

Strong Interest Inventory (SII)

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

890

Psychology 402 - Spring 2024 - Dr. Michael Dohr

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

891

Psychology 402 - Spring 2024 - Dr. Michael Dohr

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”

892

Psychology 402 - Spring 2024 - Dr. Michael Dohr

Holland Typology

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

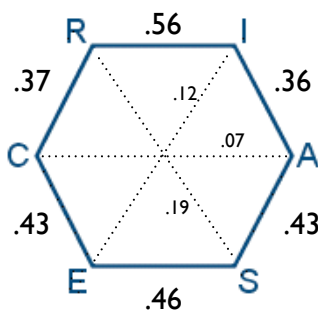
Type	Description
Realistic	practical, physical, hands-on, tool-oriented
Investigative	analytical, intellectual, scientific, explorative
Artistic	creative, original, independent, chaotic
Social	cooperative, supporting, helping, healing/nurturing
Enterprising	competitive environments, leadership, persuading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

893

Psychology 402 - Spring 2024 - Dr. Michael Dohr

Holland Typology

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



894

Psychology 402 - Spring 2024 - 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

895

Psychology 402 - Spring 2024 - Dr. Michael Dohr

The Structure of the SII

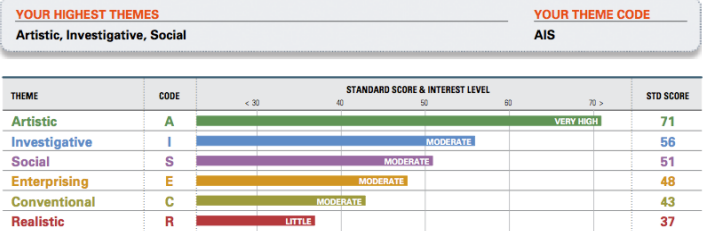
- Section 1 : General Occupational Themes
- Section 2 : Basic Interest Scales
- Section 3 : Occupational Scales
- Section 4 : Personal Style Scales
- Section 5 : Profile Summary
- Section 6 : Response Summary

896

Psychology 402 - Spring 2024 - 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).

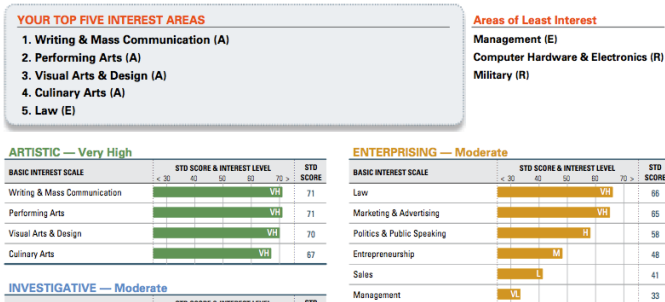


897

Psychology 402 - Spring 2024 - 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.

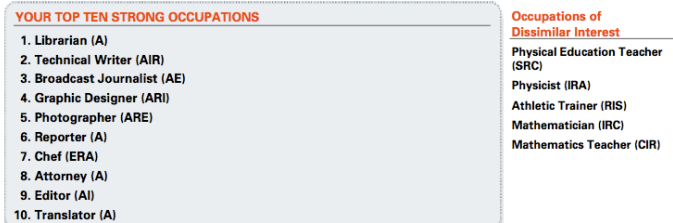


898

Psychology 402 - Spring 2024 - 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.

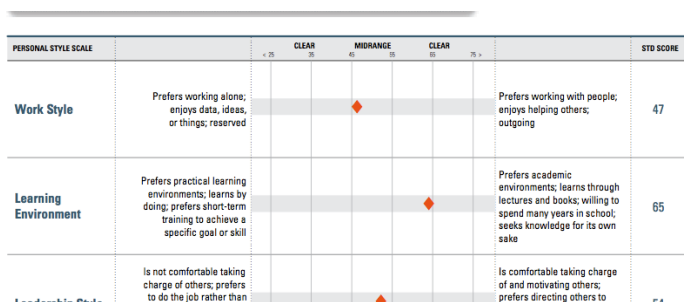


899

Psychology 402 - Spring 2024 - 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.

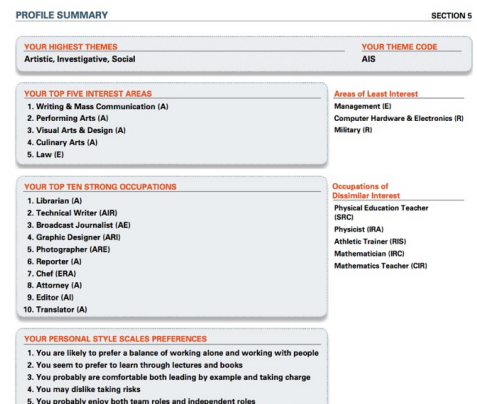


900

Psychology 402 - Spring 2024 - Dr. Michael Dohr

5 : Profile Summary

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



r 402 - Spring 2024 - 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%.

902

Psychology 402 - Spring 2024 - Dr. Michael Diehr

How good is the SII

903

Psychology 402 - Spring 2024 - 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

904

Psychology 402 - Spring 2024 - Dr. Michael Diehr

SII Validity

- How to measure it?

905

Psychology 402 - Spring 2024 - Dr. Michael Diehr