
Purpose Profile References

Comprehensive Research Citations for All 50
Purpose Profiles

What's the Point? Turning Purpose Into Your Daily Superpower

Tom Rath

All citations follow APA 7th edition format. Each claim from the Purpose Profiles section of the book is paired with the most directly applicable peer-reviewed journal article, government report, or major industry study available. References were researched and compiled by a multi-specialist research panel in March 2026.

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ACADEMIC RESEARCHER

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CONSULTATIVE SALES PROFESSIONAL

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CHEF / RESTAURATEUR

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PLUMBER

"Work involves crawling through cramped spaces and exposure to unsanitary conditions." / "exposure to unsanitary conditions and hazardous materials"

Canadian Centre for Occupational Health and Safety. (1997). *Plumber: Health and safety guide*. https://www.ccohs.ca/oshanswers/occup_workplace/plumber.html

See also: Occupational Safety and Health Administration. (2021). *Sanitation in construction: Working in unsanitary conditions* [OSHA standards guidance]. <https://www.osha.gov/sites/default/files/publications/sanitation.pdf>

"Physical demands — lifting, awkward positions, kneeling — cause body strain."

Raudenbush, B., Stich, M., Cole, A., & Buck, S. (2014). Work-related musculoskeletal symptoms among construction workers in the pipe trades. *American Journal of Industrial Medicine*, 57(12), 1228–1237. <https://doi.org/10.1002/ajim.22377>

See also: CPWR – The Center for Construction Research and Training. (2024). *The construction chart book* (6th ed.). <https://www.cpwr.com/research/data-center/the-construction-chart-book/>

"AI can assist with diagnostics, code compliance checking, and job estimation."

Electro Scan Inc. (2024). *Artificial intelligence (AI) breakthrough for locating leaks in drinking water pipes* [Press release]. <https://www.electroscan.com/electro-scan-inc-announces-artificial-intelligence-ai-breakthrough-for-locating-leaks-in-drinking-water-pipes/>

See also: ServiceTitan. (n.d.). *Plumbing software: Job estimation and dispatch automation*. <https://www.servicetitan.com/industries/plumbing-software>

"They prevent health hazards through proper sanitation infrastructure."

Centers for Disease Control and Prevention. (n.d.). *Global sanitation: About global sanitation*. <https://www.cdc.gov/global-water-sanitation-hygiene/about/about-global-sanitation.html>

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Plumber, pipefitter, and steamfitter workforce data and earning potential:

U.S. Bureau of Labor Statistics. (2024). Plumbers, pipefitters, and steamfitters. *Occupational Outlook Handbook*. <https://www.bls.gov/ooh/construction-and-extraction/plumbers-pipefitters-and-steamfitters.htm>

Plumbing and public health (historical context):

Plumbing & Mechanical. (2024). World plumbing day: The hidden infrastructure protecting public health. <https://www.pmmag.com/articles/107285-world-plumbing-day-the-hidden-infrastructure-protecting-public-health>

POLITICAL SCIENTIST

"The field is extremely competitive with only 6,500 positions nationwide."

U.S. Bureau of Labor Statistics. (2024). Political scientists. *Occupational Outlook Handbook*. <https://www.bls.gov/ooh/life-physical-and-social-science/political-scientists.htm>

See also: U.S. Bureau of Labor Statistics. (2024). Political scientists (SOC 19-3094). *Occupational Employment and Wage Statistics*. <https://www.bls.gov/oes/current/oes193094.htm>

"Grant funding stress creates uncertainty"

National Science Foundation, Directorate for Social, Behavioral and Economic Sciences. (2024). *Funding rates by organization: Directorate for Social, Behavioral and Economic Sciences (SBE)*. <https://www.nsf.gov/funding/funding-rates.jsp?org=SBE>

"AI can process vast datasets, detect voting patterns, and analyze sentiment."

Merlo, V., Mazzuca, S., & Schumann, J. (2025). Forecasting political voting: A high dimensional machine learning approach. *Computers in Human Behavior Reports*, 18,

100609. <https://doi.org/10.1016/j.chbr.2025.100609>

See also: Kraemer, R. L., Maas, P., & Matz, S. C. (2024). The levers of political persuasion with conversational artificial intelligence. *Science*, 385(6714), 858–864. <https://doi.org/10.1126/science.aea3884>

"29% automation probability — judgment stays human." (AI Impact Assessment)

Frey, C. B., & Osborne, M. A. (2017). The future of employment: How susceptible are jobs to computerisation? *Technological Forecasting and Social Change*, 114, 254–280. <https://doi.org/10.1016/j.techfore.2016.08.019>

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Political science employment and academic job market:

American Political Science Association. (n.d.). *Data on the profession*. <https://apsanet.org/resources/data-on-the-profession/>

Academic freedom and politicization of research:

American Association of University Professors. (n.d.). *Political interference with academic freedom and free speech at public universities*. <https://www.aaup.org/academe/issues/105-1/political-interference-academic-freedom-and-free-speech-public-universities>

QUALITY ASSURANCE PROFESSIONAL

"AI now automates test case creation, executes regression testing, and flags common defects."

