

The model of knowledge in the career choice process
– a theoretical and empirical further development

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Pedagogical concerns and market demands**



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Introduction

Thematic framework:

Career choice for young adults

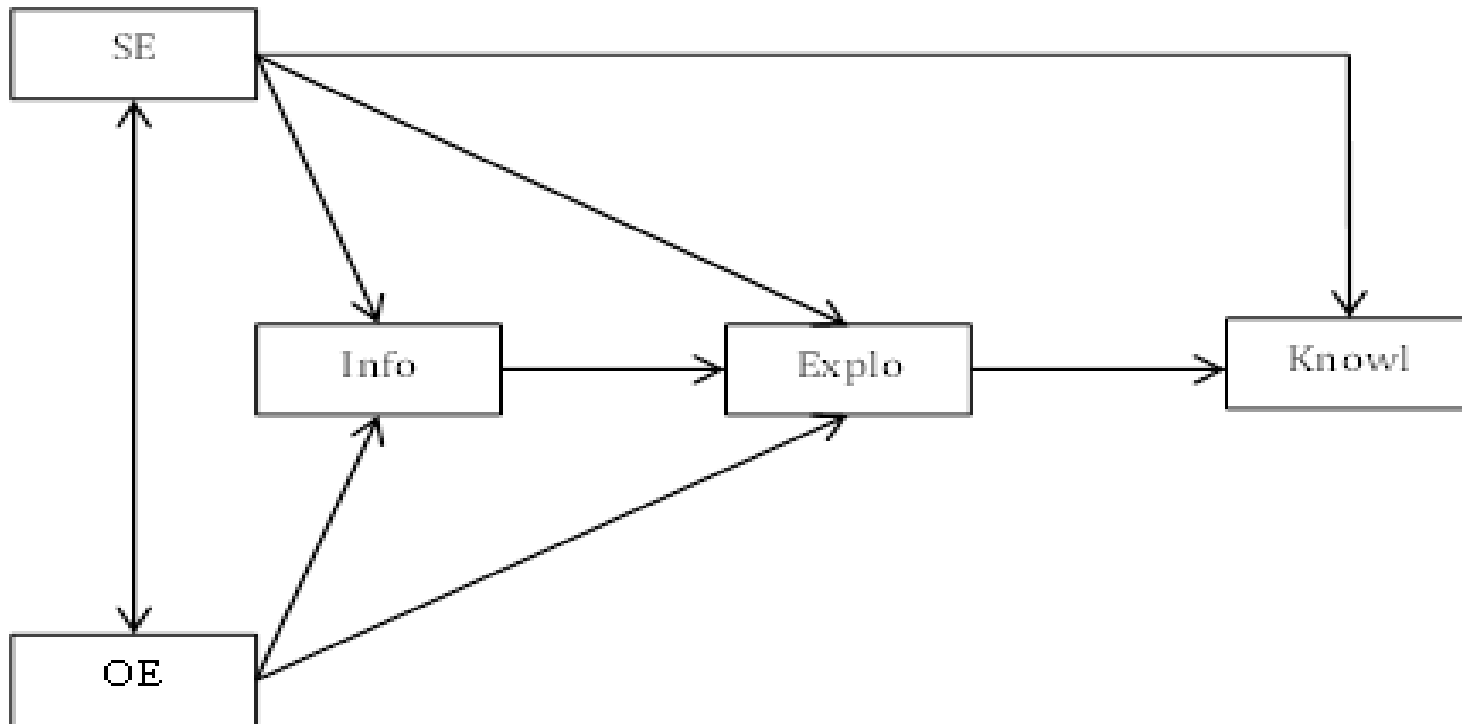
Theoretical background:

Concept of self-efficacy and outcome expectations by Bandura (1997)

Social Cognitive Career Theory (SCCT) by Lent, Brown & Hackett (1994, 2002)

The model of knowledge in the career choice process

(Struck, 2016)



SE-self-efficacy, OE-outcome expectations, Info-information readiness, Explo-exploration, Knowl-different forms of knowledge

Procedure and methods

Questionnaire:

9 scales with 63 items

By Ratschinski (2008, 2012) and by Lipowski, Kaak, Kracke & Holstein (2015)

Data Set:

493 young adults in grades 7-12 from comprehensive schools and high schools (mean age: 15.6 years, 51.7% female)

Methods:

