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Updating Vocational Interests Information for the O*NET Content Model

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Introduction

The Occupational Information Network (O*NET) is a comprehensive system developed by the U.S. Department of Labor that provides information for over 900 occupations within the U.S. economy. The occupational information collected is guided by the [O*NET Content Model](#), the conceptual foundation of O*NET (Mumford & Peterson, 1999). The O*NET Content Model provides a framework that identifies the most important types of information about work and integrates them into a theoretically and empirically sound system. The purpose of the current effort was to: (a) update and enhance the RIASEC vocational interest descriptions included in the O*NET Content Model (Holland, 1997), and (b) expand the O*NET Content Model to include basic interest dimensions (Su et al., 2019).

RIASEC general interests have been included in the O*NET Content Model since its inception. The information is incorporated throughout the O*NET system (i.e., websites, vocational interest assessment, database, web services) and is used extensively by millions of students and job seekers annually, application developers, and researchers. Modern and rich RIASEC descriptions are needed.

The expansion of the O*NET Content Model to include basic interests is also very important. The more specific and precise basic interests support the development and understanding of the RIASEC general interests. In addition, their inclusion in the O*NET Content Model is a first step towards adding new ways to assess vocational interests and to link interests to occupations in the O*NET system. Basic interests will potentially provide future O*NET customers with more detailed, targeted options for identifying and exploring occupations.

The present report describes updating and enhancing the RIASEC descriptions, and development of 41 basic interest descriptions based on the Comprehensive Assessment of Basic Interests (CABIN; Su et al., 2019) for inclusion in the O*NET Content Model. We begin with a brief discussion of interests and how they are defined, their importance to career development and work outcomes, and their role within the O*NET Program. Next, we discuss how RIASEC descriptions were updated and how the 41 basic interests were identified and described for inclusion in the O*NET Content Model.

Definition of Vocational Interests

Vocational interests are preferences to engage in activities and contexts in which activities occur that motivate goal-oriented behaviors and orient individuals toward certain work environments (Rounds & Su, 2014). Importantly, interests are based upon work activities and these activities have two elements: an action and a target object or context. For example, the activity, “build kitchen cabinets”, has the action of “build” and an object of “kitchen cabinets”. Another example, “teach a high school class”, has the action of “teach” and the object and context of “high school class”. These work activities become vocational interest assessment items when individuals report their degree of liking or disliking the activity. These work activities, now interest items, can be organized into two kinds of scales: *general interest scales* and *basic interest scales*.

General occupational interest scales assess broad themes of preferences (broad interest dimensions) that include a heterogeneous set of work activities or settings. The most familiar

general interest scales are the Realistic-Investigative-Artistic-Social-Enterprising-Conventional theoretical model (acronym RIASEC, Holland, 1997). Each of these RIASEC scales has a theme that unities a wide range and variety of work activities and occupations. For example, the broad range of activities for Realistic include designing, building, or repairing of equipment, materials, or structures, engaging in physical activity, or working outdoors. Realistic occupations are often associated with engineering, mechanics and electronics, construction, woodworking, transportation, machine operation, agriculture, animal services, physical or manual labor, athletics, or protective services. The simple, easy to understand RIASEC interest scales serve as a good starting point for career explorers, job seekers, and counselors. They also lead to a wide variety of career options and channels. However, because RIASEC scales are broad and heterogeneous, there is also a need to develop more precise information on the kinds of interests that are best related to specific occupations. Basic interests are more numerous and more specific than the broader general interest domains which they comprise and therefore provide more precise information on which kinds of interests are related to which occupations.

Basic occupational interest scales are specific, homogeneous facets of interests that group together work activities that share similar properties and represent the same abstract object, such as engineering, medical science, music, or accounting. An important characteristic of basic interests is that they rely on everyday language and definitions and therefore, they are easy to communicate to a variety of individuals (e.g., students, adults). For example, the basic interest dimension *Teaching* includes a variety of activities in education that reflect the same underlying interest of instructing students to facilitate learning and development. Basic interest labels (e.g., Athletics, Engineering, Performing Arts, Music, Writing, Religious Activities, Sales, Law, Accounting) often convey sufficient information to understand the meaning of the basic interest. Basic interests can be thought of as “building blocks of general interests” and can be linked to the RIASEC model. Each RIASEC general interest is then composed of multiple basic interests as shown above with the example of Realistic work activities. Importantly, the associated basic interests can help counselors, end users, and researchers gain a better understanding of each RIASEC theme. Initial development of basic interest scales can be traced to the Strong Interest Inventory (Campbell et al., 1968), followed later by the Jackson Vocational Interest Survey (JVIS; Jackson, 2000) and the Basic Interest Markers (BIM; Liao et al., 2008). Recently, Su et al. (2019) proposed yet the most comprehensive set of basic interests.

Importance of Vocational Interests

The importance of vocational interests for educational and occupational choice and work-related outcomes has been recently highlighted in a series of meta-analyses. Vocational interests are highly accurate predictors of career choices, including educational majors and future occupations (Hanna & Rounds, 2020). Vocational interests have been linked with various criteria of job performance (Nye et al., 2017; Van Iddekinge et al., 2011) and job satisfaction (Hoff et al., 2020). These meta-analytic studies are based on the RIASEC model (Holland, 1997) to describe and classify occupational interests. Since the early 1970's, the RIASEC taxonomy has been widely used to develop vocational interest measures (Nauta, 2010).

At the basic interest level, work activities are grouped to transcend specific situations or job descriptions, identifying shared properties of occupations, such as context, setting, objects of interest, and processes. Basic interests span across specific job titles, making this level of the taxonomy more flexible than measures of general interests, such as the Holland's (1997) RIASEC types. Measures of basic interests make finer distinctions among areas of vocational interests, thus allowing for a model that may be more representative of interest structure. An additional advantage is that basic interests provide a level of flexibility that corresponds to

changes in the labor market associated with a transition to a knowledge-based economy. In this context, basic interests reflect the nature of the changing work environment of the knowledge-based economy and the fast-paced technology changes in industry. Basic interests offer individuals the opportunity to maintain a sense of career coherence based on a set of activities they value.

