

Introducing the *Strong Interest Inventory*® 244 Assessment

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Agenda

1. Why interests are important
2. *Strong Interest Inventory*® 244 assessment overview
3. Strong Interest Inventory 244 Career Satisfaction Report walkthrough
4. Q&A



Why interests are important

What are vocational interests?

- Vocational interests can be defined as a relatively stable “pattern of likes, dislikes, and indifferences regarding career-relevant activities and occupations” (Lent, Brown, & Hackett, 1994)
- What do you want to do when you grow up?



How measuring interests can help people

- Learn about themselves
- Broaden the number of career paths that they are aware of
- Make better career decisions by finding subject areas, occupations, and work environments that are congruent with their interests



Career issues addressed by the Strong assessment

Career exploration

Do my parents really know what's best for me?

What do I like?



Career disengagement

Who am I?

What's important to me?

Retirement transition

Where else do I want to contribute?



Career transition

What do I want to do?

Why did my last position not seem to fit?

Findings from the empirical literature

1. Helping people understand their interest profiles leads to more confidence that they can make good career decisions
2. Congruent interests are associated with lots of important outcomes





Strong Interest Inventory® 244 assessment overview



History of the *Strong Interest Inventory*®

- First published in 1927 by E. K. Strong (OSs)
- Women's Form added in 1933
- Several revisions and updates across 70 years
- Latest full revision released in 2004
- Occupational Scales (OSs) revised in 2012
- ...and today, the Strong Interest Inventory 244 assessment



Strong Interest Inventory® 244 assessment

- New version of the *Strong Interest Inventory*® assessment that feature these key enhancements:
 - Gender-Neutral
 - No requirement to respond to gender demographic item
 - No use of gender in scoring or interpretation of results
 - *New* Occupation Scores
 - Similarity scores indicate how similar the respondent's interests are to those of people in 243 occupations, up from 130
 - New satisfaction scores predict likelihood of being satisfied in the same occupations
 - *New* Academic Major Scores
 - Similarity scores indicate how similar the respondent's interests are to those of people in 33 college majors
 - New satisfaction scores predict likelihood of being satisfied in the same majors

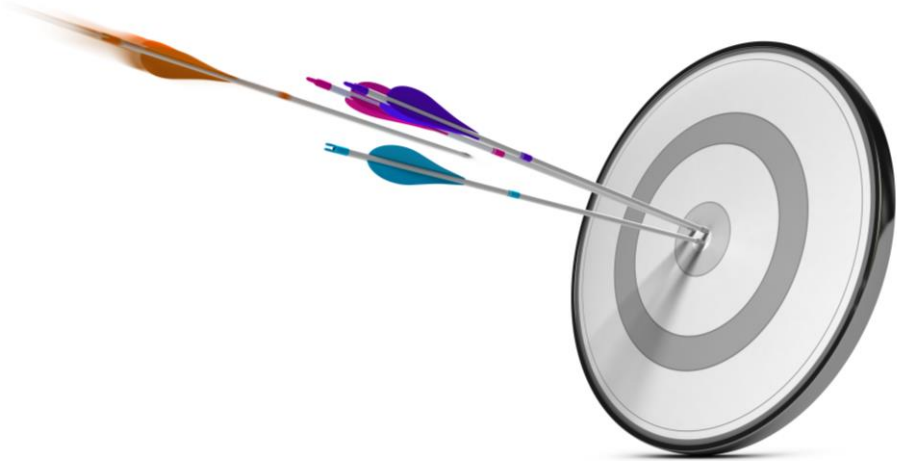
Strong Interest Inventory® 244 assessment (contd.)

- Two new Basic Interest Scales
 - Hospitality & Tourism
 - Conservation & Environmentalism
- Shorter assessment: 244 items, shortened from 291
- Improved consistency index to detect inconsistent or atypical assessment responses
- The Strong 244 assessment is **not** replacing the current Strong assessment

Comparison of the Strong and Strong 244 assessments

Strong assessment	Strong 244 assessment
291 items	244 items
6 General Occupational Themes	6 General Occupational Themes
30 Basic Interest Scales	32 Basic Interest Scales
5 Personal Style Scales	6 Personal Style Scales
130 Occupation Scales (similarity only; separate scales for men and women)	243 Occupation Scales (similarity and satisfaction)
0 Academic Major Scales	33 Academic Major Scales (similarity and satisfaction)

