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ABSTRACT

The correlation coefficients between the new basic interest scales and the traditional empirical (occupational and nonoccupational) scales on the Strong Vocational Interest Blank for Men were determined for a diverse sample of 155 males. In most cases, the relationships were logical and easy to understand. In some cases, however, the relationships were unanticipated and/or primarily negative. Factors responsible for these unexpected or negative relationships were briefly discussed. Knowledge of the relationship between the two sets of scales should help counselors identify interest factors (both positive and negative) associated with high and low scores on the occupational and nonoccupational scales. (Author)



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RELATIONSHIP BETWEEN THE BASIC INTEREST

SCALES AND THE OCCUPATIONAL AND NONOCCUPATIONAL

SCALES ON THE STRONG VOCATIONAL INTEREST

BLANK FOR MEN

Richard W. Johnson and Margaret Schwertfeger

Abstract

The correlation coefficients between the new basic interest scales and the traditional empirical (occupational and nonoccupational) scales on the Strong Vocational Interest Blank for Men were determined for a diverse sample of 155 males. In most cases, the relationships were logical and easy to understand. In some cases, however, the relationships were unanticipated and/or primarily negative. Factors responsible for these unexpected or negative relationships were briefly discussed. Knowledge of the relationship between the two sets of scales should help counselors identify interest factors (both positive and negative) associated with high and low scores on the occupational and nonoccupational scales.

Previous University of Wisconsin Counseling Center Reports

Volume 4, 1970-71

- No. 1. Thrush, R. S. Annual Report
- No. 2. Johnson, R. W. Note on Measurement of Sex and Age Differences on SVIB-M.
- No. 3. Kirk, K. W., Ohvall, R. A., and Johnson, R. W. Vocational Interests of Pharmacy Students.
- No. 4. Praamsma, S. W., and Fritz, K. V. User's Manual for Item Diagnostic Program (IMDIAG).
- No. 5. Johnson, R. W. Congruence of SVIB-W and KOIS Interest Profiles.
- No. 6. Nolting, E., and Leege, W. Privileged Communication -- Rights and Responsibilities of College Counselors under Wisconsin Law.
- No. 7. Mendoza, G. Prediction of Academic and Clinical Performance of Physical Therapy Students.

Volume 5, 1970-71

- No. 1. Thrush, R. S. Annual Report
- No. 2. Cornish, R. D. Annotated Bibliography of MMPI Research Among College Populations: 1962-1970.
- No. 3. Fritz, K. V., and Cornish, R. D. A User's Guide to Scoring and Improving Examinations Using the MERMAC Test Analysis and Questionnaire Package.



RELATIONSHIP BETWEEN THE BASIC INTEREST SCALES AND

THE OCCUPATIONAL AND NONOCCUPATIONAL SCALES ON THE

STRONG VOCATIONAL INTEREST BLANK FOR MEN

Richard W. Johnson and Margaret Schwertfeger
University of Wisconsin

The correlation coefficients between the new basic interest scales and the traditional empirical (occupational and nonoccupational) scales for the Men's form of the Strong Vocational Interest Blank (SVIB) are reported in this paper. This information should be helpful in better understanding the nature of the relationship between these two sets of scales.

This <u>Report</u> parallels an earlier <u>Report</u> (Vol. 3, No. 6, 1969) which presented the correlation coefficients between the two sets of scales for the Women's form of the SVIB.

Method

Subjects

A heterogeneous sample of 155 males who completed the SVIB for Men (Form T399) as counseling center clients (N = 59) or participants in program evaluations (N = 96) were used as subjects. Most of the subjects were college students drawn from the fields of pharmacy (N = 46), engineering (N = 43), physical therapy (N = 18), and letters and sciences (N = 34). The mean age of the subjects was 20.6 with a standard deviation of 3.2.

Statistical Analysis

Pearson product moment correlation coefficients between the 22 basic scales and the 54 occupational and 8 nonoccupational scales for the SVIB-M



(Form T399) were determined by means of the University of Wisconsin Univac 1108 Computer.

