

# Interpreting the SDS in light of Profile Elevation, Communication Apprehension, Personality, and Career Thoughts



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## Presenters:

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# SDS Diagnostic Signs

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- Summary Code
- Aspirations  
Summary Code
- Code of First  
Aspiration
- Congruence
- Coherence
- Consistency
- Differentiation
- Commonness
- Profile Elevation



# Profile Elevation and the SDS

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**Profile Elevation: The sum of the 6 section scores on SDS; Total score**



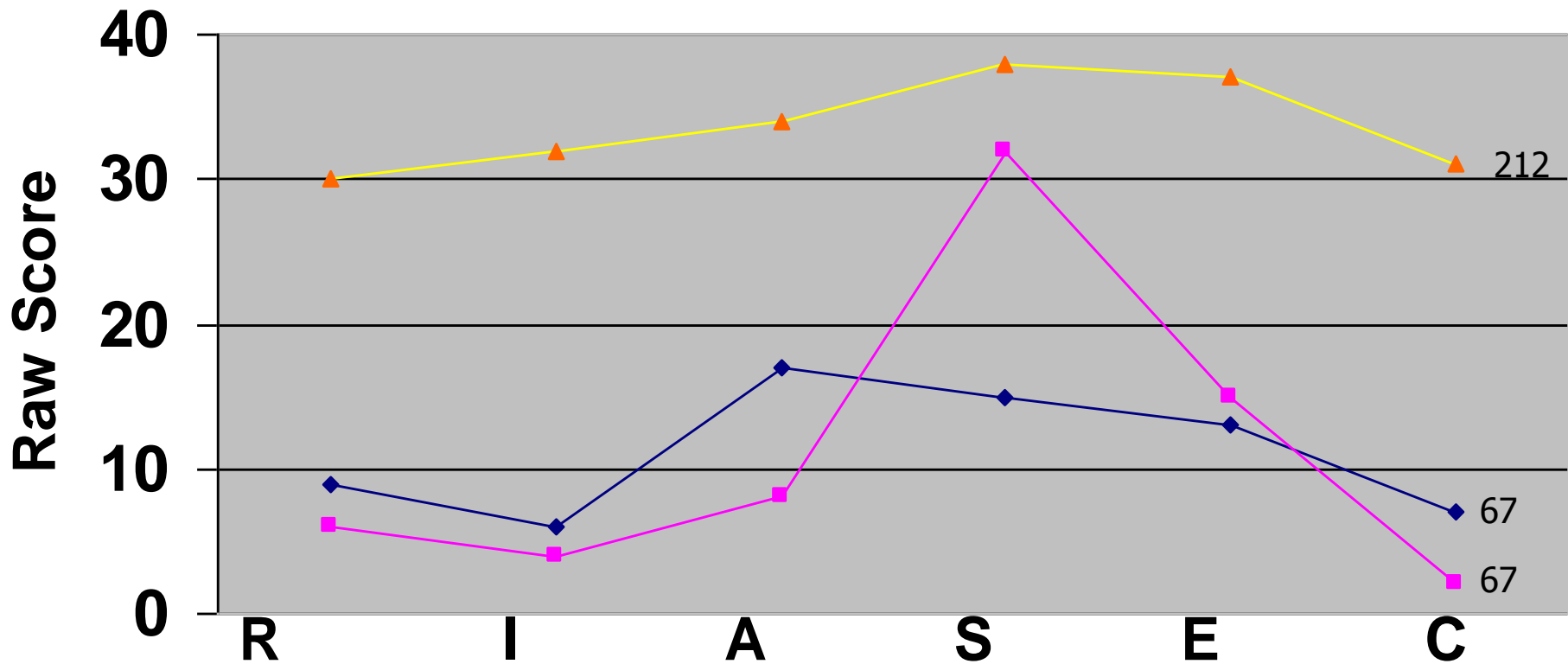
# Important Definitions

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- **Profile Elevation.** The sum of the 6 section scores on SDS; Total Score
- **Differentiation.** The level of definition or distinctness of a personality profile. Differentiation is usually computed by subtracting the lowest score in the profile from the highest; sometimes a more technical lachan index is used.

