

A response to the Moments of Choice research

Publication information

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1. About The Careers & Enterprise Company



Work nationally,
tailor locally

2. **About this paper**

3. Foreword

The mission of The Careers & Enterprise Company is to help young people make the transition from education into employment. Our goal is to help every young person find their way towards a productive and fulfilling adult life.

Our work at The Careers & Enterprise

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things to successfully transition into the

1. Encounters:

education.

2. Information:

3. A plan:

In our first year of operation we have

have Enterprise Advisers helping over 300

career related activities for young people and made £9.5m of grants to organisations that provide these activities.

In this report, we turn our attention to the question of information and how young people make decisions that affect their future. Our research report

information. The result is that such decisions are often made on the basis of family expectations, popular TV shows or

decisions by giving them a better understanding of what different careers

about what matters in career decisions and a better common understanding of

constructive advice from adults and are

about their future and then supporting

In these pages, we are setting out the role

better sense of the choices they face as

Key questions

These are our initial proposals but before

Are there any specific aspects of career

questions we would like to hear views on are:

Are there any particular approaches
to information dissemination that you

Is the need for 'public information'
correctly identified and described?

Comments

careerchoices@careersandenterprise.co.uk by Friday 30th September 2016.

4. **FLBY CL %g } > ^ ¥**

task is made too difficult. This is caused in part by the difficulty of understanding what different futures would really

be enthusiastic about careers. But it is also, in part, due to the 'high cognitive burden' or 'choice overload' of at least

it requires the consideration of large amounts of information that are difficult

people fall back on simple heuristics –

can earn more – heuristics that are often based on the advice of parents

a good career decision are often wrong.

One barrier to engaging in thinking

information. There were few mechanisms

information to them. They had little

identify the opportunities open to them

that mattered.

that young people spend time on qualifications that add little or no value to their

sense of subjective well-being with regard to (see pages 8 and 10).

Research

We will work with the Department for Education and other organisations

difference to outcomes. We will coordinate research activity in this area and

to identify the best ways to support

Consensus Building

the creation of an Advisory Council

messages and information that young

Public information

choices. We will disseminate information

matters most in careers decisions.

which messages are most effective.

5. Background: establishing

"pL %Bp .L~, N, Y^~>B C\$¥"

5.1 What are career choices?

Deciding what counts as a choice and what

young person. Other examples – such as

choices more often made by parents,
although influenced by young people.

Other 'choices' are determined primarily

start to think about your career at 7, 12, 14
or 16 and how you go about it. Deciding

aptitudes earlier in life may be the most

single point of selection. But the word

regard to drinking and smoking) which
are characterised more by continuous
application of a set of values. The decision

situations where the chooser experiences

of consumer product. But choice is also



support to the more straight orward that

In contrast, people who took a job because it paid well did not earn significantly more

3

result in both better choices and happier people. Our approach, therefore, should be to draw our definition of informed choice

young people have information about

capabilities to make sense of information

5.3 What is good 'choice architecture' in career choices?

architecture which has no influence on the

information are sometimes regarded as being less neutral since the editing of choice sets and information requires certain value judgements to be made. However,

more complete provision of information

to interpret information.

All choice architecture involves trade-offs between different types of potential harm and are treated with different levels of

inequalities between those who are able to work with more complex information and

pertinent to that young person. These are the 'choices that matter' for that young

person, in some cases, the key information

example questions about the value of different post-18 options.

Personalisation is central to the creation

scenarios. Personalisation means the degree to which the construction of choice sets and information sets is determined by

personalisation occurs when everybody has access to the same information and has to identify what is relevant to them. Weak personalisation occurs when information

example when information about career

whole population of people entering into a particular career.

Effective personalisation is the construction of information and choice sets that are relevant to well defined groups of people

who recognise such information as relevant to their situation. These information

Weak personalisation was something identified by our research into career choices. Effective personalisation is a key part of being able to push information more effectively and draw people's attention to the decisions and the information of

One particular



identify how to improve their careers

8

Our investment fund supports the

activities. Our second investment fund will



- An annual conference

7 9%6j s-> , ~

different disciplines (psychology, education, marketing, business)

misunderstood. Young people often underestimate what is required to

2. Building consensus

underestimate what their talents could

understanding of what matters most in

leaders from education, business, careers

do this by creating an advisory group that

- 3-4 employers including people from

- 3-4 independent experts including

- 3-4 people from education and training.

and could commission additional research.

would form the basis for creative treatments

effectively to schools and young people.

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