Results and Discussion

The means and standard deviations for each variable and the intercorrelations of the basic scores and the occupational and nonoccupational scores are reported in Table 1. All r's equal to or greater than plus or minus 16 are significant at the .05 level of probability. The three highest correlations between the basic scales and each occupational and nonoccupational scale are underlined. These correlations are very similar to those reported by Campbell (1971, p. 111) for a diverse sample of 150 men and women. Most of the correlations for the two samples are within a few points of each other.

Inspection of Table 1 reveals the following information:

- 1. All but 5 of the occupational scales (Psychiatrist, Psychologist, Banker, Funeral Director, and President of Manufacturing Concern) and 2 of the nonoccupational scales (Occupational Level and Managerial Orientation) have one or more relatively high (r≥+.50 or r≤-.50) correlations with the basic scales. In most cases, variability of scores on the occupational and nonoccupational scales may be directly traced to variability of scores on the basic scales. Relatively high scores on the Osteopath scale, for example, are associated with relatively high scores on the Medical Services, Science, and Nature basic scales.
- 2. Most of the correlations may be logically explained, however, some anticipated relationships did not occur. For example, each of the following correlations (shown in parentheses) are surprisingly low: Art-Artist (.06), Mathematics-Mathematician (.25), Writing-Author Journalist (.12), Medical Service-Dentist (.10), Nature-Farmer (.17) and Law/Politics -Lawyer (.18). In each case, the occupational criterion group actually obtained relatively



high scores on the matching basic interest scale (Campbell, 1971, pp. 139-149).

The factors responsible for these low correlations are discussed in two other Reports (Vol. 5, Nos. 5 & 6, 1971). In brief, they may be attributed to the fact that the basic scales are relatively short and, as the name implies, "pure" in content. The occupational and nonoccupational scales are quite long and contain a variety of items. If the scores on the occupational and basic scales for the same area (e.g., Artist and Art scales) do not agree, this indicates that the individual possesses only one part (art interest) of the occupational interest pattern or, conversely, that he lacks a critical aspect (art interest) of the occupational interst pattern despite the fact that he shares most of the other interests of the occupational group members. The low r's indicate that this type of inconsistency may occur relatively often. Counseling may be particularly helpful for clients who possess such contradictory scores.

3. In a number of cases (19 out of 54 occupational scales and 2 out of 8 nonoccupational scales), the only high correlations between the two types of scales were negative (5-.50). High scores on most of the biological science, physical science, and verbal-linguistic occupations were most clearly related to low scores on the basic interest scales. A high score on the Dentist scale, for example, may be best interpreted in terms of low scores on the Public Speaking, Business Management, and Merchandising scales for a majority of clients. Rejection of specific types of activities appears to have a greater influence on the magnitude of the scores on such occupational and nonoccupational scales than does the endorsement of seemingly compatible interests.

The item content for these scales (see Reports, Vol. 5, No. 6) consists primarily of negative interests. The members of these occupational or non-occupational groups appear to have very narrowed or focused interests. An



individual who prefers a wide variety of activities may be frustrated in such occupations (or situations) which apparently do not provide a great deal of diversion.

4. The percentages of "Like" responses (LP) were positively correlated with scores on the basic scales in all cases and the percentages of "Dislike" responses (DP) were negatively correlated with scores on each of the basic scales. These <u>r</u>'s are understandable in that the Like responses for the vast majority of the items on the basic scales are positively weighted (+1) and the Dislike responses are negatively weighted (-1).

In general, if LP is high, one may expect many high scores on the basic scales. If DP is high, many low scores may be expected.

5. Teaching, Music, Public Speaking, Business Management, Law/Politics, Religious Activities, and Merchandising (in descending order of magnitude) were each positively correlated with age (p > .05), however, the highest <u>r</u> was .28. In general, older age was associated with higher scores on a number of basic scales, but the magnitude of the relationships was slight Presumably, the <u>r</u>'s would have been higher if the age range of the subjects (S. D. = 3) had been greater.

Conclusion

The correlations reported in this paper should help counselors to understand better the nature of the relationship between the new basic scales and the established occupational and nonoccupational scales. Additional information on this topic is available in three related <u>Counseling Center Reports</u> (Johnson, 1971a, 1971b, Johnson and Johansson, 1971).



