

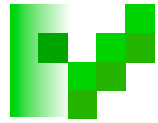


Internet Self-help Career Guidance: Does It Really Work? When? For whom?

Itamar Gati

Hebrew University of Jerusalem

Presented at the International Conference on
Vocational Designing and Career Counseling
Padova, Italy, September 2011



From decision theory to career counseling practice



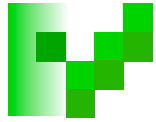
- Many factors contribute to the complexity and difficulties involved in career decision-making (*cdm*)

The basic claim:

- Career counseling may be viewed as decision counseling, which aims at facilitating the clients' decision-making process

The goal:

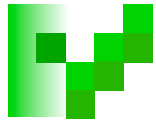
- Helping clients making **better** career decisions



Today I will...



- Demonstrate a set of free, evidence-based
 - **assessments**
and
 - **intervention systems**
- Focus on how such systems can be evaluated in terms of effectiveness
- Talk about the problems and challenges of internet-based self-help vocational guidance systems



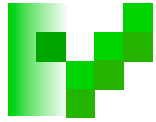
The first stage in helping clients is ***needs-assessment:***



The 3 components of *needs assessment* are:

- the focuses of the individual's *cdm* **difficulties** (“what”)
- the individual's *cdm* **profile** or style (“who”)
- the individual's **stage** in the *cdm* process (“where”)

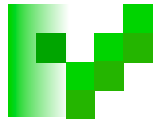
Then, the question is ***How can we help the clients***



