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STRUCTURED EMOTIONAL CAREER COUNSELLING AND CAREER DEVELOPMENT

DR. SEHBA HUSAIN
ASST. PROFESSOR
JAGRAN LAKECITY UNIVERSITY
BHOPAL

ABSTRACT

Emotional Intelligence (EI) is considered as a tool to manage almost all types of human behavior problems. When a human being enters the stage when he has to choose one career option out of innumerable alternatives available, his selection faces serious conflict of interest and choice. Now days, most of the career counselors are using scientific techniques to explore actual interest areas of their clients to guide them on what career choice will be best suitable for them. Researchers have also proved that interest areas of individuals are subject to change over time and affect their workplace performance to great extent. In contrast of mere time bound interests, emotion based interests are found to have more influence on successful and satisfactory career of individuals. Based on these assumptions, this research unveils the significance of emotional intelligence in the area career counseling. In order to reach to the purpose, research uses both primary and secondary data. Analysis is made to probe into perceptions and experiences of individuals over careers they are pursuing and importance of EI in selection of one specific career option. Scientific techniques of questionnaire development have been used to develop the 'Structured Emotional Career Counseling Questionnaire' - a tool to investigate core emotional interest areas which is expected to help career counselors to facilitate clients to make perfect career decisions.

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KEYWORDS

Emotional Intelligence, Interests, Career, Counseling, Satisfaction

1. INTRODUCTION

In most of the countries including India, students in high school age (15-18 years) need to choose subject of their choice which they find suitable for their career ahead. For the students of this age hence, the most crucial decision is to decide what subject domain they should select to pursue in future as their career. Not only for students but for their parents too this is one of the most difficult situations as to how to finally select one subject domain out of innumerable available. In order to solve this problem they take help of professional career counselors. These qualified professionals provide proper guidance after testing and assessing student's personality, intelligence, interests, skills etc. with the use of psychometric tests. This is where the field of psychology comes into existence with reference to the counseling of the students to choose appropriate career. Career counselors integrate psychological theories and research with client's situational variables that affect his career choice.

Different studies and theories on career development & counseling discuss different factors that affect individual's choice of particular career or vocation. Holland (1985, 1997) has provided a strong yet simple typology framework focusing on individual's career interests based upon his personality traits and environmental traits. He postulated that individual's vocational interest is an expression of his personality, and that vocational interests could be conceptualized into six typologies, which are Realistic (R), Investigative (I), Artistic (A), Social (S), Enterprising (E), and Conventional (C). If a person's degree of resemblance to the six vocational personality and interest types could be assessed, then it is possible to generate a three-letter code (e.g., SIA, RIA) to denote and summarize one's career interest. Parallel to the classification of vocational interest types, Holland also states that vocational environments could also be arranged into similar typologies. In the career choice and development process, people search for environments that would allow them to exercise their skills and abilities, and to express their attitudes and values. When they find these aspects available with any sort of vocation they get inclined towards that.

Donald E. Super (1980) in his Life Span, Life Space Approach to Career Development stated that career is the combination of sequence of roles played by an individual during course of his life. He postulated a life stage developmental framework with consequent stages of growth, exploration, establishment, maintenance (or management), and disengagement. In every stage individual needs to manage vocational development tasks successfully that lie in the given chronological age range and are socially expected of him. This theory has given counselors the unique tool to play the role of a historian who asks clients to construct autobiographical stories of development. Counselor examines then these stories for recurrent themes or threads of continuity that make sense of the past, explain the present, and draw a blueprint for the future.

Gottfredson (1981, 1996, 2002, 2005) assumed that career choice is a process requiring a high level of cognitive proficiency. A child's ability to synthesize and organize complex occupational information is a function of chronological age progression as well as general intelligence. Cognitive growth and development is instrumental to the development of a cognitive map of occupation and conceptions of self that are used to evaluate the appropriateness of various occupational alternatives. In recent revisions of her theory, Gottfredson's (2002, 2005) elaborated on the dynamic interplay between genetic makeup and the environment. Genetic characteristics play a significant role in shaping the basic characteristics of a person, such as interests, skills, and values, yet their expression is moderated by the environment that one is exposed to. Even though genetic makeup and environment play a crucial role in shaping the person, Gottfredson maintained that the person is still an active agent who could influence or mould their own environment. Hence, career development is viewed as a self-creation process in which individuals looked for avenues or niches to express their genetic proclivities within the boundaries of their own cultural environment.

