

# Advanced Tests and Measurement

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## Interests Testing

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### What We Will Cover in This Section

- What interests tests are.
- Holland Scales.
- Strong Interests Inventory.
- Other measures.



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### Definition

Tests designed to assess a person's preference for certain activities and situations.

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## Where do interests come from?

- High correlation between children's interests and parents' interests.
- Identical twins closer than non-genetic family members.
- Heredity influences temperament, ability, and physical structure, so may influence interests.
- Tends not to be stable until late teens or early 20s.

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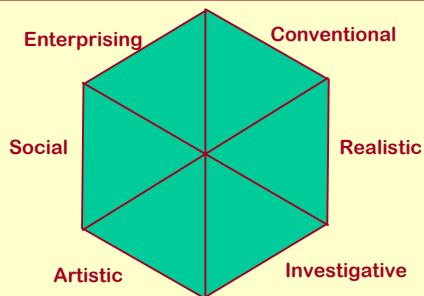
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## Holland's Model



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## Strong Interest Inventory (SII)

- In 1920s Strong noticed patterns of likes and dislikes related to jobs.
- Developed a list of likes and dislikes.
- Compared likes and dislikes to people in occupations.
- Initial scale was developed for men(1927) , woman's scale developed later (1933).
- Both scales revised in 1960s but independent.
- 1974 revised for single administration by David Campbell.
- Revised and expanded in 1981 and 1985.
- Current version was published in 1994.

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## Strong Interests Inventory Theory

- Initially, atheoretical.
- Assumption, people will be more successful doing things they like.
- Later the SII was revised to match the Holland scales as an organizational framework.

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## SII: What Measured?

- Occupations (Like, Indifferent, Dislike)
- School Subjects
- Activities
- Leisure Activities
- Types of people.
- Preferences between two activities.
- Person's characteristics.
- Work preference.

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## SII Administration

- Group paper and pencil test.
- No time limit.
- 317 Items.

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**SII Scoring**

- **Computer Scored.**
  - By publisher.
  - Purchased program.
- **Computer printout.**
- **Compatibility with various occupations on T-score with M = 50, SD = 10.**

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**SII Technical**

- **Reliability**
  - Internal consistency between .90 and .94.
  - Test-retest between .84 and .92.
- **Validity**
  - High concurrent validity due to empirical criterion keying.

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**SII Issues**

- **Interests do not mean skill, aptitude, or achievement.**
- **Little external validation.**
  - Predict occupational satisfaction.
  - Don't predict occupational success.
- **Trends.**
  - Wider use.
  - Computerized scoring.
  - Linked to more and more jobs.

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**Other Interests Inventories**

- **Campbell Skill and Interest Inventory (CSII)**
  - Developed by David Campbell.
  - Best used with college graduates.

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**Kuder Interest Surveys**

- **Second oldest inventory.**
- **Initially published as the Kuder Preference Record.**
- **Current Version, Kuder Occupational Preference Survey (KOIS) published 1988.**
- **Developed using mean item responses.**
- **Format is forced choice, ipsative scale.**

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**Typical KOIS Item**

For each group of three activities choose the item you would most like to do and circle the M. Then choose the item would least like to do and circle the L. Leave the third item blank.

1.	Visit an elementary school.	M	L
	Visit a factory.	M	L
	Visit a university.	M	L
2.	Write a book.	M	L
	Sell a book.	M	L
	Print a book.	M	L

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**Output**

1. Dependability/validity scale.
2. Vocational interest estimates for men and women.
3. Occupational scales for men and women.
4. College majors for men and women.

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**Career Assessment Inventory (CAI)**

- Most recent interest inventory.
- Initially published in 1976.
- Originally targeted for people not going to college.
- Current edition has some college and professional level items.

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**CAI Output**

1. General response scales.
2. Scores on General Themes (Six Holland Scales).
3. Basic Interest Area Scales. (Mechanical, Carpentry, Child Care, etc.).
4. Occupational Scales.

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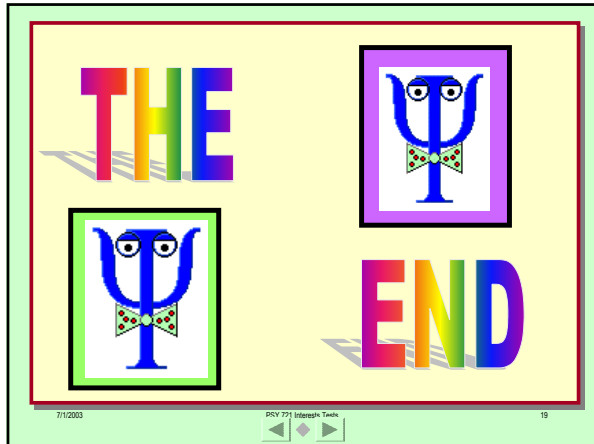
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