Other points of interest



- New General Reference Sample of 100,000 people (previously 2250), representative of the US working population
- We plan to do regular updates of the occupations and majors, including adding new titles to keep the assessment fresh
- Online and free technical supplement:

<https://strongsupplement.themyersbriggs.com>

Key points for practitioners

- The Strong assessment and its reports will remain available
- Most of what you know carries forward to the Strong 244 assessment
 - GOTs, BISs, most PSSs are interpreted similarly
 - Occupation and major similarity scores are analogous to the previous occupation scales
- Satisfaction scores are the most novel introduction to the new assessment
- Academic major scores offer a new way to link interests to courses of study

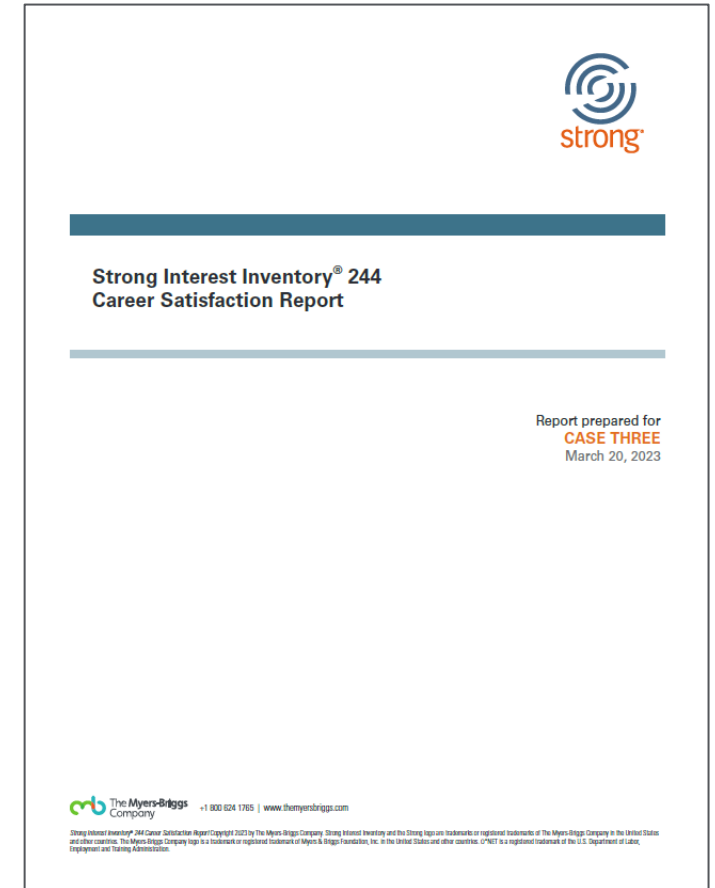


Strong 244 Career Satisfaction Report walkthrough



Strong Interest Inventory® 244 Career Satisfaction Report

- New report to help students explore academic and career pathways and find their ideal career
- Includes:
 - 6 General Occupational Themes
 - 32 Basic Interest Scales
 - 6 Personal Styles Scales
 - Similarity and predicted satisfaction scores for 243 occupations and 33 academic majors
 - Response summary
- Generated from the Strong 244 assessment only
- US English only and Strong certification (or educational eligibility) required



Strong Profile vs. Strong 244 Career Satisfaction Report

	Strong Profile	Strong 244 Career Satisfaction Report
Price	\$11.95	\$17.95
Availability	Elevate	Elevate
Assessment Version	Strong assessment (291 items)	Strong 244 assessment (244 items)
Gender Neutral	No	Yes
Report Content	<ul style="list-style-type: none"> • 6 General Occupational Themes • 30 Basic Interest Scales • 5 Personal Style Scales • Similarity scores for 130 occupations • Response summary 	<ul style="list-style-type: none"> • 6 General Occupational Themes • 32 Basic Interest Scales • 6 Personal Style Scales • Similarity and predicted satisfaction scores for 243 occupations • Similarity and predicted satisfaction scores for 33 academic majors • Response summary

Practitioners can choose which assessment and report works best for them

- Both are still quality assessments
- Strong 244: Generally preferred option.
 - More modern, more scores, updated occupations and new major results
 - Gender-neutral
 - Focus of future development
- Strong:
 - Wider variety of available reports, e.g., College Profile, Interpretive Report
 - Familiarity



Visit the Strong 244 product page for more information

- Go to <https://www.themyersbriggs.com/>
- Search for “career satisfaction report”
- Find links to FAQs, technical supplement, and sample report



Q&A



Thank you!

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