Career Decision-Making Difficulties

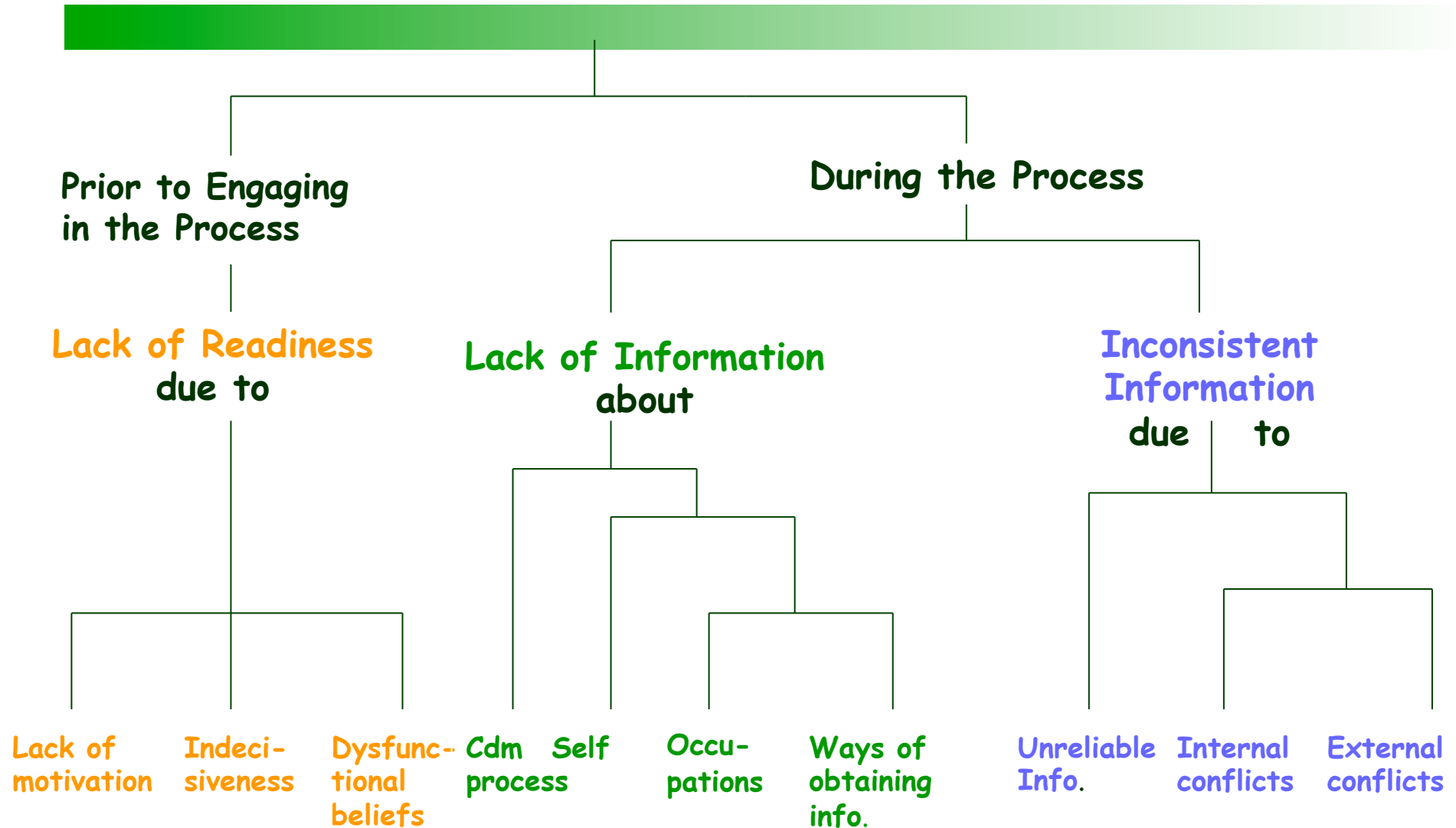


- One of the first steps in helping individuals make a career decision is locating the ***focuses*** of the difficulties they face in the decision-making process
- Relying on decision theory, Gati, Krausz, and Osipow (1996) proposed a taxonomy for describing career decision-making difficulties



Possible Focuses of Career Decision-Making Difficulties

(Gati, Krausz, & Osipow, 1996)





The aim of this free, anonymous site (with no advertisements) is to assist you in making better career decisions



The CDDQ's goal is to locate the focuses of your **career decision-making difficulties**, and to recommend ways to overcome them



PC will provide you feedback about the degree to which your **career preferences** are crystallized; that is, how well you know what you're looking for in your future career



New!
The goal of CDMP is to enable you to learn about your **career decision-making profile (style)**



PIC will provide you with a systematic, 3-stage process leading to making a better career decision



Now also free
MBCD actually guides you through the prescreening stage, helps to locate "promising options", and then allows you to get relevant information

For career counselors (information for experts)



CDDQ

Career Decision-making Difficulties Questionnaire



www.cddq.org

Feedback for: Lisa

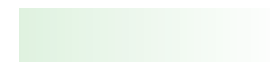
October 8, 2007

Based on your responses to the questionnaire, you will be presented with a summary of your personal difficulties in the career decision-making process.

First, you will be presented with the categories in which your responses reflect salient difficulties. Then, the categories in which your responses reflect moderate difficulties will be presented and finally, we will present our recommendations regarding the steps you can take in order to address those difficulties.

Your responses reflect **significant** difficulties involving:

Type of difficulty	Score 1-9	
General Indecisiveness - A high score in this area reflects a state of general difficulty in making decisions . Many people tend to be indecisive in various areas of their lives. Decisions are often accompanied by hesitation and fear of failure or commitment. People who are generally indecisive may therefore procrastinate or repeatedly change their mind once they have reached a decision. Sometimes they may feel they need others to affirm their decision in order to feel that they have made the right choice.	5.7	
Lack of Information about the Decision Making Process - A high score in this area reflects a lack of knowledge about how to reach a decision wisely , and specifically about the steps involved in the career decision-making process. For instance, you may not know what factors to take into account, or may encounter difficulties in combining the knowledge you have about yourself (for example, your strengths and weaknesses) with information on the various career options (for example, what abilities are required for a specific occupation).	7.3	
Lack of Information about the Self - A high score in this area reflects a situation where you feel that you do not have enough		



Your responses also reflect **moderate** difficulties involving:

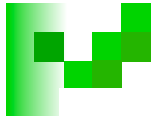
Type of difficulty	Score 1-9	
Dysfunctional Beliefs refers to irrational beliefs and expectations about career decisions. A high score in this area reflects a distorted perception of the career decision-making process . Irrational beliefs and expectations about career decisions, such as the belief that one only chooses a career once and that that choice is necessarily a life-long commitment, or that one occupation can fulfill all of a person's aspirations, may impede the career decision-making process.	4.5	
Lack of Information about Additional Sources of Information - A high score in this area reflects a lack of information about ways of obtaining additional information or help that may facilitate decision making . For example, you may not know where to search for information about occupations, or where to find personal career counseling.	3	

Recommendations:

We recommend finding an expert career counselor who can provide you with answers to some of your questions about your preferences, abilities and talents, using professional assessment tests and questionnaires. The counselor will also help you deal with your difficulties in making decisions in general, and help you solve your conflicts related to career decision making.

We advise you to search the Internet for information on relevant career options. Be aware that the quality of the information and its source are sometimes

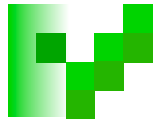
It is recommended that you turn to a friend or someone who you are close with in order to address the issues and **internal conflicts** that you are struggling with. Consulting with others does not compromise your desire to make an independent decision. Other people's opinions could very often be an important source of additional information that could provide you with another perspective and assist you in the decision-making process. If you still feel as though you need further guidance, we recommend that you visit a career counselor.