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TABLE 1

Product-Moment Correlation Coefficient Between

Basic Interest Scales and Other SVIB-M Scales (N=155)

	М	SD	Dentist	Osteopath	Veterinarian	Physician	Psychiatrist	Psychologist
Public Speaking	52	10	69 ⁸	22	36	 35	.11	14
Law / Politics	52	9	59	11	30	22	.16	05
Business Management	46	10	- <u>.69</u>	33	23	- .65	18	42
Sales	50	9	53	16	07			41
Merchandising	48	10	62	25	19	60		
Office Practices	47	9	34	04	.04			
Military Activities	45	9	12	05	.06			35
Technical Supervision	43	10	43	21	05	43	20	32
Mathematics	51	10	.09	.06	.03	.05	.03	.02
Science	51	10	.29	.49	.16	.48	.44	.28
Mechanical	46	9	.12	.31	.22	.12	.09	04
Nature	45	10	.18	.48	.26	.30	.20	.03
Agriculture ·	47	10	.09	.39	.36	.19	04	19
Adventure	59	10	01	.20	.20	.14	.03	15
Recreational Leader	51	11	09	.24	.27	.15	11	36
Medical Service	55	11	.10	<u>.59</u>	.27	.43	.42	.04
Social Service	55	10	47	.05	25	16	.29	01
Religious Activities	49	10	12	.23	.05	.05	.07	21
Teaching	51	9	36	.15	 23	05	.34	.05
Music	49	10	08	.14	38	.07	.41	.21
Art	50	10	11	.20	- <u>.41</u>	.02	.39	.23
Writing	50	9	43	07	- 62	10	.38	.25
Mean	•		31	31	30	35	26	28
' SD		(8	1.0	0	1.2	11	1.1



	Biologist	Architect	Mathematician	Physicist	Chemist	Engineer	Production Manager
Public Speaking	42	63	54	62	58	- <u>.64</u>	11
Law / Politics	33	66	47	51	43	52	09
Business Management	<u>67</u>	<u>73</u>	- <u>.72</u>	- <u>.70</u>	- <u>.60</u>	48	.23
Sales	66	64	- <u>.73</u>	68	<u>60</u>	51	.04
Merchandising	69	70	- <u>.75</u>	75	- <u>.64</u>	56	.08
Office Practices	48	65	56	54	43	36	.15
Military Activities	18	27	26	22	21	15	.18
Technical Supervision	45	42	48	39	27	14	.38
Mathematics	.16	.07	.25	.32	.40	.46	.37
Science	.55	01	.18	.39	.60	.38	.21
Mechanical	.28	.02	.00	.28	.39	.38	.50
Nature	.30	07	1.4	03	.04	06	05
Agriculture	.14	13	24	10	03	09	.10
Adventure	.06	22	29	09	.07	05	.15
Recreation Leader	07	41	42	28	08	26	.09
Medical Service	.20	47	37	23	05	30	16
Social Service	17	58	40	49	48	- <u>.58</u>	32
Religious Activities	.02	31	22	26	25	32	11
Teaching	05	55	28	 36	 35	52	29
Music	.08	07	.01	12	16	36	 35
Art	.05	.00	12	18	18	34	43
Writing	13	25	26	37	35	54	51
Mean	29	28	21	22	29	27	27
SD	12	11	911	12	13	12	9



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	Army Officer	Air Force Officer	Carpenter .	Forest Service Man	Farmer	Math-Science Teacher	Printer
Public Speaking	.26	.14	- <u>. 62</u>	22	<u>61</u>	23	- <u>.51</u>
Law / Politics	.26	.27	- <u>. 63</u>	19	53	11	<u>48</u>
Business Management	.35	.32	36	03	38	02	23
Sales	.23	.29	34	09	30	03	2 1
Merchandising	.28	.21	37	03	38	06	18
Office Practices	.26	.23	13	.12	12	.29	.04
Military Activities	.32	.23	.00	.18	.00	02	01
Technical Supervision	.51	.33	05	.20	04	.12	.02
Mathematics	<u>.49</u>	.56	.21	.10	.15	<u>.47</u>	05
Science	.32	<u>. 57</u>	.07	.09	.08	.68	13
Mechanical	.60	<u>.70</u>	.49	<u>.46</u>	.28	<u>.57</u>	.15
Nature	.13	.01	.09	<u>.55</u>	.17	.17	09
Agriculture	.32	.12	.18	<u>. 67</u>	.28	.15	03
Adventure	.38	.35	.06	.32	.08	.21	.06
Recreation Leadership	.36	.28	03	.31	.01	.30	11
Medical Service	.00	.11	33	.08	25	.32	36
Social Service	Ort	.03	44	.02	- <u>.53</u>	05	- <u>.43</u>
Religious Activities	.11	.04	09	.17	15	.11	19
Teaching	04	.04	35	06	47	.09	42
Music	21	23	32	2 7	42	20	26
Art	17	21	2 9	17	44	24	22
Writing	0 5	13	- <u>.56</u>	27	- <u>.67</u>	37	30
Mean	23	31	23	21	33	33	32
, S D	11	1:0	10,12	13	10	10	. 10



