

# Strong Interest Inventory (SII)

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

832

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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”

833

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## Holland Typology

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

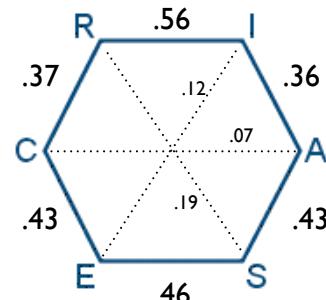
Type	Description
Realistic	practical, physical, hands-on, tool-oriented
Investigative	analytical, intellectual, scientific, explorative
Artistic	creative, original, independent, chaotic
Social	cooperative, supporting, helping, healing/nurturing
Enterprising	competitive environments, leadership, persuading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

834

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## Holland Typology

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



835

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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

836

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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

837

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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).

**YOUR HIGHEST THEMES**  
Artistic, Investigative, Social

**YOUR THEME CODE**  
AIS

THEME	CODE	STANDARD SCORE & INTEREST LEVEL					STD SCORE
		< 30	40	50	60	70 >	
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	

838

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## 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
	< 30	40	50	60	70 >	
Writing & Mass Communication				VH		71
Performing Arts				VH		71
Visual Arts & Design				VH		70
Culinary Arts				VH		67

### ENTERPRISING — Moderate

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

839

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## 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)

840

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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.

### PERSONAL STYLE SCALE

PERSONAL STYLE SCALE	CLEAR	MIDRANGE	CLEAR	STD SCORE	
	< 35	45	55	75 >	
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 environment; 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

841

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## 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**

**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

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## 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
<b>TOTAL PERCENTAGE</b>	<b>28</b>	<b>13</b>	<b>19</b>	<b>12</b>	<b>29</b>

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%.

843

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# How good is the SII

844

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## SII Reliability

- Generally good Reliability

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

845

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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

846

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## 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

847

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## 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)

848

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