

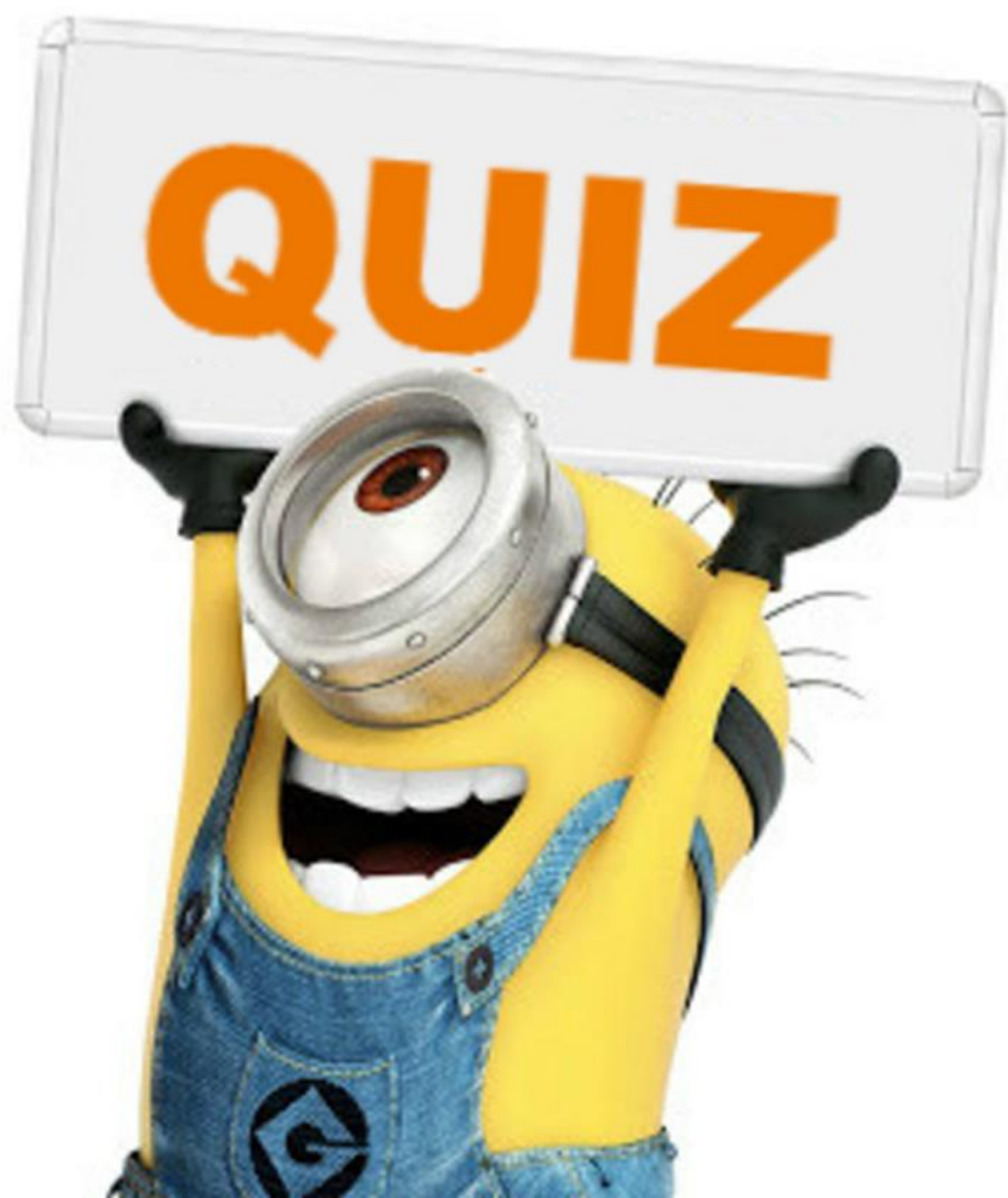
FACTS
~~MYTHS~~


***Major in Happiness:
Debunking the College Major Fallacies***

Dr. Michael Edmondson

Center for Student Success Conference

Friday, March 24, 2017

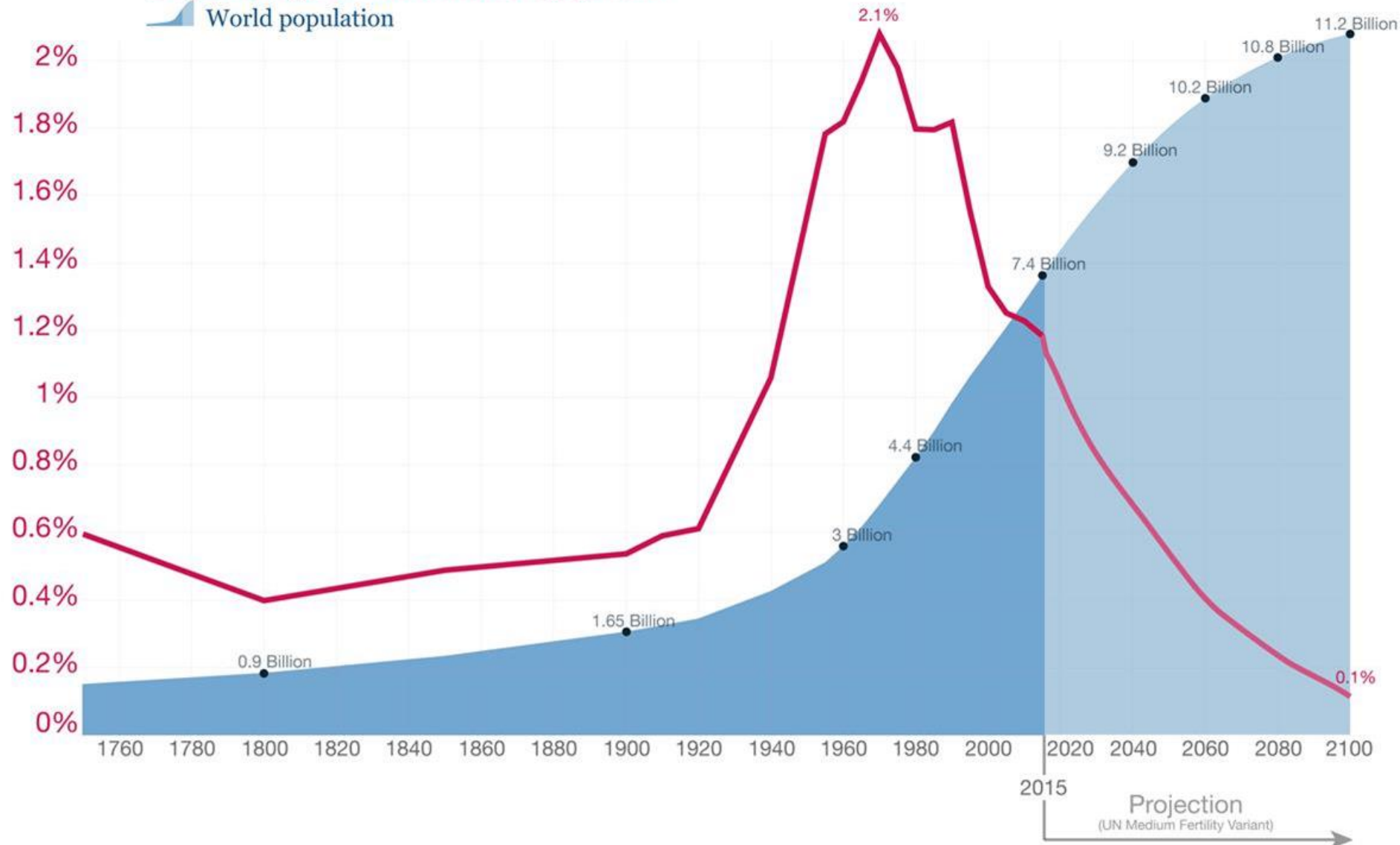




**It's
a
Volatile
Uncertain
Complex
&
Ambiguous
World**

World population growth, 1750-2100

 Annual growth rate of the world population
 World population



Data sources: Up to 2015 OurWorldInData series based on UN and HYDE. Projections for 2015 to 2100: UN Population Division (2015) – Medium Variant. The data visualization is taken from [OurWorldInData.org](https://ourworldindata.org). There you find the raw data and more visualizations on this topic.