# Profile Elevation vs. Differentiation

Variations on PE and Differentiation for an SEA Code



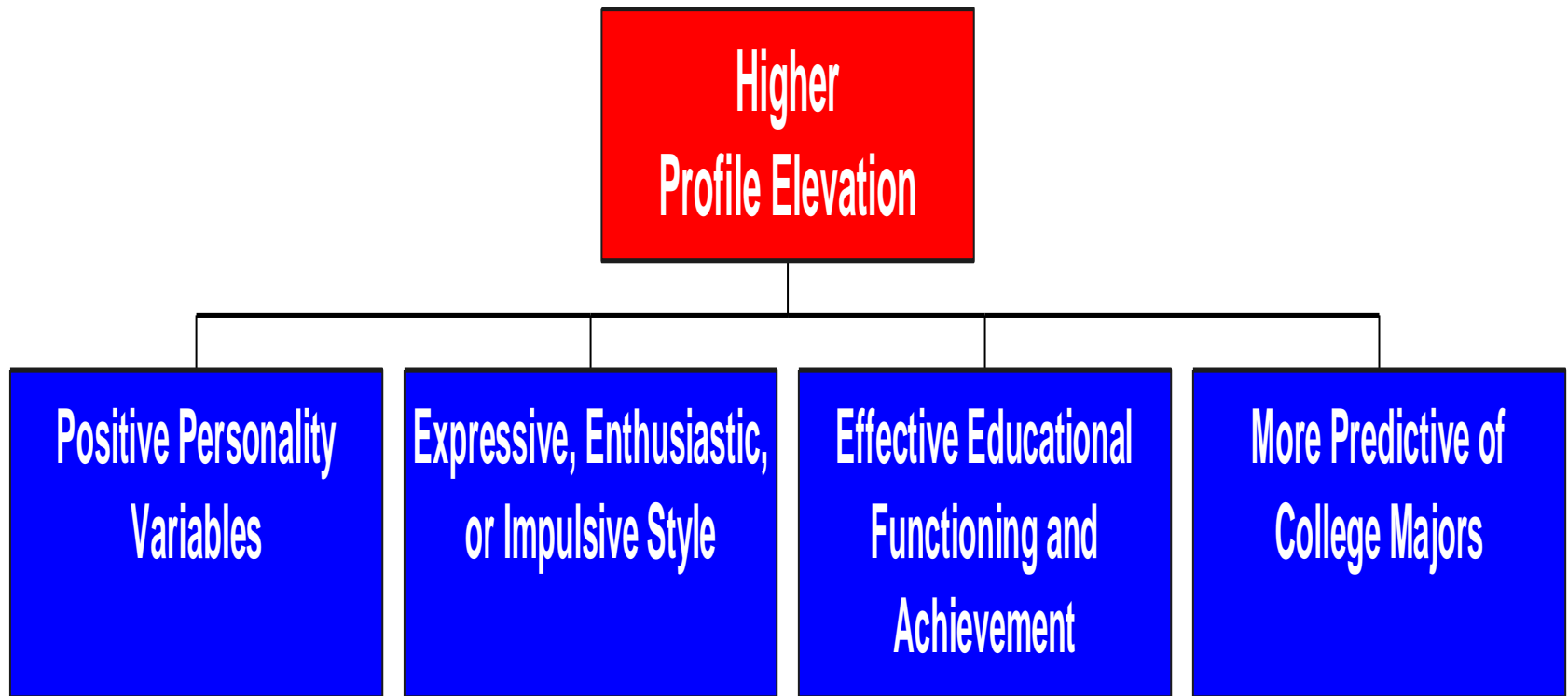


## High, Average, and Low Profile Elevation

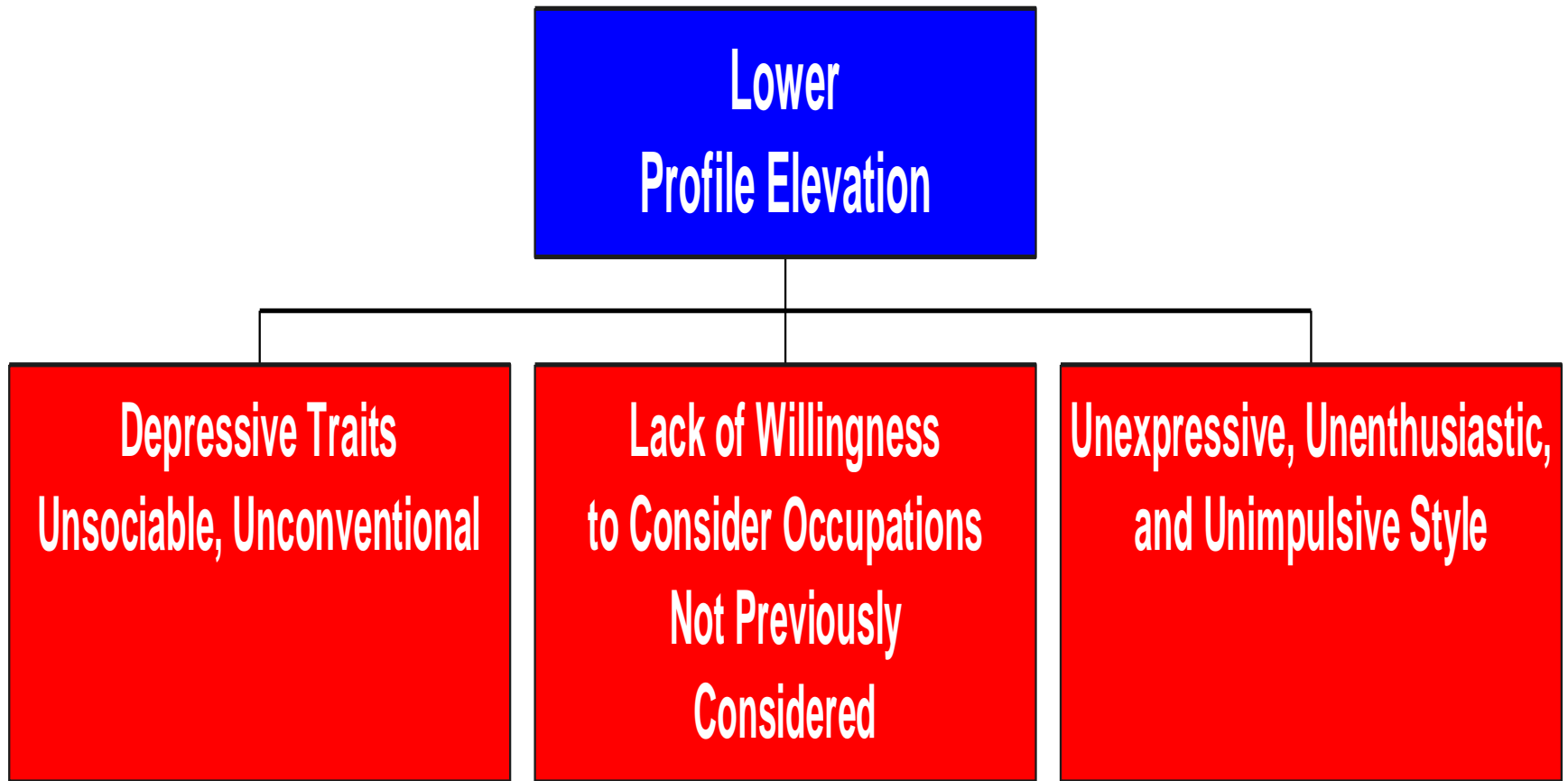
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- Based on national norms from the SDS manual
  - High: Men 150<; Women 147<
  - Avg Range: Men 129-149; Women 128-146
  - Low: Men <128 ;Women<127
- Based on own practical experience
  - High: 200<
  - Avg Range: 81-199
  - Low: <80

# Currently Known Correlates of Profile Elevation



# Currently Known Correlates of Profile Elevation





# A Case of Low Profile Elevation

See your handouts for full Professional Summary of this case

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Client: Jane Doe

Summary Code: CES

Age: 24

Profile Elevation: 73

Gender: Female

Education: College Senior



# Case of Jane Doe

Age 24

College Senior

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**R I A S E C (CES)**  
**9 6 8 16 16 18**

*Profile Elevation: 73*

Differentiation: Low

Aspiration Code: SIR

Congruence: Low

Coherence: Low

Consistency: High

Aspirations: Consultant, Athletic Trainer,  
Physical Therapist, Career Counselor,  
Psychiatrist



# Communication Apprehension

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- CA Defined
  - An individual's level of fear or anxiety associated with either real or anticipated communication with another person or persons.
- Four Different Contexts
  - Group Discussion
  - Meetings
  - Interpersonal
  - Public Speaking



# Personal Report of Communication Apprehension

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- Designed to measure Communication Apprehension
