

# REMEMBERING JOHN HOLLAND AND FURTHERING HIS IMPACT ON CAREER SERVICES

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# REMEMBERING HIS IMPACT

Joe Johnston, PhD  
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# Stories of John Holland

- EARLIEST ASSOCIATION WITH HIS THINKING – 1959, HOLLAND ARTICLE: A THEORY OF VOCATIONAL CHOICE. Question: WHO IS THIS MAN?
- MEET HOLLAND: NEW YORK, 1966. (TWO WEEKS WITH DONALD SUPER AND HIS COLLEAGUES).
- A USEFUL AND ENDURING UNDERSTANDING AND APPRECIATION OF THEORETICAL DIFFERENCES

# ...Stories

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- **HOLLAND LEAVES ACT—FROM ADVERSITY TO AN ONGOING PROMISE AND COMMITMENT TO MISSOURI**
- **SUMMER WORKSHOPS, BIRTHDAY VISITS, RICHARD BOLLES AND HOLLAND—EQUAL BUT SEPARATE, PLEASE!**

# Holland's Impact on our Career Services

- **HOLLAND'S UNIQUE INFLUENCES: SELF-DIRECTED, LOW COST, "VOCATIONAL GUIDANCE FOR EVERYONE"**
- **FROM COUNSELING (1960'S) TO CAREER PLANNING AND COACHING –CHANGING THE PLACE AND THE SERVICES**
- **ADOPTING A PARAPROFESSIOAL PROGRAM (1970'S)**

# ...Impact



- **ADOPTING HOLLAND' S INSTRUMENTS (VPI AND SDS) TO REPLACE THE SVIB**
- **MISSOURI OCCUPATIONAL CARD SORT (MOCS), USING DAYDREAMS AND OTHER BRIEF INTERVENTIONS**
- **MVS RESEARCH WITH UNDECIDEDS---SUPPORTING RESEARCH AND MENTORING OF GRADUATE STUDENTS**
- **MONETARY GIFT TO MU**

# Some Research Possibilities

- **NUANCES STILL TO BE REFINED AND MORE USEFUL FOR PRACTITIONERS:**
  - **IDENTITY**
  - **CONGRUENCE**
  - **DIFFERENTIATION**
  - **HIGH AND LOW INVENTORY PROFILES**

# Sociological and Economic Ideas That Can Further Compliment the Theory

- HOLLAND' S STYLE!!! QUESTIONS LEAD TO ANSWERS! SOME QUESTIONS RAISED BY GOTTFREDSON AND OTHERS THAT STILL NEED ANSWERS
- WHEN CAREER CHOICES ARE NOT AVAILABLE, ESPECIALLY FOR CERTAIN GROUPS, CAN THE THEORY BE ADJUSTED TO DIRECT THE MOST APPROPRIATE NEXT STEPS?
- WHEN WE CAN' T PROVIDE P-E FIT, WHERE CAN WE MAKE APPROPRIATE ADJUSTMENTS—FLEX THE PERSON, FLEX THE ENVIRONMENT? WHERE AND HOW DO WE FIT THIS IN WITH THE THEORY?
- WHEN CAREER PROVIDERS AND INTERVENTIONS ARE ONLINE AND NOT IN CAREER CENTERS, DO WE CONTINUE WITH THE SAME ONES OR DEVELOP DIFFERENT ONES? WHAT WILL BE THE MORE APPROPRIATE ASSESSMENTS?



# ...Ideas to Compliment the Theory

- CAN WE TEACH PEOPLE TO SURVIVE IN INCONGRUENT ENVIRONMENTS? MAYBE HOW TO THRIVE IN THEM? IS THERE ROOM FOR SUCH IN THE THEORY?
- HOW CAN P-E THEORY BE ACCOMODATED WITH THE REALITY OF PLANNED HAPPENSTANCE THEORY AND OTHER EQUALLY USEFUL THEORIES?
- WHAT CAN WE PROVIDE THAT HELPS PEOPLE IN THEIR SEARCH FOR MEANKING? WORK STILL REMAINS CORE FOR MANY LOOKING TO FIND SATISFACTION IN THEIR LIVES.

