

PILOT STUDY: DEVELOPING CAREER READINESS IN HIGHER EDUCATION

INFORMATION INTERVENTIONS IN HIGHER EDUCATION TO INCREASE CAREER READINESS IN SAUDI ARABIA

Abstract

As the Kingdom of Saudi Arabia considers how to most effectively train a labor force that meets the needs of the current and future economy, an understanding of how students acquire skills and make career choices is crucial for effective design of labor market policies. In this project, we focus on the fact that individuals are misinformed about the monetary and non-monetary benefits and costs of different kinds of education and careers, and are ill-informed about their relative abilities. The goal of the pilot program is to work with counterparts and local researchers at Saudi universities to collect baseline survey data from university students on their intended career plans and labor market expectations, and to compare their perceptions with objective statistics. We will then conduct information interventions, where we will provide information about either labor market returns, relative ability, or nudges to promote educational attainment and labor market participation using targeted messages to different groups of students. This will inform us about what types of information are most effective in influencing students' decisions, work ethic, and eventual labor market outcomes, guiding the design of policy in this area.

Expected Impact

Assess the impact of information interventions on the educational and career choices of students so that policy can more effectively align individual labor market outcomes with market needs.

PRINCIPAL INVESTIGATORS

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PROGRAMS & POLICIES EXAMINED

- Skills development
- Career preparedness

POLICY PARTNERS

- HRDF
- King Saud University