Lent, Brown, & Hackett, 2002; Lent, 2005 postulated a mutually influencing relationship between people and the environment. Their study offers three segmental, yet interlocking process models of career development seeking to explain (a) the development of academic and vocational interest, (b) how individuals make educational and career choices, and (c) educational and career performance and stability. The three segmental models have different emphasis centering around three core variables, which are self-efficacy, outcome expectations, and personal goals. The theory offers international career guidance practitioners and researchers an overarching framework to guide practice, as well as tangible propositions and hypotheses that could be tested empirically.

Theory of Work adjustment is another great work in the area of counseling psychology which was originally developed by René Dawis, George England and Lloyd Lofquist from the University of Minnesota in 1964. Theory provides an introduction to person-environment-correspondence (PEC) counseling. The more closely a person's abilities (skills, knowledge, experience, attitude, behaviors, etc.) correspond with the requirements of the role or the organization, the more likely it is that they will perform the job well and be perceived as satisfactory by the employer. Similarly, the more closely the reinforcers (rewards) of the role or organization correspond to the values that a person seeks to satisfy through their work, the more likely it is that the person will perceive the job as satisfying. They list six key values that individuals seek to satisfy from the vocation he pursues: achievement, comfort, status, altruism, safety and autonomy. The study offers career guidance professionals a template to locate entry points to assist individuals with career choice and adjustment concerns.

All the above discussed literature clearly shows that scholars and researchers have been assuming number of factors like personality traits, interests, skills, values, life history and background etc. as the determinants of individual's career choice and choice of strategy for his career development. Now here, I put our assumptions into place which emphasize that it is also human emotions and his emotional intelligence which determine individual's success in particular career. It is emotional intelligence, the ability to manage emotions in various situations which has great significance over individual's success in particular vocation. It is therefore necessary to think emotional intelligent way what career choice will ensure highest level of career satisfaction. It is also assumed that if person

chooses his passion, something he really loves to do as his career, he is sure to perform most efficient manner and will achieve great success in life. Hence while counseling for career and vocation selection counselors should primarily focus upon areas pursuing which individual experiences high levels of emotional satisfaction.

With the objective of discussing significance of emotions in career counseling, study aims at:

- Identifying current and usual trends in career counseling with special reference to focal elements on the basis of which career choices are made;
- To explore views of professionals in various vocations regarding significance of emotions in career development and counseling
- To develop Structured Emotional Career Counseling Questionnaire for investigating individual's core emotional interest areas which is expected to help career counselors to facilitate their clients make perfect career decisions

2. RESEARCH METHODOLOGY

Design of this research is based upon following three assumptions:

1. Researchers and counselors in the field of career counseling and development give more emphasis to individual's interests, personality, traits and other aspects ignoring their emotional requirements;
2. Emotions have got more significance than other factors in selecting career choices by individuals;
3. Structured Emotional Career Counseling Questionnaire to identify individual's core emotional interest areas can be developed to help career counselors to facilitate their clients make perfect career decisions.

To empirically test these assumptions both primary and secondary data have been used and processed to furnish relevant findings, conclusions and suggestions. Primary data have been collected through structured interviewing technique where questions have been framed to investigate perceptions of professionals working in various vocations pertaining to the role of emotions in career development and selection. Assumption number one although has been supported more by the analysis of secondary data where various theories of career counseling have been studied to know the views of researchers about the best way to facilitate counseling to individuals regarding their careers, primary data also clears that most of the attention is paid by career counselors on personalities, interests, intelligence, skills and other factors rather than emotions of the candidate. In order to support assumption number two interview data which is the primary source of information, have been processed and results are produced showing perceptions of professionals on the significance of emotions in career counseling. In order to support assumption three, 'Structured Emotional Career Counseling Questionnaire' has been developed using scientific techniques of questionnaire development. On the basis of the assumptions finally, conclusions are made with suggestive findings of the study.