Licensed under CC-BY-SA by the author Max Roser.

<https://ourworldindata.org/world-population-growth/>

Technology Cycles – Still Early Cycle on Smartphones + Tablets, Now Wearables Coming on Strong, Faster than Typical 10-Year Cycle

Technology Cycles Have Tended to Last Ten Years

Mainframe
Computing
1960s



Mini
Computing
1970s



Personal
Computing
1980s



Desktop Internet
Computing
1990s



Mobile Internet
Computing
2000s



Wearable /
Everywhere
Computing
2014+



Others?

KPCB

Image Source: Computersciencelab.com, Wikipedia, IBM, Apple, Google, NTT docomo, Google, Jawbone, Pebble.

JAN
2017

GLOBAL DIGITAL SNAPSHOT

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



we
are
social

7.476
BILLION

URBANISATION:
54%

INTERNET
USERS



3.773
BILLION

PENETRATION:
50%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.789
BILLION

PENETRATION:
37%

UNIQUE
MOBILE USERS



4.917
BILLION

PENETRATION:
66%

ACTIVE MOBILE
SOCIAL USERS



2.549
BILLION

PENETRATION:
34%



JAN
2017

ANNUAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET
USERS



we
are
social

+10%

SINCE JAN 2016

+354 MILLION

ACTIVE SOCIAL
MEDIA USERS



+21%

SINCE JAN 2016

+482 MILLION

UNIQUE
MOBILE USERS



we
are
social

+5%

SINCE FEB 2016

+222 MILLION

ACTIVE MOBILE
SOCIAL USERS



+30%

SINCE JAN 2016

+581 MILLION

8

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKO AGHAEI; CAFEBAZAAR.ID; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; **MOBILE:** GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA. COMPARISONS TO WE ARE SOCIAL'S "DIGITAL IN 2016" REPORT.



Hootsuite™

we
are
social

JAN
2017

INTERNET PENETRATION BY REGION

REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION



JAN
2017

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS

LAPTOPS &
DESKTOPS



45%

YEAR-ON-YEAR CHANGE:

-20%

MOBILE
PHONES



we
are
social

50%

YEAR-ON-YEAR CHANGE:

+30%

TABLET
DEVICES



StatCounter

5%

YEAR-ON-YEAR CHANGE:

-5%

OTHER
DEVICES



0.12%

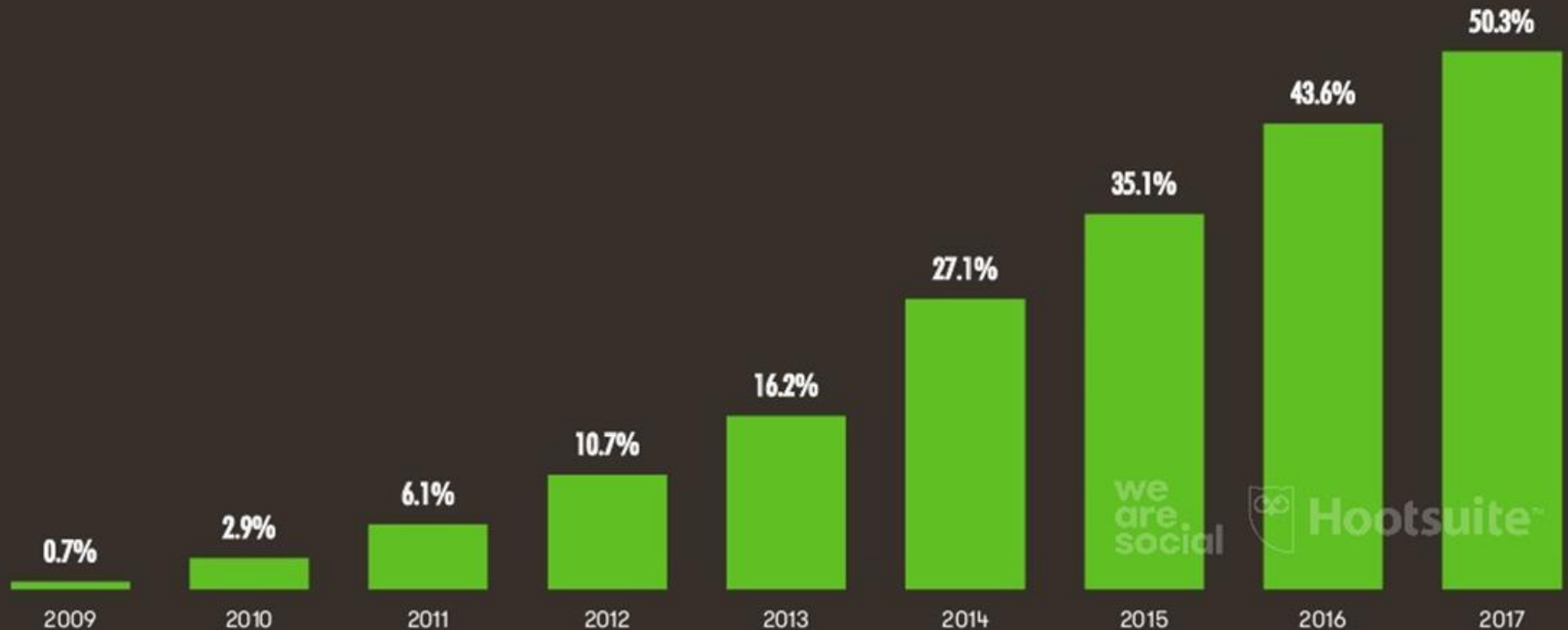
YEAR-ON-YEAR CHANGE:

+33%

JAN
2017

MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF ALL GLOBAL WEB PAGES SERVED TO MOBILE PHONES IN JANUARY OF EACH YEAR



we
are
social

Hootsuite™

JAN
2017

GLOBAL E-COMMERCE REVENUES

TOTAL VALUE OF THE CONSUMER (B2C) E-COMMERCE MARKET, AND AVERAGE E-COMMERCE REVENUE PER USER

NUMBER OF PEOPLE
PURCHASING VIA
E-COMMERCE



1.61
BILLION

E-COMMERCE PENETRATION
(NUMBER OF PURCHASERS
vs. TOTAL POPULATION)



22%

TOTAL VALUE OF
GLOBAL E-COMMERCE
MARKET IN 2016 (IN US\$)



\$1.915
TRILLION

AVERAGE ANNUAL
E-COMMERCE REVENUE
PER USER IN 2016 (IN US\$)



