

Development and Evaluation of Career Assessment scales: A content Validation Study

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Abstract

The study assesses the content validity of career assessment tools built by CogitoHub: a career assessment centre. In context of the prevalent issue of talent mismatch, there is a need to create standardised psychometric tools that enable students to make informed decisions regarding career choices. The data for this research was collected from 234 industry and subject matter experts along with psychologists, statisticians and students from high school, and undergraduate and postgraduate studies. The findings indicate that the 4 tools designed for grades 8 - 11/12 have high face and content validity. The tools, namely, CogitoHub Tool 1 (CHT1), CogitoHub Tool 2 (CHT2), CogitoHub Tool 3 (CHT3) and CogitoHub Tool 4 (CHT4) were found to have high face validity. Further, CHT2 had content validity of 0.78, CHT3 had content validity of 0.85 (for each of Professional Orientation Statements scale and Subject Statements scale) and CHT4 had content validity of 0.84 (Job Family Statements scale).

Keywords: Career assessment, Content validity, Face validity, Talent mismatch

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