Vocational Interests within O*NET

Vocational interest information is an important part of the O*NET Program's support of educational planning, career exploration, career guidance, job search, and organizational placement (Rounds et al., 2021). The O*NET Content Model defines interest information compatible with Holland's RIASEC model of personality types and work environments (Holland, 1997). The RIASEC model was selected because of its extensive use across a variety of applied settings, as well as its prevalent use within research. The model was familiar to and preferred by vocational counselors and employment program professionals/directors (e.g., One Stop Centers, Employment Security Offices, Workforce Development Centers). The move towards and emphasis on self-assessment also necessitated the selection of a model that was easy for end users to understand and use. As noted above, within Holland's model, six interest categories are used to describe the work environment of occupations: Realistic, Investigative, Artistic, Social, Enterprising, and Conventional (i.e., RIASEC). Corresponding Occupational Interest Profiles and high-point codes are published within the O*NET database and [O*NET web services](#) (Rounds et al., 1999b; Rounds et al., 2008; Rounds et al., 2013). An OIP consists of six numerical scores indicating how descriptive each RIASEC dimension is of an O*NET-SOC occupation (Gregory et al., 2019). In addition, a profile of one to three high-point codes indicates which RIASEC dimensions are most descriptive of an O*NET-SOC occupation. The number of high-point codes offered for an O*NET occupation depends on the number that meet a minimum degree of descriptiveness for the O*NET-SOC occupation. Interest data for O*NET-SOC occupations is disseminated through various O*NET websites ([O*NET OnLine](#); [My Next Move](#); [My Next Move for Veterans](#); [Mi Proximo Paso](#)), available through the [O*NET database](#) and web services (National Center for O*NET Development, 2022), and plays a critical role in facilitating career exploration processes in conjunction with [O*NET's Interest Profiler](#) assessment to identify O*NET-SOC occupations that may align with an individual's vocational interests (Gregory & Lewis, 2016; Rounds et al., 2021).

Updating the RIASEC Interest Descriptions for the O*NET Content Model

The current RIASEC descriptions within the O*NET Content Model (heretofore called, the "O*NET RIASEC descriptions") were initially developed at the onset of the O*NET Content Model and then refined during the development of the O*NET Interest Profiler Long Form (Lewis & Rivkin, 1999; Rounds et al., 1999a; Rounds et al., 1999c). Given their age, the O*NET RIASEC descriptions may be dated due to changes in industry and occupations and foremost, changes in required work tasks. To ensure these descriptions reflect the current world of work, we used a variety of information to update them for the O*NET Content Model.

The updated RIASEC descriptions we developed broadly model Holland's (1997) RIASEC definitions. However, a major exception is that our updated O*NET RIASEC descriptions, conceptualize Holland's model as a vocational interest model of six multidimensional traits, with each of these RIASEC traits related to multiple *basic interests*. To update the O*NET RIASEC descriptions, we used basic interests drawn from comprehensive assessment of basic interests (CABIN; Su et al., 2019). CABIN consists of 41 basic interests and their corresponding scales. Each basic interest scale is content-specific and unidimensional. Items are representative of the

occupations and work tasks covered by each scale. To ensure that, at the item level, the basic interest assessment covered the full range of the world of work, Su et al. (2019) extracted information about work tasks for all the occupations in the O*NET system to develop the items. Another difference between Holland's RIASEC definitions and the updated O*NET RIASEC descriptions is that the latter do not include Holland's surplus meaning drawn from correlates (e.g., abilities, competencies, values, and personality traits). In general, the updated O*NET RIASEC descriptions follow closely the idea that vocational interests are grounded in work activities and these activities have two elements: an action and a target object or context (Rounds & Su, 2014). For example, the activity, "study the effects of a new medicine", has the action of "study" and an object of "new medicine". Another example, "teach a pre-school class", has the action of "teach" and the object and context of "pre-school class".

*Writing Updated O*NET RIASEC Descriptions*

For each RIASEC interest, we developed:

- a written definition,
- lists of illustrative work activities,
- lists of illustrative occupations (drawn from the [O*NET-SOC 2019 taxonomy](#)), and
- lists of keywords.

To write these RIASEC definitions, several steps and guidelines were followed. We also illustrate the process of writing these O*NET definitions with the Investigative interest definition.

Step 1: The first step was to review the RIASEC definitions developed for the O*NET Content Model and more recent definitions written for the Interest Profiler manual (Rounds, Hoff, & Lewis, 2021). Below, we provide descriptions of Investigative interests from the latest O*NET Content Model prior to the update, as well as from the Interest Profiler manual (Rounds et al., 2021):

Current Content Description: *Investigative occupations frequently involve working with ideas and require an extensive amount of thinking. These occupations can involve searching for facts and figuring out problems mentally.*

Interest Profiler Manual Description: *Investigative careers involve working with ideas, and scientific and research pursuits. Investigative activities often require an extensive amount of thinking. These careers can involve searching for facts and figuring out problems mentally.*

Example basic interests: medical science, life science, physical science, mathematics
Example careers: biologists, veterinarians, and chemists.

Step 2: The second step was mine the new basic interests' descriptions developed and linked to each RIASEC dimension as part of this work (see the next section of this report titled: *Establishing a Basic Interests Structure for O*NET*) for information that would be helpful for updating each RIASEC dimension's description. For example, the seven basic interests for Investigative are *Physical Science, Life Science, Medical Science, Social Science, Humanities, Mathematics/Statistics, and Health Care Service*. We used the descriptions for these seven Investigative basic interests to identify representative actions and objects/context for use in

updating the Investigative interest description. For example, the illustrative actions we identified for Investigative interests were “Study, Research, Test, Analyze, and Diagnose,” and for the objects/context we identified were “Science, Physical, Life, Medical, Social, Behavior, and Laboratory.” We subsequently used these actions and objects as “keywords” that we included in each RIASEC dimension’s description.

Step 3: Next, we wrote updated RIASEC definitions that followed a common structure. Each description started with a sentence that begins with “Work involves...” followed by text that provided a high-level abstraction of the variety of work activities represented by illustrative actions and objects/contexts associated with the given RIASEC dimension. For example, for Investigative interests, the first sentence of the updated definition read: *“Work involves studying and researching non-living objects, living organisms, disease or other forms of impairment, or human behavior”*. The next sentence was written to parsimoniously reflect the heterogeneity of occupations that involve the given RIASEC dimension. *“Investigative occupations are often associated with physical, life, medical, or social sciences, and can be found in the fields of humanities, mathematics/statistics, information technology, or health care service.”* Note that all the basic interests in Step 2 are represented in this definition.

Step 4: With the descriptions above in place, we next generated illustrative work activities from the Interest Profiler that broadly covered the content of basic interests linked to the RIASEC interests. Similarly, we selected O*NET-SOC 2019 occupations that were illustrative of the O*NET RIASEC descriptions developed in Step 3. In both cases of illustrative work activities and occupations, we aimed for broad coverage of the RIASEC dimension in question, and ensured the activities and occupations were mutually exclusive across RIASEC dimensions. As an example, for Investigative interests, we identified the following illustrative activities and occupations:

Illustrative activities

Work in a biology lab.
 Study ways to reduce water pollution.
 Develop a way to better predict the weather.
 Develop a new medicine.

