

Chapter 3

Researching Careers

Lesson 3.1

Career Choices

Lesson 3.2

Career Research

CAREER CLUSTER

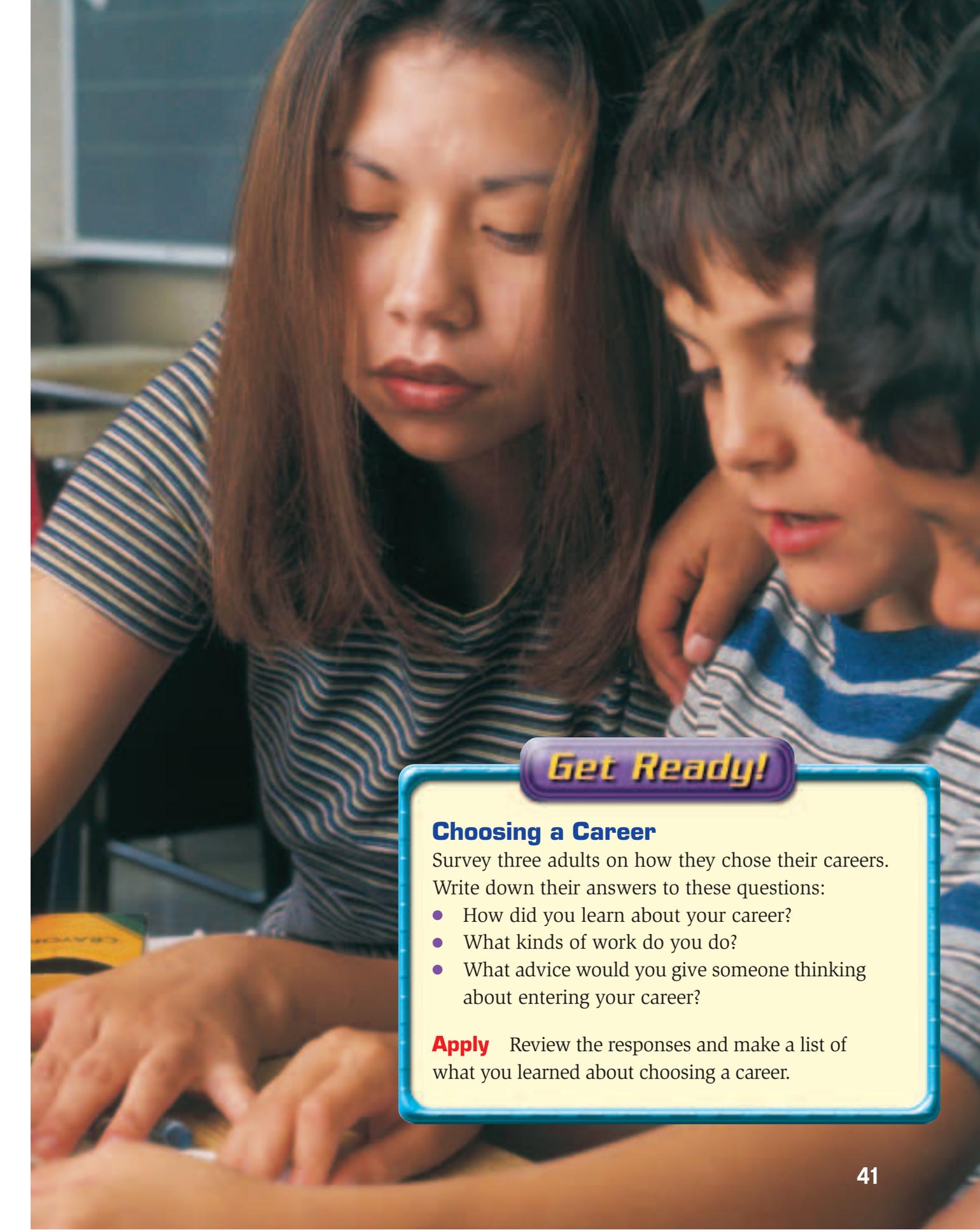
You will explore the Arts, Audio/Video Technology, and Communications career cluster.



What You'll Learn

- You will learn how to research careers.
- You will look at career clusters and kinds of activities people do in many careers.
- You will find out where to get information about careers that interest you.