	Policeman	Personnel Director	Public Administrator	Rehabilitation Couns.	YMCA Staff Member	Social Worker	Social Science Teacher
Public Speaking	.05	<u>.69</u>	<u>.71</u>	.66	.68	.67	.47
Law / Politics	.10	.62	.64	.62	.53	.57	.40
Business Management	.12	.69	.67	.54	.54	.41	.49
Sales	.03	.49	.43	.42	.53	.33	.39
Merchandising	.09	.56	.54	.50	.55	.40	<u>.52</u>
Office Practices	.23	.27	.32	.30	. 3 8	.17	.45
Military Activities	<u>.43</u>	.16	.26	.11	.21	.08	.17
Technical Supervision	.19	.46	.40	.25	.23	.15	.26
Mathematics	.04	06	06	10	26	29	- <u>.51</u>
Science	.10	18	OI	05	16	16	51
Mechanical	.35	10	.01	08	06	20	.38
Nature	.22	11	.09	.11	.07	.09	.01
Agriculture	.38	07	.06	.05	.17	.02	.09
Adventure	.39	07	.07	.06	.23	01	02
Recreational Leadership	<u>.54</u>	.05	. 1:7	.18	.46	.07	.23
Medical Service	.25	.03	. 24	.33	.34	.26	.18
Social Service	.14	.43	. 42	.67	.68	.69	.56
Religious Activities	.30	.10	• 22	.30	.38	.29	.28
Teaching	.07	.34	• 41	.64	.55	.60	.48
Music	14	.14	•12	.26	.21	.42	.17
Art	20	.12	.13	.29	.24	.46	.18
Writing	15	.41	.40	. 56 _.	.45	<u>.70</u>	.37
Mean	19	20	11 27	28	28	27	28
SD	9	12	11	11	14	13	12

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	School Superintendent	Minister	Librarian	Artist	Musician Performer	Music Teacher	C.P.A. Owner
Public Speaking	<u>.63</u>	.46	.05	61	18	.32	.12
Law / Politics	.54	.26	04	60	34	.08	.25
Business Management	.46	. 16	19	- <u>82</u>	- <u>.51</u>	.11	.10
Sales	.36	.20	17	67	28	.15	.12
Merchandising	.43	•23·	07	- <u>.76</u>	35	.18	.12
Office Practices	.24	.11	12	- <u>.71</u>	33	.01	.09
Military Activities	.12	06	29	31	41	04	08
Technical Supervision	.18	00	25	53	45	13	08
Mathematics	18	21	32	13	29	51	.25
Science	24	10	19	09	12	39	07
Mechanical	29	06	37	14	17	32	44
Nature	.05	.27	03	01	.12	.04	- <u>.45</u>
Agriculture	.00	.16	21	06	.04	06	- <u>.51</u>
Adventure	18	14	26	17	16	18	22
Recreational Leadershi	.p .01	.04	39	33	17	26	23
Medical Service	.16	.22	02	33	00	.04	16
Social Service	<u>.55</u> ´	.65	.24	40	.08	.45	12
Religious Activities	.2 9	.49	07	25	.10	.30	27
Teaching	.50´	.59	.21	41	.05	.49	10
Music	.37	.68	. 63	.01	<u>.50</u>	.66	01
Art	.29	<u>.66</u>	<u>.62</u>	.06	<u>.56</u>	.63	17
Writing	.52	<u>.72</u>	<u>.59</u>	14	.32	<u>.57</u>	.04
Mean	15	16 -	12 ³⁰	30	39	26	23
SD	11	13	10	10	10	13	9