Illustrative occupations

19-2031.00	Chemists
19-1029.04	Biologists
19-1042.00	Medical Scientists, Except Epidemiologists
19-3041.00	Sociologists

Step 5: Upon completion of the four steps above, the definitions, illustrative work activities, illustrative occupations, and keywords for each RIASEC dimension were reviewed and edited by the authors of this report for clarity and accuracy. Appendix A of this report provides final definitions, illustrative work activities, illustrative occupations, and keywords for each RIASEC dimension that were delivered to O*NET for inclusion in the O*NET Content Model and/or O*NET database. The information will be included in the O*NET 27.2 Database and corresponding websites update scheduled for release in February of 2023.

Establishing a Basic Interests Structure for O*NET

CABIN (Su et al. 2019) was selected to provide the foundation for basic interest dimensions in the O*NET Content Model. CABIN augments existing RIASEC descriptions and measures by providing a set of 41 basic interest scales that are content-specific, homogenous, and most important, cover the full range of interest domains. Basic interests can reflect contemporary work tasks and emerging sectors of economy, allowing for more precise assessment of interest in careers. Use of ongoing updates to the O*NET database creates the possibility for a dynamic process to eventually emerge where work activities and task information collected periodically have the potential to be rapidly transformed into items for basic interests and new occupations. These newly developed basic interests can be used to refine or update the basic interest structure specified in this report over time and be used to update or develop a new generation of general interest themes and/or descriptions (as we illustrated in the previous section).

Process and Results

To convey the meaning of the 41 basic interests to prospective users of the O*NET Content Model, we developed:

- written definitions,
- lists of illustrative work activities,
- lists of illustrative occupations (drawn from the [O*NET-SOC 2019 taxonomy](#)) for each basic interest, and
- linkages from each basic interest to the RIASEC themes.

Two cardinal rules guided our work. The first was to consider the basic interest labels and CABIN items offered by Su et al. (2019) as a starting point (see Su et al., [2019], Appendix A, pp. 712-714). Each of Su et al.'s basic interest scales have four items (e.g., an example item for the *Health Care Service* basic interest is “Treat patients for acute illnesses or injuries”). The second rule was to develop basic interest definitions and illustrative work activities and occupations that were grounded in language used in [O*NET Database 27.0](#). To illustrate how these rules were used to develop basic interest descriptions for the O*NET Content Model, we use the Health Care Service basic interest as a working example below.

Step 1: We first used [O*NET's Occupation Keyword Search](#) to conduct a search for all O*NET occupations that resulted from using the given basic interest's label as the basis for an initial search term (e.g., searching for occupations based on the keywords “health care”).

Step 2: Next, we drew keywords from the given basic interest dimension's CABIN items (e.g., the four CABIN Health Care Service items) and used those in another occupation keyword search. These keywords were actions and objects central to the definition of the given basic interest. In the present example, actions were “Treat, Diagnose, and Care,” and objects were “Patients, Impairments, and Illness.” From this iterative process, we selected illustrative occupations that represented the given basic interest dimensions, and where possible, drew them from different SOC job families or [O*NET job zones](#) to illustrate diversity in how the basic interest manifests from an occupation perspective ([National Center for O*NET Development, 2008](#); [Rivkin & Craven, 2021](#)). We also ensured the resulting lists of illustrative occupations were mutually exclusive across basic interests. For example, for the Health Care Service basic

interest, we identified the following illustrative set of occupations from the O*NET-SOC 2019 taxonomy via this process:

29-1141.00	Registered Nurses
29-1215.00	Family Medicine Physicians
29-2043.00	Paramedics
31-9092.00	Medical Assistants
29-1021.00	Dentists, General

Step 3: With illustrative occupations identified for each basic interest, we next developed a set of work activities for each basic interest. We first reviewed the occupational definitions, tasks, and detailed work activities (DWAs) from [O*NET Database 27.0](#) for the list of occupations we developed for the given basic interest. With this as a starting point, we attempted to identify a set of four DWAs that represented a diverse range of ways the basic interest manifests across the illustrative occupations. As needed, we considered occupational task statements if DWAs were not sufficient for providing at least four representative activities. We subsequently edited the identified DWAs/task statements for each basic interest to ensure there was a clear action and object for each activity and that they would be understandable to a wide audience. For example, for the Health Care Service basic interest, we identified the following work activities via this process:

- Provide preventive care to individuals.
- Prescribe medications.
- Administer first aid treatment or life support to injured persons.
- Develop medical treatment plans for patients.

Step 4: With illustrative occupations and work activities identified for each basic interest, we then constructed a brief one to two sentence definition of each basic interest dimension based on consideration of the occupations and work activities identified in previous steps, as well as the CABIN items for that basic interest.¹ For example, the definition we developed for the Health Care Service basic interest was as follows:

“Work involves providing health care services to individuals to include the diagnosis, prevention, or treatment of diseases and other forms of illness or impairment.”

Next, we wrote a basic interest definition that more broadly involved actions and objects. For Health Care Service, we used the word “individuals” rather than “patients” and linked the actions with “or.”

Step 5: Upon completion of the four steps above, the definitions, illustrative occupations, and illustrative work activities for each basic interest dimension were reviewed and edited by the authors of this report for clarity and accuracy. Appendix B of this report provides final definitions, illustrative work activities, and illustrative occupations for each basic interest dimension that were delivered to O*NET for inclusion in the Content Model and/or O*NET database. The

¹ We took care to avoid duplication of CABIN items in any of the basic interest definitions and illustrative work activities we developed for the O*NET Content Model due to copyright protections on the CABIN items given their publication in an American Psychological Association (APA) journal.

information will be included in the O*NET 27.2 Database and corresponding websites update scheduled for release in February of 2023.

