

Strong Interest Inventory (SII)

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

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SII Early History

- 1927 - E.K. Strong Jr: Strong Vocational Interest Bank (SVIB)
- 1966 revision
 - 400 questions
 - 54 occupations for men
 - 32 occupations for women
- Criticisms:
 - lack of theory
 - gender-based occupations
- 1974 revision Strong-Campbell Interest Inventory (SCII) - reduced gender bias

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SII History

- Test moved → Minnesota → Stanford University
- 2007 Revision - Strong Interest Inventory (SII)
 - 291 multiple choice Likert-style questions (polychotomous)
 - about 45 minutes to finish
 - Vocational placement upon leaving military
 - Theory based on “Holland Codes”

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Holland Typology

- Theory: personality and vocations share six main factors

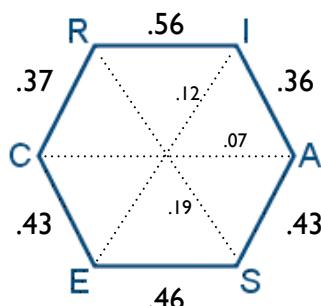
| Type | Description |
|---------------|---|
| Realistic | practical, physical, hands-on, tool-oriented |
| Investigative | analytical, intellectual, scientific, explorative |
| Artistic | creative, original, independent, chaotic |
| Social | cooperative, supporting, helping, healing/nurturing |
| Enterprising | 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).

| YOUR HIGHEST THEMES | | YOUR THEME CODE | |
|---------------------------------|------|---------------------------------|-----------------|
| Artistic, Investigative, Social | | AIS | |
| THEME | CODE | STANDARD SCORE & INTEREST LEVEL | STD SCORE |
| Artistic | A | < 30 40 50 60 70 > | VERY HIGH 71 |
| Investigative | I | | 56 |
| Social | S | | 51 |
| Enterprising | E | | 48 |
| Conventional | C | | 43 |
| Realistic | R | | 37 |

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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 |
|------------------------------|----------------------------|-----------|
| 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 |
|----------------------------|----------------------------|-----------|
| Law | VH | 66 |
| Marketing & Advertising | VH | 65 |
| Politics & Public Speaking | H | 58 |
| Entrepreneurship | M | 48 |
| Sales | L | 41 |
| Management | VL | 33 |

INVESTIGATIVE — Moderate

| BASIC INTEREST SCALE | STD SCORE & INTEREST LEVEL | STD SCORE |
|------------------------------|----------------------------|-----------|
| Writing & Mass Communication | VH | 71 |

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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)

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 < 75 | MIDRANGE 75 - 85 | CLEAR 85 - 75 > | STD SCORE |
|----------------------|---|---------------|---------------------|--------------------|-----------|
| 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 | | ◆ | | 54 |

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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

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)
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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.

| 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%.

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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

- How to measure it?

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