

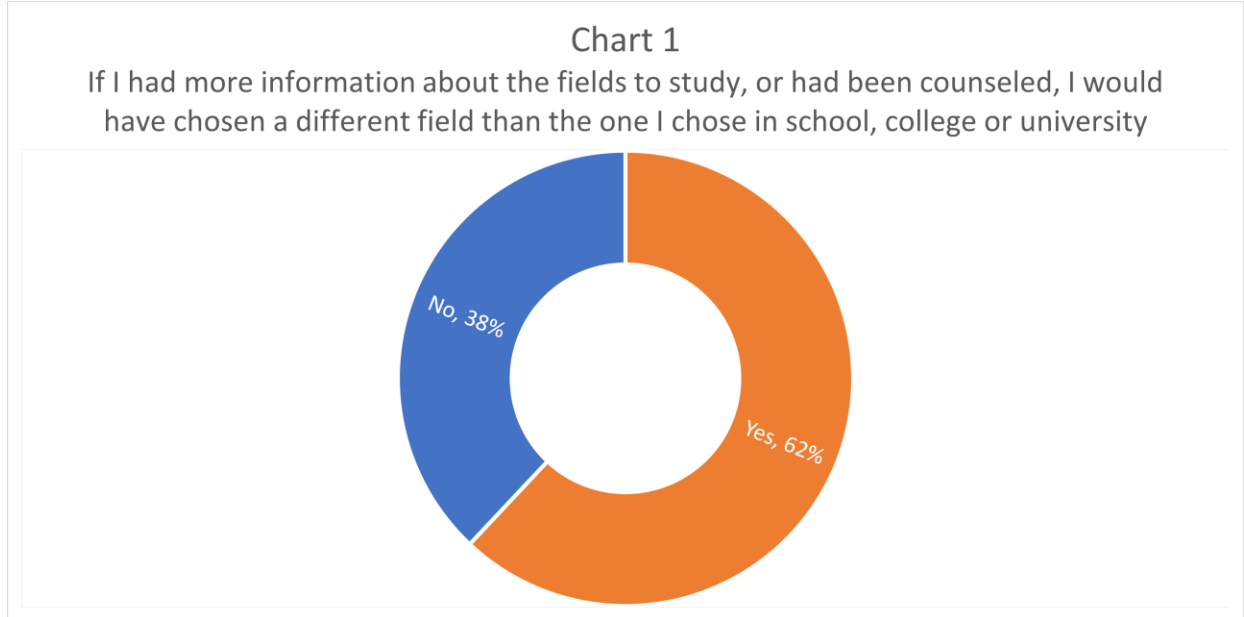
## How Students Choose Fields/Majors in School, College & University

**taleeminfo.pk** conducted a survey on 'How students choose fields/majors to pursue in school, college and university'. A questionnaire was developed and disseminated using social media. The survey remained live from January \_\_\_ to February 8, 2023. Students and those who had graduated but were 30 years old or younger were asked to respond. A total 503 persons responded. (However, the number of respondents for each questions vary, as each question was optional).

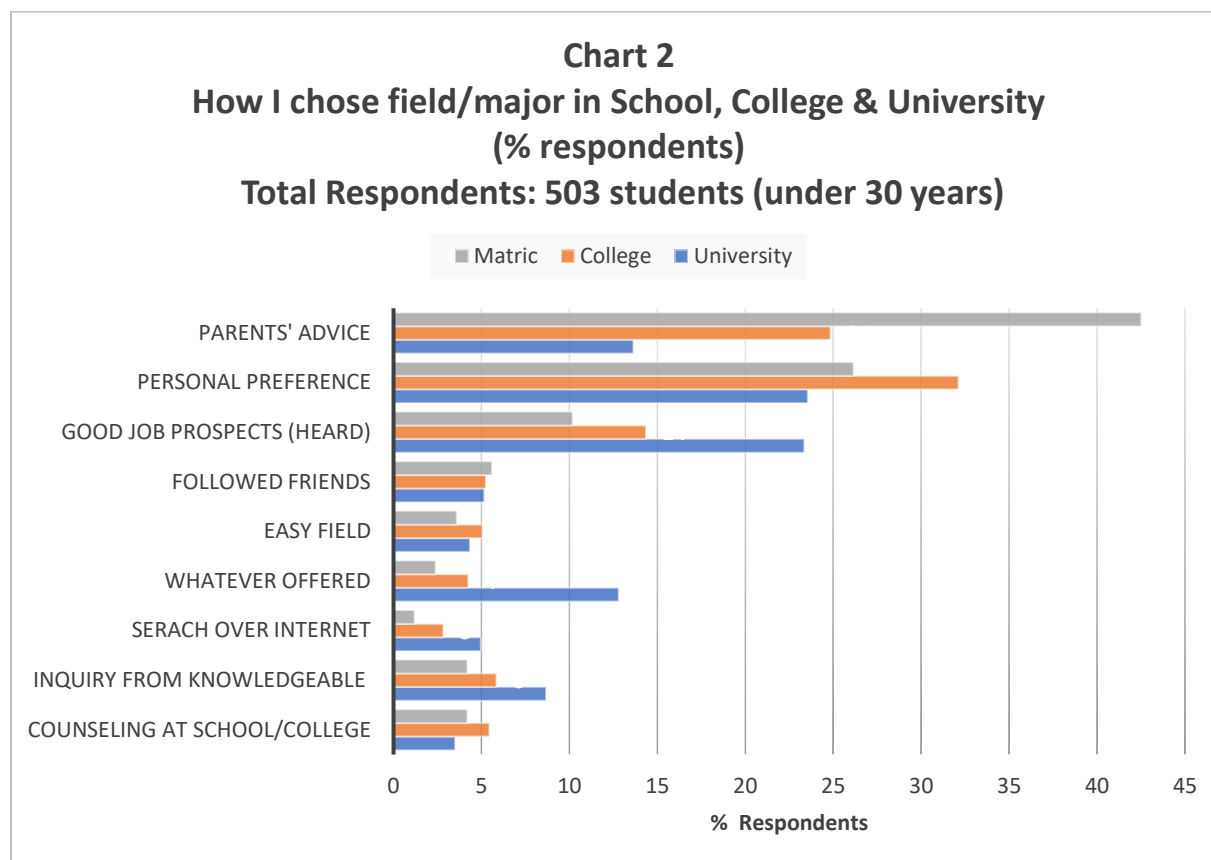
### Findings

We asked the respondents, "If more information was available to you about different fields or you had been counseled at school, college regarding different fields, would you have chosen a different field than the one you chose?"

The key and surprising finding of the survey is that a sizeable majority – 62% answered YES – that is, the **more information/counseling was likely to have changed their decision regarding the choice of field/major.**



Following is the set of responses of responses to the question ‘How I chose field/ major in school, college and university’.



It's evident from chart 2 that **Parent's advice, personal preference, and good job prospects are three major factors that determine the choice of field/major by the students in school, college, and university** – In fact the parent's advice and personal preference could also be influence by the job prospects.

#### What needs to be done?

1. Counsel the students at school, college & university to let them make the right choice.
2. Induce the students at educational institutes to use web and other sources to find out more about the intended fields before making a choice.
3. Consult people knowledgeable about specific fields.
4. The government, think tanks and other stakeholders need to publish more information demands of an academic field from students and the prospects that it holds for them – for example, P@SHA (Pakistan Software House Association) is the only body that publishes a 'Salary Survey' for the IT industry – there need to be such publications for other fields as well. Such survey would help the students make career choices.