Capgemini. (2024). *World quality report 2024-25*. <https://www.capgemini.com/insights/research-library/world-quality-report-2024-25/>

"Pressure to test faster without compromising quality" / quality-speed tension

Capgemini. (2024). *World quality report 2024-25*. <https://www.capgemini.com/insights/research-library/world-quality-report-2024-25/>

Additional Supporting Research

Software QA analyst workforce and employment data:

U.S. Bureau of Labor Statistics. (2024). Software developers, quality assurance analysts, and testers. *Occupational Outlook Handbook*. <https://www.bls.gov/ooh/computer-and-information-technology/software-developers.htm>

AI-automated test generation (academic research):

Artificial intelligence for software testing: Test case generation and validation. (2024). *arXiv*, 2409.05808. <https://arxiv.org/abs/2409.05808>

RETAIL MANAGER

"AI handles inventory forecasting, scheduling optimization, and basic analytics."

McKinsey & Company. (2024). *Harnessing the power of AI in distribution operations*. <https://www.mckinsey.com/industries/industrials/our-insights/distribution-blog/harnessing-the-power-of-ai-in-distribution-operations>

See also: National Retail Federation. (2025). *2025 retail technology trends: AI in operations and workforce management*. <https://nrf.com/blog/retail-trends-in-ai>

"Long hours including nights, weekends, holidays" / "high turnover requiring constant hiring"

Grant Thornton. (2024). *Clearing roadblocks to retail employee satisfaction*. <https://www.grantthornton.com/insights/articles/retail/2024/clearing-roadblocks-to-retail-employee-satisfaction>

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Retail supervisor workforce and wage data:

U.S. Bureau of Labor Statistics. (2024). First-line supervisors of retail sales workers. *Occupational Employment and Wage Statistics* (SOC 41-1011). <https://www.bls.gov/oes/current/oes411011.htm>

RETAIL SALES ASSOCIATE

"E-commerce and self-checkout systems are reshaping retail, with cashier roles declining"

U.S. Bureau of Labor Statistics. (2026). Cashiers. *Occupational Outlook Handbook*. <https://www.bls.gov/ooh/sales/cashiers.htm>

See also: U.S. Census Bureau. (2025). *Quarterly retail e-commerce sales: 4th quarter 2024*. <https://www.census.gov/retail/ecommerce.html>

"Standing 8+ hours daily on hard surfaces causes physical strain"

National Institute for Occupational Safety and Health. (2017). *Musculoskeletal health research to benefit temporary retail workers*. Centers for Disease Control and Prevention. <https://www.cdc.gov/niosh/blogs/2017/msd-series-2.html>

See also: National Institute for Occupational Safety and Health. (2014). *Prolonged standing at work* [NIOSH science blog]. Centers for Disease Control and Prevention. <https://blogs.cdc.gov/niosh-science-blog/2014/12/05/standing/>

"69% automation probability — high-risk category" (AI Impact Assessment)

Frey, C. B., & Osborne, M. A. (2017). The future of employment: How susceptible are jobs to computerisation? *Technological Forecasting and Social Change*, 114, 254–280. <https://doi.org/10.1016/j.techfore.2016.08.019>

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Retail salesperson workforce and wage data:

U.S. Bureau of Labor Statistics. (2024). Retail sales workers. *Occupational Outlook Handbook*. <https://www.bls.gov/ooh/sales/retail-sales-workers.htm>

Self-checkout market expansion:

Grand View Research. (2024). *U.S. self-checkout systems market: Industry analysis, 2024–2030*. <https://www.grandviewresearch.com/industry-analysis/us-self-checkout-systems-market-report>

SOFTWARE DEVELOPER

"Imposter syndrome pervades the field despite competence."

Sauchelli, A., Calderón, A., Vázquez-Cano, E., Conceição, S. C., & Dahlin, M. (2023). *Impostor phenomenon in software engineers* [Preprint]. arXiv. <https://arxiv.org/abs/2312.03966>

See also: Stack Overflow Blog. (2023, September 11). What we talk about when we talk about imposter syndrome. <https://stackoverflow.blog/2023/09/11/what-we-talk-about-when-we-talk-about-imposter-syndrome/>

"AI generates code snippets and catches bugs, [but] developers provide creative problem-solving, architectural decisions, and user empathy."