	Senior C.P.A.	Accountant	Office Worker	Purchasing Agent	Banker	Pharmacist	Funeral Director
Public Speaking	04	.10	.19	13	14	16	.10
Law / Politics	.09	.12	.25	05	11	02	.03
Business Management	.28	.49	.61	.32	.21	.18	.40
Sales	.18	.34	.55	.25	.17	.26	.40
Merchandising	.24	.45	.68	.25	.20	.22	.46
Office Practices	.32	<u>.50</u>	<u>.70</u>	.23	.29	.35	.34
Military Activities	.14	.14	.18	.18	.21	.05	.16
Technical Supervision	.27	.43	.42	.29	.20	.09	.20
Mathematics	.52	.36	.06	.13	08	.07	31
Science	.11	03	14	16	- <u>.40</u>	.14	44
Mechanical	.11	.13	03	02	19	02	29
Nature	30	21	22	38	26	09	14
Agriculture	25	20	15	26	14	07	07
Adventure	.07	04	.04	02	15	.11	01
Recreational Leadership	.00	06	.11	07	06	.16	03
Medical Service	18	22	.06	2 9	27	.33	.01
Social Service	31	17	.05	46	26	20	.05
Religious Activities	20	12	.01	2 9	06	07	.09
Teaching	27	22	03	41	31	20	3.0
Music	34	20	09	47	29	31	06
Art	40	18	11	<u>53</u>	- <u>.44</u>	- <u>.43</u>	12
Writing	30	10	.02	<u>57</u>	- <u>.41</u>	- <u>.54</u>	18
Mean	26	21	27	29	23	31	29
SD	12	11	13	10	9	10	8

	Sales Manager	Real Estate Salesman	Life Insurance Salesman	Advertising Man	Lawyer	Author/Journalist	President- Mfg.
Public Speaking	.35	.20	.37	.05	. 09	24	06
Law / Politics	.35	.24	.35	.03	.18	19	06
Business Management	.47	.24	.32	15	32	60	.16
Sales	.56	.34	.43	05	27	52	. 24
Merchandising	.49	.27	.34	~. 07	- <u>.37</u>	56	.18
Office Practices	.22	.05	.12	37	- <u>.47</u>	66	.01
Military Activities	.16	.16	.14	-,06	06	16	10
Technical Supervision	. 27	.11	.08	24	35	49	. 22
Mathematics	16	33	38	46	23	36	04
Science	40	65	55	58	30	38	29
Mechanical	40	54	64	72	68	60	20
Nature	~.40	39	-,31	~.38	35	26	33
Agriculture	25	19	19	34	30	27	23
Adventure	03	12	÷.09	₹.28	~.24	23	26
Recreational Leadersh	ip06	.00	.07	÷,31	14	32	33
Medical Service	19	33	09	-,36	26	37	46
Social Service	04	03	.24	~,12	~. 02	23	37
Religious Activities	18	19	.00	28	18	28	40
Teaching	21	20	.04	-,23	16	31	49
Music	17	27	.03	.06	.02	.06	29
Art	14	28	02	.11	16	.03	23
Writing	.03	03	20	. 25	.14	.12	21
Mean	25	34	1428	29	30	32	20
SD	10	8	10	10	9	9	10



