

## The Concept of Lifology and Lifometric Career Assessment Inventory: Theory and Implication for Practitioners

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### ABSTRACT

Lifology is the study of human beings in relation to their career and occupational eco-system. Lifology is the outcome of the search for a more valid, and precise knowledge about the relationship between human beings, career, and occupational eco-system. The traditional approach to career development has been vigorously upheld as a source of viable forms of theory and practice (Rounds & Tracey, 1990; Swanson, 1996), recent reviews indicate that there has been international diversity in models of practice and a movement toward alternative perspectives but nothing much has been reported much in reports. Most of our test is based on a single model theory which has been questioned by many scholars before also (Bradley, 1994; Herr, 1988; Isaacson & Brown, 1993; Kidd, 1988; Tinsley & Bradley, 1988). Due to the availability of many test and assessments, the core principles of career counseling has been forgotten (Parameswaran, Rahul et.al, 2018). In short psychometric tests are at risk of being used merely as technological, clerical devices without an appreciation of the unique phenomenology and context of the individual being tested. Lifology is an attempt to answer the forgotten mission of career counseling.

**Keywords:** *Career Counseling, Assessments, Lifology, Lifometric Career Assessment.*

Since the genesis of vocational guidance and career counseling, assessment and counseling have played an integral part in work with people. Helping people make career decisions have been fundamental to counseling psychology since its emergence as a profession, and it continues to be central to its identity today (Gelso & Fretz, 2001). Career counseling is a

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multilayered and multifaceted field predominantly consisting of two components, assessment, and counseling. Effective career counseling give students a deeper insight into question they have, to help them better plan their future and to actually use their attributes well. It supports people to face career-related challenges. Through their expertise in career development and labor market, career counselors can put a person's qualifications, experience, strengths, and weakness in a broad perspective considering their desired salary, personal hobbies, interest, location, job market and educational possibilities (Jain, 2017).

Traditional theories and practices of vocational psychology have been brought into question through postmodern thought and its adherents' concomitant skepticism of authority and predictability of career and the world-of-work. In short, we have numerous test but the theoretical back of these tests are very weak. This has been questioned before also. Lifology is an attempt to answer the forgotten mission of career counseling

### ***Fundamental grounding on the philosophical paradigms of Lifology***

The clarity on the philosophical aspects of life and profession provides people with enhanced knowledge of the process of living. It is important to have a clear understanding about "why do we work", "how to treat other people in the community", "pattern of behavior", "attitude towards money" etc. in a much deeper sense. This would help us to be more rooted in life, which will make the journey ahead more meaningful. However, at present, the majority of people lack clarity on such thoughts even at the basic level. One of the major concerns Lifology attempts to address is to minimize this awareness gap by grounding people more into the philosophical paradigms of life. Even though currently the process focuses more on the above 3 factors, Lifology is also open to further dimensions that can add more value, meaning and success to human life. Very detailed, deeper and holistic work in this subject would equip many to choose the right professional path, excel in the areas they have chosen, treat profession in the right sense and move ahead to conquer greater heights. This would make significant changes in the professional sphere of life, which in turn will reflect on the other segments of life as well. Undoubtedly, every action in this segment will contribute to the Pleasure, Power, and Purpose in the total life of people. This will help them to find more meaning in the time they spend on Earth and thereby be genuinely fulfilled. The projected advantages of this movement make us reiterate that a deeper Lifological approach towards life by keeping the professional attributes as the epicenter is indeed important to reach the ultimate level of achievement, fulfillment, and meaning.

### ***Lifometric career assessment - a multi-model career assessment inventory***

Lifometric career assessment tool is designed keeping in mind the above-mentioned assumptions which facilitate the process of clients identifying their unique characteristics, which can further enable them to identify the right career path, based on personality factors. It is fundamentally based on the philosophy that every person has core strengths or abilities, which complement particular career options. The career path is ascertained primarily through a 3-phase process :

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- I. A career assessment test reveals the aptitude
- II. A trained counselor aligns the interests
- III. Expert advisors from the industry informed about the existing opportunities.