# ...Ideas to Compliment the Theory

- HOW CAN THE CAREER ATTITUDES AND STRATEGIES INVENTORY BE USED TO FURTHER UNDERSTAND WORK ENVIRONMENTS?
- WHAT WAS HOLLAND THINKING WHEN HE COINED "PCT'S" —A "PERSONAL CAREER THEORY" IN HIS MORE RECENT WRITING, AND HOW CAN THIS IDEA BE INCORPORATED WITHIN THE ORIGINAL THEORY?

# Helpful Hints from Holland on Finding your Research Style

- 10 THOUGHTS ON WAYS TO BUILD OR REFINE YOUR OWN STYLE. THESE COME FROM A TALK HOLLAND GAVE AT THE UNIVERSITY OF MISSOURI IN 1991.
  - SEE HANDOUT.
- **IN SHORT, FIND YOUR OWN STYLE BY DOING WHAT YOU WANT TO DO, BUILD YOUR CONFIDENCE, DON' T EXPOSE YOUR INADEQUACIES, PLAN, CONSULT, SUPPORT OTHERS, GIVE CREDIT WHERE APPROPORATE, ACCEPT CRITICISM, LEARN TO FIX THINGS AND FIND YOUR OWN STYLE.**

# IF I WAS STARTING OVER. . .WITH HOLLAND

Robert Reardon, PhD  
Professor Emeritus  
Florida State University

# Carrying Forward with Holland's Contributions

- Summarizing how Holland has influenced my career
- Developing expertise in RIASEC theory and Holland's ideas
- The spirit of Holland's work and contributions
- Using measures based on the theory to conduct research
- Some possible areas of fruitful research

# John Lewis Holland, 1919-2008



# Holland's Impact on My Career

- Using the SDS in career services at FSU, 1973
  1. Validated idea of self-directed career services
  2. 600-1,000 copies used annually
- Two visits to FSU
  1. Holland presentation, 1968
  2. Tactile board SDS consultation, 1978c
- 61 articles (1979-present), 32 professional presentations, 61 training events

# My Views of Holland' s Style

1. AEI/R/S Summary Code; SAE Aspirations Code
2. Article on SDS revisions rejected by 8 journals, 1985c.
3. "Do profile elevation with the NEO."
4. Irregular phone chats: "What' s going on?"



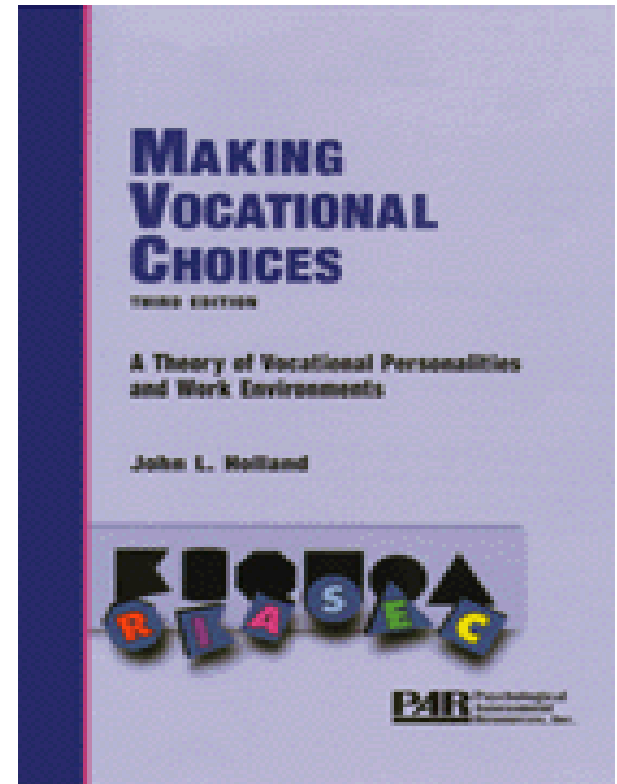
# Developing Expertise about RIASEC

Preface--

“this book is my sixth attempt to create a more satisfying theory of careers. I never seem to get it quite right.”

Purpose was to give the theory more explanatory power--

“In short what changes would lead to more successful research outcomes and more useful practical applications.”