\$1,189

The IER and KPR

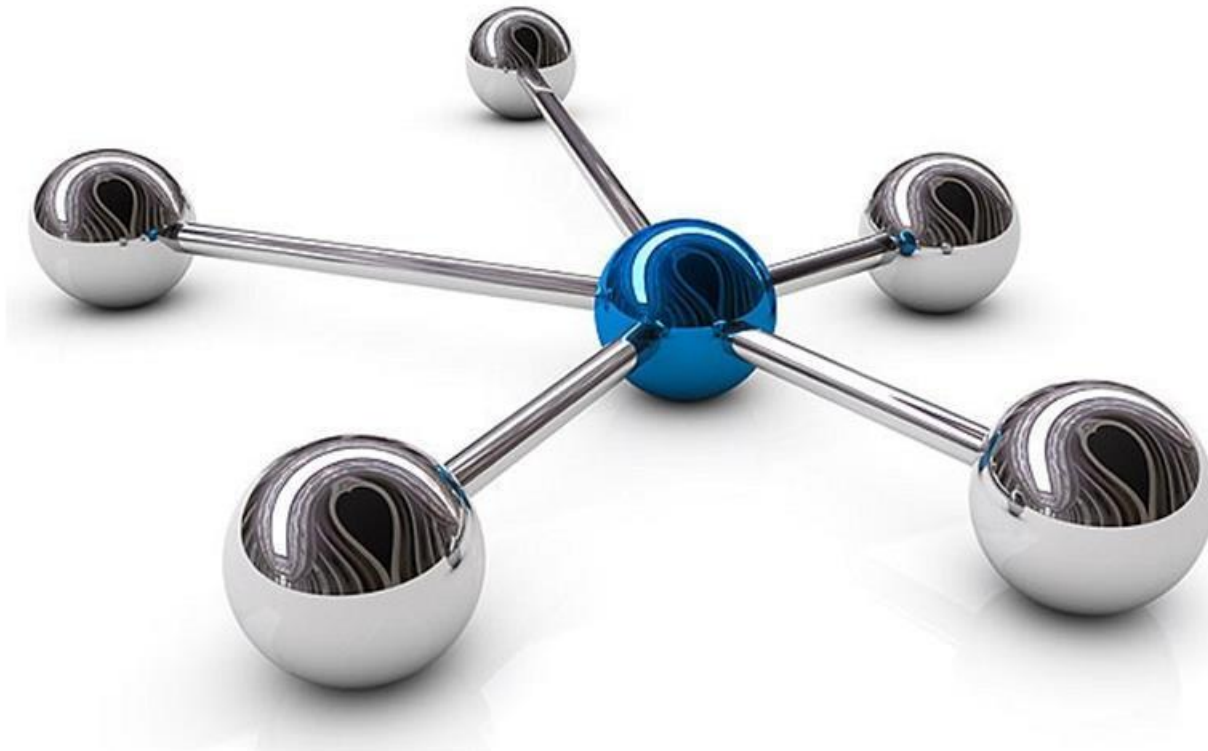


Information Exchange Rate (IER)

Knowledge Production Rate (KPR)

Hyper-Connected

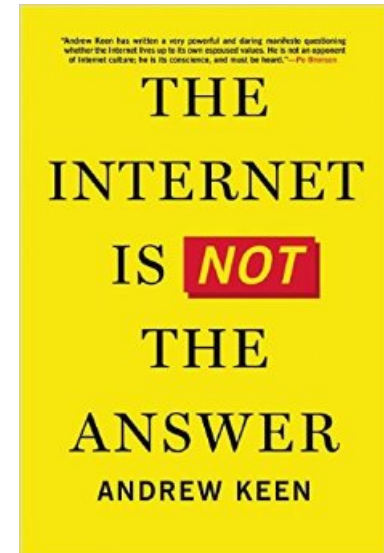
"Thanks to cloud computing, robotics, 3G wireless connectivity, Skype, Facebook, Google, LinkedIn, Twitter, the iPad, and cheap Internet-enabled smartphones, the world has gone from *connected* to *hyper-connected*. This is the single most important trend in the world today and why to get into the middle class now, you have to study harder, work smarter and adapt quicker than ever before." Thomas Friedman (August 13, 2011 [New York Times](#))



Billions and Billions

“Every minute of every day in 2014 the 3 billion Internet users in the world...

- sent 204 million emails
- made over 4 million Google searches
- downloaded 48,000 Apple apps
- spent \$83,000 on Amazon





DATA

Every Second
Every Minute
Every Day
Every Night

In Just ONE Minute...

20
16

In Just ONE Minute...



Facebook Users Like Posts
4,166,667 Times



Instagram Users Like Posts
2,430,555 Times



300 Hours of Video are
Uploaded



347,222 Tweets are Sent

DATA

Every Second
Every Minute
Every Day
Every Night

In Just ONE Minute...

20
16



3,567,850 Text Messages
Are Sent



Tinder Users Swipe
972,222 Times



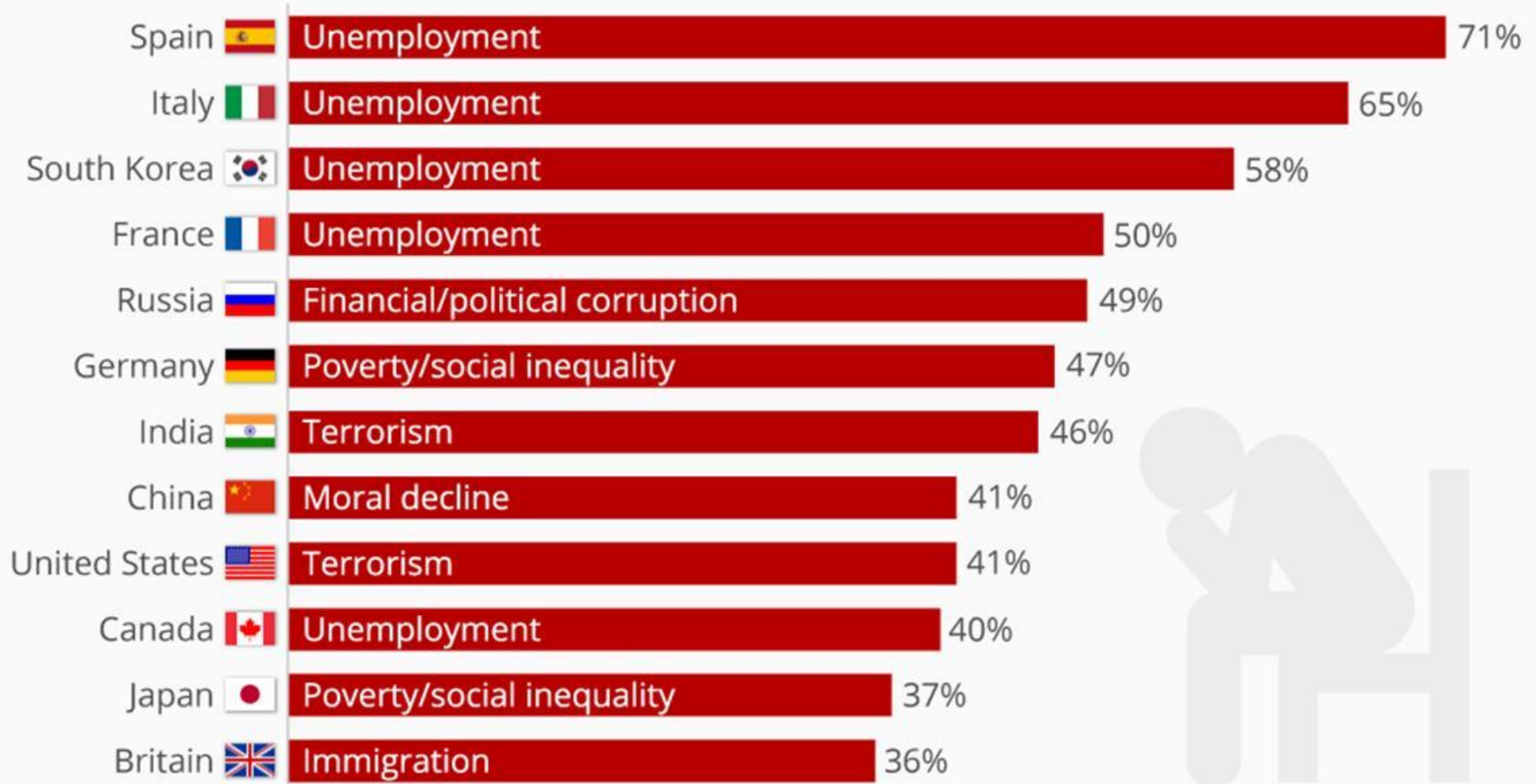
Uber Passengers Take
694 Rides



Google Translates
69,500,000 Words

What does the world worry about?

