Using a Model-Reinforced Video in Career Counseling & Services: A Tool for Practitioners

Robert Reardon, Sara Bertoch, Christine Richer

Florida State University
Overview

- Rationale for the project
- The FYE class and procedures
- Developing the video intervention
- Experience with Survey Monkey
- Project outcomes and next steps
- Questions and discussion
Bases for Career Interventions

- Using theory or concepts
  - narrative approaches
  - RIASEC, SCCT, CIP, behavioral, others

- Using research
  - Based on empirical work
  - Model reinforced learning

- Drawing upon evidence-based practice
Information-Seeking Behavior

- What is model-reinforced learning?
- Krumboltz (1964), Bandura (1969), Krumboltz & Thoresen (1964), Fisher, Reardon, & Burck (1976)
- Principles of reinforcement and social learning
- Verbal and nonverbal reinforcement of models
Reinforcement Effects on ISB

- Write, observe, read, listen, visit, talk
- “mm-hm,” “good idea,” “sounds great,” “fine,” silence, targeted questions
- Smile, head nod, forward lean, voice tone, eye contact
- Type and frequency of ISB increased
- Counselor prestige and attentiveness unrelated to ISB
- Media-mediated reinforced models mattered
First Year Experience (FYE)

- Florida State University’s orientation course
- Founded in fall 1992
- Created to address the issue of student retention
- Program ran from 1992-2008
First Year Experience (FYE)

- Integrates students academically and socially to the university environment.
- Students who are more integrated to university surroundings are more likely to succeed. (Astin, 1984; Tinto, 1987)
FYE Student Population

- Offered to first year and transfer students
- Classes were small, personalized, and highly interactive
- 50-60 sections per year
- Reached 1,000 students annually
Creating the Video

- Provide a career information delivery system that was practical, efficient, and effective
- Six types of ISB identified by Krumboltz (1964) were reinforced in the video: **Write, Observe, Read, Listen, Visit, and Talk**
- Adapted the script from the Fisher, Reardon, & Burck (1976) video
Digital Media Center

- University library rents AV equipment and provides consultation for educational media development
- Provides support system for creating digital images, text, sound, video and services
- Offers facilities, training, and free multimedia authoring support
- Provides hardware & software for self-service video and image digitizing, CD-ROM and DVD creation, and textual conversion and markup
Production Team

- Head of the Digital Media Center filmed the video, provided AV equipment (video camera, tripod, spotlight), and acted as consultant for film editing strategies.
- Actors included two career counselors, one of them a student, and one a credentialed assistant director.
- Reardon adapted the original script and assisted in replicating the 1976 study.
- Ruff was the lead researcher and coordinator of video development.
Filming & Editing

- Rough video filmed over 3.5 hours in university career center
- Career center moved shortly after filming and study participants used new career center
- Entire editing process took about 28 hours over period of 2.5 months
- Editing software program, VegasPro, used to do things such as crop, fade, zoom, and split
- “Fast forward,” “Complex,” and “Zooming” Techniques
Editing Techniques

- You Tube video shows examples of how the VegasPro editing system was used in this project

- http://www.youtube.com/watch?v=r-sYEIZQ2LU&feature=channel
Photo Gallery
Survey Monkey

- An online network used for data collection
- Information can be gathered from participants at their leisure via individual Web address
- Started in 1999 in Portland, Oregon
- Used by over 80% of the Fortune 100 companies
Three Peer Reviewed Articles
Reported Response Rates Using Survey Monkey

- **72%** 26 responded out of the 39 (Horn et al., 2007)
- **30%** 46 responded out of the 152 (Ingram et al., 2005)
- **25%** 152 responded out of the 600 (Bell et al., 2008)
- **30%** Average for online questionnaires
Study Procedures

- Randomly assigned 25 FYE classes to two conditions
- Experimental group saw the video
- Control group had standard presentation
- Career Center feedback via Survey Monkey
Survey Results

- 27 total respondents = 5% response rate
  - 13 experimental group; 14 control group

- 3 questionnaires in Survey Monkey:
  - Information-Seeking Behavior (ISB)
  - Career Exploratory Plans or Intentions (CEPI)
  - Career Exploratory Survey: Environmental Exploration (CES-EE)
<table>
<thead>
<tr>
<th></th>
<th>Reading</th>
<th>Writing</th>
<th>Observing</th>
<th>Visiting</th>
<th>Talking</th>
<th>Listening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experimental</td>
<td>**</td>
<td>12.4</td>
<td>12.3</td>
<td>9.9</td>
<td>14.4</td>
<td>12.9</td>
</tr>
<tr>
<td>Control</td>
<td>**</td>
<td>0.4</td>
<td>0.4</td>
<td>1.6</td>
<td>10.1</td>
<td>1.2</td>
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## Percentages of Respondents who Endorsed *Agree* or *Strongly Agree* (CEPI)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Experimental</th>
<th>Control</th>
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<tbody>
<tr>
<td>I intend to spend more time learning about careers than I have been.</td>
<td>75%</td>
<td>35.7%</td>
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<tr>
<td>I plan to talk to lots of people about careers.</td>
<td>50%</td>
<td>57.2%</td>
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<tr>
<td>I am committed to learning more about my abilities and interests.</td>
<td>91.7%</td>
<td>71.4%</td>
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<td>I intend to get all the education I need for my career choice.</td>
<td>91.7%</td>
<td>85.7%</td>
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<tr>
<td>I plan to talk to advisors and counselors in my college about career opportunities for different majors.</td>
<td>100%</td>
<td>71.5%</td>
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<tr>
<td>Activity</td>
<td>Experimental</td>
<td>Control</td>
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<td>-------------------------------------------------------------------------</td>
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<tr>
<td>Investigated career possibilities.</td>
<td>33.3%</td>
<td>28.6%</td>
</tr>
<tr>
<td>Went to various career orientation programs.</td>
<td>0%</td>
<td>28.6%</td>
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<tr>
<td>Obtained information on specific jobs or companies.</td>
<td>16.7%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Initiated conversations with knowledgeable individuals in my career area.</td>
<td>16.7%</td>
<td>21.4%</td>
</tr>
<tr>
<td>Obtained information on the labor market and general job opportunities in my career area.</td>
<td>0%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Sought information on specific areas of career interest.</td>
<td>16.6%</td>
<td>42.9%</td>
</tr>
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The Low Response Rate

1. Saturation of survey requests
2. Holidays and exam preparations
3. Unseen relevance
4. E-mail issues
5. Lack of time
6. Technical problems
7. Lack of participation incentive
Implications

- Career services can be infused effectively into FYE-type courses
- Model reinforced video learning is an example of an evidence-based practice in career guidance
- Web-based surveys can present unique problems
- The present study merits replication and extension
Questions and Comments

- Thank you for your attention and interest
- Additional information about this study is available at:
  www.fsu.edu.career.edu/techcenter