A young woman with long brown hair and a young man with dark curly hair are looking at a book together. The woman is on the left, wearing a blue and white striped shirt, and the man is on the right, wearing a blue and white striped shirt. They are both looking down at the book with focused expressions. The background is slightly blurred, showing what appears to be a classroom or library setting.

Get Ready!

Choosing a Career

Survey three adults on how they chose their careers. Write down their answers to these questions:

- How did you learn about your career?
- What kinds of work do you do?
- What advice would you give someone thinking about entering your career?

Apply Review the responses and make a list of what you learned about choosing a career.

Career Choices

Discover

- Which career clusters, or groups of related careers, interest you
- Career interest areas, or kinds of activities, that can direct you toward specific careers

Why It's Important

By looking at career clusters and career activities, you'll get an idea of the kinds of careers you might enjoy. Exploring all kinds of career possibilities now will help you make career choices later.

KEY TERMS

- career clusters
- career interest areas

When was the last time you went out for ice cream? Did it take you a long time to decide what you wanted? Chances are you had to choose from dozens of flavors. How did you ever make up your mind?

Now imagine yourself making a different kind of choice. This time you're considering different types of careers. There are more than 28,800 different careers to choose from. Do you know what you want to do for a living? How will you ever be able to decide?



Think About Your Choices

It's never too soon to start thinking about careers. You have many choices.

What careers do you have in mind?

Why not take a taste? You'd ask for a taste if you weren't sure what flavor of ice cream to get. Of course, tasting all those flavors of ice cream might give you a stomachache. Just thinking about 28,800 careers might make your head ache. Luckily there is an easy way to think about careers. The U.S. Department of Education has organized careers into 16 career clusters.

Career Clusters

Career clusters are groups of similar occupations and industries. Career clusters will help you discover your interests and decide where you want your future to take you. **Figure 3.1** on page 44 lists the 16 career clusters. Which clusters appeal to you? Why?

The Global Workplace

The Perfect Gift

It's a nice gesture to give your host in a foreign country a gift for his or her hospitality. Choose your gift carefully though. Even the most well-intentioned gifts can be offensive in some countries. Never give a clock as a present in Hong Kong, as it connotes death. When you visit someone's home in Ecuador, never bring lilies or marigolds. These flowers are only for funerals. In Germany, avoid giving gifts such as perfume, soap, and clothing. These items are too personal.

So take the time to research and find that perfect gift. It will show that you understand and respect the customs of other countries.

Internet Activity

Use Internet resources to find out what business gifts are appropriate in one other country. Is there a special way in which you should present or receive a gift in this country? Go to the *Exploring Careers* Web site at exploring.glencoe.com for a list of Web sites to help you complete this activity.



Figure 3.1**U.S. DEPARTMENT OF EDUCATION CAREER CLUSTERS**

Career Cluster	Job Examples
Agriculture, Food, and Natural Resources	Farmer, park ranger, animal trainer, food inspector, logger, ecologist, veterinarian, arborist, geologist, miner
Architecture and Construction	Building inspector, surveyor, architect, bricklayer, electrician, drywall installer, drafter, civil engineer, plumber
Arts, Audio/Video Technology, and Communications	Actor, computer animator, musician, camera operator, telephone technician, broadcast technician, choreographer
Business, Management, and Administration	Receptionist, business analyst, human resources manager, marketing manager, accounting clerk, controller, recruiter
Education and Training	Teacher, coach, corporate trainer, librarian, school principal
Finance	Stockbroker, banker, insurance agent, financial analyst, economist, auditor, accountant, tax preparer, loan officer
Government and Public Administration	City manager, customs inspector, legislator, urban planner, postal worker, army officer, meter reader, sanitation worker
Health Science	Paramedic, physician, nurse, pharmacist, physical therapist, dietician, dentist, home health aide, health educator
Hospitality and Tourism	Chef, caterer, lifeguard, professional athlete, hotel manager, housekeeper, travel agent, personal fitness trainer, concierge
Human Services	Child care worker, social worker, psychologist, counselor, consumer advocate, hairstylist, product safety tester
Information Technology	Computer programmer, e-commerce specialist, Web designer, systems analyst, network administrator
Law, Public Safety, and Security	Firefighter, security guard, bailiff, paralegal, attorney, judge, dispatcher, crime lab technician, detective, parole officer
Manufacturing	Machinist, welder, production manager, robotics engineer, model maker, baker, industrial designer, textile designer
Marketing, Sales, and Service	Cashier, inventory clerk, real estate broker, interior designer, model, retail salesperson, telemarketer, marketing researcher
Science, Technology, Engineering, and Mathematics	Engineer, astronomer, mathematician, physicist, microbiologist, chemist, aerospace engineer, oceanographer
Transportation, Distribution, and Logistics	Airline pilot, taxi driver, railroad conductor, cargo agent, shipping clerk, air traffic controller, vehicle mechanic