The aim of this free, anonymous site (with no advertisements) is to assist you in making better career decisions

 CDDQ	 PC	 CDMP	 PIC	 MBCD
The <u>CDDQ</u> 's goal is to locate the focuses of your career decision-making difficulties , and to recommend ways to overcome them	<u>PC</u> will provide you feedback about the degree to which your career preferences are crystallized; that is, how well you know what you're looking for in your future career	New! The goal of <u>CDMP</u> is to enable you to learn about your career decision-making profile (style)	<u>PIC</u> will provide you with a systematic, 3-stage process leading to making a better career decision	Now also free <u>MBCD</u> actually guides you through the prescreening stage, helps to locate "promising options", and then allows you to get relevant information

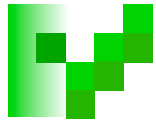
For career counselors (information for experts)



Career Decision-Making Profiles



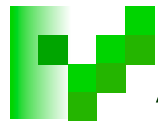
- *Career Decision-Making Profiles* refer to the way an individual makes his or her career decisions
- Diagnosing the client's career decision-making profile is important in order to “tailor” the counseling intervention to his or her unique characteristics
- Previous research often did not take into consideration the complexity and variety of aspects related to the decision process, and classified decision-styles based only on a **single, most dominant** characteristic (e.g., rational vs. intuitive)



The 12 Dimensions of the *CDMP*



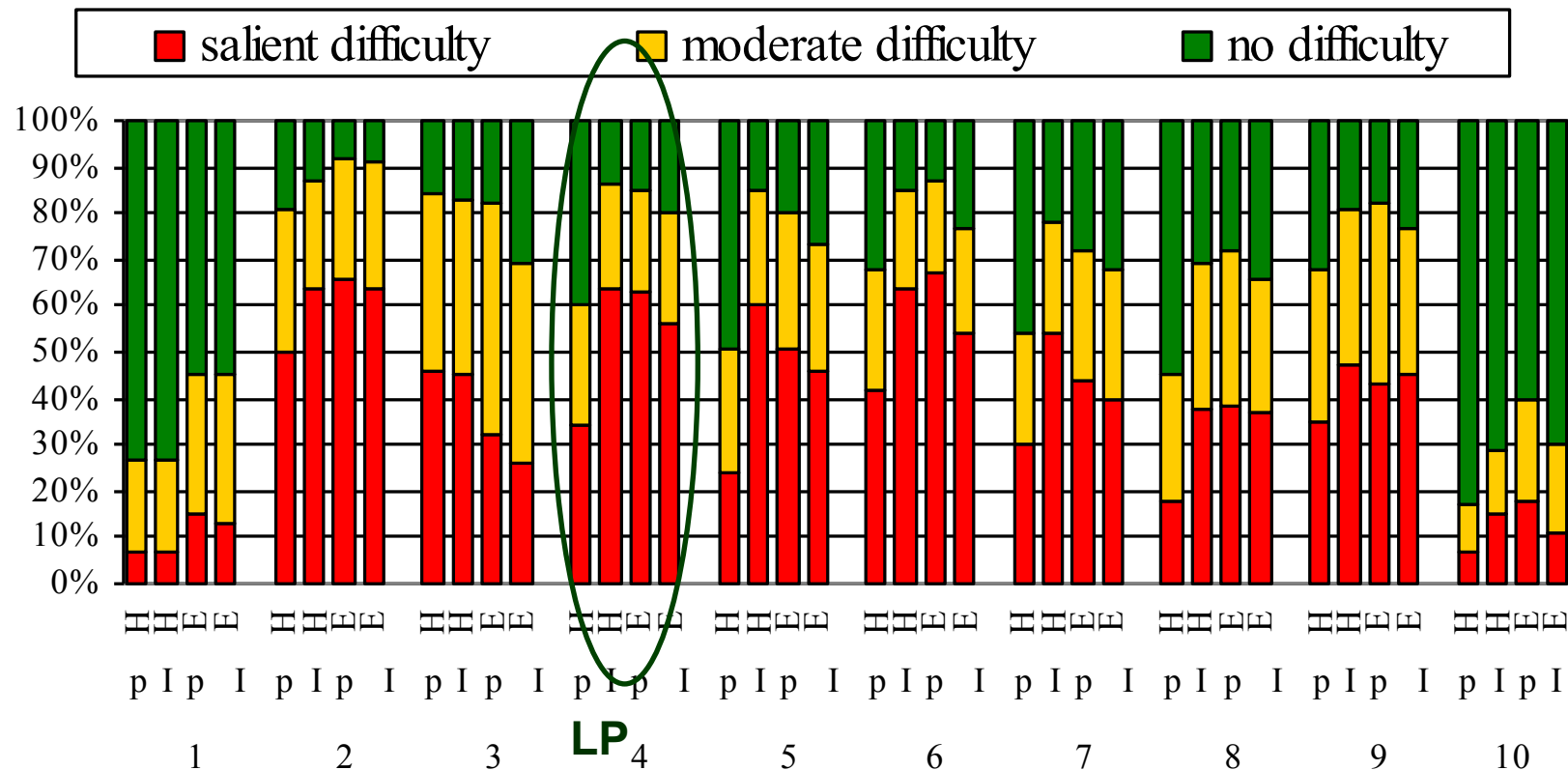
- **Information gathering** (much vs. little)
- **Information processing** (analytic vs. holistic)
- **Locus of control** (internal vs. external)
- Amount of **effort invested** in the process (much vs. little)
- **Procrastination** in entering the process (high vs. low)
- **Speed of making the final decision** (fast vs. slow)
- **Consultation with others** (frequent vs. rare)
- **Dependence on others** (high vs. low)
- **Desire to please others** (high vs. low)
- **Aspiration for an "ideal occupation"** (high vs. low)
- **Willingness to compromise** (high vs. low)
- **Using intuition** (high vs. low)

