

# Strong Interest Inventory (SII)

*There will not be any questions about the SII on the midterm*

671

Psychology 402 - Fall 2021 - Dr. Michael Dohr

# 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”

672

Psychology 402 - Fall 2021 - Dr. Michael Dohr

# Holland Typology

- Theory: personality and vocations share six main *factors*

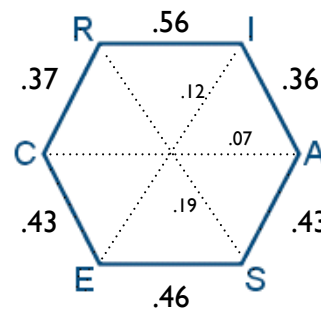
Type	Description
Realistic	practical, physical, hands-on, tool-oriented
Investigative	analytical, intellectual, scientific, explorative
Artistic	creative, original, independent, chaotic
Social	cooperative, supporting, helping, healing/nurturing
Enterprising	competitive environments, leadership, persuading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

673

Psychology 402 - Fall 2021 - Dr. Michael Dohr

# Holland Typology

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



674

Psychology 402 - Fall 2021 - Dr. Michael Dohr

# SII uses T-Scores

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

675

Psychology 402 - Fall 2021 - Dr. Michael Dohr

# 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

676

Psychology 402 - Fall 2021 - Dr. Michael Dohr

## 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

Artistic, Investigative, Social

### YOUR THEME CODE

AIS

THEME	CODE	STANDARD SCORE & INTEREST LEVEL					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

677

Psychology 402 - Fall 2021 - Dr. Michael Dohr

## 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	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 SCORE
----------------------	----------------------------	-----------

### ENTERPRISING — Moderate

BASIC INTEREST SCALE	STD SCORE & INTEREST LEVEL	STD SCORE
Law	VH	66
Marketing & Advertising	VH	65
Politics & Public Speaking	M	58
Entrepreneurship	M	48
Sales	L	41
Management	L	33

678

Psychology 402 - Fall 2021 - Dr. Michael Dohr

## 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)

679

Psychology 402 - Fall 2021 - Dr. Michael Dohr

## 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 MIDRANGE CLEAR					STD SCORE
		< 25	25	45	55	75 >	
Work Style	Prefers working alone; enjoys data, ideas, or things; reserved						47
Learning Environment	Prefers practical learning environments; learns by doing; prefers short-term training to achieve a specific goal or skill						65
Leadership Style	Is not comfortable taking charge of others; prefers to do the job rather than						6.4

680

Psychology 402 - Fall 2021 - Dr. Michael Dohr

## 5 : Profile Summary

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

### PROFILE SUMMARY

### SECTION 5

#### YOUR HIGHEST THEMES

Artistic, Investigative, Social

#### YOUR THEME CODE

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)
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)

#### 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

Psychology 402 - Fall 2021 - Dr. Michael Dohr

## 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%.

682

Psychology 402 - Fall 2021 - Dr. Michael Dohr

## How good is the SII

683

Psychology 402 - Fall 2021 - Dr. Michael Diehr

## SII Reliability

- Generally good Reliability

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

684

Psychology 402 - Fall 2021 - Dr. Michael Diehr

## 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

685

Psychology 402 - Fall 2021 - Dr. Michael Diehr

## SII Validity - Donnay & Borgen (1996)

- Methods: 55000 subjects took the SII at their current job. Mean age 42, 50 occupations
- Selected subjects who had:
  - “typical” job duties
  - “very” or “somewhat” satisfied
  - N= 10000 men + 10000 women
- Goal:
  - Using SII factors, predict their occupation

686

Psychology 402 - Fall 2021 - Dr. Michael Diehr

## SII Validity - Donnay & Borgen (1996)

- Results:
  - predictions depended on scale used
  - 9% hit rate (personal style scales)
  - 10% hit rate (GOTs)
  - 22% hit rate (Basic Interest Scales)

687

Psychology 402 - Fall 2021 - Dr. Michael Diehr

## 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 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

688

Psychology 402 - Fall 2021 - Dr. Michael Diehr