STRONG INTEREST INVENTORY

…and the Holland Code

Strong Background

- Most researched interest scale
- High validity and reliability
- First developed by E.K. Strong
  - Decided similar interests bring people together in work settings
- Holland expanded on the theory
  - “People tend to surround themselves with others who share interests, competencies, and outlook on world. Thus, where people congregate… reflects the type they are.”
  - Gave every person and every job a Holland Code - RIASEC

Strong Theory

- What people do is a reflection of their interests
- People of similar interests will be satisfied in those occupations given their values, knowledge and abilities are also the same
- Measures interests, not abilities
- Not used to tell you what you should be, but to be used as a spring board for ideas
- Purpose is to identify themes and patterns