



Perceptions of Job Skills in Competitive Intelligence Workers

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Background

Current literature speculates that experts and novices differ in their perceptions of task complexity, process of thought construction, and selection of information sources. Novices are described as having a high level of uncertainty and experts as more confident based on level of experience and familiarity. [1] This poster addresses the question: How do perceptions of job skills vary between novices and experts in competitive intelligence workers?

Method

Data was collected by Lisl Zach from a previous study through a survey given to competitive intelligence professionals to determine the skills and knowledge they feel are important for their work. The research question is address through a two part analysis.

Part 1: Content Analysis

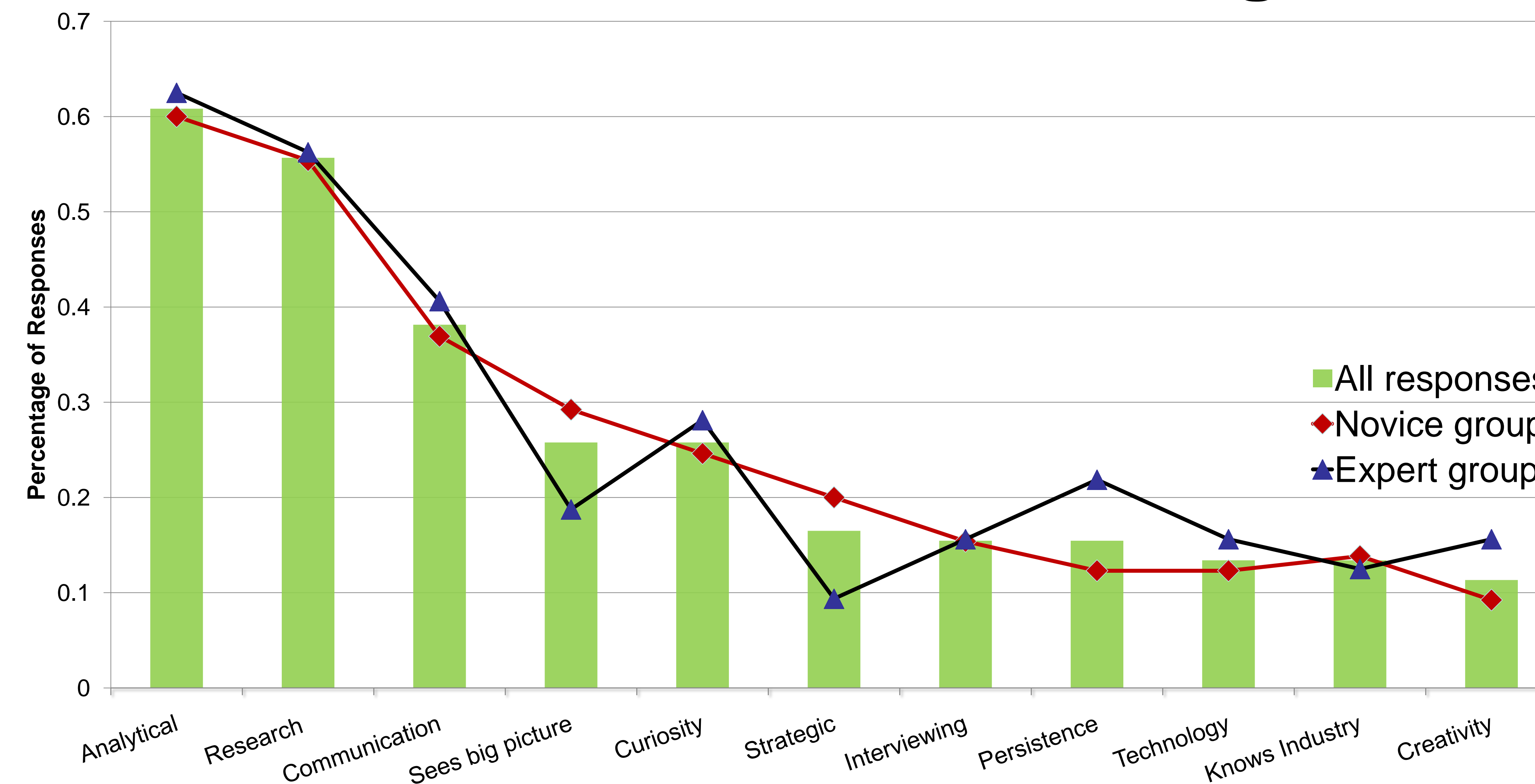
Responses were sorted into multiple categories and tallied. Eleven skills meet at least 10 percent of total responses and are shown in the bar chart.

Part 2: Correlations

The responses for top skills were sorted into two groups and compared for each category.

