John Holland’s TYPOLOGY

- Individuals are attracted to a given career because of personalities and numerous variables that constitute their backgrounds.
- Career choice is an expression of, or an extension of, personality into the world of work, followed by subsequent identification with specific occupational stereotypes.
- Modal personal style/orientation:
  - Congruence of one’s view of self with occupational preference
  - Developmental process established through heredity and the individual’s life history of reacting to environmental demands
- One chooses a career to satisfy one’s preferred modal personal orientation.
- Individuals are attracted to a particular role demand of an occupational environment that meets their personal needs and provides them with satisfaction.
- Self knowledge is important.
- 6 modal personal orientations and matching occupational environments
  - Realistic, investigative, artistic, social, enterprising, conventional
- Holland’s Occupational Classification (HOC)
- Assumptions:
  - Most people can be categorized as one of six types
  - There are six kinds of environments
  - People search for environments that will let them exercise their skills and abilities, express their attitudes and values, and take on agreeable problems and roles
  - A person’s behavior is determined by an interaction between his personality and the characteristics of his environment
- Hexagonal model (RIASEC)
  - Provides a visual presentation of the inner relationship of personality styles and occupational environment coefficients of correlation
  - 5 key concepts
    - Consistency
      - Some types have more in common than others
      - Closer the types are on the hexagon, the more consistent the individual will be
    - Differentiation
    - Identity
      - Describes individuals who have a clear and stable picture of their goals, interests, and talents
    - Congruence
      - Individual’s personality type matches the environment
    - Calculus
      - Theoretical relationship between types of occupational environments lend themselves to empirical research techniques
      - Knowledge of both occupational environment and corresponding modal personal orientations
- Knowledge of both occupational environment and corresponding modal personal orientations is critical to appropriate career decision making.
- Hierarchy or level of attainment in a career is determined primarily by individual self evaluations.
- Intelligence is less important than personality and interest.
- Stability of career choice depends primarily on the dominance of personal orientation.
RIASEC Defined

Realistic (R)
- Likes to work with animals, tools, or machines
- Generally avoids social activities like teaching, healing, and informing others
- Has good skills in working with tools, mechanical or electrical drawings, machines, or plants and animals
- Values practical things you can see, touch, and use like plants and animals, tools, equipment, or machines
- Sees self as practical, mechanical, and realistic

Investigative (I)
- Likes to study and solve math or science problems
- Generally avoids leading, selling, or persuading people
- Is good at understanding and solving science and math problems
- Values science
- Sees self as precise, scientific, and intellectual

Artistic (A)
- Likes to do creative activities like art, drama, crafts, dance, music, or creative writing
- Generally avoids highly ordered or repetitive activities
- Has good artistic abilities -- in creative writing, drama, crafts, music, or art
- Values the creative arts -- like drama, music, art, or the works of creative writers
- Sees self as expressive, original, and independent

Social (S)
- Likes to do things to help people -- like, teaching, nursing, or giving first aid, providing information
- Generally avoids using machines, tools, or animals to achieve a goal
- Is good at teaching, counseling, nursing, or giving information
- Values helping people and solving social problems
- Sees self as helpful, friendly, and trustworthy

Enterprising (E)
- Likes to lead and persuade people, and to sell things and ideas
- Generally avoids activities that require careful observation and scientific, analytical thinking
- Is good at leading people and selling things or ideas
- Values success in politics, leadership, or business
- Sees self as energetic, ambitious, and sociable

Conventional (C)
- Likes to work with numbers, records, or machines in a set, orderly way
- Generally avoids ambiguous, unstructured activities
- Is good at working with written records and numbers in a systematic, orderly way
- Values success in business
- Sees self as orderly, and good at following a set plan