

Using a Model-Reinforced Video in Career Counseling & Services: A Tool for Practitioners

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Overview

- Rationale for the project
- The FYE class and procedures
- Developing the video intervention
- Experience with Survey Monkey
- Project outcomes and next steps
- Questions and discussion

Bases for Career Interventions

- Using theory or concepts
 - narrative approaches
 - RIASEC, SCCT, CIP, behavioral, others
- Using research
 - Based on empirical work
 - Model reinforced learning
- Drawing upon evidence-based practice

Information-Seeking Behavior

- What is model-reinforced learning?
- Krumboltz (1964), Bandura (1969), Krumboltz & Thoresen (1964), Fisher, Reardon, & Burck (1976)
- Principles of reinforcement and social learning
- Verbal and nonverbal reinforcement of models

Reinforcement Effects on ISB

- Write, observe, read, listen, visit, talk
- “mm-hm,” “good idea,” “sounds great,” “fine,” silence, targeted questions
- Smile, head nod, forward lean, voice tone, eye contact
- Type and frequency of ISB increased
- Counselor prestige and attentiveness unrelated to ISB
- Media-mediated reinforced models mattered

First Year Experience (FYE)

- Florida State University's orientation course
- Founded in fall 1992
- Created to address the issue of student retention
- Program ran from 1992-2008

First Year Experience (FYE)

- Integrates students academically and socially to the university environment.
- Students who are more integrated to university surroundings are more likely to succeed. (Astin, 1984; Tinto, 1987)

FYE Student Population

- Offered to first year and transfer students
- Classes were small, personalized, and highly interactive
- 50-60 sections per year
- Reached 1,000 students annually

Creating the Video

- Provide a career information delivery system that was practical, efficient, and effective
- Six types of ISB identified by Krumboltz (1964) were reinforced in the video: Write, Observe, Read, Listen, Visit, and Talk
- Adapted the script from the Fisher, Reardon, & Burck (1976) video

Digital Media Center

- University library rents AV equipment and provides consultation for educational media development
- Provides support system for creating digital images, text, sound, video and services
- Offers facilities, training, and free multimedia authoring support
- Provides hardware & software for self-service video and image digitizing, CD-ROM and DVD creation, and textual conversion and markup

Production Team

- Head of the Digital Media Center filmed the video, provided AV equipment (video camera, tripod, spotlight), and acted as consultant for film editing strategies
- Actors included two career counselors, one of them a student, and one a credentialed assistant director
- Reardon adapted the original script and assisted in replicating the 1976 study
- Ruff was the lead researcher and coordinator of video development

Filming & Editing

- Rough video filmed over 3.5 hours in university career center
- Career center moved shortly after filming and study participants used new career center
- Entire editing process took about 28 hours over period of 2.5 months
- Editing software program, VegasPro, used to do things such as crop, fade, zoom, and split
- “Fast forward,” “Complex,” and “Zooming” Techniques

Editing Techniques

- You Tube video shows examples of how the VegasPro editing system was used in this project
- <http://www.youtube.com/watch?v=r-sYEIZQ2LU&feature=channel>