Client's personality characteristics are established through a series of 3 psychometric assessments, which are specifically designed to understand the attitude, intelligence orientation, acquired and innate behavior patterns of a person. The assessment results comprise of a comprehensive report on the careers for which a client has the required skill set. Further within the scope of this tool the website Lifology.com also gives the list of courses and institutions where the client can study in order to pursue a chosen career. To help comprehend the report accurately, explicitly trained educational counselors are available to help the clients on their career path. For all the chosen career options, clients gain access to videos from industry leaders in order to understand the trends and requirement of the chosen industry. This way, clients can make an informed choice, with a clear idea of the required skill set and expectations of a career. In addition to this, lifology.com has a series of self-empowerment videos to keep a person motivated and self-empowered to progress in life. The test uses 3 sets of assessments which are based on the works of the renowned psychologists Carl Gustav Jung, William Moulton Marston and Howard Gardner, after ascertaining that the scientific validity of these tests has been confirmed by expert psychologists and academicians.

The assessment has been rigorously designed from the works of renowned researchers such as Carl Gustav Jung, Wilhelm Wundt, William Moulton Marston and Howard Gardner.

*FACE Assessment* is designed based on the studies of Karl Gustav Jung, the famous Swiss psychiatrist and the greatest proponent of analytical psychology.

*Marston's Type Indicator:* this tool has been developed with reference to the studies of William Moulton Marston, a physiological psychologist with a Ph.D. from Harvard. Marston has worked extensively on the interplay of emotions and behavior, by studying observable and measurable psychological phenomena. He formed four types of behavioral categories that a person would most likely display in response to environmental factors which are Dominance (D) Inducement (I) Submission (S), and Compliance (C).

*Multiple Intelligence Orientation:* derived from the work of Howard Gardner and highlighting the practical value of applying Howard Gardner's (1993) theory of multiple intelligences (MI) to the practice of career counseling.

lifometric career assessment inventory has been formulated by a research team incorporating the principles of these researchers to form a holistic assessment tool that assesses the client from multiple dimensions.

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### ***Components of lifometric career assessment inventory***

The lifometric career assessment comprises three assessments: FACE, Marston's Type Indicator (MTI) and Multiple Intelligence Orientation (MIO) :

#### **FACE**

This component is a careful amalgamation of the prominent theories of Carl Gustav Jung and Wilhelm Wundt. These time-tested findings and teachings have been diligently blended to form the FACE which works on the premise that personality traits can be divided into 4 categories which are Fact, Action, Concept, and Emotion. All of us possess these traits however one trait would be dominant in each individual.

*Fact:* refers to the trait of focusing on details, with the ability to remember, recall and quote even statistical inferences.

*Action* refers to the trait of being work oriented and accomplishing the task at hand. *Concept:* refers to the trait being able to innovate new ideas, future-oriented and creative.

*Emotion:* refers to the trait of being in touch with one's feelings, harmonious interpersonal interactions.

#### **Marston's Type Indicator (MTI)**

Assesses behavior traits based on the work of William M. Marston. The test categorizes people into 4 main domains based on their usual way of responding to the environment. These domains include Controlling, Convincing, Conforming, and Consistent. The test is based on the interpersonal style that people usually incorporate and are likely to portray in their working style.

*Controlling:* refers to a trait of asserting in situations, result oriented mindset.

*Convincing:* refers to the interpersonal skills of influence.

*Conforming:* refers to a procedure, structured orientation.

*Consistent:* refers to the trait of being diligent and steady in approach towards the environment.

These factors can also determine the conflict resolution strategies that people may apply.

#### **Multiple Intelligence Orientation**

The theory of "Multiple Intelligence" developed by Harvard professor Howard Gardner provides nine innate types of abilities that people can possess which are Linguistic, Logical, Rhythmic, Visual, Kinesthetic, Interpersonal, Intrapersonal, Naturalistic, Meta-Physical.

*Linguistic:* refers to effectively using words orally or while writing.

*Logical-Mathematical* refers to use numbers effectively and to reason well.

*Spatial:* the ability to perceive the visual-spatial world accurately and to perform transformations upon those perceptions.

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*Bodily-Kinesthetic:* Expertise in using one's whole body to express ideas and feelings and facility in using one's hands to produce or transform things.

*Musical:* refers to the capacity to perceive, discriminate, transform, and express musical forms.

*Interpersonal:* The ability to perceive and make distinctions in the moods, intentions, motivations, and feelings of other people.

*Intrapersonal:* Self-knowledge and the ability to act adaptively on the basis of that knowledge.

