

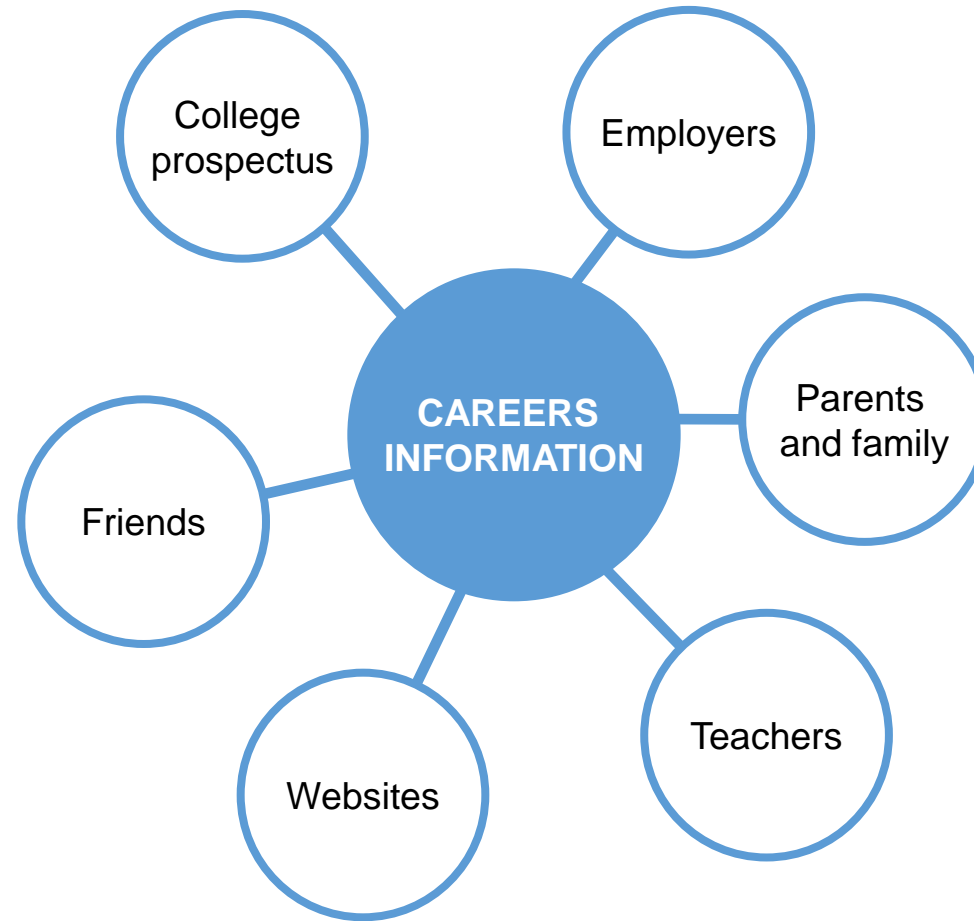
National Careers Week

7th March-11th March 2016

Doing your research



Mindmap of sources



Is the careers guidance information:

- Biased?
- Objective?
- Or is there a hidden agenda?

Parents – what might their agenda be?

- “You don’t want to do that – you need a proper job.”
- “You definitely need to go to university – everyone does from around here.”
- “You don’t want to waste all that money at university – get a paying job straight away.”
- “Look at me – I’ve done alright.”

Friends – what might their agenda be?

- “Girls can’t be referees.”
- “Boys don’t work with children.”
- “Do the same as me!”
- “Don’t do that – it’s for losers.”
- “I’m going to take some time off when I leave school. Why don’t you do the same?”

Employers – what might their agenda be?

- “Our workplace is great. Come and work for us and you won’t regret it.”
- “Don’t work for them, they won’t be any good.”
- “Don’t bother getting a degree, come straight to us.”
- “Do an apprenticeship with us. You will love it.”

Teachers – what might their agenda be?

- “Stay at school and do your A-levels.”
- “Go on to university, it is the best thing to do.”
- “Have you thought about an Apprenticeship?”

Websites – what might the agenda be?

Remember to ask yourself the following questions:

- “Who is behind this website?”
- “What are they telling me?”
- “Is there a hidden agenda or bias behind what they are telling me?”
- “Where can I find alternative information?”

A college prospectus – what might the agenda be?

- “Our college is the best in the area.”
- “We offer the widest range of courses.”
- “Our student union is brilliant.”
- “80% of our students go on to get a job.”

Top tips

- Use a variety of sources
- Take a personality quiz (e.g. KUDOS)
- Research current job openings
- Explore more than one option
- Build up a good CV – get work experience, do volunteering etc