Path analysis

The scales

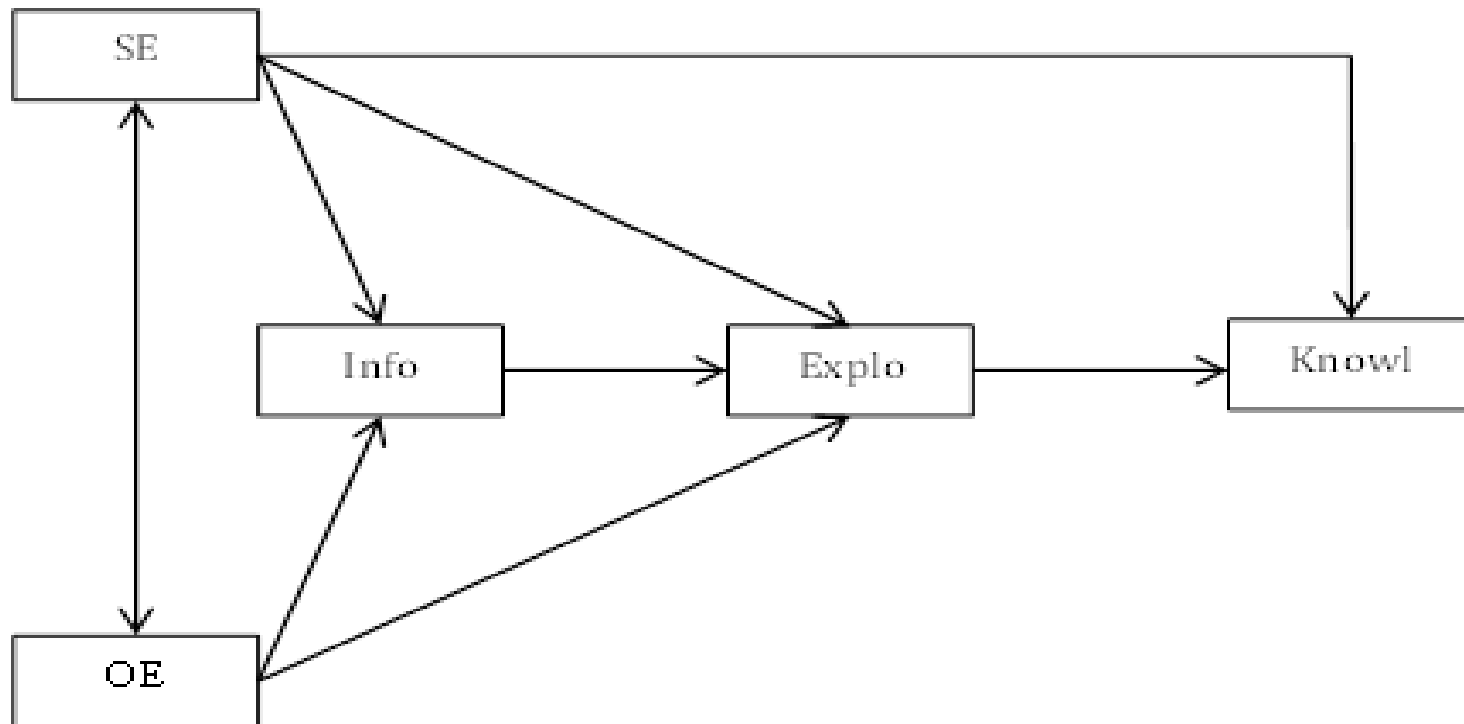
- Bandura (1997) describes self-efficacy as **the attitude** of a person to direct his/her **focus consistently and successfully on an activity**.
- Self-efficacy has an effect on **motivation** as well as on effort and the **perseverance required in problem solving**.
- Outcome expectations include the **expectation of the consequences of the personal behavior**.
- Information readiness as a **motivational requirement**
- Exploration mean to **discover the self and the environment**

The different forms of knowledge

- Knowledge about the favored vocation → Level of knowledge about the favored vocation
- Self-knowledge → to know your own interests and skills
- Conceptual knowledge → to know the facts about the world of work
- Knowledge of condition → to know which degrees are needed in different vocations
- Planning competence → to set personal goals

The model of knowledge in the career choice process

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Results of the path analyses

	χ^2	df	p	RMSEA	CFI	r^2
knowledge about the favored occupation	12.44	2	.00	0.103	0.98	.20
self-knowledge	6.81	2	.03	0.070	0.99	.37
conceptual knowledge	9.15	2	.01	0.085	0.99	.24
knowledge of condition	6.22	2	.04	0.066	0.99	.22
planning competence	0.82	2	.66	0.000	1.00	.20

The results

- Between 20% and 37% of the variance of the endogenous variables can be explained
- All forms of knowledge can be explained by the model
- Second empirical verification and confirmation of the model
- The model can be seen more in a sense of generalization

Conclusion

- **Important role of self-efficacy:**

Young adults are more active in their career choice process when they feel confident about their abilities and as a result of their activities they achieve a higher level of different forms of knowledge.

Conclusion

Pedagogical interventions:

Knowing young adults' self-efficacy, they can be encouraged and supported individually

-> The sources of self-efficacy by Bandura (1997) should be used

Conclusion

The sources of self-efficacy by Bandura (1997)

- 1. Past performance**
- 2. Vicarious experiences / modeled behavior**
- 3. Verbal persuasion / positive feedback**

***Thank You
for your attention***

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