


**Color Career Indicator 4.0 Report**  
***Top 50 Most Enjoyable Occupations***



WELCOME JANE DOE!

2008 National Employment Matrix Job Title	Employment, 2008	Projected Employment, 2018	Change in Employment 2008-2018		More Info
			Number	Percent	
<b>1-25 "MOST-ENJOYABLE" OCCUPATIONS FOR JANE DOE</b>					
1 DESIGN: Artist-Fine, Craft, Multi-Media, or Animator	84,200	94,000	9,800	12	<a href="#">More Info</a>
2 DESIGN: Interior, Commercial, or Floral Designer	71,700	85,600	13,900	19	<a href="#">More Info</a>
3 LEGAL: Legal Secretary or Support	262,600	311,000	48,400	18	<a href="#">More Info</a>
4 DESIGN: Fashion Accessories or Jewellery	17,100	22,900	5,800	34	<a href="#">More Info</a>
5 DESIGN: Apparel, Communications or Illustration	87,300	97,000	9,700	11	<a href="#">More Info</a>

Technical Report 14  
Dewey Color System  
Atlanta, GA  
June 23, 2011

# Predicted Occupation Satisfaction Using Color Preference

By Dr. Rense Lange

The Color Career Indicator 4.0 (CCI 4.0), as powered by the Dewey Color Test, represents 16 years of cumulative research and development, including a series of validation studies and journal publications / white papers (Lange & Rentfrow, 2007; Lange, 2010). Driven by techniques derived from statistics and artificial intelligence, the indicator's latest incarnation, CCI 4.0, has increased accuracy and reliability.

In what must be an industry record, a large-scale validation study was performed using a base sample of over 770,000 people. When focusing on respondents who actually enjoy their current careers, the findings indicate that the CCI can predict people's career choices with 80% accuracy. This means that the CCI can reliably and validly identify careers that will be the most satisfying, as 4 out of 5 times the best choice will be among the first 25 listed.

**No Validity Issues:** The CCI was designed from the start as an online tool. Thus, there are no validity issues concerning paper-and-pencil vs. computer administration, as is sometimes the case for other, older career tests.

**2 Minute Test, Instant Feedback:** In an age where nearly everyone uses computers daily, instant feedback has become the norm. The CCI does not disappoint in this respect as analysis of the color test and generating the "Top 50 Most Enjoyable Careers" nearly instantaneous.

**Clueless Receive Advice:** Lacking knowledge about a career and traditional occupational perception barriers disappear. The CCI 4.0 simply requires test-takers to click on their favorite colors, no language required.

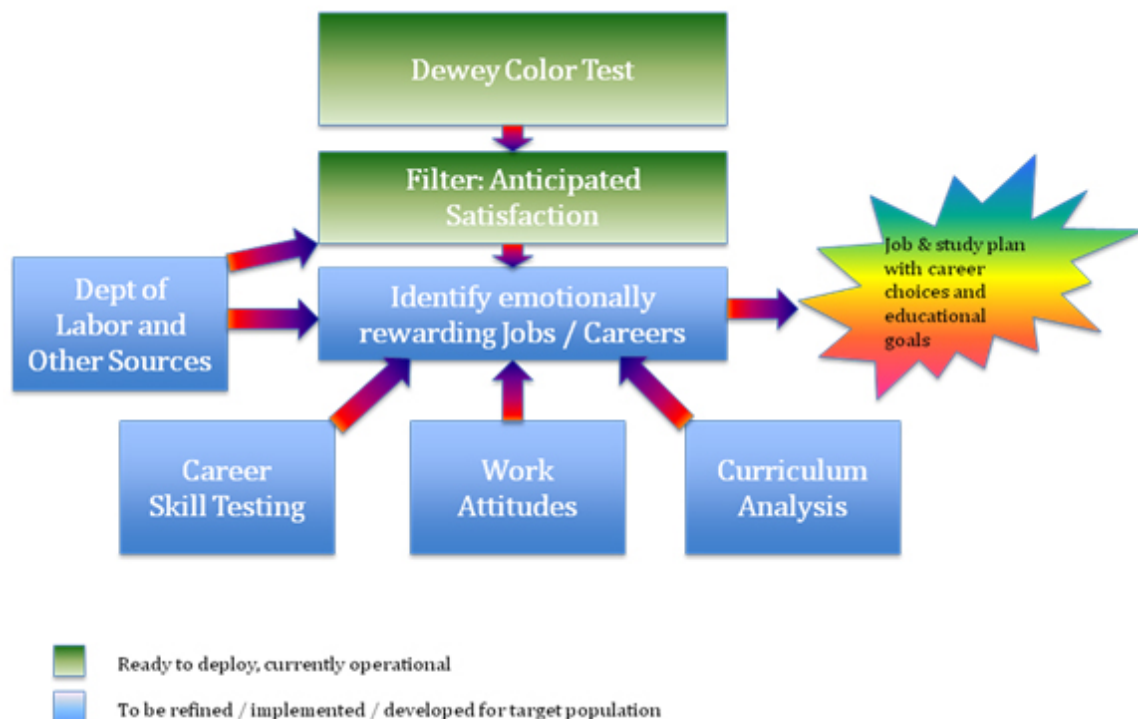
**O\*Net Code Links:** Each occupation is linked the US Labor Department and Bureau of Labor Statistics, now also available in Spanish-Job Growth, Salary, Career Overview, and much more!