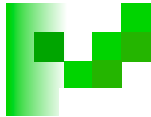


Among the salient difficulties is “lack of information about the career decision-making process”





Three Levels of Difficulties (**negligible**, **moderate**, **salient** difficulty)
in the Ten Difficulty Categories and the Four Groups (N = 6192;
H-Hebrew, E-English, p-paper and pencil, I-Internet)





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 CDDQ	 PC	 CDMP	 PIC	 MBCD
The <u>CDDQ</u> 's goal is to locate the focuses of your career decision-making difficulties , and to recommend ways to overcome them	<u>PC</u> will provide you feedback about the degree to which your career preferences are crystallized; that is, how well you know what you're looking for in your future career	New! The goal of <u>CDMP</u> is to enable you to learn about your career decision-making profile (style)	<u>PIC</u> will provide you with a systematic, 3-stage process leading to making a better career decision	Now also free <u>MBCD</u> actually guides you through the prescreening stage, helps to locate "promising options", and then allows you to get relevant information

For career counselors (information for experts)

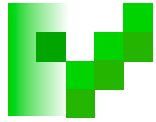


Stages in the career decision-making process



The **PIC** model (Gati & Asher, 2001) separates the career decision-making process into 3 distinct stages:

- **Prescreening**
 - **In-depth exploration**
 - **Choice**



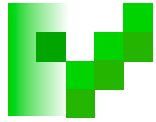
Guidance in the career decision-making process



Prescreening career alternatives to locate a small and manageable set of promising occupations

In-depth exploration of those promising alternatives to locate the suitable ones

Choice of the most suitable alternative



The individual's **stage** in the career decision-making process (“where”)



Before *Prescreening*

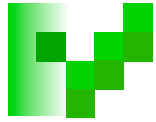
During Prescreening

After prescreening, before In-depth exploration

During In-depth exploration

After in-depth exploration before Choice

During Choice



So far, I reviewed

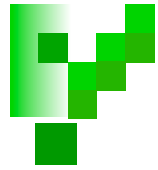


3 components of client's needs assessment:

- The focuses of the individual's *cdm* difficulties (“**What**”)
- The individual's *cdm* profile (“**Who**”)
- The individual's stage in the *cdm* process (“**Where**”)

So, what's next?

- Some demonstrations of how the decision-making approach can be implemented in order to actually facilitate clients' career decision-making process

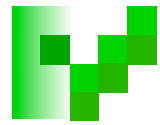


Specifically,



I will focus on an Internet-based Self-Help Intervention

based on career counselors' expert knowledge,
that was transformed into an interactive Internet-based
career guidance system



Implementing *PIC* – *MBCD*

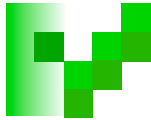
Making Better Career Decisions



MBCD is an Internet-based career planning system that is a unique combination of

- ☐ a career-information system
- ☐ a decision-making support system
- ☐ an expert system

Based on the rationale of the *PIC* model, *MBCD* is designed to help deliberating individuals make better career decisions



The aim of this free, anonymous site (with no advertisements) is to assist you in making better career decisions



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PC will provide you feedback about the degree to which your **career preferences** are crystallized; that is, how well you know what you're looking for in your future career



New!
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MBCD actually guides you through the prescreening stage, helps to locate "promising options", and then allows you to get relevant information

For career counselors (information for experts)



MBCD

Making Better Career Decisions



- *Choosing an occupation or an academic major is one of the most important decisions you are about to make.*
- *Today's world of work offers a large variety of possibilities, and many people find it difficult to choose a career path.*
- *MBCD will help you make better career decisions and decreases the chance of wasting time and money or regretting the results of an ill-considered choice.*

What would you like to do now?