Photo Gallery



Photo Gallery

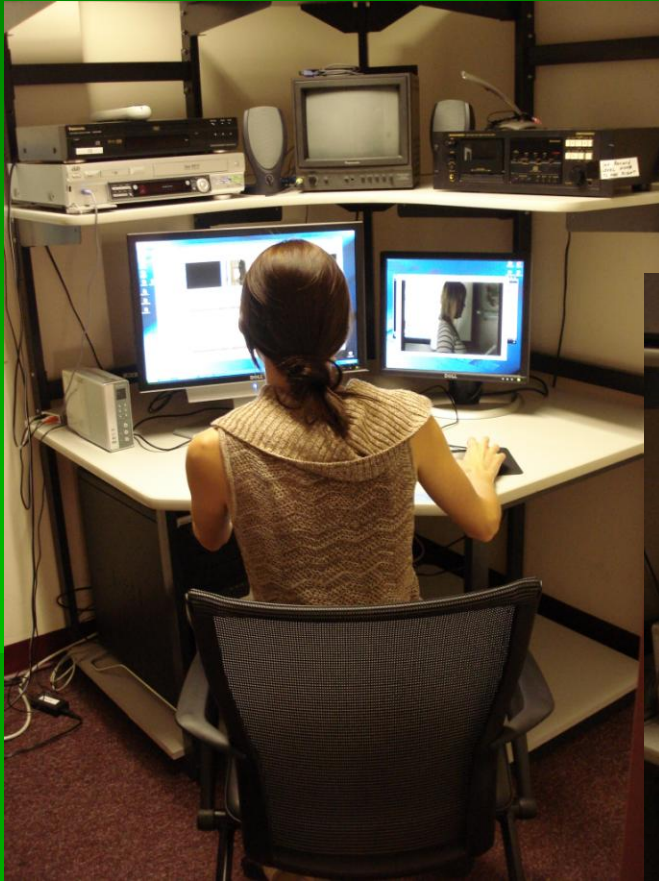


Photo Gallery



Survey Monkey

- An online network used for data collection
- Information can be gathered from participants at their leisure via individual Web address
- Started in 1999 in Portland, Oregon
- Used by over 80% of the Fortune 100 companies

Three Peer Reviewed Articles Reported Response Rates Using Survey Monkey

- 72% 26 responded out of the 39 (Horn et al.,2007)
- 30% 46 responded out of the 152 (Ingram et al.,2005)
- 25% 152 responded out of the 600 (Bell et al.,2008)
- 30% Average for online questionnaires

Study Procedures

- Randomly assigned 25 FYE classes to two conditions
- Experimental group saw the video
- Control group had standard presentation
- Career Center feedback via Survey Monkey

Survey Results

- 27 total respondents = 5% response rate
 - 13 experimental group; 14 control group
- 3 questionnaires in Survey Monkey:
 - Information-Seeking Behavior (ISB)
 - Career Exploratory Plans or Intentions (CEPI)
 - Career Exploratory Survey: Environmental Exploration (CES-EE)

Number of Hours Engaged in Activity (ISB)

	Reading	Writing	Observing	Visiting	Talking	Listening
Experimental	**	12.4	12.3	9.9	14.4	12.9
Control	**	0.4	0.4	1.6	10.1	1.2

Percentages of Respondents who Endorsed *Agree* or *Strongly Agree* (CEPI)

	Experimenta I	Control
I intend to spend more time learning about careers than I have been.	75%	35.7%
I plan to talk to lots of people about careers.	50%	57.2%
I am committed to learning more about my abilities and interests.	91.7%	71.4%
I intend to get all the education I need for my career choice.	91.7%	85.7%
I plan to talk to advisors and counselors in my college about career opportunities for different majors.	100%	71.5%

Percentages of Respondents who Endorsed *More than Average* or *A Great Deal* (CES-EE)

	Experimental	Control
Investigated career possibilities.	33.3%	28.6%
Went to various career orientation programs.	0%	28.6%
Obtained information on specific jobs or companies.	16.7%	16.7%
Initiated conversations with knowledgeable individuals in my career area.	16.7%	21.4%
Obtained information on the labor market and general job opportunities in my career area.	0%	7.1%
Sought information on specific areas of career interest.	16.6%	42.9%

The Low Response Rate

1. Saturation of survey requests
2. Holidays and exam preparations
3. Unseen relevance
4. E-mail issues
5. Lack of time
6. Technical problems
7. Lack of participation incentive

Implications

- Career services can be infused effectively into FYE-type courses
- Model reinforced video learning is an example of an evidence-based practice in career guidance
- Web-based surveys can present unique problems
- The present study merits replication and extension

Questions and Comments

- Thank you for your attention and interest
- Additional information about this study is available at:

www.fsu.edu/career.edu/techcenter