Mapping Basic Interests to RIASEC Interests

We mapped each basic interest dimension to one or more RIASEC general interests following Su and colleagues' (2019) results of confirmatory factor analysis (CFA) (Table 6, p. 705) and exploratory structural equation modeling (ESEM) (Table 8, p. 707) of the CABIN basic interest scales. For the most part, Su et al.'s CFA and ESEM results were consistent across the two analyses. Thirty of the 41 basic interests mapped to the same RIASEC general interests. In cases where the CFA and ESEM results differed, we used the ESEM results to inform our mapping of basic interests to the RIASEC general interests. We deferred to the ESEM results due to the relatively better fit of the ESEM model to the data, and the theoretical meaningfulness of cross-loadings observed in the ESEM results (i.e., when non-trivial cross-loadings were present, they reflected cases where a given basic interest appeared to genuinely reflect elements of more than one RIASEC general interest). In cases of non-trivial cross-loadings ($>.30$) of basic interests from the ESEM, we linked the basic interest to their respective RIASEC general interests associated with the non-trivial loadings. The following 12 basic interests were linked to two RIASEC general interests:

Basic Interests	Linked RIASEC General Interests	
Animal Service	Realistic	Social
Athletics	Realistic	Enterprising
Social Science	Social	Investigative
Humanities	Investigative	Artistic
Mathematics/Statistics	Investigative	Conventional
Health Care Service	Investigative	Social
Culinary Art	Artistic	Social
Religious Activities	Enterprising	Social
Professional Advising	Enterprising	Social
Marketing/Advertising	Enterprising	Artistic
Finance	Conventional	Enterprising
Human Resources	Social	Conventional

Note that for two of the basic interests above, we observed loadings less than .30 in magnitude, but still linked the basic interest to more than one RIASEC general interest given their conceptual relevance. Religious Activities had trivial loadings on Enterprising (.24) and Social (.16). Culinary Art also had similar trivial loadings on Artistic (.26) and Social (.29). In these two cases, we linked both basic interests to their respective RIASEC general interest. The final RIASEC linkages for each basic interest dimensions are included with the basic interest descriptions in Appendix B.

Summary and Future Directions

The present report summarizes efforts to update and enhance the RIASEC descriptions, and develop 41 basic interest descriptions (based on the Comprehensive Assessment of Basic Interests (CABIN; Su et al., 2019) for inclusion in the O*NET Content Model. For each of the six RIASEC general interests and the 41 basic interests, we developed written definitions and lists of illustrative work activities and occupations (drawn from the [O*NET-SOC 2019 taxonomy](#)). The enhancement of RIASEC information also included the identification of related keywords for each interest. The development effort included linking each basic interest to the RIASEC general interests. Since RIASEC general interests are multidimensional, basic interests helped

more systematically identify the kinds of work activities that compose the RIASEC interests, allowing for the creation of richer updated descriptions of the RIASEC general interests for the O*NET Content Model.

It is important to note that the basic interest descriptions developed for the O*NET Content Model are grounded in O*NET occupational definitions, core tasks, and detailed work activities. We used this O*NET information to develop illustrative work activities, identify occupations, and write the basic interest definitions. Given their grounding in O*NET information, the process we used for developing basic interest and RIASEC definitions described in this report can provide a model for future revisions to the basic interest and RIASEC descriptions (to include introduction of new basic interests) as the world of work changes. For example, periodically, as new types of occupations are added to O*NET, the Center may consider evaluating whether the existing set of basic interests provide coverage for those new occupations, and if not consider expanding the set of basic interest dimensions as needed. Similarly, as occupations are removed from O*NET or combined with other occupations, the Center may consider evaluating whether the existing set of basic interests can be pruned back considering changes to the world of work.

Lastly, addition of the 41 basic interests to the O*NET Content Model represents a first step in opening up possibilities for new ways to link individuals' vocational interests to O*NET occupations. For example, in the future, O*NET occupation basic interest profiles could be developed and added to the O*NET database, offering the public an additional, more detailed way to identify and explore O*NET occupations of interest beyond the RIASEC content currently available in the O*NET system.

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Appendix A: RIASEC Dimension Definitions for the O*NET Content Model

All illustrative occupations listed in this appendix are based on the [O*NET-SOC 2019 taxonomy](#) and drawn from [O*NET Database 27.0](#).

1. Realistic

Definition

Work involves designing, building, or repairing of equipment, materials, or structures, engaging in physical activity, or working outdoors. Realistic occupations are often associated with engineering, mechanics and electronics, construction, woodworking, transportation, machine operation, agriculture, animal services, physical or manual labor, athletics, or protective services.

Keywords

Actions: Build, Repair, Maintain, Install, Drive, Work with Hands

Objects: Plants, Animals, Electronics, Real-World Materials like Wood, Outdoors, Machines, Equipment, Tools

Illustrative activities

Repair household appliances.

Build kitchen cabinets.

Put out forest fires.

Drive a truck to deliver packages to offices and homes.

Illustrative occupations

17-3024.01	Robotics Technicians
47-2031.00	Carpenters
53-3052.00	Bus Drivers, Transit and Intercity
45-2091.00	Agricultural Equipment Operators

Associated Basic Interest dimensions

Mechanics/Electronics

Engineering

Nature/Outdoors

Construction/Woodwork

Agriculture

Transportation/Machine Operation

Physical/Manual Labor

Athletics

Protective Service

Animal Service

2. Investigative

Definition

Work involves studying and researching non-living objects, living organisms, disease or other forms of impairment, or human behavior. Investigative occupations are often associated with physical, life, medical, or social sciences, and can be found in the fields of humanities, mathematics/statistics, information technology, or health care service.

Keywords

Actions: Study, Research, Test, Analyze, Diagnose, Discover, Think, Problem Solve

Objects: Science, Knowledge, Laboratory, Ideas, Facts

Illustrative activities

Work in a biology lab.

Study ways to reduce water pollution.

Develop a way to better predict the weather.

Develop a new medicine.

Illustrative occupations

19-2031.00	Chemists
19-1029.04	Biologists
19-1042.00	Medical Scientists, Except Epidemiologists
19-3041.00	Sociologists

Associated Basic Interest dimensions

Physical Science

Life Science

Medical Science

Social Science

Humanities

Mathematics/Statistics

Health Care Service

3. Artistic

Definition

Work involves creating original visual artwork, performances, written works, food, or music for a variety of media, or applying artistic principles to the design of various objects and materials. Artistic occupations are often associated with visual arts, applied arts and design, performing arts, music, creative writing, media, or culinary art.

Keywords

Actions: Create, Perform, Write, Design, Dance, Compose, Self-Express
 Objects: Art, Media, Music, Theatre, Graphics

Illustrative activities

Compose or arrange music.
 Draw pictures.
 Create special effects for movies.
 Write books or plays.

