

This case study reveals the results of an evaluation of jobZology's assessment and career tools for students at Greenville University. Students were invited to participate in the surveys during the Spring 2018 semester. 87 students took the pre-assessment, 54 took the post-assessment, and complete data (matched pre- and post-) were available for 28 students. The objective was to evaluate the impact of jobZology® on student feelings and reactions to the major and vocational discernment process before and after the implementation of the software.



79% of students surveyed recommend jobZology® for other students like themselves.

Summary

By comparing students' thoughts and feeling about career decisions before using jobZology® and re-assessing their thoughts and feeling about career decisions *after* they used jobZology, we can begin to understand how their experience with jobZology impacts students' confidence and attitudes about the vocational discernment process.

The results of this analysis show that after using jobZology's software, students...

- *Strongly recommend the use of jobZology for other students like themselves*
- *Think jobZology is better than other career guidance tools they've used*
- *Have a better understanding of the career paths that fit them best*
- *Are more satisfied with their current levels of clarity regarding their career direction*
- *Are somewhat less stressed about choosing a major*
- *Are reconsidering their choice of major*
- *Are somewhat more confident about choosing a career*
- *Are somewhat less stressed about choosing a career*

Results

Recommendation

- ❖ 78.6% of students surveyed moderately or strongly recommend jobZology for other students like themselves.
- ❖ Just two students (7.1%) indicated that they did not recommend the tool, and four students (14.3%) indicated that they recommend the tool with some major reservations.

Comparison to Other Tools

- ❖ Students were asked, "Compared to other self-discovery and career guidance tools you've used (e.g., MBTI, Strong Interest Inventory, Focus2, etc.), how would you rate your overall experience with jobZology?"
- ❖ Among students who indicated they have used other tools, a considerable percentage of students (37.5%) indicated that jobZology is better or *much* better than other career guidance tools they've used.

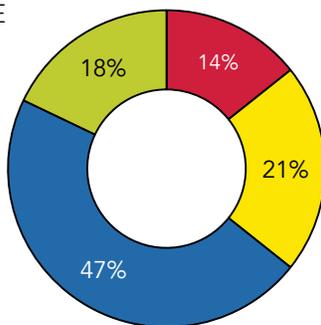
■ Much Worse ■ Worse ■ About the same ■ Better ■ Much better



Knowledge of Career Paths

- ❖ There was a *practically significant increase* in students' understanding of career paths that fit them best.¹
- ❖ Before jobZology, 64.3% of students agreed or strongly agreed that they understood what career paths fit them best.
- ❖ After jobZology, this number increased to 82.2% of students who agreed or strongly agreed that they understood what career paths fit them best.