3. ASSUMPTIONS – 1 AND 2

While discussing literature and theories of career counseling and development in introduction section of this paper, number of times we come across the areas which are focused as the core decision element in career selection and development. For example Holland's study emphasize that it is the personality traits of human beings which should be kept in mind which selection of particular career as he postulated that individual's vocational interest is an expression of his personality and affects most his success in that career. Similarly, Gottfredson propounds that it is chronological age progression situations which determine his choice of career. In his further modifications to the study he focuses upon interests, skills, and values of human beings that affect individual's vocation selection and development. Donald E. Super states that individual's stages of life span and his social expectations in each of his role in the life space influence his choice of profession whereas Lent, Brown, & Hackett suggested that three core variables, which are self-efficacy, outcome expectations, and personal goals affect human's choice of vocation. In the theory of Work adjustment by René Dawis, George England and Lloyd Lofquist it is stated that it is person – environment correspondence which determine individual's success in his job role. They also assume that there are six factors that affect person's satisfaction from the vocation and they are achievement, comfort, status, altruism, safety and autonomy.

I have observed form review of concerned literature that researchers have continuously been focused upon aspects like personality traits, interests, skills, values, life span, life space, background, relationships etc. which influence his career choices and further career development. Nobody has so far taken emotions under consideration which is assumed to be one of the most important determinants of career selection, development and success. When people select particular career they do it in two ways. They either go to the professional counselor or do it themselves. Parents who cannot afford to go to counselors often ask their children to either take option that they think is best or one which seems interesting to the child. Nowhere in both the ways have 'emotions' been taken into consideration. In order to study the significance of 'emotions' in career selection, after observing the patterns in career counseling I come to know that generally career counselors focus on the following aspects during counseling the clients:

- Generating awareness amongst clients about what careers in current perspective have better scope of development;
- Applying technique of psychometric tests or discussion to know client's interests, personality type, intelligence, skills, competence etc
- On the basis of assessment done through tests or discussions, suggesting best career choice to the client

First assumption of this study that 'researchers and counselors in the field of career counseling and development give more emphasis to individual's interests, personality, traits and other aspects ignoring their emotional requirements' is supported with the help of above mentioned observation and literature review. Second assumption 'emotions have got more significance than other factors in selecting careers and achieving success in particular vocation' is proved with the help of enumerations in interview based survey. First two assumptions are discussed in sections 3.1 and 3.2.