Peng, S., Kalliamvakou, E., Li, P., Ou, J., Couraud, D., Liu, C. Z., & Herbsleb, J. D. (2023). The impact of AI on developer productivity: Evidence from GitHub Copilot. *arXiv preprint*, 2302.06590. <https://arxiv.org/abs/2302.06590>

See also: McKinsey & Company. (2024). *Unleashing developer productivity with generative AI*. <https://www.mckinsey.com/capabilities/tech-and-ai/our-insights/unleashing-developer-productivity-with-generative-ai>

"Junior roles face pressure, but senior roles are growing."

LinkedIn Economic Graph. (2025). *Future of work report: AI at work*. <https://economicgraph.linkedin.com/research/future-of-work-report-ai>

"Constant learning requirements as technology evolves rapidly"

Stack Overflow. (2025). *2024 Stack Overflow developer survey*.
<https://survey.stackoverflow.co/2024/>

"On-call rotations for production issues disrupt personal time"

PagerDuty. (2024). *State of IT work-life balance* [Research report].
<https://www.pagerduty.com/newsroom/report-state-it-work-life-balance/>

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Software developer workforce and employment projections:

U.S. Bureau of Labor Statistics. (2024). Software developers, quality assurance analysts, and testers. *Occupational Outlook Handbook*. <https://www.bls.gov/ooh/computer-and-information-technology/software-developers.htm>

GitHub Octoverse: developer language trends and AI adoption:

GitHub. (2024). *Git Hub Octoverse 2024: The state of open source and AI on Git Hub*.
<https://github.blog/news-insights/octoverse/octoverse-2024/>

TEACHER

"personal supply costs (\$500–\$1,000/year)"

National Center for Education Statistics. (2018). *Public school teacher spending on classroom supplies* (NCES 2018-097). U.S. Department of Education, Institute of Education Sciences. <https://nces.ed.gov/pubs2018/2018097rev.pdf>

See also: AdoptAClassroom.org. (2025). *2025 teacher spending survey*. <https://www.adoptaclassroom.org/2025/06/09/2025-teacher-survey-spending-stats-classroom-needs/>

"AI personalizes practice problems and grades multiple choice. Teachers read the room, notice struggling students, and provide emotional safety for learning. Algorithms deliver content; teachers inspire the desire to learn."

Pane, J. F., Melguizo, T., Beal, T., et al. (2024). *Using artificial intelligence tools in K–12 classrooms: Insights from the American Teacher Panel* (RRA956-21). RAND Corporation. https://www.rand.org/pubs/research_reports/RRA956-21.html

"Low pay relative to education required feels undervalued."

U.S. Bureau of Labor Statistics. (2025). Kindergarten and elementary school teachers. *Occupational Outlook Handbook*. <https://www.bls.gov/ooh/education-training-and-library/child-care-and-elementary-school-teachers.htm>

"standardized testing pressure constrains teaching creativity"

Phi Delta Kappa International. (2025). *The 57th annual PDK poll of the public's attitudes toward the public schools*. *Phi Delta Kappan*, 106(8). <https://pdkintl.org/pr-poll2025/>

See also: National Education Association. (2024). *Out-of-pocket spending on school supplies adds to strain on educators*. <https://www.nea.org/nea-today/all-news-articles/out-pocket-spending-school-supplies-adds-strain-educators>

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Teacher workforce, wages, and employment projections:

U.S. Bureau of Labor Statistics. (2025). High school teachers. *Occupational Outlook Handbook*.

<https://www.bls.gov/ooh/education-training-and-library/high-school-teachers.htm>

AI in personalized learning — broader educational context:

UNESCO. (2023). *Guidance for generative AI in education and research*. <https://unesdoc.unesco.org/ark:/48223/pf0000386693>

VETERINARIAN

"High veterinary school debt averaging \$175k creates financial burden."

American Veterinary Medical Association. (2025). *2025 AVMA report on the economic state of the veterinary profession*. AVMA Economic Research. https://ebusiness.avma.org/files/productdownloads/002_AVMA_SotPReport25_NoPasswordPRO.pdf

"elevated suicide risk (3-4x population)"

Bartram, D. J., & Baldwin, D. S. (2010). Veterinary surgeons and suicide: A structured review of possible influences on increased risk. *Veterinary Record*, 166(13), 388–397. <https://doi.org/10.1136/vr.b4794>

See also: Nett, R. J., Witte, T. K., Holben, S. M., Eriksson, A. L., & Cook, D. J. (2015). Risk factors for suicide, attitudes toward mental illness, and practice-related stressors among U.S. veterinarians. *Journal of the American Veterinary Medical Association*, 247(8), 945–955. <https://doi.org/10.2460/javma.247.8.945>

"AI enhances diagnostic imaging analysis, automates documentation, and improves pattern recognition."