Career Clusters A career cluster is a group of jobs and industries that are similar. Grouping careers into clusters makes it easier to see the variety of careers that are available in the United States. *How are the jobs listed for each cluster alike?*

Career clusters are organized by industry and occupation. Industries, such as finance and manufacturing, produce products or services. An occupation, such as teacher, requires workers to have specific job skills and knowledge. For this reason, a career may fall into two different career clusters. Medical transcriptionists, for example, are part of both the Business, Management, and Administration career cluster and the Health Science career cluster. Workers in this career must use medical knowledge to provide transcription services.

Every career cluster is divided into career pathways. Each career pathway contains a group of careers requiring similar skills and education. You can learn more about career pathways in the Career Clusters Appendix at the back of the book.

Career Interest Areas

Here's another way to discover different kinds of careers. Try matching what you know about yourself to career interest areas. **Career interest areas** are general kinds of activities people do in many different careers.

Figure 3.2 on pages 46–47 shows six career interest areas. Take some time to think about each one.



Career Opportunities

Arts, A/V Technology, and Communications
Music, dance, theater, literature, telecommunications—they're all part of the Arts, Audio/Video Technology, and Communications career cluster. You may enjoy a career in this cluster if you are interested in any of these areas.

Critical Thinking
Why would a museum curator need to have an advanced degree?

MUSEUM CURATOR
Local art museum seeks curator to oversee contemporary art collection. Master's degree in art history required; doctoral degree preferred. Candidates must have a vision for acquiring new art pieces to complete the museum's collection.

What's Your Match?

Did you see yourself in any of the career interest areas? You may actually have found more than one interest area that fits you. That's not surprising. There's a little bit of each type in all of us.

Focus on the one or two areas that describe you best. These areas help pinpoint your strongest interests, values, skills, and aptitudes. They will point you to careers you might like.

Figure 3.2

CAREER INTEREST AREAS

Think of career interest areas as kinds of activities you may or may not like to do. Look again at the lists you made of your interests, values, skills, and aptitudes. Now look at the six career interest areas. *Which sound like you?*

A



Creator

You're likely to be a creative thinker. You're also often the independent type. You may need to express your ideas or feelings through some form of art. You may like making things.

B



Investigator

You're probably a logical thinker. You may like testing theories and doing research. Discovering new ways of doing things may interest you. Your interests may include science, math, or history.

C



Organizer

You probably love working with information or numbers. You may be neat. Perhaps you find it easy to follow rules and directions. You may thrive on routine. You usually like working as part of a team.

Careers for All Types!

What careers do you suppose match the different career interest areas? You may be in for a surprise. Look at the *Creator*, for example. Creators work in many different careers. Sure, they might be actors, journalists, photographers, or songwriters. They can also be teachers, advertising executives, or plastic surgeons. City planners, robotics engineers, and even Web-masters would also consider themselves Creators.

D



Influencer

You're likely to be out in front and leading others. You're probably good at making a point. You usually have no problem persuading others to agree with you. You may be somewhat competitive.

E



Doer

You always seem busy. You appear to have endless energy. You may like working with your hands. You probably enjoy using tools and machinery. You may love the outdoors.

F



Helper

You tend to think of others before yourself. People may describe you as friendly, fun, or patient. You're always around to lend a hand. You probably work well in groups. You usually communicate well with people.



Do What You Love

Many people find a match for themselves in more than one career interest area. *What career interest areas might describe the activities of this person?*

People in a variety of careers also represent the other career interest areas. *Investigators* include physicians, repair technicians, and librarians. They might design solar energy systems, write computer programs, or conduct experiments in laboratories. Lawyers, weather observers, and historians are also Investigators.

