

Strong Interest Inventory® (STRONG)

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| PURPOSE | To measure occupational interests |
| ADMINISTER TO | Individuals 14 years and older |
| READING/EDUCATIONAL LEVEL | Grade 9 (NQF level 1) |
| ADMINISTRATION TIME | 30 minutes (291 items) |
| SCORING OPTIONS | User portal/Hand-scoring |
| PUBLICATION DATE | 2005, revised 2012 |
| HPCSA | Classified |
| TRAINING | Optional training in South Africa; Compulsory in Africa |
| LANGUAGES | English, French and Portuguese (reports in English only) |
| SA NORMS | No |

The Strong Interest Inventory assessment is one of the world's most widely respected, and frequently used career planning tools. It has helped both academic and business organisations develop the brightest talent and has guided thousands of individuals—from high school and college students to mid-career workers seeking a change in their search for a rich and fulfilling career.

The Strong is based on John Holland's theory, which is based on four main assumptions:

1. In our culture, most people can be categorised into six Themes and each person may be characterised by one Theme or some combination.
2. Job environments can be divided into these same six Themes and each environment is dominated by a particular type of person. Thus, the personality types of co-workers, as much as job requirements, establish the working tenor of a given occupation.

3. People search for environments that let them exercise their skills and abilities, express their attitudes and values, take on problems and roles they find stimulating and satisfying, and avoid chores or responsibilities they find unpleasant or daunting.
4. Behaviour is determined by an interaction between a person's personality and the characteristics of his or her working environment. Factors such as job performance, satisfaction, and stability are influenced by this interaction.

Holland's theory organises the six Themes by placing them at the six points of a hexagon, with those presumed to be the most closely related located adjacent to each other, and those most dissimilar located across the hexagon from each other. The order in which they fall around the hexagon is frequently called the R-I-A-S-E-C order. The Strong is the only empirically derived RIASEC assessment.



ASSESSMENT SCALES

The Strong assessment measures interests in four main categories of scales:

- **General Occupational Themes (GOTS):** Measure basic categories of occupational interests—Realistic, Investigative, Artistic, Social, Enterprising, and Conventional (RIASEC).
- **Basic Interest Scales (BISS):** Measure clusters of interest related to the GOTS in areas such as Athletics, Science, Performing Arts, and Sales.
- **Personal Style Scales (PSSS):** Measure preferences for and comfort levels with Styles of Living, Work Style, Learning Environment, Leadership Style, Risk Taking, and Team Orientation.
- **Occupational Sales (OSS):** Measure the extent to which a person's interests are similar to the interests of people of the same gender working in 130 diverse occupations, such as Accountant, Bartender, and Computer Programmer.

AREAS OF APPLICATION

The Strong can be used for the following purposes:

- Vocational and career counselling
- Informing academic, vocational and career decisions
- Stimulating discussions between student, parent and teacher
- Stimulating mid-career evaluation
- Helping to understand job satisfaction or dissatisfaction

REPORT OPTIONS

The Strong has the following software reports available:

- **The Strong Profile Report:** This is a highly personalised report that paints a clear picture of how the client's specific interests and preferences link to various jobs, work settings, and career fields.
- **The Strong Profile, College Edition:** This report helps students explore the path that is right for them by identifying specific college courses, jobs or internships, and extracurricular activities that will allow them to express their unique interests and personal style.
- **The Strong Profile, High School Edition:** This report helps high school students to explore various fields of study; discover satisfying work-study, volunteer, or summer job opportunities; and examine a wide range of work environments.
- **The Strong Interpretive Report:** This report builds on the Strong Profile by applying key learning to create a richly textured road map for exploring and pursuing a rewarding life of work and leisure.
- **The Strong Interest Inventory® and Skills Confidence Inventory:** This report is linked to the six General Occupational Themes, and graphically illustrates how clients' interests compare to their level of confidence in performing certain activities.
- **The Strong Interest Inventory and MBTI® Career Report:** This report integrates clients' General Occupational Themes, Basic Interest Scales, Occupational Scales, and Personal Style Scales from the Strong with their MBTI® results to offer career direction and identify relevant occupations, with emphasis on those suggested by both instruments.