*Naturalistic:* Expertise in the recognition and classification of the numerous species—the flora and fauna—of an individual's environment.

*Existential (Metaphysical):* This type of intelligence is concerned with 'ultimate issues', what Gardner considers to be the capacity to locate oneself with existential features of the human condition such as the significance of life, the meaning of death and the fate of both the physical and psychological worlds.

Awareness of one's strength area can facilitate the process of choosing the appropriate career path, which can enhance work performance.

### **CURRENT STATUS OF LIFOMETRIC CAREER ASSESSMENT - A MULTI-MODEL CAREER ASSESSMENT INVENTORY**

#### ***Reliability***

Reliability refers to the tool's ability to yield the same measurements over a period of time. This is generally tested by having the same people fill out the tool's questionnaire twice, with a suitable time interval between the two measurements (Scientifically known as test-retest.) The results are then compared to determine how strongly they relate to each other (or correlate). If a person's assessment score has remained unchanged, a stable tool should produce results that are quite similar between two different administrations.

In practical terms, the reliability of lifometric career assessment inventory (i.e., test-retest reliability) is measured by asking a group of respondents to take an instrument on one occasion and then asking those same respondents to take the same test again a couple of weeks later. If the instrument is stable, the results of the instrument shouldn't change much. This stability can be quantified in the form of a reliability coefficient, which is a statistic that is generated by looking at the mathematical relationship between a group's initial scores on an instrument and its subsequent scores. Reliability coefficients range between -1 and +1. The closer that a correlation coefficient is to +1, the more stable the instrument is considered to be. Researchers generally use the following guidelines to help them interpret these test-retest reliability coefficients: coefficients above .70 are considered acceptable, and coefficients above .80 are considered very well. The three components of scales of lifometric career assessment inventory have been assessed for their test-retest reliability over varying periods of time, and the satisfactory coefficients were found:

### ***Internal consistency***

Internal consistency evaluates the degree of correlation among questions that profess to measure the same thing. Researchers recognize that if all of the items on a given scale are in fact measuring the same thing they should all correlate with one another to some degree. In other words, all of the items on a scale should be consistent with one another. In most cases, a statistic called Cronbach's alpha is usually regarded as the best method of evaluating internal consistency.

The following guidelines are frequently used to evaluate the quality of a scale's internal reliability: Alpha values above .70 are generally considered acceptable and satisfactory, alpha values above .80 are usually considered quite well, and values above .90 are considered to reflect exceptional internal consistency.

lifometric career assessment inventory has repeatedly shown good-to-excellent internal consistency. All the four scales demonstrated the good Cronbach's alpha Alpha coefficients (Sample size=2,345)

### ***Validity***

Validity is a second important consideration when evaluating and deciding to use an assessment tool. While reliability focuses on the consistency of the tests results, validity examines their usefulness. For a test to be valid, it should provide information that is helpful in making decisions. Validity evidence indicates the types of conclusions and predictions that can be made based on the test results. There are various types of evidence that can provide information regarding the valid uses of a test. Each piece of evidence can help you determine how useful the test will be with certain people and for certain situations. While it is common to talk about different types of validity (e.g. construct validity, content validity, criterion validity), it is better to consider these as sources of evidence that assess the overall validity of the test. A valid test is supported by many types of evidence that should be able to tell you if the test measures what you need to measure, indicates which groups the test is useful for, and informs you of the decisions you can make based on individuals' results.

### ***Evidence Based on Instrument Item Content – Content Validity***

Content validity evidence refers specifically to themes, wording with current cultural issues in mind, item formats, tasks, and guidelines for administration and scoring. In the present study, evidence for appropriate content validity was established by qualified experts (5 psychometrician, 10 practicing career counselors, 5 Educationalist and 5 academicians (*National and International*)) compiling a series of statements and traits that are universally accepted as the basis for the four components of lifometric career assessment inventory. Furthermore, the composition of the descriptors and statements for the four components was also compared with other leading career assessment inventories (Like Strong interest inventory, MBTI, Jacobson vocational preferences scale, DBDA etc ) to establish universal evidence of agreement for the “core” observable behaviors or traits. This exercise also served

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to establish evidence of “face” or “logical” validity for the lifometric career assessment inventory.

To extend the content validation process, a group of 50 professionals from different domains was asked to rate themselves using this survey instrument as well as have their colleague review their choices to ensure congruence between how these professionals rated them using the lifometric career assessment inventory to how others observed their behavior.

