

Major Assumptions of Holland's Theory

1. People can be categorized according to the following six personality types: Realistic (R), Investigative (I), Artistic (A), Social (S), Enterprising (E), or Conventional (C).
2. Environments can be categorized according to the same six types.
3. People search for environments that allow them to express their skills, abilities, attitudes, and values and take on agreeable problems and roles.
4. A person's behavior is determined by an interaction between the characteristics of personality and environment.
5. A hexagonal model can estimate the degree of congruence, or agreement, between a person and an environment.
6. The typology works more efficiently with people who have a strong *vocational identity*, that is, clarity and stability of goals and self-perceptions.

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THEME	INTERESTS	WORK ACTIVITIES	POTENTIAL SKILLS	VALUES
Realistic (R)	Machines, tools, outdoors	Operating equipment, using tools, building, repairing	Mechanical ingenuity and dexterity, physical coordination	Tradition, practicality, common sense
Investigative (I)	Science, theories, ideas, data	Performing lab work, solving abstract problems, researching	Math, writing, analysis	Independence, curiosity, learning
Artistic (A)	Self-expression, art appreciation	Composing music, writing, creating visual art	Creativity, musical talent, artistic expression	Beauty, originality, independence, imagination
Social (S)	People, team work, human welfare, community service	Teaching, explaining, helping	People skills, verbal ability, listening, showing understanding	Cooperation, generosity, service to others
Enterprising (E)	Business, politics, leadership, influence	Selling, managing, persuading	Verbal ability, ability to motivate and direct others	Risk taking, status, competition
Conventional (C)	Organization, data, finance	Setting up procedures, organizing, operating computers	Math, data analysis, record keeping, attention to detail	Accuracy, stability, efficiency

Figure 2.4 Career Themes

Table 4.1 Personality Types and Salient Characteristics

Realistic	Investigative	Artistic	Social	Enterprising	Conventional
Traits					
Hardheaded	Analytical	Open	Agreeable	Extroverted	Conforming
Unassuming	Intellectual	Nonconforming	Friendly	Dominant	Conservative
Practical	Curious	Imaginative	Understanding	Adventurous	Unimaginative
Dogmatic	Scholarly	Intuitive	Sociable	Enthusiastic	Inhibited
Natural	Open	Sensitive	Persuasive	Power-seeking	Practical-minded
Uninsightful	Broad Interests	Creative	Extroverted	Energetic	Methodical
Life goals					
Inventing apparatus or equipment	Inventing valuable product	Becoming famous in performing arts	Helping others	Being community leader	Expert in finance and commerce
Becoming outstanding athlete	Theoretical contribution to science	Publishing stories	Making sacrifices for others	Expert in finance and commerce	Producing a lot of work
		Original painting	Competent teacher or therapist	Being well liked and well dressed	
		Musical composition			
Values					
Freedom	Intellectual	Equality	Equality	Freedom	(-) Imaginative
Intellectual	Logical	Imaginative	Self-respect	Ambitious	(-) Forgiving
Ambitious	Ambitious	Courageous	Helpful	(-) Forgiving	
Self-controlled	Wisdom	World of beauty	Forgiving	(-) Helpful	
Docility					

Table 4.1 (continued)

Realistic	Investigative	Artistic	Social	Enterprising	Conventional
Identifications					
Thomas Edison	Madame Curie	T. S. Eliot	Jane Addams	Henry Ford	Bernard Baruch
Admiral Byrd	Charles Darwin	Pablo Picasso	Albert Schweitzer	Andrew Carnegie	John D. Rockefeller
Aptitudes and competencies					
Technical	Scientific	Arts	Social and educational Leadership and sales Interpersonal	Leadership and sales Social and educational Business and clerical Interpersonal	Business and clerical
Self-ratings					
Mechanical ability	Math ability Research ability	Artistic ability	_____	_____	Clerical ability
Most competent in					
Mechanics	Science	Arts	Human relations	Leadership	Business

Note. This incomplete summary was derived from Tables 35–48 in the *SDS Technical Manual* (1994).