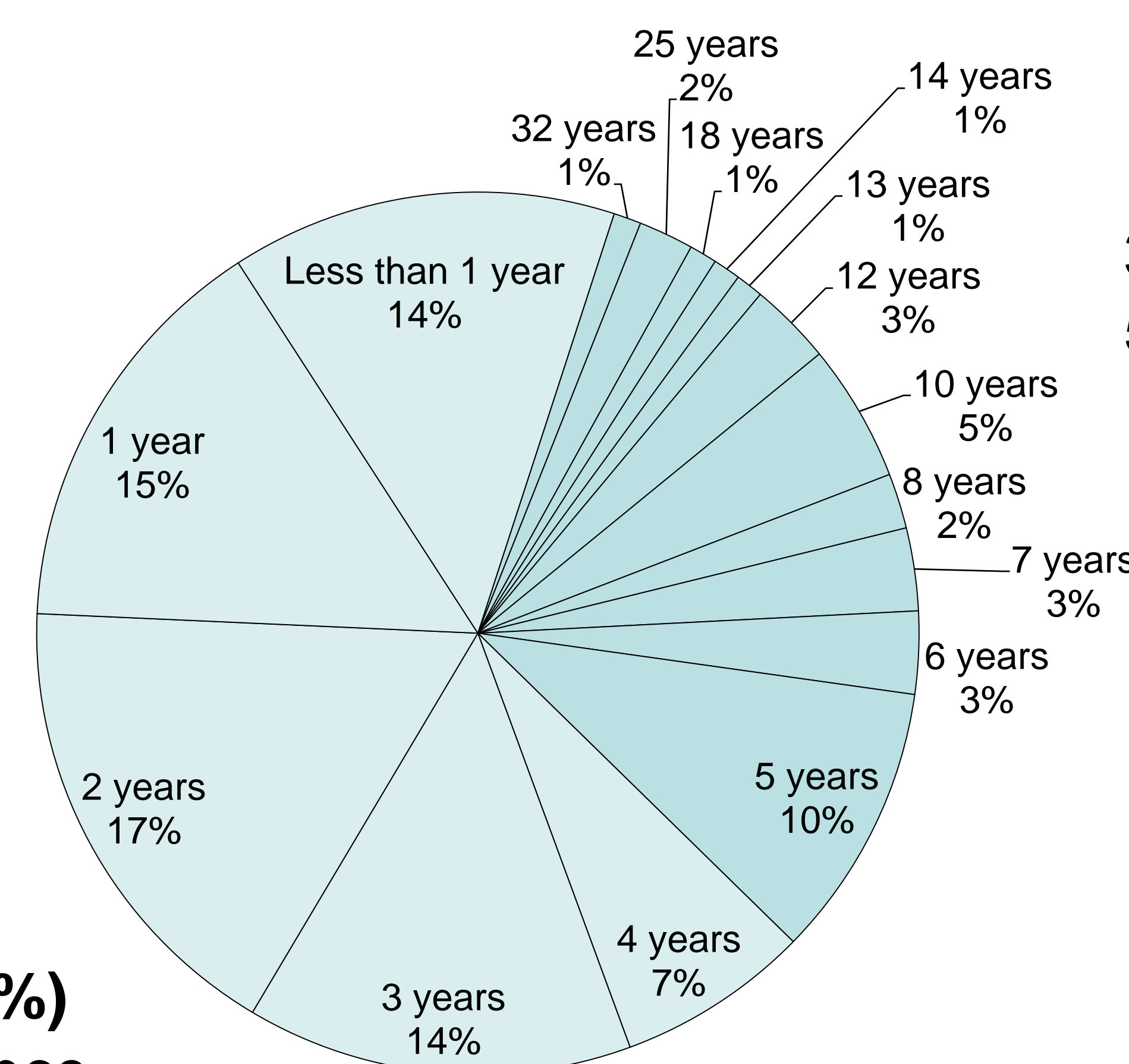
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Novices vs. Experts Critical Skills and Knowledge



Demographics:

Total of 97 responses from members of Society for Competitive Intelligence Professionals (SCIP)



32 Experts (32.9%)
5+ yrs experience

65 Novices (67.0%)
0-4 yrs of experience

Findings

- The novices versus experts chart to the left shows a general consensus among responses of both groups for the top three traits as well as general agreement across all skills.
- There is noticeable disagreement for the three of the traits: understanding the big picture, strategic vision, and persistence.
- It is possible that the dissimilarities are related to each other. Seeing the big picture may be related to having strategic vision.
- The findings may be partial to the interpretive nature of content analysis and small data size.

Future Research

- Analyzing job advertisements to find out which skills and knowledge are preferred.

References

Kuhlthau, Carol C. 1999. The role of experience in the information search process of an early career information worker: Perceptions of uncertainty, complexity, construction, and sources. *Journal of the American Society for Information Science* 50, no. 5: 399-412.