3.1 SIGNIFICANCE OF 'EMOTIONS' IN CAREER SELECTION AND DEVELOPMENT

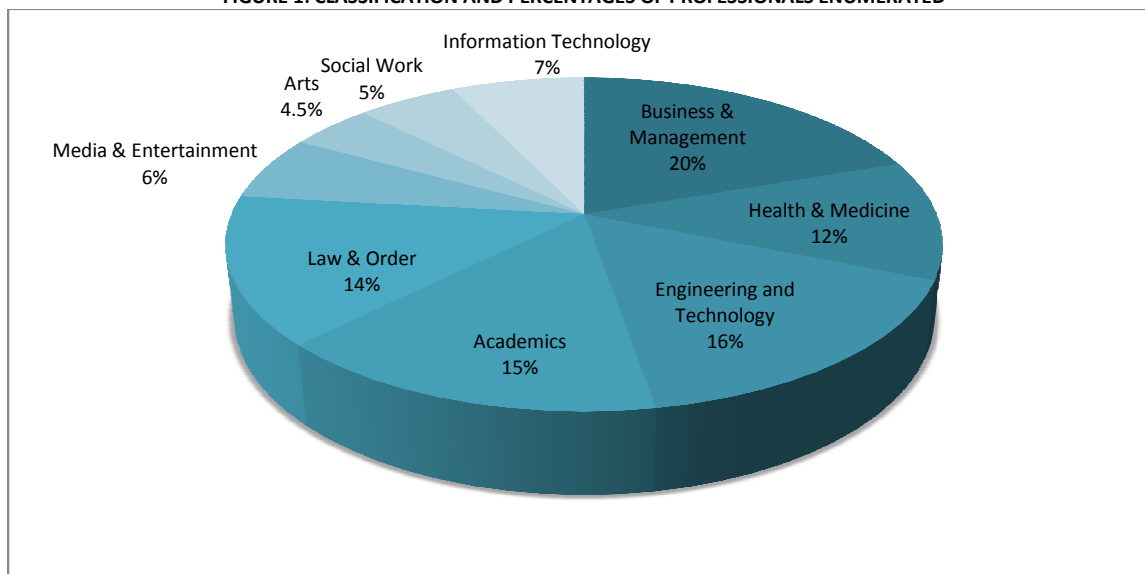
Emotions have been described as discrete and consistent responses to internal or external events which have a particular significance for the organism. Emotions are brief in duration and consist of a coordinated set of responses, which may include verbal, physiological, behavioral, and neural mechanisms. In simple language, emotion basically is organism's response to various events he encounters. This response can be seen through his behavior or his expressions (except when someone purposefully tries to hide original emotional response). Different people respond to the same situation differently as they have different set of emotions dominant in their personalities. Some person in one situation gets angry soon whereas other person in the same situation, with the same context seems quite and calm. This happens due to first person's tendency to become angry soon and another person's tendency to hold to the patience and avoid anger. Each and every sort of human's action is driven by emotions he possesses. Emotions are those feelings which are responsible for person's satisfaction and success in any role and hence it is very important to focus upon emotional requirements and repercussions before taking any decision in life. Decisions which lead to the situation which is putting person in state of confusion, sadness, annoyance should be avoided and those which tend to give him happiness, joy and satisfaction of mind should be taken. In context of decisions pertaining to the career, which is one of the most important aspects of human's life, emotions should be given due importance. If person is experiencing his job role satisfactory and joyful his level of performance will definitely be high as compared to those who do not like what they do with respect to jobs and vocations.

Emotional intelligence has been defined in many ways by many scholars. It is basically person's ability to manage and regulate his emotions in various situations. Two types of intelligences – Intrapersonal and Interpersonal together formulate person's Emotional Quotient (EQ). In context of career counseling intrapersonal side of emotional intelligence should be used to exactly understand the areas pursuing which person experience highest levels of satisfaction. These areas have also been considered as one's 'passion', which can be pursued as vocation. Larry Smith in his interview with Carmine Gallo for Forbes explains the significance of pursuing one's passion in life. He says that most people fail to land a great career because they fail to pursue their passion. He supports the assumption that person should adopt his passion as the vocation. With passion he means something that gives a person highest level of emotional satisfaction and contentment. He mentioned "Find and use your passion and you'll have a great career. Don't do it, you won't. It's as simple as that. People don't look for their passion because they haven't tasted it. If you've never tasted what it's like to get up in the morning and be pleased to go to work, you don't know what you're missing." He actually wants people to think carefully, find out what vocation will ensure highest levels of 'happiness and joy' (two basic emotions), pursue the vocation of their choice and taste it. He also makes it certain that taking career decisions this way will definitely make career a happy experience and individuals will be able to perform with highest levels of efficiency in their desired roles.

3.2 SURVEY AND THE RESULTS

In order to support assumptions (1 and 2) empirically, I conducted a survey in which 112 professionals from various domains of vocations were enumerated. The survey was done by way of personal interviews as purpose was to seek information with respect to significance of emotions which needed explanation of certain terms by interviewer. Scientifically designed structured questionnaire was used to take responses. 22 professionals from Business and Management, 13 from Health and Medicine, 18 from Engineering and Technology, 17 from Academics, 16 from Law and Order 07 from Media and Entertainment, 05 Artists, 06 Social workers and Socialites and 08 professionals from the field of Information Technology were enumerated.