Rapid Reference 4.3

Descriptions of the Six Holland Personality Types (RIASEC)

The **Realistic (R)** type likes realistic jobs such as automobile mechanic, aircraft controller, surveyor, farmer, and electrician. Has mechanical abilities, but may lack social skill. Is described as:

Asocial	Genuine	Materialistic	Persistent	Thrifty
Conforming	Hardheaded	Natural	Practical	Uninsightful
Frank	Inflexible	Normal	Self-effacing	Uninvolved

The **Investigative (I)** type likes investigative jobs such as biologist, chemist, physicist, anthropologist, geologist, and medical technologist. Has mathematical and scientific ability but often lacks leadership ability. Is described as:

Analytical	Complex	Intellectual	Precise	Retiring
Cautious	Curious	Introspective	Rational	Unassuming
Critical	Independent	Pessimistic	Reserved	Unpopular

The **Artistic (A)** type likes artistic jobs such as composer, musician, stage director, writer, interior decorator, and actor/actress. Has artistic abilities—writing, musical, or artistic—but often lacks clerical skills. Is described as:

Complicated	Expressive	Impractical	Introspective	Open
Disorderly	Idealistic	Impulsive	Intuitive	Original
Emotional	Imaginative	Independent	Nonconforming	Sensitive

(continued)

The **Social (S)** type likes social jobs such as teacher, religious worker, counselor, clinical psychologist, psychiatric caseworker, and speech therapist. Has social skills and talents, but often lacks mechanical and scientific ability. Is described as:

Ascendant	Friendly	Idealistic	Persuasive	Tactful
Cooperative	Generous	Kind	Responsible	Understanding
Empathic	Helpful	Patient	Sociable	Warm

The **Enterprising (E)** type likes enterprising jobs such as salesperson, manager, business executive, television producer, sports promoter, and buyer. Has leadership and speaking abilities but often lacks scientific ability. Is described as:

Acquisitive	Ambitious	Excitement-seeking	Flirtatious	Sociable
Adventurous	Domineering	Exhibitionistic	Optimistic	Talkative
Agreeable	Energetic	Extroverted	Self-confident	

The **Conventional (C)** type likes conventional jobs such as bookkeeper, stenographer, financial analyst, banker, cost estimator, and tax expert. Has clerical and arithmetic ability, but often lacks artistic abilities. Is described as:

Careful	Defensive	Inhibited	Orderly	Prudish
Conforming	Efficient	Methodical	Persistent	Thrifty
Conscientious	Inflexible	Obedient	Practical	Unimaginative

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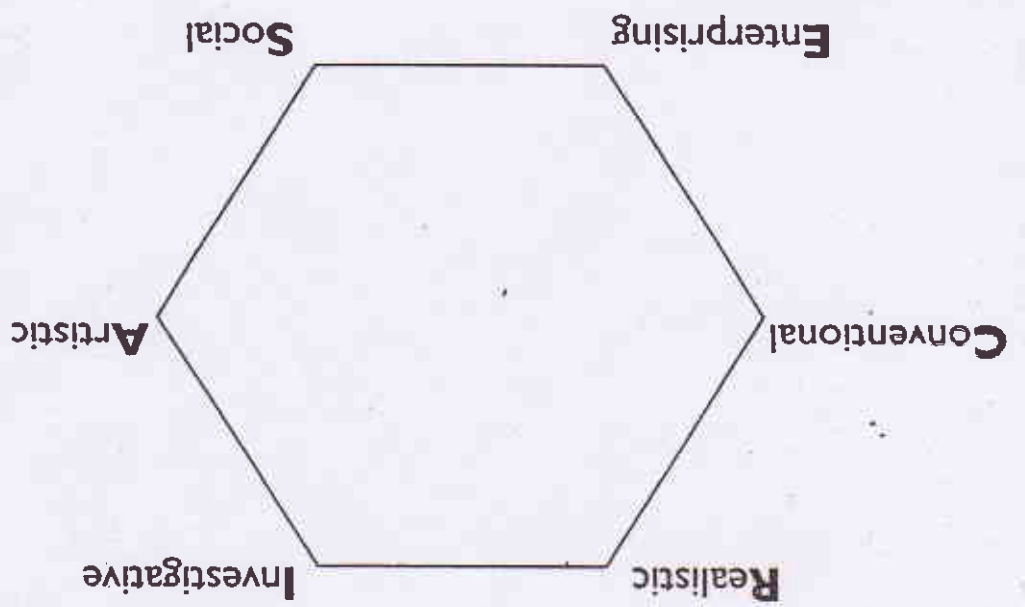