% of respondents choosing the following as their biggest concern (Oct 2016)



@StatistaCharts Source: Ipsos MORI

statista



SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



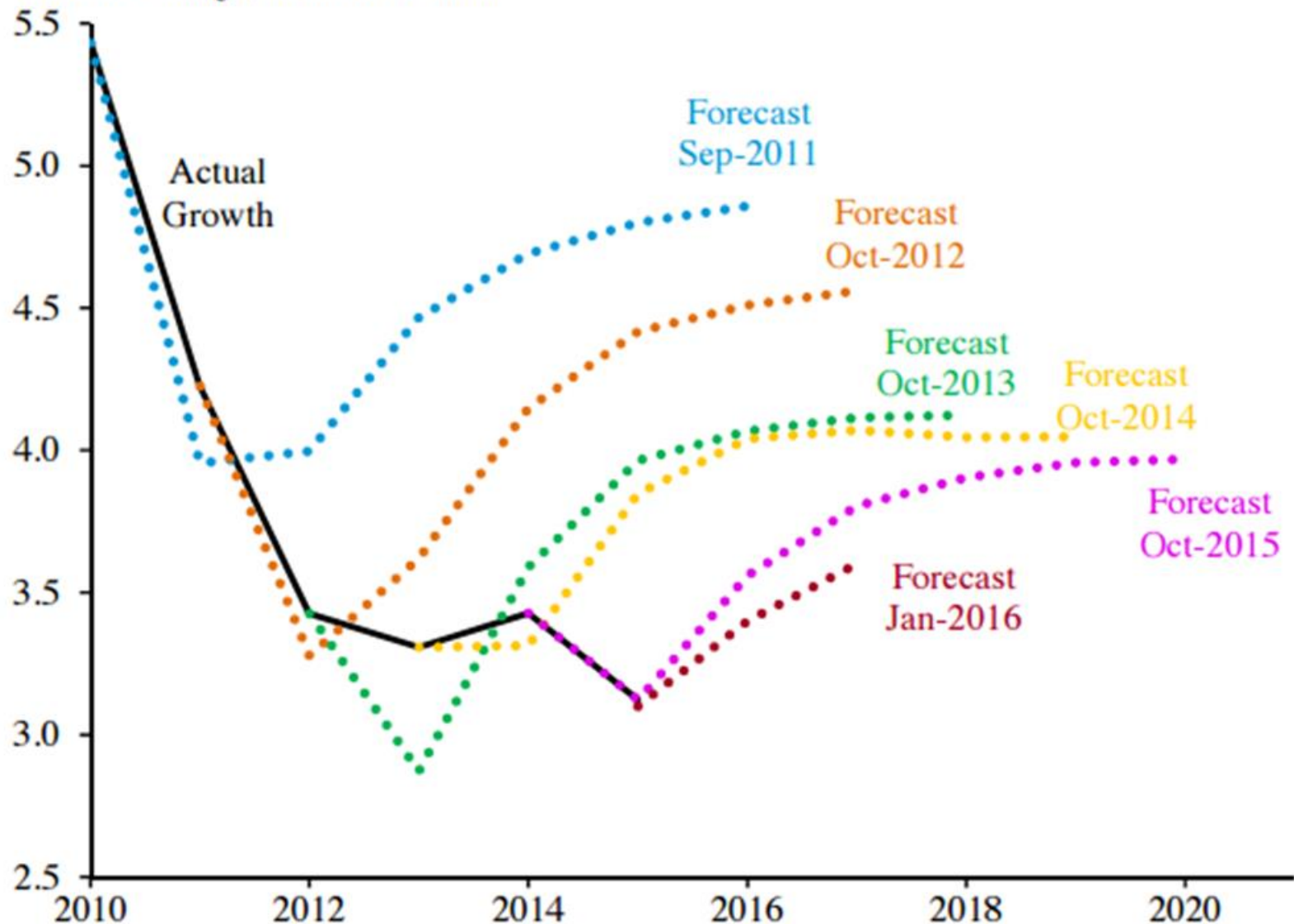
17 PARTNERSHIPS FOR THE GOALS



SUSTAINABLE DEVELOPMENT GOALS

IMF World Real GDP Growth Forecast, 2010–2020

Percent Change, Year-over-Year



Source: International Monetary Fund (IMF).



Money

U.S. +

Business

Markets

Tech

Media

Personal Finance

Small Biz

Luxury

stock tickers

QUIZ

Davos

Global unemployment to hit 200 million as wages stagnate

by Ivana Kottasova @ivanakottasova

🕒 January 13, 2017: 6:24 AM ET

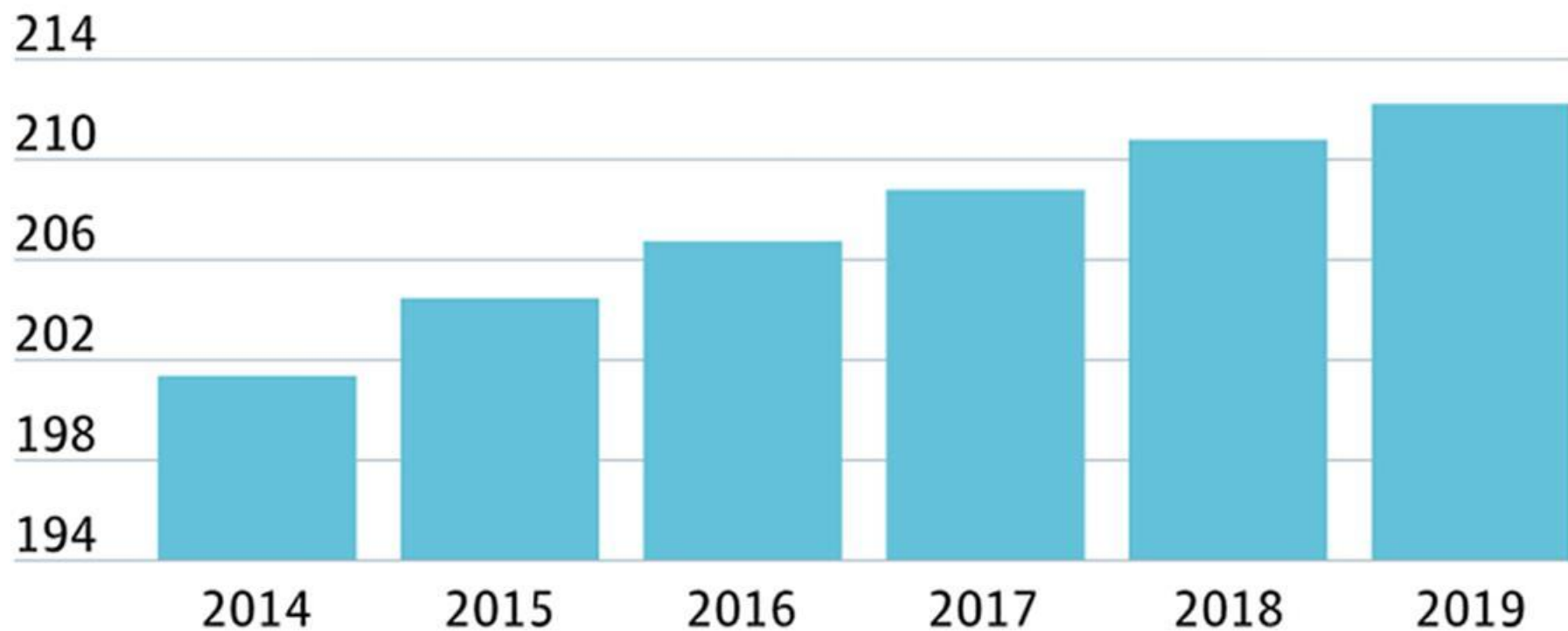
👍 Recommend 2.9K



The number of people out of work around the world will hit 200 million in 2017, a new record high. And those with jobs shouldn't bank on a raise.