# Three Purposes of RIASEC Theory

1. What personal and environmental characteristics lead to satisfying career decisions, involvement, and achievement, and what lead to indecision, dissatisfying decisions, or lack of accomplishment?
2. What characteristics lead to stability or change in the kind of level and work a person performs over a lifetime?
3. What are the most effective methods for providing assistance to people with career problems?

# Personal Career Theory (PCT), 1997

## Defined

- Personal views about careers and work
- May include data about a typology of work personalities and environments
- Career thoughts about educational and career decision - making, job hunting, and life roles

## Applied

- PCT's may be complex and useful or weak & invalid
- A weak PCT may lead to career problems and difficulty in career decision making
- PCT's that "fail" lead persons to seek career assistance

# Holland's Views

“For my money, Frank Parsons’ s ideas never lost validity. Instead, he was the chief target of numerous developmental sales campaigns, which still permeate the literature. I remain unimpressed by most of the ‘career development’ research. The attempts to document stages, problems, and solutions form a weak collection of work (Weinrach, 1980, p. 412).

# Holland's Views

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“Theories have different audiences and goals. Some are oriented to practitioners: others are oriented to psychologists, sociologists, or other groups. It's hard to do both, for practitioners want help and psychologists want perfection or scientific respectability” (Holland, 1994, p. 46).

# Holland's Views

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“The cost of writing a theory that is a literary venture is minimal, but the long-term cost of researching theoretical ideas for clarification, revision, or replication is great.” (Holland, 1994).

# Holland's Views

"Counseling Must Be Personal. The counseling and teaching professions attract a large proportion of friendly people who must love and be loved in order to get through the day. . . .Some experience and recent experiments strongly imply that most people want help, not love. . . .there is ample empirical evidence to support more impersonal approaches for the solution of vocational problems" (Holland, 1974, p. 10).

# John Holland's Contributions

- Intellectual contributions
- Engineering of practical devices
- Unfrocking contributions
- Influences on scientists & practitioners

Gottfredson, G. D. (1999). John L. Holland's Contributions to Vocational Psychology: A Review and Evaluation. *Journal of Vocational Behavior*, 55, 15-40.



# Holland-Based Research & Practice Materials

- Self-Directed Search Form R
- SDS Career Explorer
- *Occupations Finder—Revised*
- SDS Internet Version
- *You and Your Career*
- Position Classification Inventory
- My Vocational Situation (MVS)
- Environmental Identity Scale (EIS)
- Self-Directed Search Form E
- Career Attitudes & Strategies Inventory

# Research Ideas

## Intervention

- SDS:R experiment outcomes
- SDS Forms compared
- SDS:E with diverse groups
- SDS compared to other interventions
- SDS cost effectiveness
- Hexagon as an intervention
- CASI studies with

## Secondary Constructs

- Code/Type
- Congruence
- Consistency
- Coherence of Aspirations
- Differentiation
- Profile Elevation
- Rare Codes
- Self-Estimates of Abilities

# Research with the SDS 5<sup>th</sup> Edition, 2013

- O\*NET incorporated, 1,309 occupations reviewed, 90 new added, 20 deleted
- Forms R and CP combined
- Pilot Version: panel rated items for quality, code relevance, face validity, bias, and other problems
- Pilot study: 226 persons ages 11-70
- Standardized version 14-item scales

# Research on Individual & Environmental Identity

- Consistent and well differentiated individuals should have more crystallized vocational identities, e.g., more readiness for career decision making (MVS, CTI)
- Environments with high consistency and differentiation, and clear identity, are expected to have employees with higher levels of satisfaction, stability, and productivity (PCI, EIS)

# Research on Cost Effectiveness

“...developing public policy goals related to career services requires an increased understanding of its costs, because costs are a determining factor in public access to services. Moreover, the contemporary idea of promoting social justice through career guidance requires attention to the matter of costs in developing and implementing public policies” (Sampson, 2009, address to IAEVG).

# A Very Select Bibliography for Starting Anew

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5. Weinrach, S. (1980). Have hexagon will travel: An interview with John Holland. *Personnel & Guidance Journal, 58*, 406-414.
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7. Weinrach, S. (1996). The psychological and vocational interest patterns of Donald Super and John Holland. *Journal of Counseling & Development, 75*, 5-16.
8. Holland, J. L. (1996). Exploring careers with a typology: What we have learned and some new directions. *American Psychologist, 51*, 397-406.
9. Award for Distinguished Scientific Application of Psychology: John L. Holland. (2008). *American Psychologist, 63*, 672-674.