FIGURE 1: CLASSIFICATION AND PERCENTAGES OF PROFESSIONALS ENUMERATED



Interviewer first explained the scientific meaning of emotions to the respondents. Also various terms belonged to the research specific jargons were described in detail in order to avoid any ambiguity during the interview. Approximate values have been taken into consideration to reduce decimal related errors. To the first question 'How much are you satisfied with various roles you perform in your present job?' 7% said they are highly satisfied, 19% admitted to be satisfied, 49% agreed to be partially satisfied whereas 34% were found to be not satisfied with roles they perform in their current jobs. As we are considering highly satisfied and satisfied professionals as 'really satisfied', only 26% respondents were found to have achieved emotional satisfaction from their respective vocations.

'Do you agree that at the time of selecting your vocation area (during high school or higher secondary – 16 to 19 years of age) you were not exactly sure about best suitable career choice for you?', 29% were completely agreed, 37% - agreed, 15% were partially agreed whereas 19% of respondents disagreed to the question. It shows that small number of professionals that is 19 percent exactly were clear about their best suitable career choices and rest were either totally unsure, unsure or confused that time. To the next question, 'Do you believe that emotions play an important role in keeping you satisfied or dissatisfied in various roles of your vocation?' 48% said they are completely agreed, 34% were agreed, 12% - partially agreed and only 6% found to disagree the opinion. Great number of 82% of respondents accepted that emotions play remarkable role when it comes to satisfaction or dissatisfaction from roles we perform during our jobs. 'Do you believe that interests are mere time bound attractions, personalities and skills are vulnerable to situational changes whereas emotions are lifelong motivators in context of careers selection and development?', 39% said they are completely agreed, 34% accepted to be agreed, 18% were partially agreed and 9% disagree to the question. Most of the professionals that is 73% agreed to the fact that emotions have more significance than interests, personalities, traits and skills of individuals with reference to career selection and development.

'In light of above question do you think that counseling for career should be focused more upon emotionally satisfying career alternatives rather than alternatives matching their personalities, traits, skills and interests?' 47% found to be completely agreed, 30% agreed, 13% partially agreed and 10% disagreed to the notion. In total 77% of respondents accepted that career counselors should focus more upon areas where individual find himself emotionally satisfied. Here we give them the idea of emotional career counseling (discussed in detail in next section) and asked them 'Do you believe that emotional career counseling can be proved helpful in making right career choice at the time of selecting career out of various alternatives?' 57% respondents believed that would be highly helpful, 29% said it would be helpful, 10% said it is going to be partially helpful and 4% said it will not be helpful at all. Maximum number of respondents that is 86% of them accepted that emotional career counseling can be a useful tool to help individuals selecting right career choice.

Last we ask them 'Do you believe similar EI based interventions (EI Sensitization Programmes, EI Trainings etc.) can help individuals perform better at various stages of their careers – from inception, to growth, to maturity and decline career stages?', 48% were completely agreed, 30% said they agree to this notion, 16% were partially agreed whereas 6% found to be disagreed. Despite disagreements majority, that is 78% of professionals agreed to believe that EI based interventions can be of great importance to counsel individuals about using EI to perform better at all stages of their careers.

4. ASSUMPTION – 3

Assumption - 'Structured Emotional Career Counseling Questionnaire to identify individual's core emotional interest areas can be developed to help career counselors to facilitate their clients make perfect career decisions.' In order to develop the questionnaire the scientific method of questionnaire development has been used. Questionnaire can be seen in 'Appendix 1 - Structured Emotional Intelligence Questionnaire'.

There are following steps involved in the development of questionnaire:

- Decided the information required: information and topics related to various vocations available in job market are being taken into consideration.
- Defined the target respondents: Students and Aspirants who are on the stage of making decision about selection of career out of number of available options.
- Chosen the method(s) of reaching your target respondents: It was decided that to reach to the target respondents Interview technique should be adopted as questions which need to be answered require description by interviewer on some technical terms used therein. Further I went across following steps to draft the final questionnaire:
 - Decided on question content
 - Developed the question wordings which were simple and easy to understand
 - Put questions into a meaningful order and format
 - Checked the length of the questionnaire
 - Pre-tested the questionnaire and
 - Developed the final survey form

4.1 PILOTING

In order to make questionnaire ready for full scale survey it is been tested to determine the following points:

- whether the questions as they are worded will achieve the desired results
- whether the questions have been placed in the best order
- whether the questions are understood by all classes of respondent
- whether additional or specifying questions are needed or whether some questions should be eliminated
- whether the instructions to interviewers are adequate

Testing was done on 100 students ranging age 15 – 25 in the city of Bhopal from 1st of February to 1st of March 2013.