Global unemployment

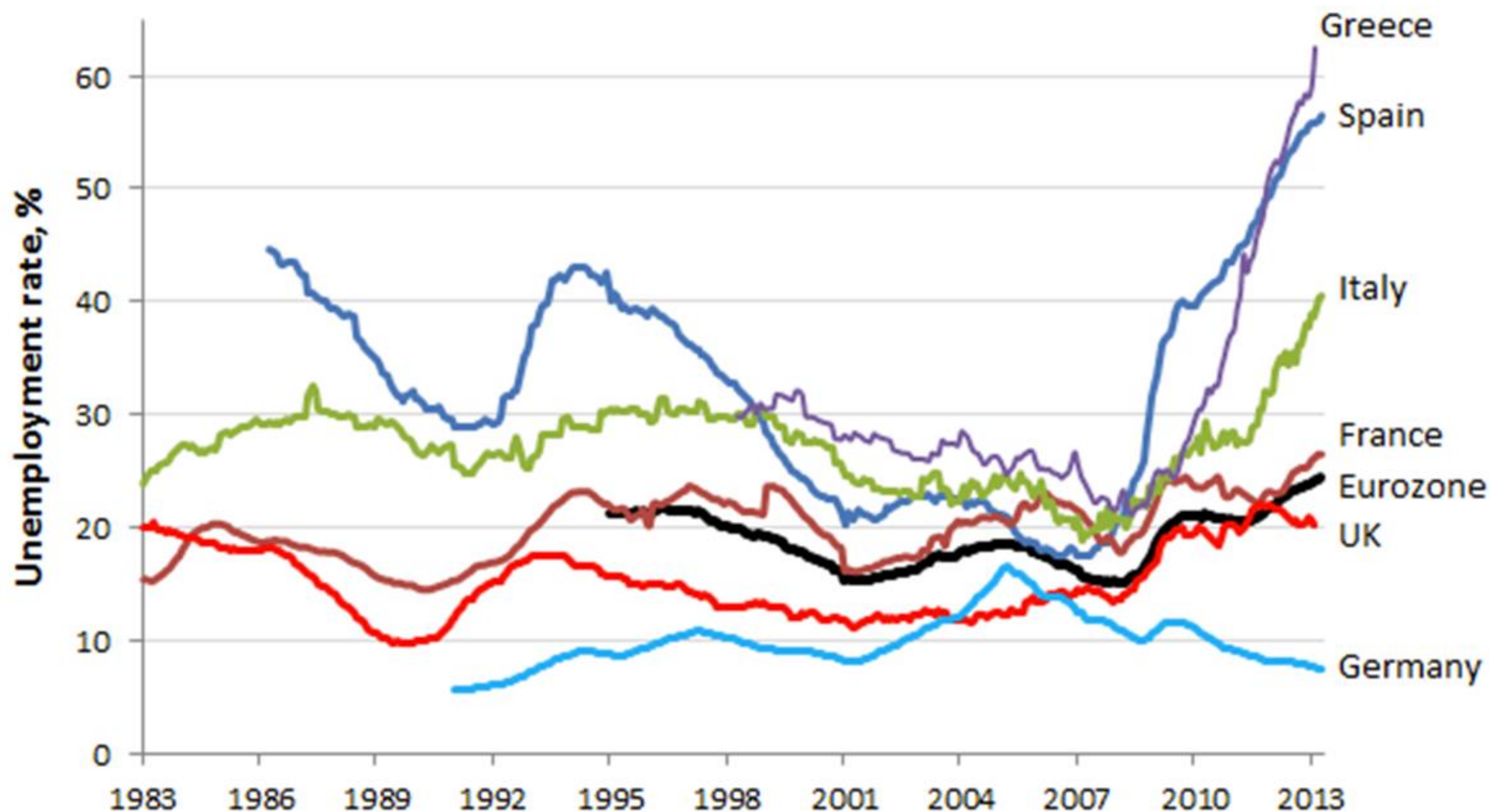
Millions



GUARDIAN GRAPHIC

SOURCES: ILO

European youth unemployment
Monthly % unemployment rate, under 25s, 1983-2013

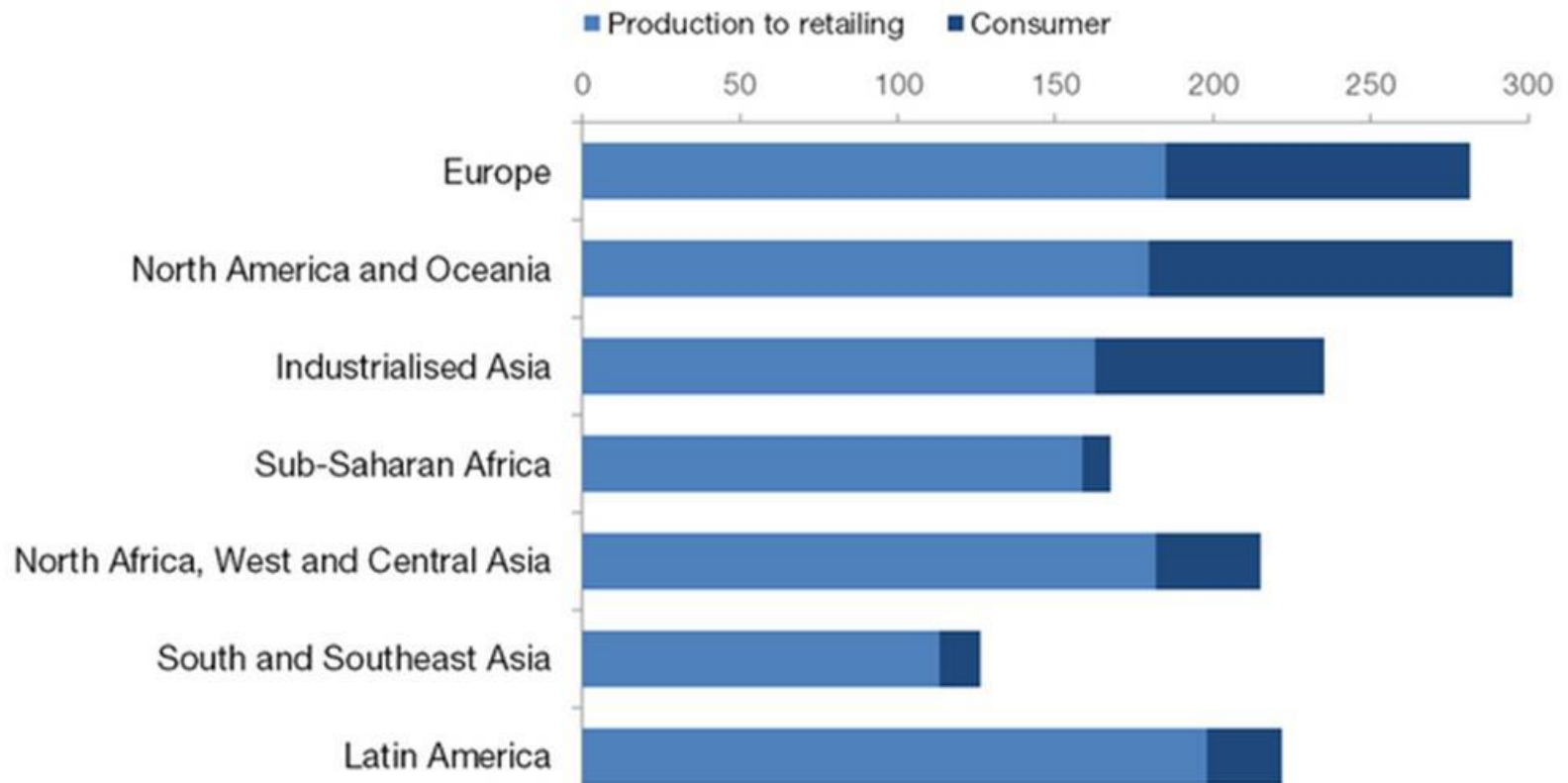


Food security and why it matters

By 2050, the world must feed 9 billion people. Yet the demand for food will be 60% greater than it is today.

Which regions waste the most food?

Per capita food losses and waste, kg/year



Global average, annual earnings

2006



\$6k



\$11k

2015



\$11k



\$21k



Tondo slum in Manila, Philippines, 2014. Photo: Dewald Brand, Miran for Oxfam

AN ECONOMY FOR THE 1%

The global inequality crisis is reaching new extremes. The richest 1% now have more wealth than the rest of the world combined. Power and privilege is being used to skew the economic system to increase the gap between the richest and the rest. A global network of tax havens further enables the richest individuals to hide \$7.6 trillion. The fight against poverty will not be won until the inequality crisis is tackled.



Richest 62 people as wealthy as half of world's population, says Oxfam

FOR THE 1%

Global inequality crisis is reaching new extremes. The richest 1% now have more wealth than the rest of the world combined. Power and privilege is being used to skew the economic system to increase the gap between the richest and the rest. A global network of tax havens further enables the richest individuals to hide \$7.6 trillion. The fight against poverty will not be won until the inequality crisis is tackled.

