

# Strong Interest Inventory (SII)

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

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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*

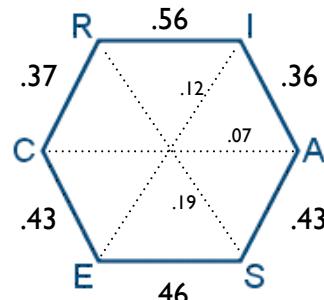
Type	Description
Realistic	practical, physical, hands-on, tool-oriented
Investigative	analytical, intellectual, scientific, explorative
Artistic	creative, original, independent, chaotic
Social	cooperative, supporting, helping, healing/nurturing
Enterprising	competitive environments, leadership, persuading
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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## The Structure of the SII

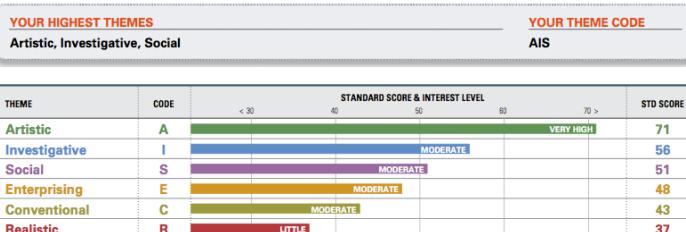
- Section 1 : General Occupational Themes
- Section 2 : Basic Interest Scales
- Section 3 : Occupational Scales
- Section 4 : Personal Style Scales
- Section 5 : Profile Summary
- Section 6 : Response Summary

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## 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).



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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.



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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.

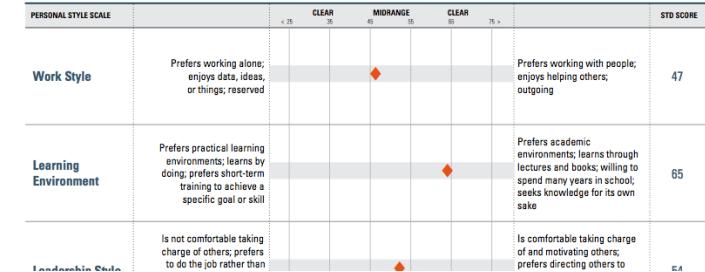


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## 4 : Personal Style Scales (PSS)

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.

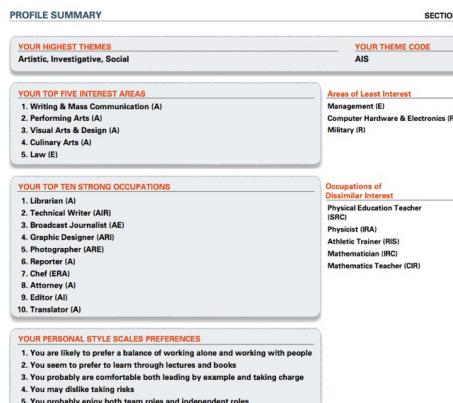


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## 5 : Profile Summary

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



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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	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%.

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# How good is the SII

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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

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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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## 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

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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)

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