Organizers are everywhere, too. They are proofreaders, office managers, and reservation agents. They work as magazine editors, laboratory technicians, and food scientists. Organizers might keep a company's financial records or record research data. Financial consultants, word-processing specialists, and printing equipment operators are all Organizers.

Politicians, company presidents, marketing managers, and salespeople are obvious *Influencers*. Influencers also include restaurant managers, TV announcers, and small business owners. Even real estate agents, film producers, and building contractors would call themselves Influencers.

There are also *Doers* in many careers. Electricians, firefighters, and farmers are a few examples. Dental hygienists, forestry workers, and jewelers are others. Doers might spend their days outdoors repairing power lines or building roads and highways. They might also work indoors operating special machinery to build airplanes or automobiles. Automotive mechanics, hair stylists, and camera operators also are Doers.

Helpers are also all around. Nurses, teachers, ministers, and social workers help people every day. Other Helpers include wedding coordinators, travel agents, and environmental engineers. Career counselors, psychiatrists, and child care workers are also good examples of Helpers.

Take some time to review the job examples for the career clusters in **Figure 3.1** on page 44. What careers match the career interest areas that describe you? Do any of these careers appeal to you?

Exploring Online

Remember, one of your best resources is exploring.glencoe.com

Key Terms Review

1. Make two flash cards, one for career clusters and one for career interest areas. On one side of each card, write the term. On the other side, write the definition. Use the cards to drill a classmate on the definitions.
 - career clusters
 - career interest areas

Check Your Understanding

Choose the correct answer for each item. Write your answers on a separate sheet of paper.

2. One of the 16 career clusters is _____.
 - a. Marine Science
 - b. Economic Policy
 - c. Manufacturing
3. One of the six career interest areas is _____.
 - a. Business
 - b. Creator
 - c. Ideals
4. If you tend to think of others before yourself, you are a _____.
 - a. Doer
 - b. Helper
 - c. Creator

Critical Thinking

Use complete sentences to answer the following questions. Write your answers on a separate sheet of paper.

5. Why are social workers and hair-dressers part of the same career cluster, human services?
6. Which career interest area do you think would be most common for doctors?

Connecting to the Workplace

7. **Career Interest Inventory** Survey an adult about his or her career interest areas. Write the person's name and a brief description of the person's job. Also note the career cluster the job is in. Describe each interest area to the adult. Note the career interest areas the adult thinks describe him or her. Analyze the match between the adult's job and his or her career interest areas. Does the match seem like a good one? Why or why not?

Teamwork

8. **Create a Brochure** Work with a small group of classmates. As a group, choose one of the 16 career clusters. Have each member of the group research a career in the cluster. Work together to make a brochure, with visuals, that tells about careers in the cluster. Distribute copies of the finished brochure to your fellow classmates.

Career Research

Discover

- Key questions to ask about careers that interest you
- Where to get information about careers

Why It's Important

By researching careers you'll get to know as much as you can about careers that interest you. The information you gather will help you decide which careers are right for you.

KEY TERMS

- research
- exploratory interview
- job shadowing
- internship
- volunteering
- service learning
- cooperative program

Once you identify interesting careers, it's time for some research. When you do **research**, you investigate a subject and gather information about it. The research you do now will pay off in many ways later.

What to Research

Before you begin, it helps to know what kind of information you're looking for. Be sure to keep your lists of interests, values, skills, and aptitudes handy also. The following 10 questions will help you gather basic information about careers.

1. What skills and aptitudes should I have?
2. What education and training would I need?
3. What would my work environment, or surroundings, be like?
4. What hours would I spend on the job?
5. What kinds of work would I do?
6. What responsibilities would I have?

Find Career Information

You won't have any trouble finding career information. You live in the information age, after all. *What resources do you use to find information on other topics? Which might also have information about careers?*



7. Would I be able to move ahead?
8. What will this career be like when I'm ready to work?
9. What does this career pay?
10. What other rewards would this career provide?

Where Do You Find It?

You know *what* you're looking for. Now you need to know *where* to look for it. Finding out about careers is easier than you might think. You can gather information in many places and many ways.

Check Out the Library

Your school or public library is a good place to start. First, see if your library has a job information or career center. If it does, you'll find reference books, magazines, videos, and other information on careers there.