- I would like to [use MBCD now](#).
- I would like to get [more information](#) on MBCD.

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However,

- Although Internet-based, career-related self-help sites are flourishing, these sites and systems, vary greatly in quality
- Therefore, it is very crucial to investigate the utility and validity of these self-help programs

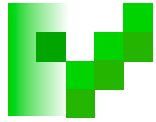


So, if evaluation is important,



***Making
Better
Career
Decisions***

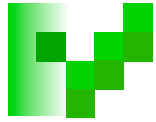
Does it really work?



Effectiveness –

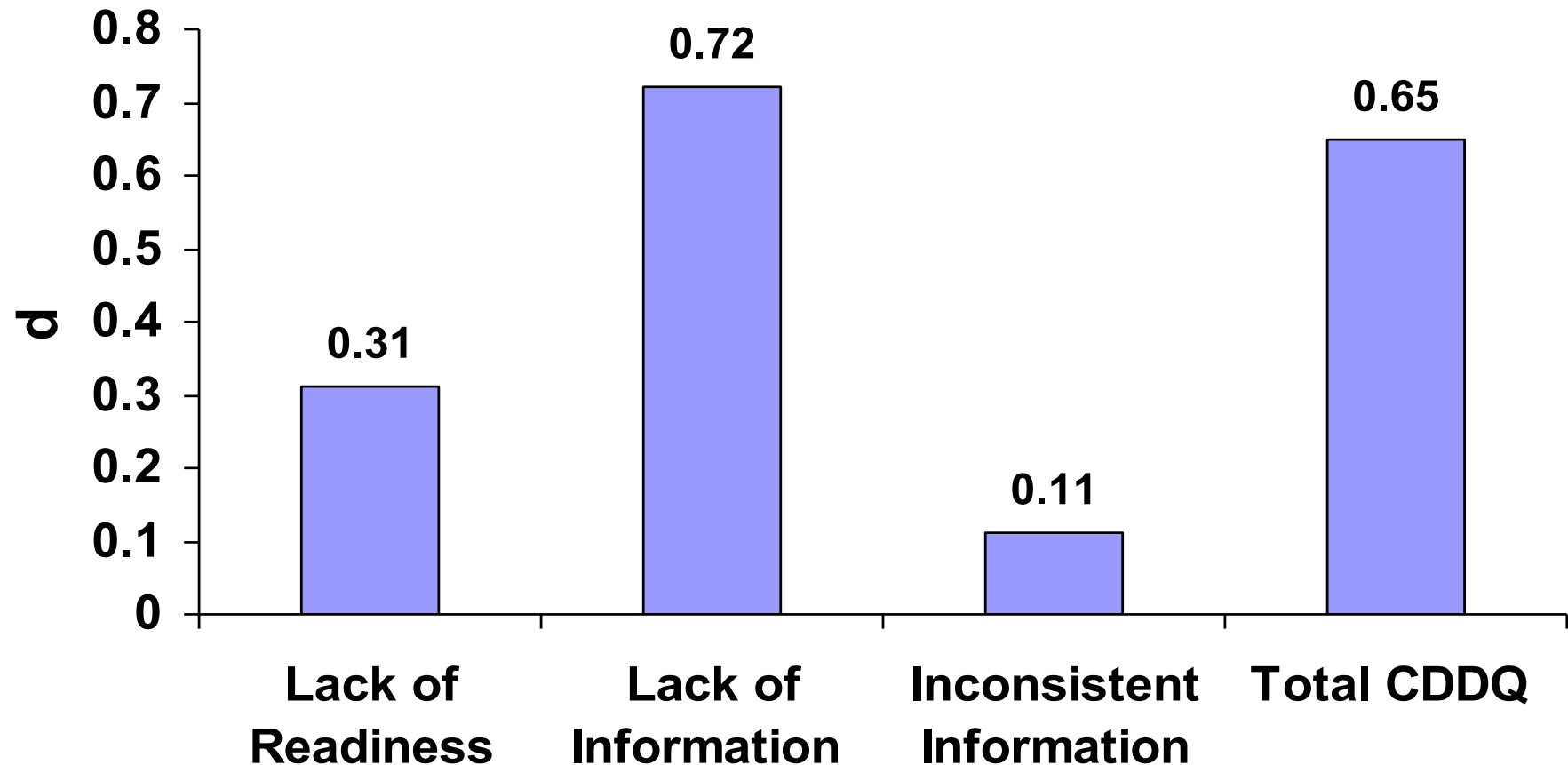


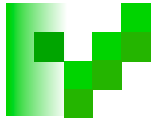
Does it helps **R e d u c i n g**
career decision-making
difficulties?