Figure 2.1 Holland's Hexagon

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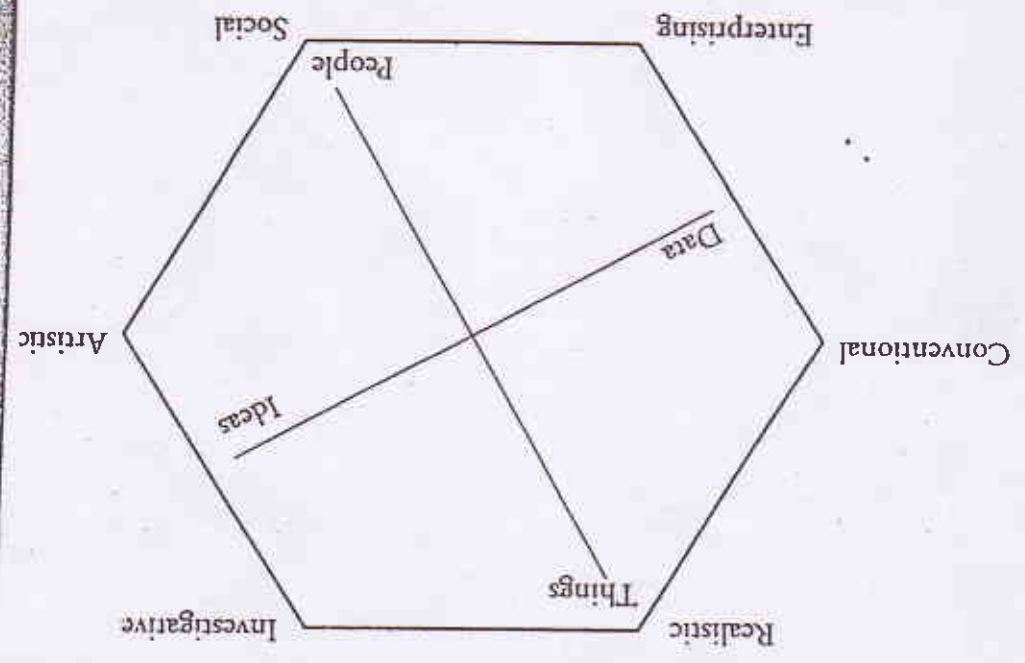


Figure 2.2 Underlying Dimensions of the Six Themes According to Prediger

Source: *Strong Interest Inventory Resource: Strategies for Group and Individual Interpretations in College Settings*, 1995, Consulting Psychologists Press, Inc.

PEOPLE AND THEIR WORK ENVIRONMENTS*

(based on John Holland's Career Theory)

Types	People	Work Environments
Realistic	Strong mechanical, psychomotor, and athletic abilities; honest; loyal; like the outdoors; prefer working with machines, tools, plants, and animals.	Structured; clear goals and lines of authority; work with hands, machines, or tools; casual dress; focus on tangible results; engineering, military, skilled trades
Investigative	Strong problem solving and analytical skills; mathematically inclined; like to observe, learn, and evaluate; prefer working alone; reserved; idea generators	Nonstructured; research oriented; intellectual; discover, collect, and analyze ideas/data; science, math, medicine, and computer related; labs, universities, high tech, hospitals.
Artistic	Creative; complex; emotional; intuitive; idealistic; flair for communicating ideas; prefer working independently; like to sing; write, act, paint, think creatively	Nonstructured; creative; flexible; reward unconventional and aesthetic values; creation of products and ideas; arts organizations, films/TV, publishing, advertising, museums, theater, galleries
Social	Friendly; outgoing; find fulfillment in helping others; strong verbal and personal skills; teaching abilities; impulsive	Harmonious; congenial; work on people related problems/issues; inform, train, develop, cure, or enlighten others; team oriented; human resources; training, education, social service, hospitality, health care, nonprofit
Enterprising	Confident; assertive; sociable; speaking and leadership abilities; like to use influence; strong interpersonal skills; status conscious	True business environment; results oriented; driven; high-quality service and product orientation; entrepreneurial; high prestige; power focused; sales, management, politics, finance, retail,
Conventional	Dependable; disciplined; precise; persistent orderly; efficient; practical; detail oriented; clerical and numerical abilities	leadership Orderly; clear rules and policies; systematized manipulation and organization of data; control and handling of money; high income potential; accounting, business, finance, administration

* From: Real People Real Jobs, by David H. Montross, Zandy B. Leibowitz, and Christopher J. Shinkman