### **IMPLICATIONS FOR COUNSELING PRACTICE.**

- Undoubtedly such an approach could immensely benefit an individual in choosing the right career an option for higher studies and also better in a position to take a decision based on facts and knowledge about self.
- It would act as a guidance tool which would help an individual to grow by revealing dimensions that holds a scope for improvement.
- It aims at providing an insight into one’s capability and strength. It would generate self-awareness and enhances understanding of your inner construct, its nature and behavior.
- These assessments would assess your emotional response to the environment from your young age.
- It helps in self-knowledge by understanding the interplay of the four basic behavioral factors.
- It gives a view of your intrinsic motivation, preferences, and traits.
- This reflects your style that is adapted for completing a specific assignment.
- It throws light on individuals as people oriented or task oriented, reflecting the style by which they will get the work done.
- It also helps find out if an individual is active or passive in their approach to work and life.
- Another equally important but overlooked element is whether the student’s natural inclination, mindset, and skills are aligned with what the envisaged career entails. This can channelize a concerted methodology that serves a student way beyond an academic phase.
- It assesses the approach an individual takes to organize and absorb information.
- They would be more thriving into their profession than others, creating a better work-life balance, thus making them more productive in their work.
- Team building - helps identify how people complement each other's strengths and weaknesses, approaches and communication styles
- Training, development, mentoring and educational inputs – discover the sort of instruction and teacher or mentor a person is likely to benefit most from, what activities he/she will best respond to.

### **APPLICATIONS:**

- Three time-tested psychometric assessments are employed to identify your various behavioral and intelligence orientation factors. An objective and concise evaluation of your efficacy and behavioral tendencies are provided through the results.

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- These assessments could throw light on a number of personality aspects and thus help you to learn more easily and identify the location where your strengths can be optimally utilized.
- As a student, the purpose of pursuing a course is primarily to serve as the edifice of a well-paid career. To manifest this, the choice of career is crucial as it involves the investment of a considerable amount of time, energy and wealth.
- It helps in communicating and solving the problems, take decisions, manage interpersonal relations by taking maximum advantage of your orientation and reduce the risk of its blind spots.
- It would help foster a personalized leadership style according to their orientation.
- It would help in the execution of your role in the organization with exceptional effectiveness.
- It predicts whether an individual would lead by providing a vision of future possibilities or by making best possible use of the available opportunities.
- It helps the readers to understand their inner motivation styles and excel in both: their personal as well as professional life since success at work while handling people comes from knowing the motivational drives, emotional responses, and behavior.
- As students aspiring to delve into the academic forte, it is impertinent to understand the emerging techniques of learning that suit you best.
- This is primarily based on the premise that each individual is unique. The wealth of discernable knowledge available today is enforced in designing bespoke models to peak individual performance. In spite of all that is known, the unknown still looms large.
- To bridge this gap, there are time-tested techniques available today that can reveal different facets of your learning styles that would be beneficial to an individual.
- Generally, the overlooked element is whether the student's natural inclination, mindset, and skills are aligned with what the envisaged career entails. This can channelize a concerted methodology that serves a student way beyond an academic phase.
- Most importantly, it incorporates your learning methods and experiences to match your strengths and preferences.
- Helps create competent class teams with balanced talent mix for efficient completion of specific assignments.

### **CONCLUSION**

Lifology is an emerging paradigm in the field of career and vocational psychology. Even though there are many psychological assessments to assess career interest or occupational choices, these assessments lack clarity due to the absence of clear theoretical and philosophical background. Assessment inventories of lifology bring more clarity to one's life and help the individuals realize their unique talents and boost confidence. It can be used to enhance the academic performance of students. These assessments scores serve as a foundation for examining suitable careers for people. It enables the individuals to ascertain their strengths and weaknesses, thereby, highlighting areas of improvement. It would help in selection and placement which would help in evaluating an individual's suitability for positions, organizations and work environments. Understand the motivation and emotional style of each individual to ensure a better understanding of them and administrators may act

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accordingly. Improve interpersonal interactions by structuring and flexing communication. It helps you to discover your inherent personality style and then flexing your style to maximize impact while interacting with different personality types.

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### ***Conflict of Interest***

The authors colorfully declare this paper to bear not a conflict of interests

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