Illustrative occupations

27-1013.00	Fine Artists, Including Painters, Sculptors, and Illustrators
27-2011.00	Actors
27-2042.00	Musicians and Singers
27-1012.00	Craft Artists

Associated Basic Interest dimensions

Visual Arts
 Applied Arts and Design
 Performing Arts
 Music
 Creative Writing
 Media
 Culinary Art
 Humanities
 Marketing/Advertising

4. Social

Definition

Work involves helping, teaching, advising, assisting, or providing service to others. Social occupations are often associated with social, health care, personal service, teaching/education, or religious activities.

Keywords

Actions: Help, Teach, Educate, Guide, Advise, Nurture

Objects: People, Service, Social, Health, Communication

Illustrative activities

Teach a high school class.

Give career guidance to people.

Help people with personal or emotional problems.

Perform rehabilitation therapy.

Illustrative occupations

25-2021.00	Elementary School Teachers, Except Special Education
21-1021.00	Child, Family, and School Social Workers
29-1141.00	Registered Nurses
21-1012.00	Educational, Guidance, and Career Counselors and Advisors

Associated Basic Interest dimensions

Culinary Art

Teaching/Education

Social Service

Health Care Service

Religious Activities

Personal Service

Professional Advising

Animal Service

Social Science

Human Resources

5. Enterprising

Definition

Work involves managing, negotiating, marketing, or selling, typically in a business setting, or leading or advising people in political and legal situations. Enterprising occupations are often associated with business initiatives, sales, marketing/advertising, finance, management/administration, professional advising, public speaking, politics, or law.

Keywords

Actions: Manage, Supervise, Negotiate, Market, Sell, Lead, Direct

Objects: Employee, Customer, Product, Business, Law, Politics

Illustrative activities

Manage a department within a large company.

Start your own business.

Market a new line of clothing.

Represent a client in a lawsuit.

Illustrative occupations

41-2031.00	Retail Salespersons
11-2011.00	Advertising and Promotions Managers
23-1011.00	Lawyers
13-1161.01	Search Marketing Strategists

Associated Basic Interest dimensions

Professional Advising

Business Initiatives

Sales

Marketing/Advertising

Finance

Management/Administration

Public Speaking

Politics

Law

Athletics

Religious Activities

6. Conventional

Definition

Work involves following procedures and regulations to organize information or data, typically in a business setting. Conventional occupations are often associated with office work, accounting, mathematics/statistics, information technology, finance, or human resources.

Keywords

Actions: Organize, Record, File, Sort, Inspect, Attention to Detail

Objects: Information, Data, Regulations, Office, Procedures, Files, Rules

Illustrative activities

Keep shipping and receiving records.

Load computer software into a large computer network.

Develop a spreadsheet using computer software.

Inventory supplies using a handheld computer.

Illustrative occupations

13-2061.00	Financial Examiners
43-9061.00	Office Clerks, General
15-1242.00	Database Administrators
13-1041.01	Environmental Compliance Inspectors

Associated Basic Interest dimensions

Mathematics/Statistics

Information Technology

Finance

Accounting

Human Resources

Office Work

Appendix B: Basic Interest Dimension Definitions for the O*NET Content Model

All illustrative occupations listed in this appendix are based on the [O*NET-SOC 2019 taxonomy](#) and drawn from [O*NET Database 27.0](#).

1. Mechanics/Electronics

Definition

Work involves maintaining and repairing of machinery, such as automotive engines, electronic equipment, computers, and communication systems.

Illustrative activities

Make repairs to industrial robots.
 Install computer systems.
 Repair motors and generators.
 Maintain aircraft engines.

Illustrative occupations

49-2094.00	Electrical and Electronics Repairers, Commercial and Industrial Equipment
49-9081.00	Wind Turbine Service Technicians
17-3024.01	Robotics Technicians
49-3011.00	Aircraft Mechanics and Service Technicians
49-2092.00	Electric Motor, Power Tool, and Related Repairers

Associated RIASEC dimensions

Realistic

2. Construction/Woodwork

Definition

Work involves constructing, installing, or repairing structures and fixtures made of wood.

Illustrative activities

Build and install cabinets.
 Construct wood stairways.
 Build and finish furniture.
 Operate woodworking machines.

Illustrative occupations

51-7042.00	Woodworking Machine Setters, Operators, and Tenders, Except Sawing
47-2031.00	Carpenters
51-7011.00	Cabinetmakers and Bench Carpenters
51-7021.00	Furniture Finishers
51-7031.00	Model Makers, Wood

Associated RIASEC dimensions

Realistic

3. Transportation/Machine Operation

Definition

Work involves driving vehicles, such as vans, trucks, trains, and buses to transport people or materials. Work can also involve operating heavy equipment, such as cranes, forklifts, bulldozers, and backhoes to move materials or earth.

Illustrative activities

Transport materials in a truck or van.
 Drive a bus or motor coach.
 Operate a bulldozer to move dirt.
 Operate a forklift to move boxes.

Illustrative occupations

53-7051.00	Industrial Truck and Tractor Operators
53-4011.00	Locomotive Engineers
53-3052.00	Bus Drivers, Transit and Intercity
53-3032.00	Heavy and Tractor-Trailer Truck Drivers
53-3054.00	Taxi Drivers

Associated RIASEC dimensions

Realistic

4. Physical/Manual Labor

Definition

Work involves manually unloading and moving freight, stock, luggage, or other materials, or performing other physical labor.

Illustrative activities

Manually move cargo and freight.
 Perform physical labor at a construction site.
 Unload, sort, and move materials, equipment, or supplies.
 Clean a work area.

Illustrative occupations

53-7062.00	Laborers and Freight, Stock, and Material Movers, Hand
47-2061.00	Construction Laborers
45-2041.00	Graders and Sorters, Agricultural Products
47-5081.00	Helpers--Extraction Workers

Associated RIASEC dimensions

Realistic

5. Protective Service

Definition

Work involves maintaining order and protecting life and property by conducting investigations and enforcing laws and regulations to prevent or solve crimes.

Illustrative activities

Maintain order and protect life by enforcing laws.
 Investigate criminal activity.
 Apprehend and arrest suspects.
 Guard inmates in a prison.

Illustrative occupations

33-3051.00	Police and Sheriff's Patrol Officers
33-9032.00	Security Guards
33-3051.04	Customs and Border Protection Officers
33-3021.00	Detectives and Criminal Investigators

Associated RIASEC dimensions

Realistic

6. Agriculture

Definition

Work involves planting, cultivating, and harvesting crops, plants, or trees, or raising farm animals. Work can also involve preparing plant and animal products for distribution to consumers, or protecting natural resources to maximize their use in farming.

