

Personal Career Assets Scale Construction

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Abstract

The objectives of this research were 1) to construct personal career assets: an instrument assessing career interests, career skills, and career personal characteristics, 2) to determine the normative data for personal career assets, i.e., career interest normative data, career skills normative data, and career personal characteristics normative data, and 3) to provide a personal career assets manual. The research methods included the scale development and the normative data. The steps in scale development involved explicitly defining the concept of personal career assets, examined several measures of personal career assets and reviewed available research on personal career assets. Thus, the scale development strategies included the theoretical components and the structural components. Statistical analyses were conducted, which examined the content validity, the discriminatory power of each item, scale reliability, and inter-correlation among scales.

The personal career assets scale comprised of three strength themes: the career interest scale, the career skill scale, and the career personal characteristics scale. Each scale was related to 10 vocational groups. Each scale utilized a five-point Likert scale for each of the items. The reliability of career interest scale, the career skill scale, and the career personal characteristics scale were .975, .979, and .988 respectively. Those scales were designed to be self-administered and took 30-45 minutes to complete. It was simple to administer and could be given individually or in group. The respondent needed only a test booklet and an answer sheet.

The normative data for personal career assets: the career interest, the career skills, and the career personal characteristics came from an analysis of 1,106 students. Descriptive statistics (mean, standard deviation), normalized T-scores, percentile ranks, and the personal career assets scales manual were given in the research report.

The research analysis showed that the personal career assets normalized T-score of this research ranged from 25 to 74 and the percentile ranks ranged from 1-99, and also their raw scores ranged from 16.19-28.99 while the maximum score was 40.00 and the minimum score was 8.00.

In conclusion, the personal career assets scale had the advantage of being grounded in assessing each individual to recognize his or her career interests, career skills, and career personal characteristics and to use these qualities to determine who you are, what you can do, and what you want to achieve. Thus prepared, you will be able to quickly take stock of your personal career assets when you face a career decision, see what uses your assets can be put to, and apply them to a new line of work or even an entirely new way of working.

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