# FURTHERING HOLLAND'S IMPACT

Emily Bullock-Yowell, Ph.D.  
University of Southern Mississippi

# Holland's Impact on My Work

## □ Dissertation and conversations with John Holland

*Self-Directed Search Interest Profile Elevation, Big Five Personality, and Interest Secondary Constructs in a College Career Course*

## □ Research

Osborne, L. & Bullock-Yowell, E. (submitted). Career development of participants in Army Reserve Officer Training Corps: Does ROTC participation stabilize your career path? *Journal of Educational and Developmental Psychology*.

Bullock-Yowell, E., Andrews, L., McConnell, A., & Campbell, M. (2012). Unemployed Adults' Interest, career thoughts, and career self-efficacy: Any similarity to college students? *Journal of Employment Counseling, 49*(1) 18-30.

Bullock-Yowell, E., Peterson, G, Wright, L., Reardon, R, & Mohn, R. (2011). The contribution of self-efficacy in assessing interests using the Self-Directed Search. *Journal of Counseling and Development, 89*(4), 470-478.

Pseekos, A. C., Bullock-Yowell, E., Dahlen, E. R. (2011). Examining Holland's Person-Environment Fit, Workplace Aggression, Interpersonal Conflict at Work, and Job Satisfaction: A Replication and Extension Study. *Journal of Employment Counseling, 48*(2). 63-71.

Bullock, E. E., Andrews, L. Braud, J., & Reardon, R. C. (2010). Holland's theory in a post-modern world: RIASEC structure and assessments in an international context. *Career Planning and Adult Development Journal, 25*, 29-58.

Bullock, E. E., Braud, J., Phillips, J., & Andrews, L. (2009). Career concerns of U.S. war veterans: Suggestions from a Cognitive Information Processing perspective. *Journal of Employment Counseling, 46*, 171-181.

Bullock, E. E., & Reardon, R. C. (2008). Profile elevation, Big Five personality traits, and secondary constructs on the Self-Directed Search: A replication and extension. *Journal of Career Assessment, 16*, 326-338.

Reardon, R. C., Bullock, E. E., & Meyer, K. E. (2007). A Holland perspective on the US workforce from 1960 to 2000. *The Career Development Quarterly, 55*, 262-274.

Bullock, E. E., & Reardon, R. C. (2005). Using profile elevation to increase usefulness of the Self-Directed Search and other inventories. *Career Development Quarterly, 54*, 175-183.

Reardon, R. C., & Bullock, E. E. (2004). Holland's theory and implications for academic advising and career counseling. *NACADA Journal, 24*, 111-123.

## □ Student Training and Practice



# Myths of Holland's Theory

1. Six types cannot capture the complexity of today's work world.
2. The theory is simply codes matching occupational titles.
3. Corollary: The SDS is simple and should be followed by the administration of more "complex" career assessment tools.
4. Matching personal characteristics to occupations is no longer possible or useful in today's work world.
5. Holland's theory of career choice is static and does not account for the development of a person's type.
6. Holland's theory can't be used with persons who have chaotic work histories or Artistic types because it is too "structured."
7. The RIASEC types are not applicable to persons of different racial and ethnic heritages.
8. Holland's theory cannot accommodate new and emerging jobs.
9. Holland's theory and the SDS are hazardous to women's "occupational health."
10. Holland's RIASEC theory ignores variables outside the six types.
11. Holland's theory and the SDS don't work well with creative and intuitive type clients.
12. The SDS only captures interests and personality characteristics and not values or abilities.

