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

Philipp Struck & Careen Ciesla, 02.05.2019
Content

• Introduction
• The model of knowledge
• Procedure and methods
• Results
• Conclusion
Introduction

**Thematic framework:**
Career choice for young adults

**Theoretical background:**
Concept of self-efficacy and outcome expectations by Bandura (1997)
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

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
(Struck, 2016)

SE-self-efficacy, OE-outcome expectations, Info-information readiness, Explo-exploration, Knowl-different forms of knowledge
## Results of the path analyses

<table>
<thead>
<tr>
<th></th>
<th>$\chi^2$</th>
<th>df</th>
<th>$p$</th>
<th>RMSEA</th>
<th>CFI</th>
<th>$r^2$</th>
</tr>
</thead>
<tbody>
<tr>
<td>knowledge about the favored occupation</td>
<td>12.44</td>
<td>2</td>
<td>.00</td>
<td>0.103</td>
<td>0.98</td>
<td>.20</td>
</tr>
<tr>
<td>self-knowledge</td>
<td>6.81</td>
<td>2</td>
<td>.03</td>
<td>0.070</td>
<td>0.99</td>
<td>.37</td>
</tr>
<tr>
<td>conceptual knowledge</td>
<td>9.15</td>
<td>2</td>
<td>.01</td>
<td>0.085</td>
<td>0.99</td>
<td>.24</td>
</tr>
<tr>
<td>knowledge of condition</td>
<td>6.22</td>
<td>2</td>
<td>.04</td>
<td>0.066</td>
<td>0.99</td>
<td>.22</td>
</tr>
<tr>
<td>planning competence</td>
<td>0.82</td>
<td>2</td>
<td>.66</td>
<td>0.000</td>
<td>1.00</td>
<td>.20</td>
</tr>
</tbody>
</table>
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

Contact
philipp.struck@uni-rostock.de
References


Struck, P. (2017). The model of knowledge in the career choice process: Empirical research on the importance of self-efficacy and outcome expectations on career choice activities and knowledge about the occupation favored by young adults before the school-to-work transition. In F. Kaiser & S. Krugmann (Eds.), *Social Dimension and Participation in Vocational Education and Training* (pp. 214-221). Rostocker Schriften der Berufspädagogik – Rostocker Papers of Vocational Education.