MBCD's Effect (Cohen's d) on Reducing Career Decision-Making Difficulties

(Gati, Saka, & Krausz, 2003)





Effectiveness –



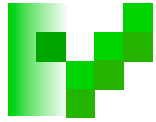
Does it helps

***Advancing towards making a
decision?***



Change in Decidedness

Frequency of		
Increased	No change	Decreased
355 (50%)	266 (37%)	91 (13%)

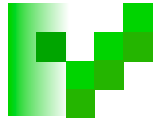


Perceived Benefit -



*will you recommend **MBCD** to
your friends ?*

Yes / No



Willingness to Recommend to Friends (% YES)



Change in Decidedness		
Increased	No change	Decreased
93.5 %	74.8 %	72.5 %

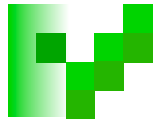


Effectiveness –



Does it helps to making more satisfying decisions?

(i.e., Predicting validity)



Predictive Validity of *MBCD*

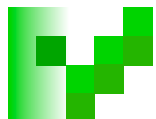
(Gati, Gadassi, & Shemesh, 2006)



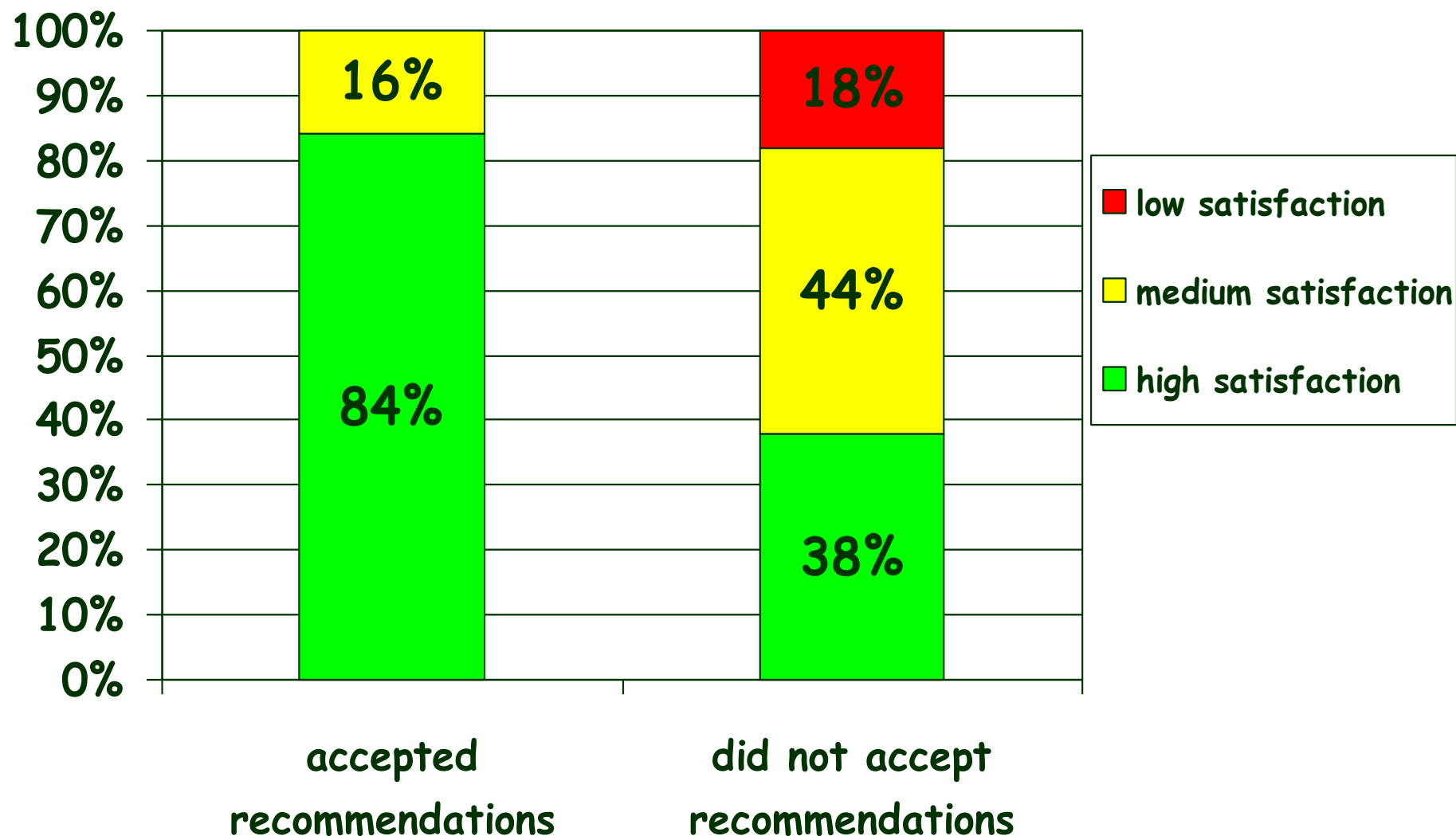
■ Design:

Comparing the Occupational Choice Satisfaction (OCS) of **two groups** 6 years after using *MBCD*:

- ☐ those whose present occupation **was** included in *MBCD*'s recommended list (44%)
- ☐ those whose present occupation **was not** included in *MBCD*'s recommended list (56%)



Occupational Choice Satisfaction by Acceptance and Rejection of *MBCD*'s Recommendations



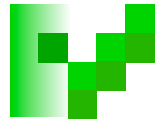


Effectiveness –



Does it helps

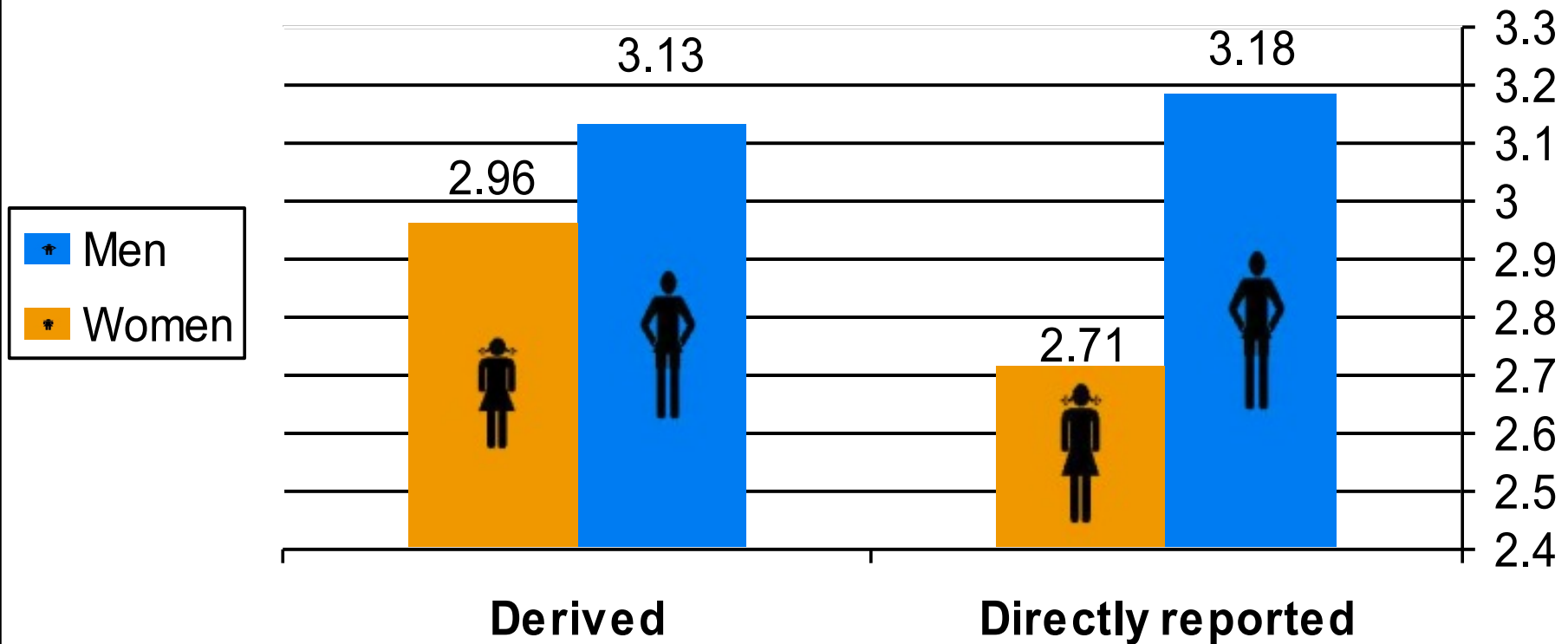
Reducing Gender Biases?

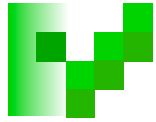


Gender Differences in Directly and Indirectly Elicited Preferred Occupations (Gadassi & Gati, 2009)