https://www.oxfam.org/sites/www.oxfam.org/files/file_attachments/bp210-economy-one-percent-tax-havens-180116-en_0.pdf

Bigger Paychecks, But Little Change in Purchasing Power

Average hourly wages, seasonally adjusted



Note: Data for production and non-supervisory employees on private non-farm payrolls.

Source: Bureau of Labor Statistics

PEW RESEARCH CENTER

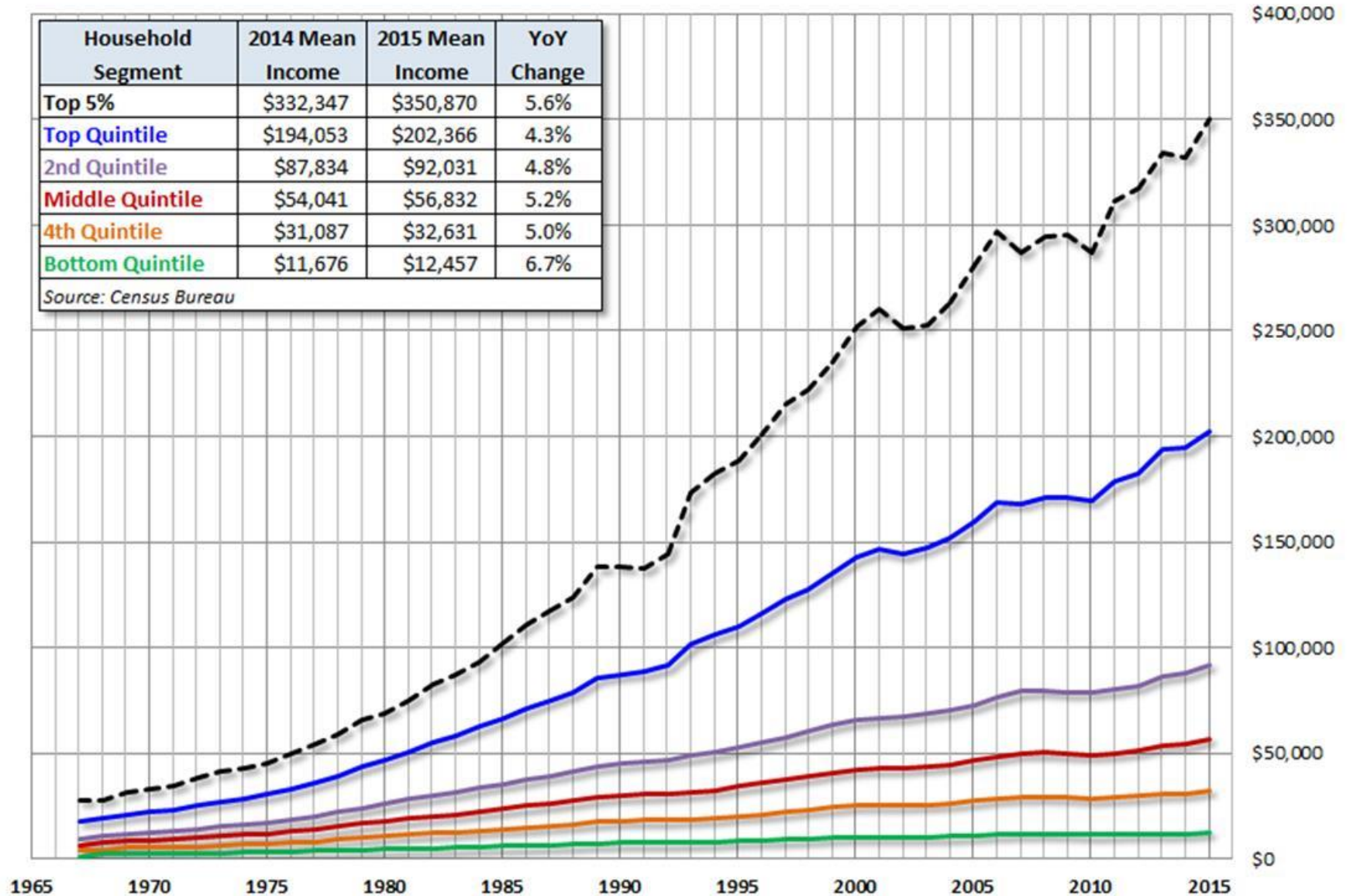
Source: Census Bureau
Data from 1967-2015

Mean (Average) Household Income By Quintile and Top 5 Percent

dshort.com

Household Segment	2014 Mean Income	2015 Mean Income	YoY Change
Top 5%	\$332,347	\$350,870	5.6%
Top Quintile	\$194,053	\$202,366	4.3%
2nd Quintile	\$87,834	\$92,031	4.8%
Middle Quintile	\$54,041	\$56,832	5.2%
4th Quintile	\$31,087	\$32,631	5.0%
Bottom Quintile	\$11,676	\$12,457	6.7%

Source: Census Bureau



Manage Your Expectations

NEW REPORT SAYS 62% OF AMERICA'S JOBS PAY LESS THAN \$20 PER HOUR

April 7, 2014

<i>Number of Jobs (in millions)</i>	<i>% of all jobs</i>	<i>Hourly Salary</i>	<i>Est Annual Salary</i>
18	14%	less than \$10/hour	\$20,800 or less
63	48%	between \$10 to \$20/hour	between \$20,800 and \$41,600
27	21%	between \$20 to \$30/hour	between \$41,600 and \$62,400
13	10%	between \$30 to \$40/hour	between \$62,400 and \$83,200
10	7%	over \$40/hour	\$83,200
131	100%		

<http://miamiherald.com/417738/new-report-62-america-jobs-pay-less-20/>

Earnings

Median earnings for men working full time rose 1.5 percent, to \$51,212, in 2015. Men's earnings are down 0.7 percent since 2007, and are still 0.1 percent lower than they were in 2000.