Illustrative activities

Inspect crops for disease.
 Raise and tend to farm animals.
 Plant, cultivate, and harvest crops.
 Develop plans to reduce soil erosion and protect rangelands.

Illustrative occupations

11-9013.00	Farmers, Ranchers, and Other Agricultural Managers
45-2092.00	Farmworkers and Laborers, Crop, Nursery, and Greenhouse
45-1011.00	First-Line Supervisors of Farming, Fishing, and Forestry Workers
19-1031.02	Range Managers

Associated RIASEC dimensions

Realistic

7. Nature/Outdoors

Definition

Work involves planning, restoring, and conserving natural areas and wildlife habitats.

Illustrative activities

Plant a public garden.
 Train conservation workers in planting tree seedlings.
 Manage public forested lands for recreational purposes.
 Conserve wildlife habitats.

Illustrative occupations

37-3011.00	Landscaping and Groundskeeping Workers
19-1032.00	Foresters
19-4071.00	Forest and Conservation Technicians
19-2041.02	Environmental Restoration Planners

Associated RIASEC dimensions

Realistic

8. Animal Service

Definition

Work involves feeding, grooming, exercising, or otherwise providing care to promote and maintain the well-being of pets and other animals in settings such as kennels, animal shelters, and zoos.

Illustrative activities

Provide treatment to sick or injured animals.
 Supply animals with food, water, and personal care.
 Train animals to assist persons with disabilities.
 Exercise animals in a shelter.

Illustrative occupations

39-2021.00	Animal Caretakers
39-2011.00	Animal Trainers
33-9011.00	Animal Control Workers
29-1131.00	Veterinarians

Associated RIASEC dimensions

Realistic
 Social

9. Athletics

Definition

Work involves training, practicing, or competing in athletic events, or supporting those participating in athletics through coaching, training, or officiating.

Illustrative activities

Compete in an athletic event.
 Play sports.
 Train for an athletic event.
 Coach a sports team.

Illustrative occupations

27-2021.00	Athletes and Sports Competitors
27-2022.00	Coaches and Scouts
29-9091.00	Athletic Trainers
27-2023.00	Umpires, Referees, and Other Sports Officials
11-9179.01	Fitness and Wellness Coordinators

Associated RIASEC dimensions

Realistic
 Enterprising

10. Engineering

Definition

Work involves applying science and technology to the design, building, testing, and use of electrical and electronic components, mechanical devices and machines, automotive, marine, and aerospace equipment and vehicles, materials, or structures.

Illustrative activities

Explain engineering drawings.
 Test performance of electronic and mechanical systems.
 Apply principles of engineering in designing buildings.
 Design, construct, and test aircraft, missiles, and spacecraft.

Illustrative occupations

17-2051.00	Civil Engineers
17-2011.00	Aerospace Engineers
17-3023.00	Electrical and Electronic Engineering Technologists and Technicians
17-3027.00	Mechanical Engineering Technologists and Technicians
17-2199.11	Solar Energy Systems Engineers
17-2141.02	Automotive Engineers

Associated RIASEC dimensions

Realistic

11. Physical Science

Definition

Work involves studying and researching non-living objects, materials, and phenomena through scientific disciplines such as physics, chemistry, astronomy, meteorology, or geology.

Illustrative activities

Study formation of stars using space-based telescopes.
 Investigate the chemical composition of an unknown substance.
 Study ways to make foods safe and healthy.
 Use computer models for weather forecasting.

Illustrative occupations

19-2012.00	Physicists
19-2031.00	Chemists
19-2011.00	Astronomers
19-2021.00	Atmospheric and Space Scientists
19-1013.00	Soil and Plant Scientists

Associated RIASEC dimensions

Investigative

12. Life Science

Definition

Work involves studying and researching living organisms through scientific disciplines such as biology, botany, zoology, microbiology, physiology, biochemistry, or zoology.

Illustrative activities

Study the science of genes.
 Investigate the effects of bacteria on humans and animals.
 Develop medically useful products for humans.
 Prepare environmental impact reports on wildlife.

Illustrative occupations

19-1029.04	Biologists
19-1022.00	Microbiologists
19-1029.03	Geneticists
19-1023.00	Zoologists and Wildlife Biologists

Associated RIASEC dimensions

Investigative

13. Medical Science

Definition

Work involves studying and researching the causes, nature, effects, and treatments of disease or other forms of impairment or illness.

Illustrative activities

Investigate the causes of human disease.
 Evaluate the performance of a newly developed medicine.
 Conduct research on ways to treat a new type of illness.
 Study ways of preventing disease.

Illustrative occupations

19-1041.00	Epidemiologists
19-1042.00	Medical Scientists, Except Epidemiologists
17-2031.00	Bioengineers and Biomedical Engineers
19-1029.02	Molecular and Cellular Biologists

Associated RIASEC dimensions

Investigative

14. Social Science

Definition

Work involves studying and researching human behavior, society, politics, and social relationships through scientific disciplines such as psychology, sociology, economics, or political science.

Illustrative activities

Study cultural differences.
 Study mental and emotional disorders.
 Study public opinion on political issues.
 Conduct research on economic issues.

Illustrative occupations

19-3041.00	Sociologists
19-3033.00	Clinical and Counseling Psychologists
19-3011.00	Economists
19-3094.00	Political Scientists

Associated RIASEC dimensions

Social
 Investigative

15. Humanities

Definition

Work involves studying and researching aspects of human history, culture, and language through disciplines such as history, philosophy, the language arts, or area/ethnic studies.

Illustrative activities

Study the culture and history of a region of the world.
 Research and compare religious beliefs.
 Research influences on a literary work.
 Study the history of the family.

Illustrative occupations

19-3093.00	Historians
19-3091.00	Anthropologists and Archeologists
25-1062.00	Area, Ethnic, and Cultural Studies Teachers, Postsecondary
25-1123.00	English Language and Literature Teachers, Postsecondary

Associated RIASEC dimensions

Investigative
 Artistic

16. Mathematics/Statistics

Definition

Work involves developing and applying mathematics and statistical theory and methods.

Illustrative activities

Solve mathematical problems.
 Make predictions based on statistical analyses.
 Extend mathematical knowledge in the field of geometry.
 Develop a statistical model to explain human behavior.

Illustrative occupations

15-2021.00	Mathematicians
15-2041.00	Statisticians
15-2041.01	Biostatisticians
15-2051.00	Data Scientists

Associated RIASEC dimensions

Investigative
 Conventional

17. Information Technology

Definition

Work involves designing, developing, testing, and maintaining computer software, hardware, networks, and systems.