# Holland Bibliography

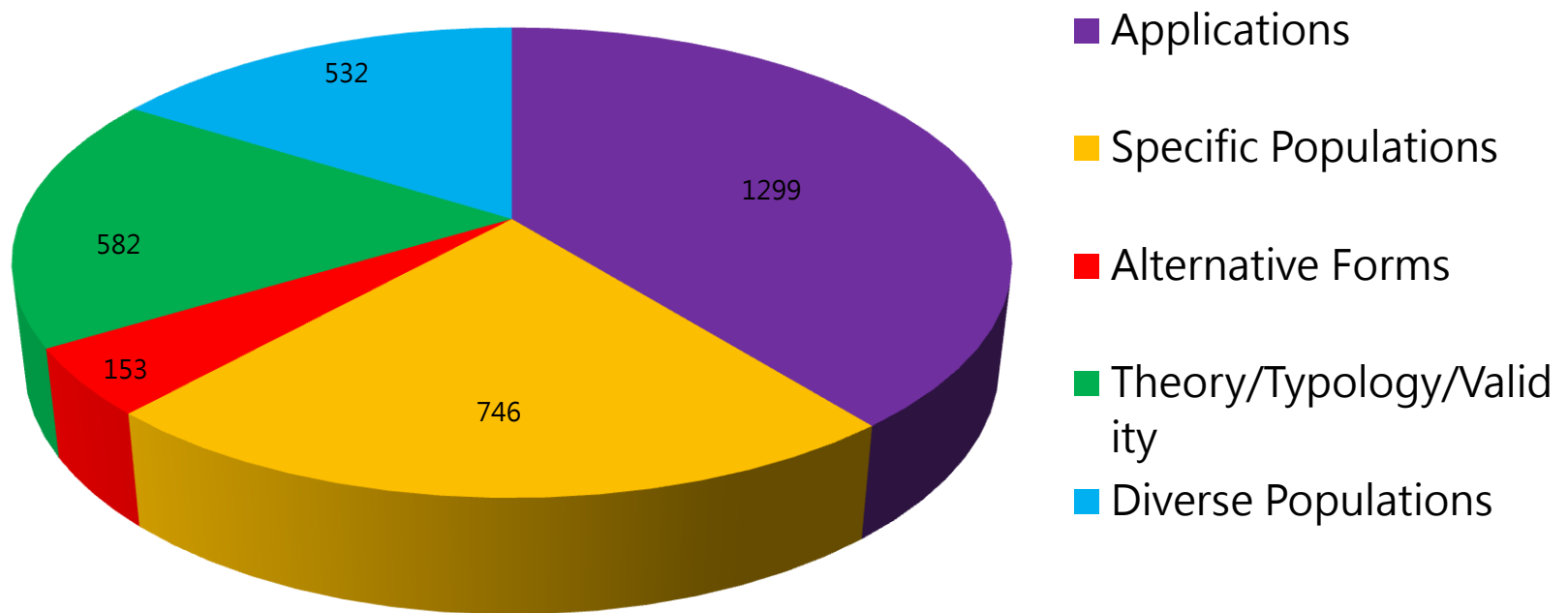
Foutch, H., McHugh, E. R., Bertoch, S. C., & Reardon, R. C. (in press). Creating and using a database on Holland's theory and practical tools. *Journal of Career Assessment*.

The Holland Bibliography database with 1,970 literature citations in 275 publications from 1953-2011 can be viewed at the RefShare website

<http://www.refworks.com/refshare2?site=020751135918800000/RWWEB1061316284/012991109946687000>