BEFORE



■ Strongly disagree

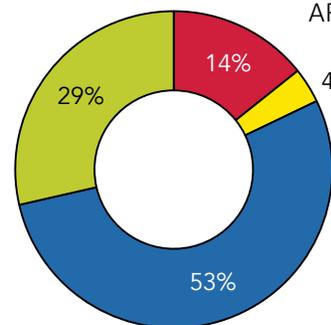
■ Disagree

■ Neither agree nor disagree

■ Agree

■ Strongly Agree

AFTER



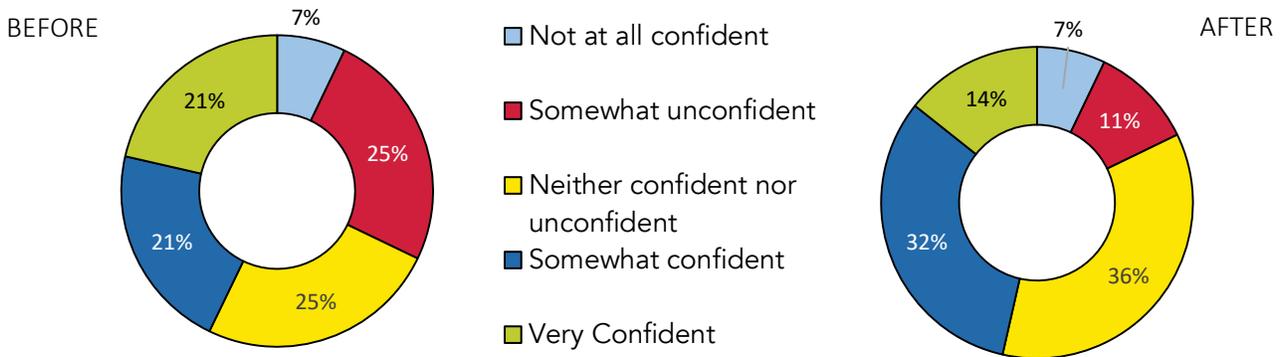
Satisfaction with Career Direction

- ❖ There was a *practically significant increase* in students' satisfaction with their career direction.²
- ❖ Before jobZology, 64.3% of students were somewhat or extremely satisfied with their current level of clarity with their career direction.
- ❖ After jobZology, this number increased to 82.1% of students who were somewhat or extremely satisfied with their current level of clarity with their career direction.



Confidence in the Career Decision-Making Process

- ❖ Before jobZology, 32.1% of students had very little or no confidence in their ability to navigate the career decision making process.
- ❖ After jobZology, this number decreased to just 17.8% of students with very little or no confidence.³



Confidence in the Major Discernment Process

- ❖ Before jobZology, 50% of students were confident in their ability to navigate the major decision-making process.
- ❖ After jobZology, this number increased to 57.2% of students with moderate or high confidence.⁴

Stress in Choosing a Major

- ❖ Before jobZology, 35.7% of students were not stressed about choosing a major.
- ❖ After jobZology, this percentage decreased to 28.6% of students, showing a slight reduction in students' stress levels related to choosing a future college major.⁵

Major Reconsideration

- ❖ Of students who participated in the post-survey, 32.1% indicated that their jobZology results made them reconsider their choice of major.

Stress in Choosing a Career

- ❖ Before jobZology, 67.9% of students were somewhat stressed by choosing a future career.
- ❖ After jobZology, 46.4% of students indicated being somewhat stressed, showing a reduction in students' average stress levels related to choosing a career.⁶

Communicating Career Goals

- ❖ Before jobZology, 71.5% of students agreed or strongly agreed that they could clearly communicate their career goals.
- ❖ After jobZology, this number remained consistent, with 71.5% of students agreeing or strongly agreeing that they could clearly communicate their career goals.

Self-Understanding

- ❖ Before jobZology, 89.3% of students agreed or strongly agreed that they had a very good understanding of their interests, values, and personality.
- ❖ After jobZology, this number increased slightly to 92.8% of students who agreed or strongly agreed that they had a very good understanding of their interests, values and personality.⁷

Written Feedback

- ❖ Students generally indicated that jobZology showed them additional paths they could consider. Students thought more deeply about the alignment between their personal characteristics and their assessment results. Specifically, students responded to the following question, "In what ways (if any) has what you've learned using jobZology® influenced how you think about your education and/or career?". Student responses were:
 - "JobZology has influenced me in [many] ways, it knew my like and dislikes, from my interests to my least favorite things to do. It explain[s] each key value that I never really understood."
 - "Lots, [JobZology] showed me what I want to do in life and what's good for me"
 - "The test told me what I already knew. If anything, it just reassured me that the major I have chosen is the major for me."
 - "I think it helped me realize how to categorize what's important to me."
 - "Finding new career paths."
 - "Made my decision easier."

Footnotes – These represent statistics for paired-samples t-tests for each variable to examine within-person changes.

¹ $t(27) = 1.28, p = .21, M_D = .29, \text{Cohen's } d = .24$, small practical effect

² $t(27) = 1.22, p = .23, M_D = .29, \text{Cohen's } d = .23$, small practical effect

³ $t(27) = 0.31, p = .76, M_D = .11, \text{Cohen's } d = .06$.

⁴ $t(27) = 0.45, p = .66, M_D = .14, \text{Cohen's } d = .09$.

⁵ $t(27) = 0.40, p = .69, M_D = -.18, \text{Cohen's } d = .08$.

⁶ $t(27) = 0.68, p = .50, M_D = .29, \text{Cohen's } d = .13$.

⁷ $t(27) = 0.68, p = .50, M_D = .11, \text{Cohen's } d = .13$.