Illustrative activities

Test, maintain, and monitor computer programs and systems.
 Write and review code for software.
 Research security measures for computer systems.
 Diagnose and resolve computer software problems.

Illustrative occupations

15-1212.00	Information Security Analysts
15-1251.00	Computer Programmers
15-1242.00	Database Administrators

Associated RIASEC dimensions

Conventional

18. Visual Arts

Definition

Work involves creating original visual artwork for a variety of media and purposes using various techniques and software.

Illustrative activities

Create computer-generated graphics or animation.
 Sketch a picture or design.
 Create photography art prints.
 Create a sculpture.

Illustrative occupations

27-1011.00	Art Directors
27-1013.00	Fine Artists, Including Painters, Sculptors, and Illustrators
27-4032.00	Film and Video Editors
27-1014.00	Special Effects Artists and Animators
27-1024.00	Graphic Designers
27-4021.00	Photographers

Associated RIASEC dimensions

Artistic

19. Applied Arts and Design

Definition

Work involves applying artistic principles to the design and creation of various objects and materials.

Illustrative activities

Create appealing product designs for home appliances.
 Create the set for film or theater productions.
 Design and create handmade clothes.
 Design displays to sell products in stores.

Illustrative occupations

27-1012.00	Craft Artists
27-1027.00	Set and Exhibit Designers
27-1021.00	Commercial and Industrial Designers
27-1025.00	Interior Designers

Associated RIASEC dimensions

Artistic

20. Performing Arts

Definition

Work involves acting as a performer in dance, comedy, or dramatic productions, choreographing of dance performances, or producing of live or recorded entertainment.

Illustrative activities

Act on stage for an audience.
 Study and rehearse roles from scripts.
 Direct stage, television, radio, video, or film productions.
 Create new dance routines.

Illustrative occupations

27-2011.00	Actors
27-2031.00	Dancers
27-2032.00	Choreographers

Associated RIASEC dimensions

Artistic

21. Music

Definition

Work involves conducting, composing, or playing music or singing.

Illustrative activities

Play a musical instrument.
 Perform music for a live audience.
 Create musical compositions, arrangements, or scores.
 Sing in a band.

Illustrative occupations (O*NET-SOC 2019 taxonomy)

27-2042.00	Musicians and Singers
27-2041.00	Music Directors and Composers

Associated RIASEC dimensions

Artistic

22. Creative Writing

Definition

Work involves developing creative written works, such as novels, scripts, song lyrics, poetry, stories, or advertisements.

Illustrative occupations (O*NET-SOC 2019 taxonomy):

27-3043.05	Poets, Lyricists and Creative Writers
27-3041.00	Editors
27-3043.00	Writers and Authors
15-1255.01	Video Game Designers

Illustrative activities

Write a novel.
 Write scripts for movies and media.
 Write advertisements.
 Write poetry or lyrics.

Associated RIASEC dimensions

Artistic

23. Media

Definition

Work involves producing, developing, writing, directing, or presenting information through print, radio, television, or digital media.

Illustrative activities

Speak or read from scripted materials on radio or television.

Write and report human interest stories.

Direct a television series.

Develop content for a podcast.

Illustrative occupations

27-3023.00	News Analysts, Reporters, and Journalists
27-3011.00	Broadcast Announcers and Radio Disc Jockeys
27-2012.00	Producers and Directors

Associated RIASEC dimensions

Artistic

24. Culinary Art

Definition

Work involves preparing, cooking, and presenting food in a distinctive style usually associated with a specific culture or region.

Illustrative activities

Coordinate activities of cooks engaged in food preparation.

Create new recipes or food presentations.

Develop a distinctive style of cooking.

Select and ensure freshness of food and ingredients for preparation.

Illustrative occupations

35-2014.00	Cooks, Restaurant
35-1011.00	Chefs and Head Cooks
35-2013.00	Cooks, Private Household
51-3011.00	Bakers

Associated RIASEC dimensions

Artistic

Social

25. Teaching/Education

Definition

Work involves teaching through lectures, discussions, and demonstrations in one or more subjects.

Illustrative activities

Teach social skills to students.

Teach school subjects.

Instruct students in activities designed to further intellectual growth.

Adapt teaching methods to meet students' interests.

Illustrative occupations

25-2011.00	Preschool Teachers, Except Special Education
25-2012.00	Kindergarten Teachers, Except Special Education
25-2021.00	Elementary School Teachers, Except Special Education
25-2031.00	Secondary School Teachers, Except Special and Career/Technical Education
25-2022.00	Middle School Teachers, Except Special and Career/Technical Education

Associated RIASEC dimensions

Social

26. Social Service

Definition

Work involves providing social services and assistance to improve the well-being and social and psychological functioning of children and adults.

Illustrative activities

Advocate for individual or community needs.

Counsel clients with mental health issues.

Provide personal and economic assistance for homeless individuals.

Assist people with special needs.

Illustrative occupations

21-1021.00	Child, Family, and School Social Workers
21-1014.00	Mental Health Counselors
21-1094.00	Community Health Workers
31-1122.00	Personal Care Aides
21-1013.00	Marriage and Family Therapists

Associated RIASEC dimensions

Social

27. Health Care Service

Definition

Work involves providing health care services to individuals to include the diagnosis, prevention, or treatment of diseases and other forms of illness or impairment.

Illustrative activities

Provide preventive care to individuals.

Prescribe medications.

Administer first aid treatment or life support to injured persons.

Develop medical treatment plans for patients.

Illustrative occupations

29-1141.00	Registered Nurses
29-1215.00	Family Medicine Physicians
29-2043.00	Paramedics
31-9092.00	Medical Assistants
29-1021.00	Dentists, General

Associated RIASEC dimensions

Investigative

Social

28. Religious Activities

Definition

Work involves conducting religious worship, leading a church or other religious group, and offering moral guidance associated with beliefs and practices of a religious faith.

Illustrative activities

Provide spiritual guidance.

Organize religious services.

Plan religious education programs.

Lead a religious group.

Illustrative occupations

21-2021.00	Directors, Religious Activities and Education
21-2011.00	Clergy
25-1126.00	Philosophy and Religion Teachers, Postsecondary

Associated RIASEC dimensions

Enterprising

Social

29. Personal Service

Definition

Work involves providing personal services to individuals in need of non-medical assistance such as helping arrange or plan for travel, meals, or events.

Illustrative activities

Make travel arrangements for sightseeing or other tours.

Make reservations for guests, such as for dinner, spa treatments, or golf tee times.

Help individuals plan special events.

Assist customers with problems or questions.