- PRCA – 24 has been used in a variety of settings
- 24 items
- Total Score plus 4 sub scores
- Coefficient Alpha  $>.90$



# Individuals With High CA Levels

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- Choose occupations that require low levels of communication
- Pick seats in meetings and classrooms that are inconspicuous
- Avoid social settings and communication with others
- Select housing that requires less contact with people
- May over communicate
- Enroll in large lecture classes
- May have low self esteem
- May be viewed as introverted and shy
- Have lower grade point averages



# Characteristics of Individuals with Low CA Levels

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- May be viewed as
  - Extraverted
  - Adventurous
  - Confident
  - Having high self-esteem
  - Tolerant of ambiguity
  - Willing or eager to accept change



# A Case of Low Profile Elevation and High Communication Apprehension

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- Student: Sara Sanchez
- Summary Code: AES
- Age: 19
- Profile Elevation: 62
- Communication Apprehension: 86
- Gender: Female
- Education: College Sophomore
- Major: Undecided



# Case of Sara Sanchez

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**R I A S E C (AES)**  
**2 3 17 15 16 9**

Profile Elevation: 62

Overall CA: 86 (High)

Group : 23 (High)

CTI Total: 88

Meetings: 21 (High)

Interpersonal: 18

Public Speaking: 24 (High)

## Aspirations:

Columnist/commentator, public-relations representative, advertising agency manager, critic



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All materials distributed at the presentation can be found at: <http://www.career.fsu.edu/techcenter>. Click on "What's New".