	Credit Manager	Chamber of Commerce Executive	Physical Therapist	Computer Programmer	Business Education Teacher	Community Recreation Administrator
Public Speaking	.6 ⁻ 3	<u>.75</u>	.2 5	12	.48	<u>.75</u>
Law / Politics	.54	.66	.18	03	.42	.59
Business Management	<u>.83</u>	.67	.23	06	.81	<u>.61</u>
Sales	.78	.66	.23	05	<u>.76</u>	.57
Merchandising	.83	.67	.24	10	<u>. 85</u>	.58
Office Practices	.67	.38	.32	02	.74	.37
Military Activities	.20	.18	.20	13	.20	.21
Technical Supervision	.50	.36	.10	06	.56	.33
Mathematics	.04	22	.04	<u>.63</u>	14	16
Science	0 ⁶	27	.38	<u>.60</u>	24	11
Mechanical	.06	.25	.46	<u>.51</u>	.05	.01
Nature	02	15	.47	12	.03	.16
Agriculture	.02	08	.45	12	.09	.25
Adventure	.17	.09	.44	.28	.08	.19
Recreational Leadership	p .26	.16	<u>.60</u>	.09	.14	.46
Medical Service	.22	.12	.67	07	.19	.29
Social Service	.39	.45	.47	24	.41	<u>.61</u>
Religious Activities	.23	.13	<u>.50</u>	22	.22	.35
Teaching	.28	.29	43	17	.42	.50
Music	.02	.16	.13	22	.09	.14
Art	.08	.21	.17	25	.15	.23
Writing	.28	. 52	.16	18	.24	.46
Mean	28	32	· 37	3.5	29	27
SD	12	11	15	12	12	14



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Public Speaking	.17	.12	.4 9	04	.43	79	.41
Law / Politics	.18	03	.38	.17	.41	62	.41
Business Management	12	.03	.48	.04	.39	56	.16
Sales	18	08	.46	.01	. 29	 57	.14
Merchandising	17	.02	. <u>51</u>	10	.31	55	.11
Office Practices	09	.02	.47	.10	04	28	14
Military Activities	06	03	.17	.10	.18	10	07
Technical Supervision	23	.01	.26	.10	.22	23	.00
Mathematics	.34	05	.03	.22	.11	.08	.08
Science	<u>.50</u>	.19	.16	.17	.02	.02	01
Mechanical	02	.23	. 25	.09	02	.03	30
Nature	.12	.57	.30	27	10	08	20
Agriculture	₹.13	.30	.26	07	07	09	24
Adventure	~. 05	22	. 25	19	.13	08	18
Recreational Leader.	- .04	14	.32	29	04	27	13
Medical Service	46	.28	.50	01	.01	31	02
Social Service	.22	. 23	.63	24	.09	61	.06
Religious Activities	.22	.39	.43	27	17		
Teaching	.32	.40	.54	25	.00	45	.07
Music	.42	.34	. 28	- <u>.73</u>	07	27	.13
Art	.30	.36	.39	79	.08	35	.03
Writing	.35	.22	.43	60	.17	57	. 23
Mean	46	37	53	56	35	50	54
SD	11	10	10 16	11	10	12	7

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	·	SL	UNP	LP	d ·	DP	AGE
Pu	blic Speaking	.36	.30	.53	.06	46	.19
La	w / Politics	. 25	.29	.46	.02	37	.17
Bu	siness Management	.13	.34	.44	<u>.29</u>	58	<u>.19</u>
Sa	1 e s	.13	.19	.47	.28	- <u>.59</u>	.10
Me	rchandising	.10	. 29	.52	.27	-, <u>63</u>	.16
0£	fice Practices	06	. 25	.45	<u>.37</u>	<u>66</u>	.05
Mi	litary Activities	19	.18	.16	.01	14	.12
Te	chnical Supervision	02	.22	.3 5	.22	46	03
Ma	thematics	04	.09	.04	.10	11	11
Sc	:ience	.15	.11	. 24	.19	35	07
Me	echanical	.02	.08	.3 5	.16	41	13
Na	iture	.04	.09	.3 3	.13	36	.15
Ag	griculture	19	.10	.32	.07	31	.07
Ac	lventure	10	.05	.27	.06	26	09
Re	ecreational Leader.	2 9	.20	.35	.11	36	01
Me	edical Service	.03	<u>.30</u>	.43	. 20	50	.15
Sc	ocial Service	.22	<u>.40</u>	.44	.08	41	.15
Re	eligious Activities	.01	. 22	. 34	.14	38	.17
Te	eaching	.31	.25	.45	.10	43	.28
Mı	usic	<u>.37</u>	.09	.29	.02	24	.19
A	rt	.50	.14	.36	.09	36	.14
W	riting	.51	.16	.53	02	39	.15
	Mea n	38	. 7	28	3 6	36	21
	SD	9.	2	13	14	17	3
							

The three highest r's between the basic scales and each occupational and nonoccupational scale are underlined.