Illustrative occupations

39-6012.00	Concierges
41-3041.00	Travel Agents
39-7011.00	Tour Guides and Escorts

Associated RIASEC dimensions

Social

30. Professional Advising

Definition

Work involves providing expert advice, coaching, and counseling on topics such as careers, educational opportunities, and educational and professional development.

Illustrative activities

Coach students on study skills.

Teach employees leadership and soft skills.

Counsel people how to achieve their professional goals.

Advise people on how to have a successful career.

Illustrative occupations

21-1012.00	Educational, Guidance, and Career Counselors and Advisors
13-1151.00	Training and Development Specialists
13-1011.00	Agents and Business Managers of Artists, Performers, and Athletes

Associated RIASEC dimensions

Enterprising

Social

31. Business Initiatives

Definition

Work involves creating strategic plans or taking actions to expand an organization's business or market share.

Illustrative activities

Create business strategies or policies to increase productivity.
 Identify partner companies to pursue new business opportunities.
 Plan activities of businesses to maximize returns on investments.
 Develop a long-term strategic plan for a company.

Illustrative occupations

11-1011.00	Chief Executives
13-1022.00	Wholesale and Retail Buyers, Except Farm Products
13-1161.01	Search Marketing Strategists

Associated RIASEC dimensions

Enterprising

32. Sales

Definition

Work involves selling goods or services.

Illustrative activities

Direct sales or customer service activities.
 Persuade customers to buy a new product.
 Demonstrate products to consumers.
 Sell goods at bargain prices.

Illustrative occupations

41-2031.00	Retail Salespersons
41-4012.00	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
41-3031.00	Securities, Commodities, and Financial Services Sales Agents
41-9091.00	Door-to-Door Sales Workers, News and Street Vendors, and Related Workers

Associated RIASEC dimensions

Enterprising

33. Marketing/Advertising

Definition

Work involves promoting or creating a public image for products, services, or organizations to attract interest, engagement, or sales.

Illustrative activities

Plan an advertising or marketing campaign.
 Use social media to market a company.
 Promote a new product by advertising.
 Develop promotional materials for advertising.

Illustrative occupations

11-2021.00	Marketing Managers
11-2011.00	Advertising and Promotions Managers
27-3031.00	Public Relations Specialists
13-1161.00	Market Research Analysts and Marketing Specialists

Associated RIASEC dimensions

Enterprising
 Artistic

34. Finance

Definition

Work involves directing and managing financial activities, such as planning and investments for an individual or organization to generate income.

Illustrative activities

Make investments to generate future income.
 Manage large amounts of money for a business.
 Plan and direct financial decisions for a business.
 Analyze financial and securities of a company.

Illustrative occupations

13-2051.00	Financial and Investment Analysts
11-3031.00	Financial Managers
11-3031.01	Treasurers and Controllers
13-2061.00	Financial Examiners
13-2052.00	Personal Financial Advisors

Associated RIASEC dimensions

Conventional
 Enterprising

35. Accounting

Definition

Work involves examining, analyzing, and interpreting accounting records for financial statements, or maintaining, auditing, or evaluating records and accounts.

Illustrative activities

Prepare budgets for a business.
 Keep accounting records for a company.
 Prepare employee payroll.
 Verify and record numerical data for financial records.

Illustrative occupations

43-3031.00	Bookkeeping, Accounting, and Auditing Clerks
13-2011.00	Accountants and Auditors
43-3021.00	Billing and Posting Clerks
43-3051.00	Payroll and Timekeeping Clerks

Associated RIASEC dimensions

Conventional

36. Human Resources

Definition

Work involves recruiting, selecting, and training job applicants, maintaining employee personnel records, administering compensation and employee-benefit programs, and conducting employee performance reviews.

Illustrative activities

Recruit and hire employees for a company.
 Conduct training to improve employee skills and organizational performance.
 Interpret and explain company policies and benefits to employees.
 Maintain employee personnel records.

Illustrative occupations

13-1071.00	Human Resources Specialists
11-3121.00	Human Resources Managers
43-4161.00	Human Resources Assistants, Except Payroll and Timekeeping
13-1141.00	Compensation, Benefits, and Job Analysis Specialists

Associated RIASEC dimensions

Social
 Conventional

37. Office Work

Definition

Work involves clerical and administrative tasks for an organization such as answering phones, bookkeeping, updating records, scheduling appointments or meetings, and editing of documents and files.

Illustrative activities

Operate office machines, such as printers and scanners.

Answer telephones, direct calls, and take messages.

Maintain and update filing, inventory, and database systems.

Schedule appointments for customers.

Illustrative occupations

43-5051.00	Postal Service Clerks
43-9061.00	Office Clerks, General
43-4071.00	File Clerks
43-6014.00	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive

Associated RIASEC dimensions

Conventional

38. Management/Administration

Definition

Work involves planning, directing, or coordinating the daily operations of an organization, and overseeing personnel, business, or administrative services.

Illustrative activities

Plan or coordinate one or more administrative services.

Develop organizational goals or objectives.

Supervise organizational operations or projects.

Manage an organization or group of people.

Illustrative occupations

11-1021.00	General and Operations Managers
11-3012.00	Administrative Services Managers
11-9111.00	Medical and Health Services Managers

Associated RIASEC dimensions

Enterprising

39. Public Speaking

Definition

Work involves speaking before an audience to educate, entertain, or influence the listeners.

Illustrative activities

Be a speaker at a club meeting.
 Discuss your ideas on a podcast.
 Provide a public announcement on TV or radio.
 Make a public speech to raise money for a worthy cause.

Illustrative occupations

25-1122.00	Communications Teachers, Postsecondary
13-1131.00	Fundraisers

Associated RIASEC dimensions

Enterprising

40. Politics

Definition

Work involves engaging in political activities to influence government policy.

Illustrative activities

Engage in a political debate.
 Campaign for political office.
 Lead a political campaign.
 Develop knowledge of government policy decisions.

Illustrative occupations (O*NET-SOC 2019 taxonomy)

11-1031.00	Legislators
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Associated RIASEC dimensions

Enterprising

41. Law

Definition

Work involves studying and applying legal knowledge.

Illustrative activities

Provide legal advice to clients.

Draw up legal documents.

Defend a client in court.

Mediate legal disputes.

Illustrative occupations

23-1011.00	Lawyers
23-1023.00	Judges, Magistrate Judges, and Magistrates
23-1021.00	Administrative Law Judges, Adjudicators, and Hearing Officers
23-2011.00	Paralegals and Legal Assistants

Associated RIASEC dimensions

Enterprising