Search the library catalog for the subject "careers." A librarian can also help you locate career reference materials. The following publications are especially useful:

- The ***Dictionary of Occupational Titles (DOT)***—a collection of 20,000 detailed job profiles. O*NET, the online version of the DOT, is a database of job profiles.
- The ***Occupational Outlook Handbook (OOH)***—a general source of information about hundreds of careers. It explains what workers in each career do and what education and training they need. The OOH also makes predictions about the future of each career. It is available in print and online.
- The ***Guide for Occupational Exploration***—a guide to exploring 12,000 careers grouped according to 12 major interest areas and subgroups within those areas. The guide cross-references jobs by interests, experience, skills, and training.
- The ***Occupational Outlook Quarterly***—a publication that provides current information on employment trends and outlooks. This update to the OOH comes out four times a year. It is available in print and online.
- The ***Reader's Guide to Periodical Literature***—a detailed index of magazine articles.

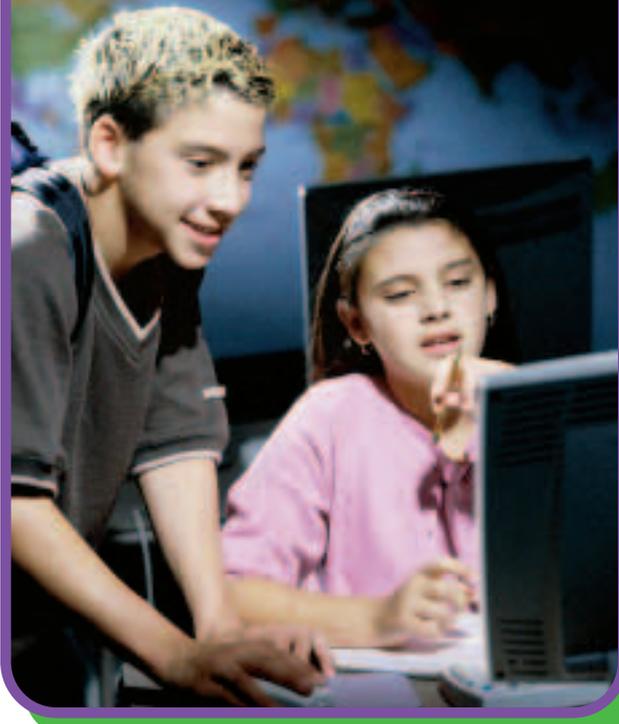


Flexibility

The one constant in life is change. Technology and jobs are always changing. What's the best method for dealing with change? Welcome it! Flexibility is crucial. Facing change with a positive attitude will help you learn new skills and adapt to new challenges.

Cooperative Learning Activity

- Team up with two or three classmates.
- Together, investigate one aspect of your school that has changed recently.
- Ask teachers and fellow students about the ways they have had to adapt to this change.
- As a group, write an article on the change you've investigated.



Global Connections

The Internet links you to people and sources of information around the world. *Why might career information from around the world be useful?*

Search the Internet

These days, the hottest place to research anything is the Internet. The World Wide Web offers a wide range of job recruitment and career research Web sites. These Web sites are run by various organizations and businesses. Many Web sites specialize in specific careers and industries.

You can also use the Internet to find career opportunities and information on a specific company's Web site. Most large companies now list their job openings either on their own Web page or with an online job listing service.

The federal government has many career research resources on the Internet. For links to online career research resources, go to the *Exploring Careers* Web site at exploring.glencoe.com.

Know Your Sources

No matter where you get your information, it's always important to check it. You want to be sure that the information you gathered is true and that it is still current. Make sure you can trust the source of your information. Compare your information with information from other sources. Check to see how up-to-date the information is.

Talk to People

You can ask family, friends, and neighbors to help you explore careers. With their help, build a list of people who work in interesting careers. Teachers and school counselors may also be able to add people to your list.

Then do what Michael Klein did. Arrange an exploratory interview. An **exploratory interview** is a short, informal talk with someone who works in a career that interests you. It's a good way to get an insider's view of a particular career.

Michael had always imagined himself in publishing. He grew up just outside New York City, a center of publishing.

When Michael discovered that his mother’s friend was a magazine editor, he called the friend. She was more than happy to meet with him. The interview was a real eye-opener for Michael.

“ I sure learned a lot. My mom’s friend was very open with me. She told me about the pluses and minuses of her job. I’ve got a much better idea of what I’d be getting into now. ”

Michael’s interview paid off. His Mom’s friend introduced him to the managing editor. The managing editor invited Michael to apply for a part-time job next summer.