Median earnings for women working full time rose 2.7 percent, to \$40,742, in 2015. Women's earnings are up 1.5 percent since 2007, and are 7.8 percent higher than they were in 2000.

Median earnings for men working full time

- **2015:** \$51,212
- **2014-2015:** 1.5%
- **2007-2015:** -0.7%
- **2000-2015:** -0.1%

Median earnings for women working full time

- **2015:** \$40,742
- **2014-2015:** 2.7%
- **2007-2015:** 1.5%
- **2000-2015:** 7.8%

Incomes

Median household income rose 5.2 percent, to \$56,516, in 2015. Median household income is down 4.6 percent since 2007, and is still 5.2 percent lower than it was in 2000.

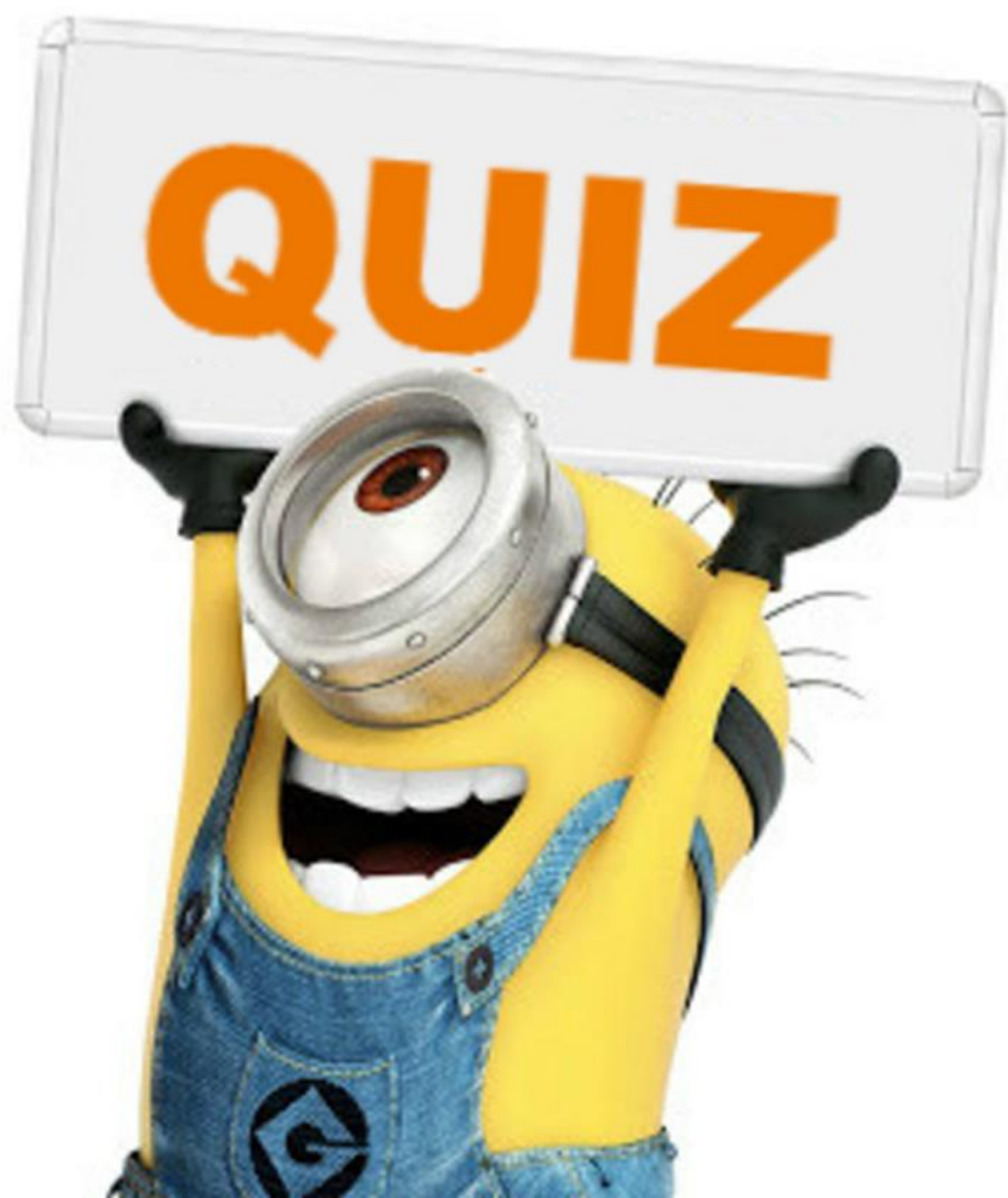
Median non-elderly household income rose 4.6 percent, to \$63,344, in 2015. Median non-elderly household income is down 5.0 percent since 2007, and is still 8.2 percent lower than it was in 2000.

Median household income

- **2015:** \$56,516
- **2014-2015:** 5.2%
- **2007-2015:** -4.6%
- **2000-2015:** -5.2%