**Stand-alone Administration:** Upon taking the Dewey Color evaluation, users receive their “Top 50 Most Enjoyable Occupations” on the screen. No counselor intervention is required. The CCI 4.0 can be adapted to all languages.

**Career Job Site Compatibility:** The user can type a recommendation into a career job site search engine and receive a list of available job opportunities.

**Maximum Exposure, Minimum Time:** Counselors acquire the time to support career seekers to make realistic self-assessments of their work attitudes, as well as academic strengths and weaknesses

## Overview of Proposed Process:



## Background Information

Building on earlier work using neural nets (Lange & Rentfrow, 2007) and Bayesian Classifiers (Lange, 2010), the latest research on the Color Career Indicator increased the concurrent validity of the Dewey Color Career Indicator (CCI 4.0) by using “cascaded” discriminant analyses over 174 job classifications.

When focusing on respondents who actually enjoy their current careers, the findings indicate that the CCI can predict people’s career choices with 80.2% accuracy. This means that the CCI can reliably and validly identify careers that will be the most satisfying, as 4 out of 5 times the best choice will be among the first 25 listed. This boosts the previously reported concurrent validity of 72.4% in Lange (2010) by 8 about points.

Top 10 - CEO		Top 10 - General population	
Top Management Executive	95.8	58.2	Museum worker
General or Operations Manager	94.3	41.3	Coach/scout
Child, Family or School Social Worker	78.1	36.0	Manager
Registered School Nurse	70.1	33.9	Policeman/woman
Artist or Artistic Related Worker	67.2	31.5	Teacher
Administrative Assistant	66.0	30.6	Tax collector
Manager Service Industry	65.0	30.6	Computer operator
Elementary School Teacher	61.6	28.6	Bookkeeper
Dancer	45.4	21.4	Fire fighter
Engineer	35.2	20.1	Physician

Showing several top jobs – instead of “the” single best one – greatly enhances the quality of the CCI’s career advice. For instance, with the help of USA Today, a sample of 877 The USA’s Top CEO’s took the Dewey Color Test. Contrary to prevailing

stereotypes; the color test showed that CEOs are probably more sensitive and private than the typical person.

The above table indicates that CEOs score similar to Social Workers, Nurses, and Artistic Related Workers – jobs that do not even occur among the top 10 jobs in the general population. The appropriate mix of social skills, caring, and creativity define what is at the heart of being a CEO. Thus, the CCI's top listed jobs form a meaningful theme that will actively assist job-seekers in formulating their choices and actions.

Color and Personality: Strong Interest Inventory and Cattell's 16 PF. By Dr. Rense Lange, Integrated Knowledge Systems and Dr. Jason Rentfrow, University of Cambridge UK, (Dec 2007) North American Journal of Psychology. (<<< link >>>)

Establishing the Concurrent Validity of the Dewey Color Test. By Dr. Rense Lange (Mar 2010). Dewey Color Test White paper, No. 13, 11/13/2010. Atlanta: Author. (<<< link >>>)

#### **Possible Additional Tests**

- Academic Underachievement Diagnosis
- Word / Verbal Fluency
- Spatial Abilities
- Computer Skills
- Fluid vs. Crystallized Intelligence
- Social Intelligence
- Social Skills
- Writing Skills
- Manual Dexterity
- Motivation to Succeed
- Work related personality traits
- Career Skills test
- Employee attitudes