Conduct Exploratory Interviews

Now that you know how to locate, analyze, and apply career information, use that knowledge to create a Career Resource File.

Talk to People Ask your family, friends, neighbors, teachers, and counselors to help you build a list of people who work in careers and industries that you find interesting. Do some initial research online and at the library to learn more about the careers and industries in which you are interested. Then, call business and industry representatives to arrange exploratory interviews. Don’t be afraid to ask people for interviews. They may have started out by receiving someone else’s help and may be more than happy to pass the favor along.

Ask Questions During the interviews, ask questions such as these:

- How did you start in your career?
- What education and training did it require?
- What do you like about your job?
- What do you do on a typical day at your job?

Take Notes Take detailed notes during your interviews. Afterward, write your reflections on each interview experience. Place your reflections in your Career Resource File. As you gather more information about the careers and industries in which you are interested, add the information to your Career Resource File.



Try This Activity



Check Your Information

Q: I found a chat room about a career I'm interested in. Several people said there was no future in this career. Should I forget about this career?

A: Absolutely not! You can't always trust what you find on the Internet. It's important to check any information you gather. Before you accept or act on any information you find, ask yourself these questions about the information:

- Is it a fact or one person's opinion?
- Is it current or is it out-of-date?
- Is it the same as what I find in sources that I trust?

Work!

Obviously, the best way to learn about a career from the inside is to work. A job in a particular career area can wait until you're in high school. Right now, though, you can take advantage of other kinds of work opportunities.

Try job shadowing, for instance. **Job shadowing** involves following someone for a few days on the job. You learn about a particular career by watching and listening.

Jana Davies got her first taste of the career she has today by doing just that. Jana is an accountant in Boston. Mathematics was Jana's favorite subject in school. When she was in middle school, she spent two days at her uncle's accounting firm. "It was tax season—the most hectic time of year," she recalls. "I remember loving the atmosphere. It was quiet but so busy. Even today I find tax season exciting."

Another way to learn about careers is to experience an internship. An **internship** is a temporary paid or unpaid position that involves direct work experience in a career field. The value of an internship is the experience and the contacts that you make. Internships can sometimes lead to job offers.

You might also consider **volunteering**, or working without pay. Volunteering is a great way to explore careers. Senior citizen centers, hospitals, museums, and libraries are always looking for volunteers. You'll get valuable experience, whether you choose that career later or not.

Ask and Explore

You'll ask most of the questions at an exploratory interview. *Why is it important to gather information before the interview?*



A service learning project can also be a useful experience for researching careers. **Service learning** is a learning method in which students learn and develop through thoughtfully organized service to the community. You will learn more about community service and service learning in Lesson 15.2.

Another option to gain first-hand experience on a job is to participate in a cooperative (co-op) program. A **cooperative program** combines school studies with paid work experience. Students in a co-op program use the skills they are learning in class in a job related to their career of interest. Participants of a co-op program receive school credit and pay. They also gain great insight into a possible future career.

Write Career Critiques

Select two careers that interest you. Research the careers. To make sure that your research is well-rounded, use a variety of research techniques, including job shadowing, volunteering, internships, real or simulated work experiences, interviewing people, attending career fairs, reading books, watching videos, or using technology such as the Internet, CD-ROMs, and DVDs.

Critique Careers Collect as much information as you can about the careers. Then write critiques of the careers. Write what you like and dislike about each career, and include information on the career outlook.

Try This Activity



Help Others

When you volunteer, you give time and energy. In return, you get experience and much more. *Which career cluster might interest this volunteer?*

Key Terms Review

1. Write a letter to your grandparent or another adult describing the process of researching and exploring careers. In the letter, use and define each key term.
 - research
 - exploratory interview
 - job shadowing
 - internship
 - volunteering
 - service learning
 - cooperative program

Check Your Understanding

Tell whether each statement is true or false. Rewrite any false statement to make it true. Write your answers on a separate sheet of paper.

2. When doing career research, you should ask certain basic questions.
3. The library, the Internet, other people, and jobs are all sources of career information.
4. You can always trust information you find on the Internet.

Critical Thinking

Use complete sentences to answer the following questions. Write your answers on a separate sheet of paper.

