| Visual Arts & Design | VH | 70 |
| Culinary Arts | VH | 67 |

**INVESTIGATIVE — Moderate**

| BASIC INTEREST SCALE | STD SCORE & INTEREST LEVEL | STD |
|---|---|---|

**ENTERPRISING — Moderate**

| BASIC INTEREST SCALE | STD SCORE & INTEREST LEVEL (< 30 / 40 / 50 / 60 / 70 >) | STD SCORE |
|---|---|---|
| Law | VH | 66 |
| Marketing & Advertising | VH | 65 |
| Politics & Public Speaking | H | 58 |
| Entrepreneurship | M | 48 |
| Sales | L | 41 |
| Management | VL | 33 |



# 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.

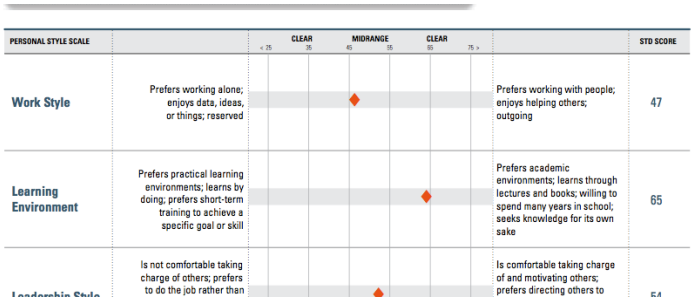
**YOUR TOP TEN STRONG OCCUPATIONS**
1. Librarian (A)
2. Technical Writer (AIR)
3. Broadcast Journalist (AE)
4. Graphic Designer (ARI)
5. Photographer (ARE)
6. Reporter (A)
7. Chef (ERA)
8. Attorney (A)
9. Editor (AI)
10. Translator (A)

**Occupations of Dissimilar Interest**
Physical Education Teacher (SRC)
Physicist (IRA)
Athletic Trainer (RIS)
Mathematician (IRC)
Mathematics Teacher (CIR)



# 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.

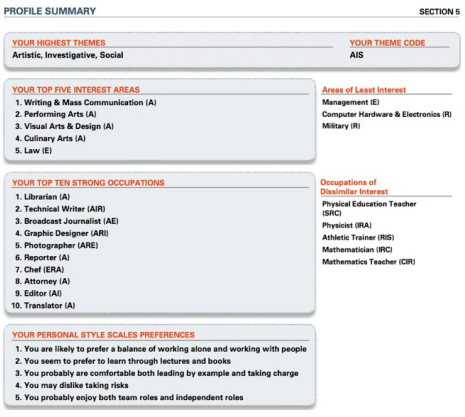


| PERSONAL STYLE SCALE | CLEAR (< 25 / 35) | MIDRANGE (45 / 55) | CLEAR (65 / 75 >) | STD SCORE |
|---|---|---|---|---|
| Work Style | Prefers working alone; enjoys data, ideas, or things; reserved | | Prefers working with people; enjoys helping others; outgoing | 47 |
| Learning Environment | Prefers practical learning environments; learns by doing; prefers short-term training to achieve a specific goal or skill | | Prefers academic environments; learns through lectures and books; willing to spend many years in school; seeks knowledge for its own sake | 65 |
| Leadership Style | Is not comfortable taking charge of others; prefers to do the job rather than | | Is comfortable taking charge of and motivating others; prefers directing others to | 54 |



# 5 : Profile Summary

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



**PROFILE SUMMARY** SECTION 5

| YOUR HIGHEST THEMES | YOUR THEME CODE |
|---|---|
| Artistic, Investigative, Social | AIS |

**YOUR TOP FIVE INTEREST AREAS**
1. Writing & Mass Communication (A)
2. Performing Arts (A)
3. Visual Arts & Design (A)
4. Culinary Arts (A)
5. Law (E)

**Areas of Least Interest**
Management (E)
Computer Hardware & Electronics (R)
Military (R)

**YOUR TOP TEN STRONG OCCUPATIONS**
1. Librarian (A)
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9. Editor (AI)
10. Translator (A)

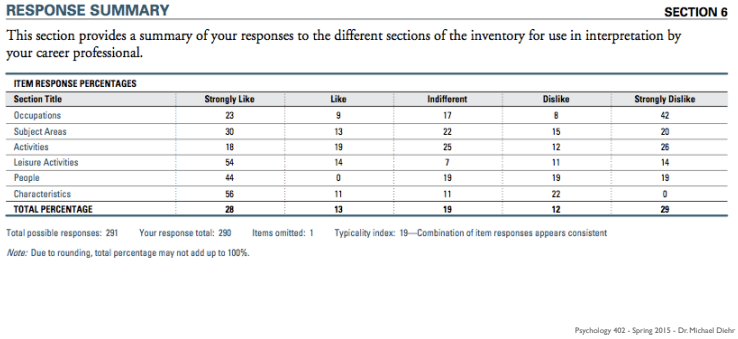
**Occupations of Dissimilar Interest**
Physical Education Teacher (SRC)
Physicist (IRA)
Athletic Trainer (RIS)
Mathematician (IRC)
Mathematics Teacher (CIR)

**YOUR PERSONAL STYLE SCALES PREFERENCES**
1. You are likely to prefer a balance of working alone and working with people
2. You seem to prefer to learn through lectures and books
3. You probably are comfortable both leading by example and taking charge
4. You may dislike taking risks
5. You probably enjoy both team roles and independent roles



# 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**

| Section Title | 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 |



# 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



# Does it work?

**Strong Interest Inventory® College Profile** MICHAEL DIEHR | Page 3

## 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<br>College Instructor<br>Research Scientist |
| Biologist | IA | MA or PhD in biological sciences | Biology<br>Botany<br>Biochemistry | Biochemist<br>Geneticist<br>Oceanographer |
| Mathematician | ICA | MA or PhD | Math<br>Statistics<br>Computer Science | Actuary<br>Statistician<br>Engineer Analyst |
| Psychologist | IA | PhD | Psychology<br>Statistics<br>Social Sciences | Psychiatrist<br>Counselor<br>Psychometrist |
| Software Developer | IAR | BA, preferably in computer science | Computer Science<br>Engineering<br>Mathematics | Computer Consultant<br>Database Manager<br>Information Officer |