

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

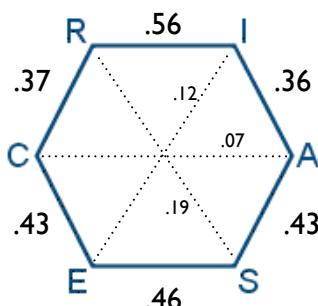
Type	Description
Realistic	practical, physical, hands-on, tool-oriented
Investigative	analytical, intellectual, scientific, explorative
Artistic	creative, original, independent, chaotic
Social	cooperative, supporting, helping, healing/ nurturing
Enterprising	competitive environments, leadership, persuading
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 >	71
Investigative	I	Moderate	56
Social	S	Moderate	51
Enterprising	E	Moderate	48
Conventional	C	Moderate	43
Realistic	R	Little	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

INVESTIGATIVE — 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

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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

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)

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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	CLEAR	MIDRANGE	CLEAR	STD SCORE
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 environments; 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

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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)

Occupations of Dissimilar Interest

- Physical Education Teacher (SRC)
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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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