5. What can you learn from an exploratory interview?

6. Why is it always important to gather up-to-date career information?

Character Building

7. **The Rewards of Volunteering** You and a classmate are volunteering at a local nursing home together. You've both agreed to work there for two months. However, your classmate always arrives late and leaves early, and she often works on her homework instead of spending time with the residents. She says that if she isn't getting paid, she doesn't need to work hard. Is this true? Explain your answer.



Community Involvement

8. **Research Volunteer Opportunities** Find out about local volunteer work that's available for someone your age. Look under the headings "Social Services" and "Human Services" in the Yellow Pages. Or, search the Internet for youth volunteer programs in your area. Contact an organization that sounds interesting. Ask questions about the work its volunteers do. Would this volunteer work help you in your career exploration? Share your research with the class.





Investigating Career Clusters



ARTS, AUDIO/VIDEO TECHNOLOGY, AND COMMUNICATIONS

- Arts** ● The performing and visual arts
- A/V Technology** ● The technology used to present sound or pictures
- Communications** ● The transmission of messages through technology

Job Title	Work Description
Choreographer	Creates original dances and instructs performers at rehearsals
Curator	Searches for, buys, and maintains art for museums
Dancer	Dances alone, with a partner, or in a group to entertain an audience
Director	Oversees the interpretation of plays and scripts for movies, TV, or theater
Illustrator	Paints or draws pictures for print or film media
Journalist	Gathers information and prepares stories about world events
Musician	Plays musical instruments, sings, composes, or conducts musical groups
Photographer	Photographs people, events, materials, and products with camera
Writer	Communicates through the written word

Exploration Activity

Arts, Audio/Video Technology, and Communications Use library and Internet resources to research a career in the Arts, A/V Technology, and Communications career cluster. Write a report on the kinds of work, skills required, working conditions, training and education required, and career outlook.

Cooperative Learning Interview a classmate about the career he or she researched. Find out as much information about that career as you can during the interview. Then have your classmate interview you about the career you researched. Afterward, share what you learned with the class.

Chapter Highlights

Lesson 3.1 There are thousands of different careers from which to choose. Exploring all kinds of career possibilities now will help you make career choices later.

Lesson 3.2 You can research careers at the library, on the Internet, by talking to people, and by working.

Key Concept Review

Use complete sentences to answer the following questions. Write your answers on a separate sheet of paper.

1. What is the difference between career clusters and career interest areas?
2. What kinds of career information should you research?
3. What are four places or ways to find career information?
4. How can you check the career information you gather?
5. What can you do now to explore working in a particular career?

Critical Thinking

Use complete sentences to answer the following questions. Write your answers on a separate sheet of paper.

6. Why are career clusters useful?
7. Why should you research a career before deciding on it?

8. What is the value of an internship?
9. What questions might you ask during an exploratory interview?
10. What can you learn about a career by job shadowing?

Skill Building

11. Basic—Writing

Write a letter to someone who works in a career that interests you. Describe why you're interested in his or her career. Request an exploratory interview. Include a list of interview questions.

12. Information—Acquires and Evaluates Information

Research a question you have about a career. Take notes on the information you find. Also record where you find it. Give a short oral report about your research. Compare doing research at the library with searching on the Internet.

Academic Applications

13. The Arts



You've been invited to have a booth at a career fair. You want to make buttons for visitors to your booth. The buttons will advertise your favorite career cluster. Design a button that tells about the cluster in words or pictures. Hand out paper copies of the button to your classmates.

14. Foreign Language



A career of interest to you requires knowledge of at least one language besides English. Find out about language classes at your school, your local high school, and in your community. Share your findings with the class.



Conduct Career Research

- **Conduct** research on the career in which you are most interested.
- **Note** the specifics about jobs in this career, such as the skills and aptitudes they require.
- **Create** a document titled *Career Research* from your notes and file it in your Personal Career Portfolio.
- **Review** your *Inventory of Interests, Aptitudes, Skills, and Values* list.
- **Note** in your *Career Research* document how your career of interest makes use of the items you listed in your *Inventory of Interests, Aptitudes, Skills, and Values*.
- **Review** your *Goals to Accomplish* list.
- **Revise** your *Goals to Accomplish* list if the career you are interested in would require you to reconsider your goals.
- **List** your new portfolio entry on your Personal Career Portfolio contents page.