4.2 SCALE OF MEASUREMENT OF RESPONSE

Likert Scale has been used to measure the response from the questionnaire. Five items that are established to measure responses on the scale range from feeling - Joyful – Happy – Neutral – Sad – Angry. Using these five basic emotions, questionnaire seeks to identify what vocation areas are more suitable for the candidate to pursue as the career. For 'Joy' which is most positive emotion, there are 10 points, for 'Happy' there are 5 points, for 'Neutral' there are no points, for 'Sad' there are -5 points and for 'Angry', there are -10 points allotted. It is assumed that if a candidate selects some vocation task area to be full of 'Joy', he is going to enjoy that task and his productivity in that task would be at highest and hence highest marks 10 are given to that. Other extreme on the scale if candidate marks some task he feels 'Angry' to perform, he will not be able to achieve satisfaction performing that and hence he will be least productive in that so, 10 marks will get deducted from his score.

4.3 VOCATION AREAS AND TASKS

In depth and thorough analysis have been done to finalize main vocations to be taken into consideration. 10 vocations are selected after investigations that offer most appealing careers in today's context. In each vocation 10 tasks are asked to be rated on the scale. Vocation that score highest marks will be considered best suitable career candidate should pursue on the basis of emotional satisfaction.

5. DISCUSSION, CONCLUSION AND SUGGESTIONS

It is always crucial yet most important time when student selects any vocation as career to pursue for lifetime. Selection of wrong alternative this time may make entire life complicated. At the time of selection psyche of student revolves around number of reasons to choose particular option. Fundamentally, counselors suggest areas which they find very much 'in fashion' and where they see more chances of career growth and development. That time student finds that alternative suitable due to tempting packages and urges to achieve esteemed status. Finally candidate starts taking interest in that particular area. But this type of interest is always time bound as it is been generated and synthesized keeping other motivators in mind ignoring emotional satisfaction of the individual. Further, counselors focus on certain other aspects too while counseling. They assess individual personalities, their skill sets, their competencies, interests etc. and do not focus on individual emotions.

Much of emphasis though is given to individual's personality during career counseling it is found in recent studies that even personalities get change over time. The researchers, of the University of Manchester's School of Psychological Sciences found during their study that personalities can and do change. According to them personality changes relates much more strongly to changes in life satisfaction. Their study clears how changes to our circumstances, such as a higher income, getting married or a different job might influence our wellbeing which finally changes some or many of our personality attributes. Changes to attributes of personality also are the results of the emotions we experience. Extent to which we encounter positive or negative emotions determine how and what sort of personality attributes will get affected and changed. Similarly as discussed in previous sections interests of a person could also be time bound. Area in which person finds his motives get fulfilled, he starts taking interest in that which is highly artificial and synthesized. Skills, competencies, abilities all can get learned and unlearned but there is one aspect with every human being that never changes and that is his tendency to get emotional and experience variety of positive, negative, primary and secondary emotions. Human's success in every role depends upon how emotionally he is satisfied with tasks he performs and returns he gets from that role. How much the vocation is aligned with human's personality, skills, interests or competencies, if he is coming across negative emotions in that job, he will not be able to develop his career in that sphere. This is what this research has emphasized to prove.

The survey conducted during the research advocates how professionals in various vocations agree to the fact that emotions have got great significance in career success and development. Further, they admitted that during the process of career counseling, those vocations should be recommended wherein individual experiences highest levels of emotional satisfaction. On these findings the structured emotional intelligence questionnaire is developed as a suggestive tool using which counselors can easily discover areas where candidate experience positive emotions. However this questionnaire has some limitations like due to limitations of time, efforts and resources only ten vocation areas could get studied and included out of hundreds available in today's scenario. Some more potential areas like hospitality, banking & insurance, public administration and polity, aviation etc. can further be added to the questionnaire. Also this questionnaire can be converted to simulation exercise where individual can experience various tasks the way they are performed in real life situations. Despite all limitations this study generates new stimulus and opens new areas of investigation as to how emotions are significant to career counseling and career development.

