

Understanding aspirations, careers advice and young people's post-school decisions

A call for partners from the Behavioural Insights Team

Who we are

The Behavioural Insights Team (BIT) is a social purpose company, part owned by the Cabinet Office. We work with governments in the UK and around the world to make public policies more effective and efficient. We do this by using insights about human decision-making to design programmes and services that help end-users/citizens to make better choices for themselves.

Our research question

We are working with the Department for Business, Innovation and Skills (BIS) and Department for Education (DfE) to try and better understand how young people make decisions about their future.

To achieve this we will need to partner with a wide range of schools and higher/further education institutions through February. This is a fantastic opportunity for any institution seeking to develop a deep and nuanced understanding of their students' motivations, beliefs and aspirations for the future.

What you gain from taking part

A range of research activities will be conducted by BIT staff to help improve every partner's understanding of their students' career and education decisions:

- Interviews with students, teachers, school leaders and careers advice staff
- Observing careers advice or small group sessions
- Engaging parents through parent-teacher evenings or parents associations
- Group workshops with students
- Developing 'prototype' information or guidance products and testing these

What we need from you

We will work with you to identify a group of students and staff who are happy to talk to us as part of the research, after which we will visit for one or two days to run the activities. We do not expect every partner to participate in all of the listed activities, and if you have any further ideas we would love to hear them.

Interested?

If you would like to take part in this research or simply ask a few questions then please get in touch with James Watson on 07956 779874 , or at james.watson@behaviouralinsights.co.uk.