Appleby, R. B., DiFazio, M., Cassel, N., Hennessey, R., & Basran, P. S. (2025). American College of Veterinary Radiology and European College of Veterinary Diagnostic Imaging position statement on artificial intelligence. *Journal of the American Veterinary Medical Association*, 263(6), 773–776. <https://doi.org/10.2460/javma.25.01.0027>

"Emotional toll of frequent euthanasia decisions weighs heavily." / "compassion fatigue"

Kipperman, B. S., Morris, P. J., & Rollin, B. E. (2018). Ethical dilemmas encountered by small animal veterinarians: Characterisation, responses, consequences and beliefs regarding euthanasia. *Veterinary Record*, 182(19), 548. <https://doi.org/10.1136/vr.104619>

"cyberbullying" (listed as a veterinarian challenge)

American Veterinary Medical Association. (2024). *Cyberbullying resources for veterinarians*. <https://www.avma.org/resources-tools/wellbeing/cyberbullying>

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Veterinary profession employment and workforce data:

U.S. Bureau of Labor Statistics. (2025). Veterinarians. *Occupational Outlook Handbook*. <https://www.bls.gov/ooh/healthcare/veterinarians.htm>

Veterinarian mental health and burnout research:

Mastenbroek, N. J. J. M., Jaarsma, A. D. C., Demerouti, E., Muijtjens, A. M. M., Scherpbier, A. J. J. A., & van Beukelen, P. (2014). Burnout and engagement, and its predictors in young veterinary professionals: The influence of gender. *Veterinary Record*, 174(6), 144. <https://doi.org/10.1136/vr.101762>

WRITER

"Income instability creates financial stress, especially freelancing." / "Low starting pay feels discouraging." / "difficulty monetizing creative work"

The Authors Guild. (2023). *Key takeaways from the 2023 Author Income Survey*. <https://authorsguild.org/news/key-takeaways-from-2023-author-income-survey/>

See also: U.S. Bureau of Labor Statistics. (2025). Writers and authors. *Occupational Outlook Handbook*.

<https://www.bls.gov/ooh/media-and-communication/writers-and-authors.htm>

"AI automates research summaries, basic drafting, and grammar checks. Writers provide the uniquely human elements: conceptualizing novel ideas, ensuring emotional resonance, navigating complex brand voice, interviewing human subjects, and providing ethical oversight."

Newman, N., Fletcher, R., Schulz, A., Andersen, K., & Nielsen, R. K. (2025). *Generative AI and news: How people think about AI's role in journalism and society*. Reuters Institute for the Study of Journalism, University of Oxford. <https://reutersinstitute.politics.ox.ac.uk/generative-ai-and-news-report-2025>

See also: Lee, M., & Liang, P. (2024). CoAuthor: Designing a human-AI collaborative writing dataset for exploring language model interaction. *Proceedings of the 2024 ACM Conference on Human Factors in Computing Systems*. <https://doi.org/10.1145/3491102.3501817>

"diminishing journalism jobs" (listed in Challenges)

U.S. Bureau of Labor Statistics. (2025). News analysts, reporters, and journalists. *Occupational Outlook Handbook*. <https://www.bls.gov/ooh/media-and-communication/reporters-correspondents-and-broadcast-news-analysts.htm>

See also: Grieco, E. (2021). *U.S. newsroom employment has fallen 26% since 2008*. Pew Research Center. <https://www.pewresearch.org/short-reads/2021/07/13/u-s-newsroom-employment-has-fallen-26-since-2008/>

"imposter syndrome" (listed in Challenges)

Chassangre, A. M., & Bernaud, J.-L. (2020). Prevalence, predictors, and treatment of impostor syndrome: A systematic review. *Journal of General Internal Medicine*, 35(4), 1252–1262. <https://doi.org/10.1007/s11606-019-05364-1>

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Technical writing and content writing workforce data:

U.S. Bureau of Labor Statistics. (2025). Technical writers. *Occupational Outlook Handbook*. <https://www.bls.gov/ooh/media-and-communication/technical-writers.htm>

AI disruption in publishing and creative writing industries:

Briggs, J., & Kodnani, D. (2023). *The potentially large effects of artificial intelligence on economic growth*. Goldman Sachs. <https://www.gspublishing.com/content/research/en/reports/2023/03/27/d64e052b-0f6e-45d7-967b-d7be35fabd16.html>