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APPENDIX

APPENDIX 1 - STRUCTURED EMOTIONAL INTELLIGENCE QUESTIONNAIRE

Questionnaire

Name:

Age:

Note: Please tick mark the emotion which you feel is dominant in your case against each task mentioned under vocation areas

Vocation Area: Business and Management

Tasks	Scale Ratings				
	Joyful	Happy	Neutral	Sad	Angry
1. Working as a General Manager in a company					
2. Running your own enterprise					
3. Designing the Marketing campaign					
4. Working with financial data of the company					
5. Supervising factory production					
6. Formulating HR policies in the company					
7. Making efforts to boost up sales					
8. Making data entries of the business					
9. Making presentations and negotiating over new projects					
10. Liasoning with national and international parties					
Total Scores					

Vocation Area: Commerce, Economics and Finance

Tasks	Scale Ratings				
	Joyful	Happy	Neutral	Sad	Angry
1. Auditing the company's Accounts					
2. Providing Advisory services to companies on tax management and tax planning under Income Tax, Excise and Customs Laws					
3. Analyzing financial information to produce forecasts of business, industry, and economic conditions for use in making investment decisions					
4. Working as an Economic Analyst					
5. Market survey specialist					
6. Financial and Economic planning for the locality					
7. Provide advice and consultation on economic relationships to businesses, public and private agencies, and other employers					
8. Compile, analyze, and report data to explain economic phenomena and forecast market trends, applying mathematical models and statistical techniques					
9. Acting as arbitration/conciliator in domestic and international commercial disputes					
10. Investigation to ascertain the financial position of business house for the purpose of issue of new shares, purchase or sale or financing of business, finding out reasons for increase or decrease of profits, reconstruction and amalgamations					
Total Scores					

Vocation Area: Engineering and Technology

Tasks	Scale Ratings				
	Joyful	Happy	Neutral	Sad	Angry
1. Working as the researcher in the Biotechnology lab					
2. building and testing machines, engines and other mechanical devices					
3. designing equipment and processes for large-scale chemical manufacturing					
4. planning, designing, constructing and maintaining structures – such as buildings, roads, bridges and dams					
5. designing, developing, testing and supervising the manufacture of electrical and electronic equipment					
6. drawing from many engineering fields and backgrounds to combine emerging technologies to create new ideas and materials					
7. Looking at how engineering and technology can be applied to the human body.					
8. Designing, development, testing and evaluation of computer software and hardware systems					
9. Researching and developing the processes, instruments and systems needed to derive benefits from nuclear energy and radiation					
10. applying engineering technology and biological science to agriculture, and design agricultural machinery and equipment					
Total Score					

Vocation Area: Medicine and Health

Tasks	Scale Ratings				
	Joyful	Happy	Neutral	Sad	Angry
1. Working as the general physician					
2. Working as a specialist (Neurologist, Cardiologist, Ophthalmologist, Pediatrician, Psychologist, Orthopedician, Dentist etc.)					
3. Running the Healthcare Center					
4. Running the Fitness Center					
5. Consulting people on type of diet they should take					
6. Training on spiritual healing, yoga and meditation					
7. Giving consultation using traditional form of treatments like Ayurveda, Unani, Homeopathy etc.					
8. Conducting research on medicine and pharmaceuticals					
9. Running your own health clinics					
10. Running a rehabilitation center					
Total Score					