**Means of the Femininity-Masculinity Ratings
According to Type of List and Gender**

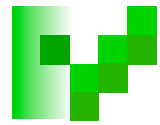




Effectiveness –



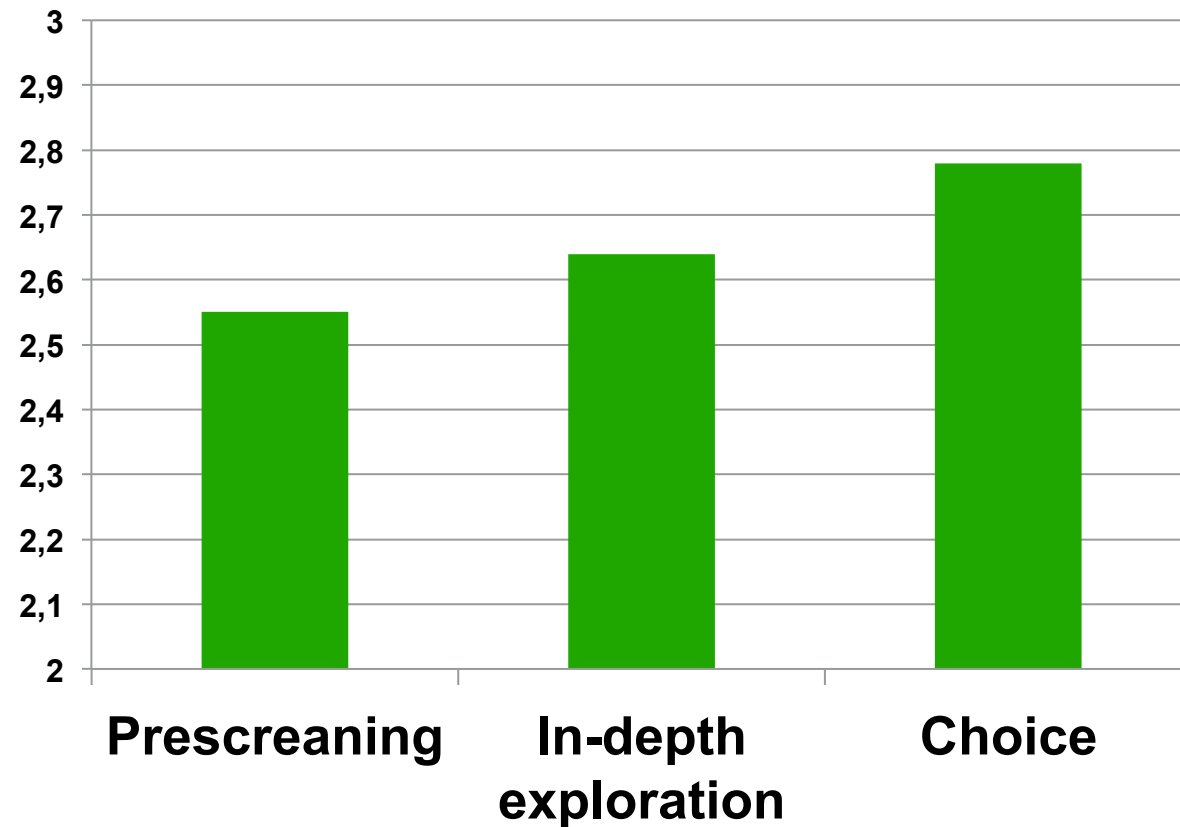
To whom it Helps?

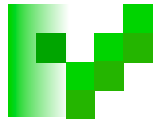


Benefit of an Intervention for Facilitating the Choice Stage



Perceived Effectiveness





To summarize – The Effectiveness of Internet Self-help Career Guidance



The case of *MBCD*

■ Does It Really Work?

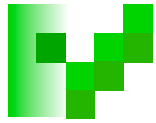
- **YES:** Reduces difficulties, helps advance in the decision process, reduces gender-stereotype biased choices, increases satisfaction

■ When?

- *MBCD* – at Prescreening

■ To whom?

- depends on the individual's difficulties
- gender



Stand-Alone, Internet-Based Career-Planning Systems



Desirable Features

Assessment of needs

Providing guidance concerning the process

Providing relevant and accurate information

Possible Options

CDDQ, CDMP

Steps (PIC), factors to consider, dealing with compromises and uncertainty

potential alternatives, their characteristics, training



Stand-Alone Internet-Based Career-Planning Systems (continued)



Desirable Features

Monitoring the dialogue

Guiding the user toward additional sources of information

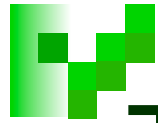
Directing the user to face-to-face counseling when needed

Possible Solutions

*User's input-
continuous feedback,
outcome - sensitivity
analysis*

*on the Internet or
elsewhere*

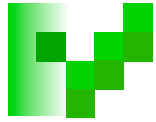
*informative summary
of the dialogue*



To sum up



- Career choices are decision-making processes, therefore career counseling is also decision counseling
- Decision theory can be translated into practical interventions aimed at facilitating individuals' career decision-making
- Experts' knowledge can be transformed into user-friendly Internet-based systems, which can be incorporated into counseling interventions
- Interventions should be empirically tested for theoretical validity as well as practical effectiveness



For further information:

www.cddq.org



*Thank
You!*



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