

**GUIDANCE AND COUNSELLING, 2ND YEAR, COURSE-11(D), UNIT -02,  
TECHNIQUES AND PROCEDURES OF GUIDANCE, -----BY RAJU KUMAR  
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### **Methods of Measuring Interests**

We can measure the interests of individuals by the following methods:

- 1) Observation: We may observe manifest interests. What an individual actually does is a good indication of what his interests are.
- 2) Claims of the Counselee: We can know the interests by knowing the expressed interests of the individual, in a subject, activity, object or vocation. Verbal claim can be an indicator of his/her interests.
- 3) Use of Instruments: We may assess interests using an instrument like Michigan Vocabulary Test on the grounds that if the individual is really interested in something, s/he will know the vocabulary involved in that area.
- 4) Use of Inventories: We may determine the pattern of an individual's interest from his/her responses to lists of occupations and activities. Interest inventories provide information about the student's preferences which are more stable than the verbally claimed interests. The latter are too often influenced by his/her limited and faulty knowledge of occupations. This technique is by far the most common means of assessing interests and is commonly used.