

# USA Today Cross Validation

## Non-Verbal, Culture-Free Career Compatibility Indicator

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### Overview

The multi-patented Dewey Color System's Color Career Indicator 4.0 (CCI 4.0) used color preference to create reliable, non-verbal, and culture-free career compatibility indicators at record-breaking accuracy.

### Non-Language Testing Procedures

This large validation study of 750,000 online users, conducted on CareerBuilder.com, covered a great many different jobs and careers.

- **Categories Were Combined:** Some of these categories were considered near duplicates (e.g., the same job occurs in Federal vs. State government), whereas other jobs occurred too infrequently to merit their own category. In such cases, categories were combined into larger categories, resulting in a list of 272 jobs and job categories.
- **Current Career Enjoyment Question:** Finally, the participants were asked about their Job-Fit Satisfaction Level by selecting from an ordered menu ranging from "Highly Enjoy" to "Don't Enjoy."
- **Results:** Most importantly, among those respondents who checked "Highly Enjoy" their current jobs, it proved possible to predict their job satisfaction in their current occupation solely from color preference.

## CCI 4.0 Test Credentials

The study used advanced statistical techniques to identify highly consistent patterns. Below find a quote from our upcoming white paper:

“When actual and predicted jobs were compared, it was found that a person’s current job occurred among the top 10 jobs with about 90% accuracy. Thus, the system provides a reliable method to match people with a list of jobs they will actually enjoy. “

The focus was on finding a range of one-thousand occupations rather than a specific job. Using this approach, it was found that given a person’s color choices, the 272 job categories could be ranked in order of job satisfaction.

### **Cross Validation: *USA Today* CEO Survey**

A separate survey conducted by *USA Today* created an additional sample base. The following procedures were followed.

**Survey Methodology:** In an independent survey conducted by *USA Today*, 877 Top USA CEO’s took the Dewey Color Test. Their top eight jobs were computed and sorted in order of likelihood. The findings are shown in Table 1. A clear pattern can be seen that confirms predictions while shedding new light on the complexity of the occupation.

- USA Today emailed their exclusive list of Top USA CEO’s.
- Email contained a dedicated link to the “Dewey Color Preference Test.”
- 877 Top USA CEO’s completed the Dewey Color System’s color preference evaluation.

**Results:** The USA Today CEO sample base was compared to the Color Career Indicator sample base. Out of 272 occupational listings, encompassing one-thousand job descriptions, in the Color Career Indicator, the following was determined.

- Highest correlation was CEO, Chief Executive Officer—95.8 %, the same skill.
- Second highest occupational listing was General or Operations Manager—94.3 %.

- The USA Today CEO independent survey re-validated the Color Career Indicator CEO skill correlation.

### **CEO Skill Compared Against the Color Career Indicator 4.0**

Strongly supporting the validity of the system, the 877 CEO’s color choices identify these individuals primarily as “Top Management Executives,” i.e., the near dictionary definition of a CEO.

The second, third, and following choices define this occupation in further detail, and implied that CEOs need to enjoy the operational aspects (operations manager) of the job, as well as the social and supporting aspects (social worker and nurse), and administrative, management, and educational aspects. Most surprising, perhaps, is the finding that being an “artist or artistic related worker” also ranks quite highly in the list, thus indicating the inherent complexity of this occupation.

#### **USA Today Survey Color Career Indicator 4.0**

Top 10 jobs (%)

95.8	Top Management Executive
94.3	General or Operations Manager
78.1	Child, Family or School Social Worker
70.1	Registered Nurse
67.2	Artist or Artistic Related Worker
66.0	Administrative Assistant
65.0	Manager Service Industry
61.6	Elementary School Teacher (not special education)

### **Evaluation Benefits**

The multi-patented Dewey Color System has proved successful in a variety of contexts, including using color preferences to perform career assessments by predicting people’s scores on questionnaires such as the widely used Strong Interest Inventory.

Despite the finding of high statistical correlations, being able to predict people's test scores does not really answer what employers or career-seekers really need to know. For example, "Is it possible to predict a person's actual future career success or suitability for a position?"

- **Employers:** That is, given similar qualifications, experiences, skills, and stated interests, strengths and weaknesses, "How do I select the best candidate?"
- **Applicants:** Knowing that job satisfaction is the key to success, "What is my best career path?"

Unfortunately, general-purpose questionnaires where applicants essentially describe themselves are prone to elicit answers which applicants believe (rightly or wrongly) to please employers or that are perceived to agree most with the position in which they apply. Or perhaps an applicant's self-perception doesn't match their talents or personality traits.

Given the current economic situation, the question of job satisfaction becomes even more important—even if there are highly qualified, desperate applicants who will take work that they disdain. For these applicants, the choice between having a job they might not really like and being unemployed is exceedingly simple. Of course, employers would prefer highly motivated and happy employees to perhaps more qualified individuals who do not like or who do not fit their jobs.

New hires that took an undesirable position, likewise find themselves unmotivated. Getting-up in the morning, learning a new task, or even making it through the day is stressful. Accordingly, The Dewey Color System has now expanded to match applicants' true motivations with those of employees already holding particular jobs or careers.