Vocation Area: Media, Entertainment and Communication

Tasks	Scale Ratings				
	Joyful	Happy	Neutral	Sad	Angry
1. Designing graphics and digital media					
2. Working as a journalist and reporter					
3. Producing and directing television and radio programmes/movies					
4. Creating and maintaining web pages, web sites, email newsletters, newsfeeds, and other web or Internet-based communications materials					
5. Planning and coordinating events and tradeshow; and manage vendors, such as PR agency and Marketing contractor, as well Co-marketing Partners and Customers					
6. Anchoring/Presenting work at the front line of television or radio with introducing and host programs, read the news, interview people and report on issues and events					
7. Operating consoles and other equipment to control, replay, and mix sound from various sources in live concert performances and in the production of records, tapes, and films					
8. Working with digital, electronic and film cameras in multi and single camera operational conditions, producing pictures for directors by combining the use of complex technology with creative visual skills					
9. Assembling footage of feature films, television shows, documentaries, and industrials into a seamless end product					
10. Organizing and making arrangements to make sets for programmes and events					
Total Score					

Vocation Area: Arts and Literature

Tasks	Scale Ratings				
	Joyful	Happy	Neutral	Sad	Angry
1. Choreographing dance performances					
2. Singing songs for television, cinema and concerts					
3. Composing and playing Music for radio, television, cinema and concerts					
4. Writing scripts for movies, dramas and other programmes					
5. Engaging in Photography and videography tasks					
6. Working as an art director of theatre, movies and television programmes					
7. Designing jewellery, costumes, sets etc.					
8. Acting in television programmes and cinema					
9. Writing books and literature					
10. Painting and drawing artwork for exhibitions					
Total Score					

Vocation Area: Law and Order

Tasks	Scale Ratings				
	Joyful	Happy	Neutral	Sad	Angry
1. Advising clients concerning business transactions, claim liability, advisability of prosecuting or defending lawsuits, or legal rights and obligations					
2. Interpreting laws, rules and regulations for individuals and businesses.					
3. Analyzing the probable outcomes of cases, using knowledge of legal precedents					
4. Gathering evidence to formulate defense or to initiate legal actions, by such means as interviewing clients and witnesses to ascertain the facts of a case					
5. Working as legal specialist (commercial, civil, administrative etc.)					
6. Analyzing the case description and giving judgment over the case					
7. Designing the legal regulatory amendments and pass orders for implementation					
8. Preparing legal documentation on behalf of clients to represent them in a host of legal matters					
9. Liaisoning with government and regulatory bodies to gather facts about various issues on enforcement of laws					
10. Helping and solve disputes in tribunals					
Total Score					

Vocation Area: Education

Tasks	Scale Ratings				
	Joyful	Happy	Neutral	Sad	Angry
1. Teaching students in college or university					
2. Teaching in high and higher secondary schools					
3. Teaching in primary and pre primary schools					
4. Instructing to teach teachers the ways of teaching					
5. Administering all the academic tasks in the institute					
6. Researching various aspects of specific area of interest					
7. Coordinating various courses and programmes offered by institute					
8. Administering all non academic tasks in educational institute					
9. Counseling students over matters they need help					
10. Helping to organize events and programmes in Institutes					
Total Score					

Vocation Area: Social Work

Tasks	Scale Ratings				
	Joyful	Happy	Neutral	Sad	Angry
1. Helping children in orphanage					
2. Serving the rehabilitation center of physically and mentally challenged ones					
3. Helping people be aware of hygiene, nutrition, prevention of diseases etc.					
4. Works as child rights activist					
5. Working for women empowerment and safety					
6. Working for poor and deprived sections of the society					
7. Running own non profit organization for social welfare					
8. Making arrangements of housing for slum dwellers					
9. Working as a catalyst of change to bring revolution to transform society					
10. Collaborating with government and international bodies to leverage social welfare on mass level					
Total Score					

Vocation Area: Beauty and Fashion

Tasks	Scale Ratings				
	Joyful	Happy	Neutral	Sad	Angry
1. Designing jewellery and costumes					
2. Running own boutique					
3. Running own beauty clinic or spa					
4. Working as a model to advertize various products					
5. Working as make up and make over artist					
6. Working as hair dresser					
7. Designing overall accessory requirements					
8. Merchandizing and retailing fashion products					
9. Merchandizing and retailing beauty products					
10. Researching upon new development of cosmetics					
Total Score					

Vocation earned highest score:

Vocation earned lowest score:

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