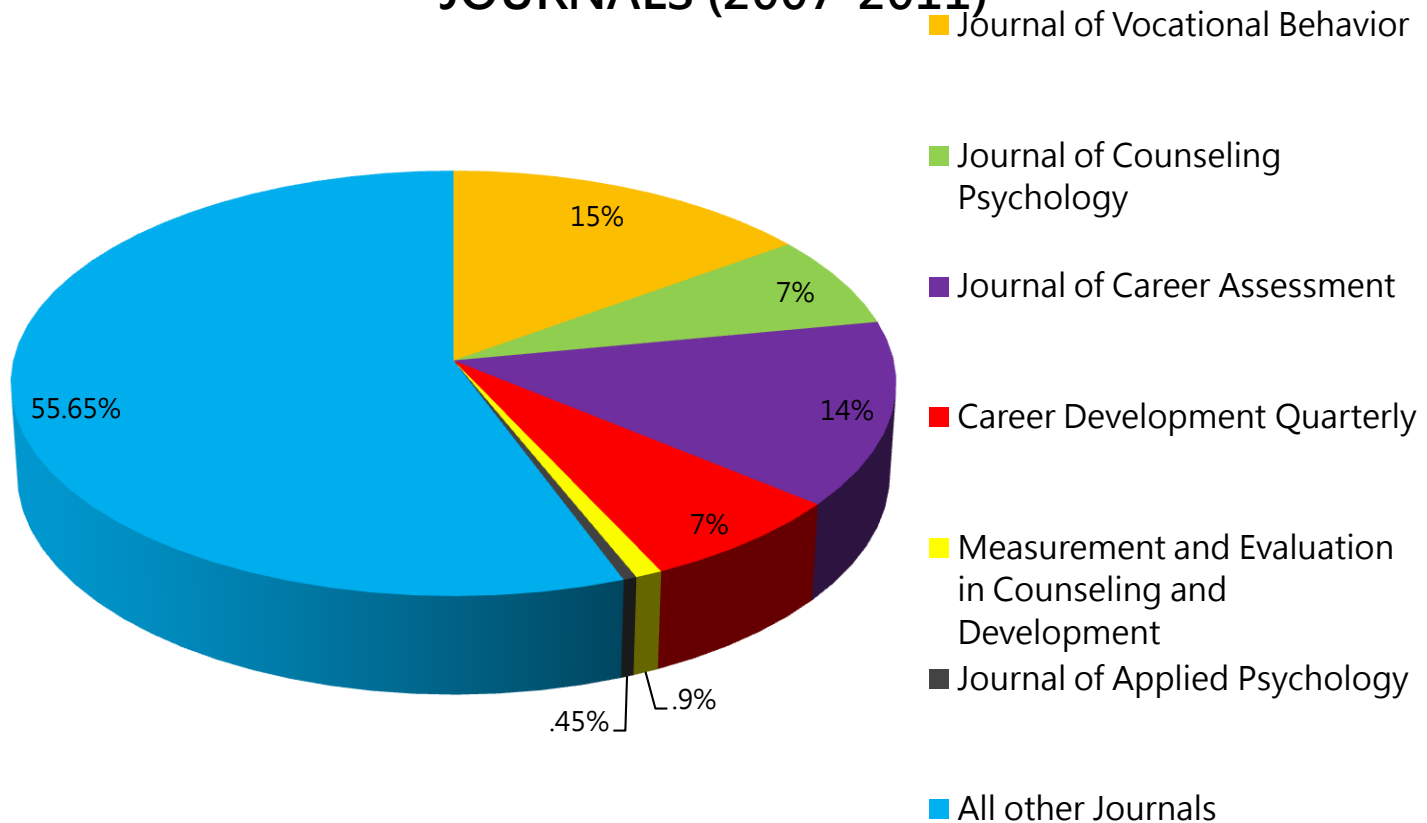
# Bibliography

## NUMBER OF REFERENCES IN THE FIVE AREAS



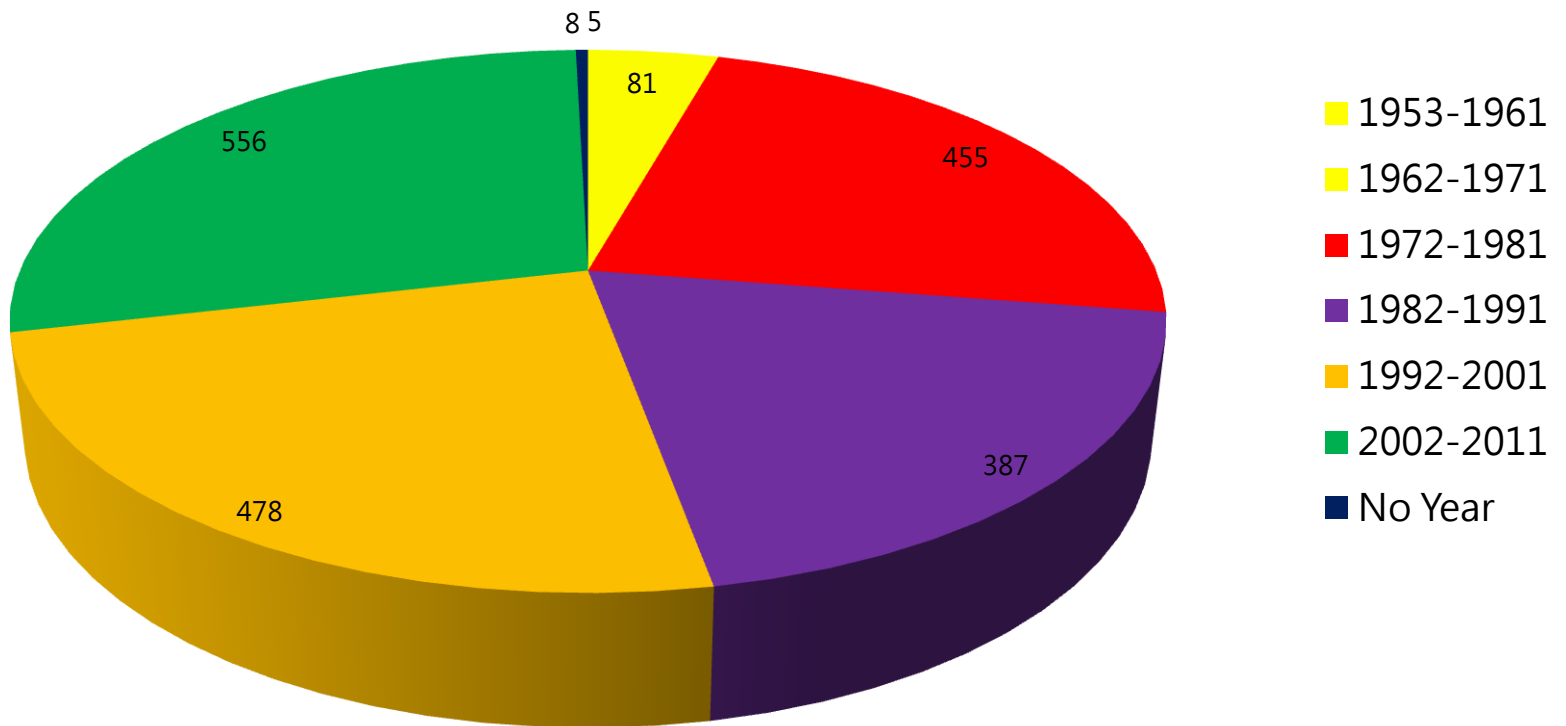
# Bibliography

## PERCENTAGE OF REFERENCES IN SELECTED 6 JOURNALS (2007-2011)



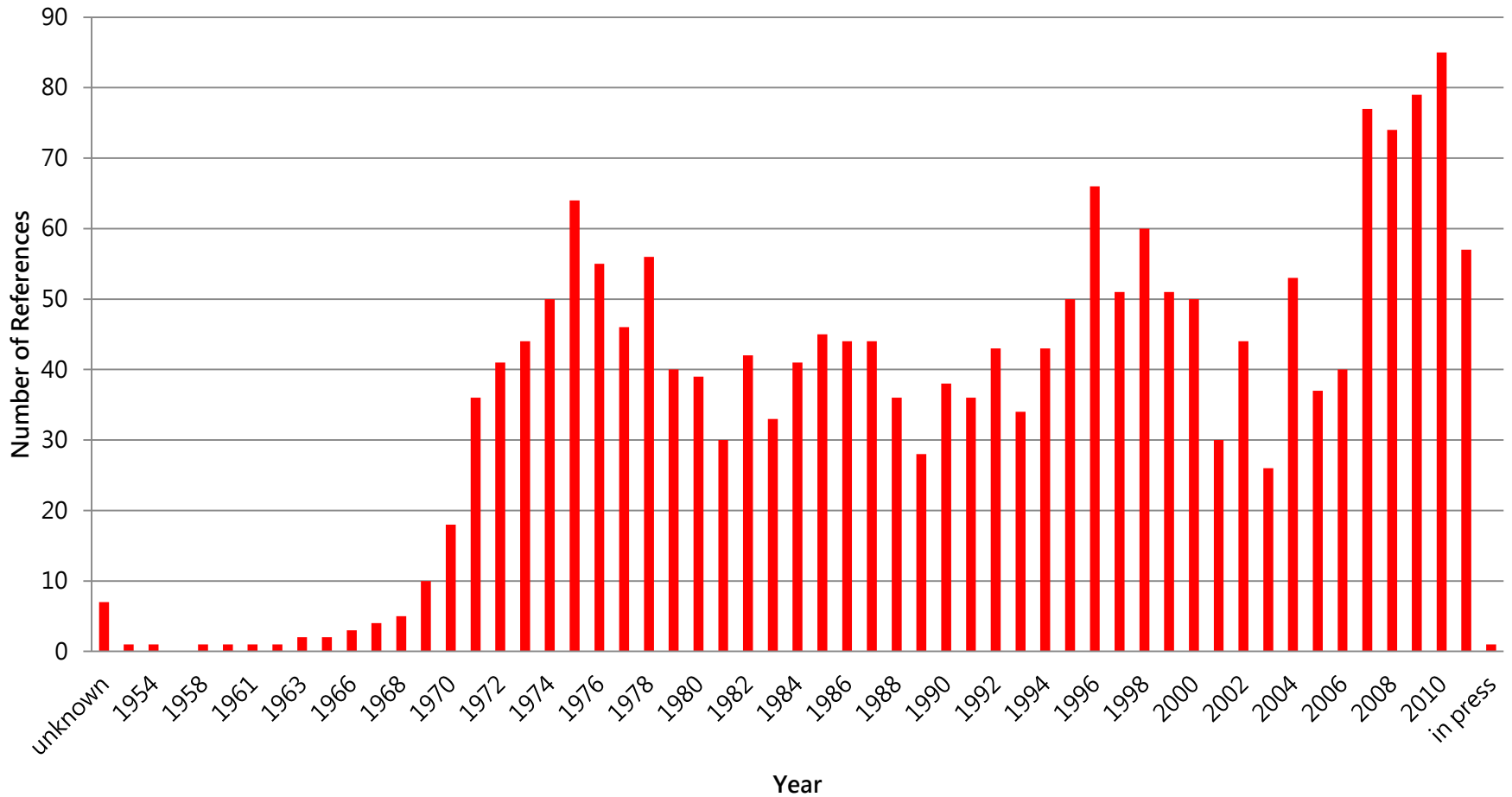
# Bibliography

NUMBER OF REFERENCES PER YEAR



# Bibliography

## ALL REFERENCES OVER TIME



# Holland's Theory in an International Context

- Bullock, E. E., Andrews, L. Braud, J., & Reardon, R. C. (2010). Holland's theory in a post-modern world: RIASEC structure and assessments in an international context. *Career Planning and Adult Development* 17(1), 25-39, 50.



- Using Holland's theory in a post-modern context
- RIASEC models in U.S., Asia, Europe, and South America
- Use of measures across groups and cultures

# Support to Further Research on Holland's Theory

- Fund in Memory of John L. Holland established by Bruce and Jane Walsh, American Psychological Foundation
  - ❖ *Support research investigating how personality, culture, and environment influence work behavior and health*
- PAR research support, currently 40% discount for graduate student research
- PAR is launching SDS 5<sup>th</sup> edition research support with proposals due September 2013.



# Self-Directed Search 5<sup>th</sup> Edition

- PAR is currently launching the 5<sup>th</sup> edition of the SDS!
- Updated Assessment Items and Occupations Finder
- Updated website
- Edition of an occupations finder directed at veterans and transitioning military--MVOF



# Audience

□ Stories to Share?

□ Questions or Comments?

□ Thank you! Copies of slides and handouts found at:  
<http://emilybullockyowellphd.weebly.com/recent-conference-information.html>

## More Information on Holland' s Work:

Dr. Helen Harkness video and Raymond/Holland Interview:

<http://www.youtube.com/watch?v=ZCENvpjHZ30&feature=youtu.be>

**Professional papers given to Missouri: 53 boxes and 31 Audiovisual materials: State Historical Society of Missouri** <HTTP://SHS.UMSYSTEM.EDU/MANUSCRIPTS/INVENT/WUNP6195.HTML>

**TO ARRANGE A VISIT OR TO WORK WITH THE HOLLAND FILES, CONTACT JOSEPH A. JOHNSTON, JOHNSTONJ@MISSOURI.EDU.**