Median non-elderly household income

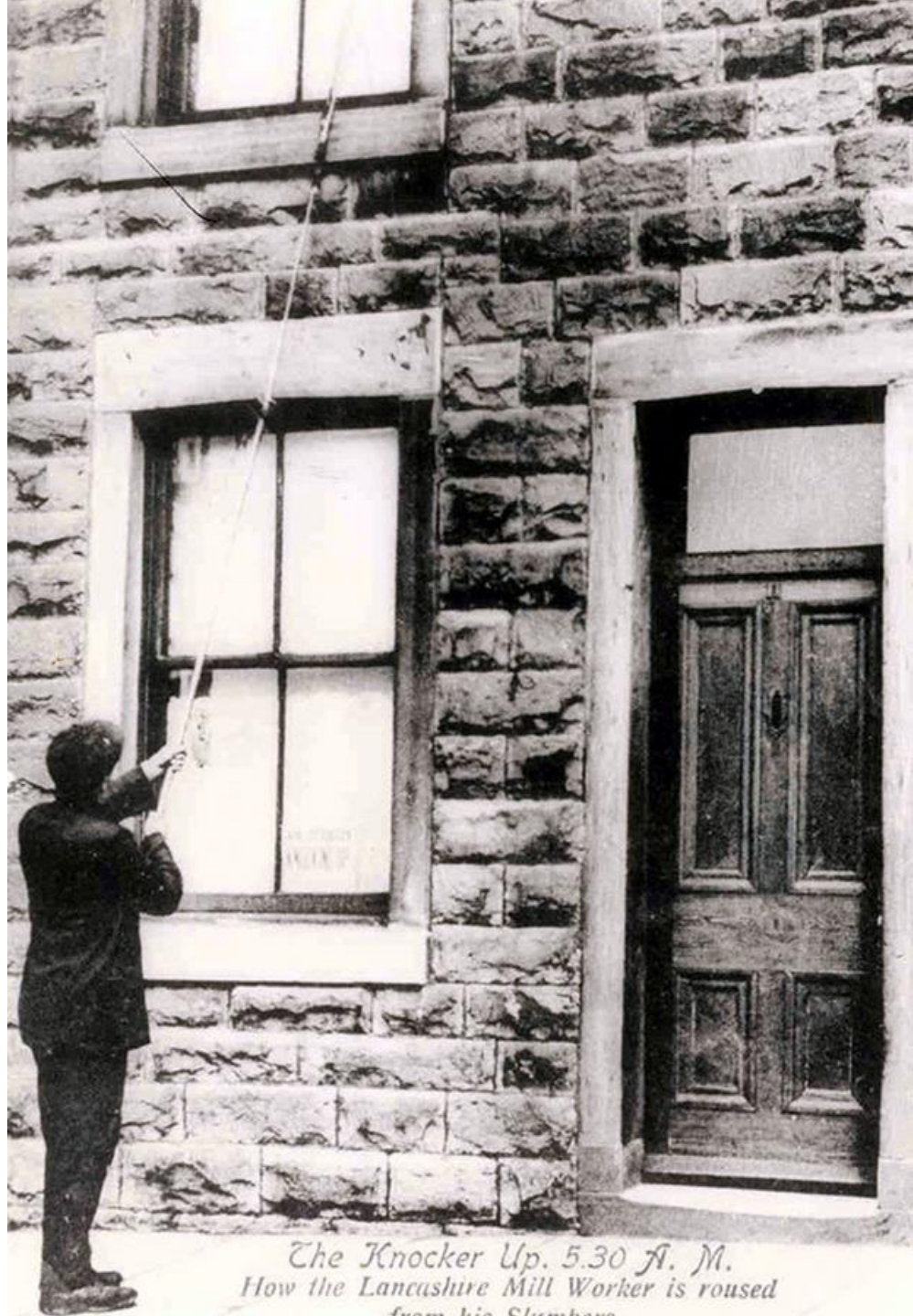
- **2015:** \$63,344
- **2014-2015:** 4.6%
- **2007-2015:** -5.0%
- **2000-2015:** -8.2%



**The future of work.
Are you ready?**







*The Knocker Up, 5.30 A. M.
How the Lancashire Mill Worker is roused
from his Slumbers*



Image credits: [sharenator.com](https://www.sharenator.com)







BORDERS





COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

Employment, Skills and Human Capital
Global Challenge Insight Report

The Future of Jobs

Employment, Skills and
Workforce Strategy for the
Fourth Industrial Revolution

***some 65% of children entering primary schools today
will likely work in roles that don't currently exist.***

January 2016

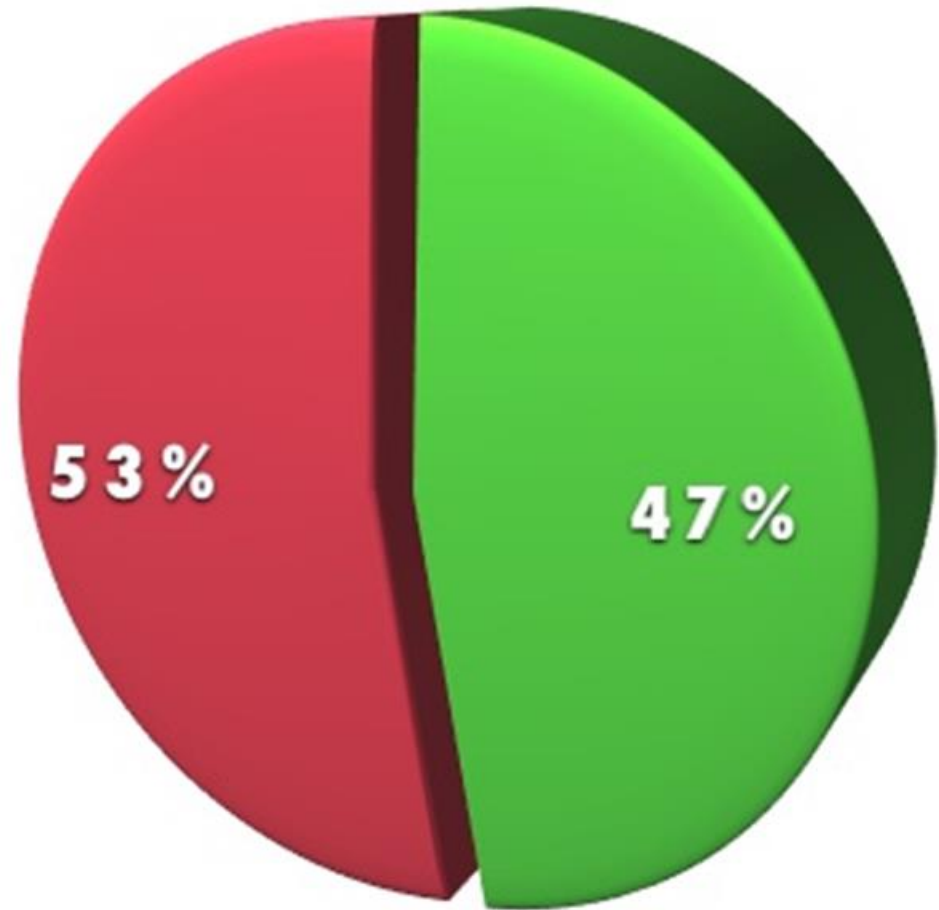
“ We are currently preparing students for jobs that don’ t yet exist... using technologies that haven’ t yet been invented... in order to solve problems we don’ t even know are problems yet. ”

- *Richard Riley, Secretary of Education under President Clinton*

47% of Jobs At Risk by 2034

QUIZ

“It’s diabolically tricky to try to pick a career that you’ll still be doing when you’re 40.”



*47% of U.S. employment at risk for
being automated by 2034.
Frey and Osborne*

Fast food workers are becoming obsolete



PANERA CEO: Robots will replace our labor 'like the sun comes up in the morning'



Bob Bryan



Oct. 29, 2015, 9:18 AM

16,027





**FUTURE
OF WORK**

Lawyers could be the next profession to be replaced by computers

Dan Mangan | @DanMangan | Friday, 17 Feb 2017 | 1:55 PM ET

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Home World U.S. Politics Economy Business Tech Markets Opinion Arts Life Real Estate



U.S. Officials Plan to Unveil Charges Tied to Yahoo Hack



Amazon Plans Air Cargo Service for Chinese Customers



Chinese Developer Finances New Data Highway for Google, Facebook



TECH

Why Hire a Lawyer? Computers Are Cheaper

By JOE PALAZZOLO

Updated June 18, 2012 2:06 p.m. ET

When the roofs of three jet hangers in Virginia collapsed under heavy snow and crushed 14 private jets in 2010, the owner of the hangars prepared for the inevitable lawsuits.

ROBOTS

Your Lawyer May Soon Be an Algorithm

VICTORIA TURK
Dec 9 2014, 12:20pm



Algorithms can already do menial law tasks as well as a junior lawyer.

"The vast majority of activities that lawyers are engaged in are straightforward drafting of contracts, putting together things like apartment leases, real estate deals, pre-trial discovery...It's these very tasks that make the profession susceptible to automation." Jerry Kaplan, author of *Humans Need Not Apply: A Guide to Wealth and Work in the Age of Artificial Intelligence*.

Uber

The world's largest
taxi company, owns
no vehicles.

The world's most
popular media owner,
creates no content.

Facebook

Alibaba

The most valuable
retailer, has no inventory.

The world's largest
accommodation provider,
owns no real estate.

Airbnb

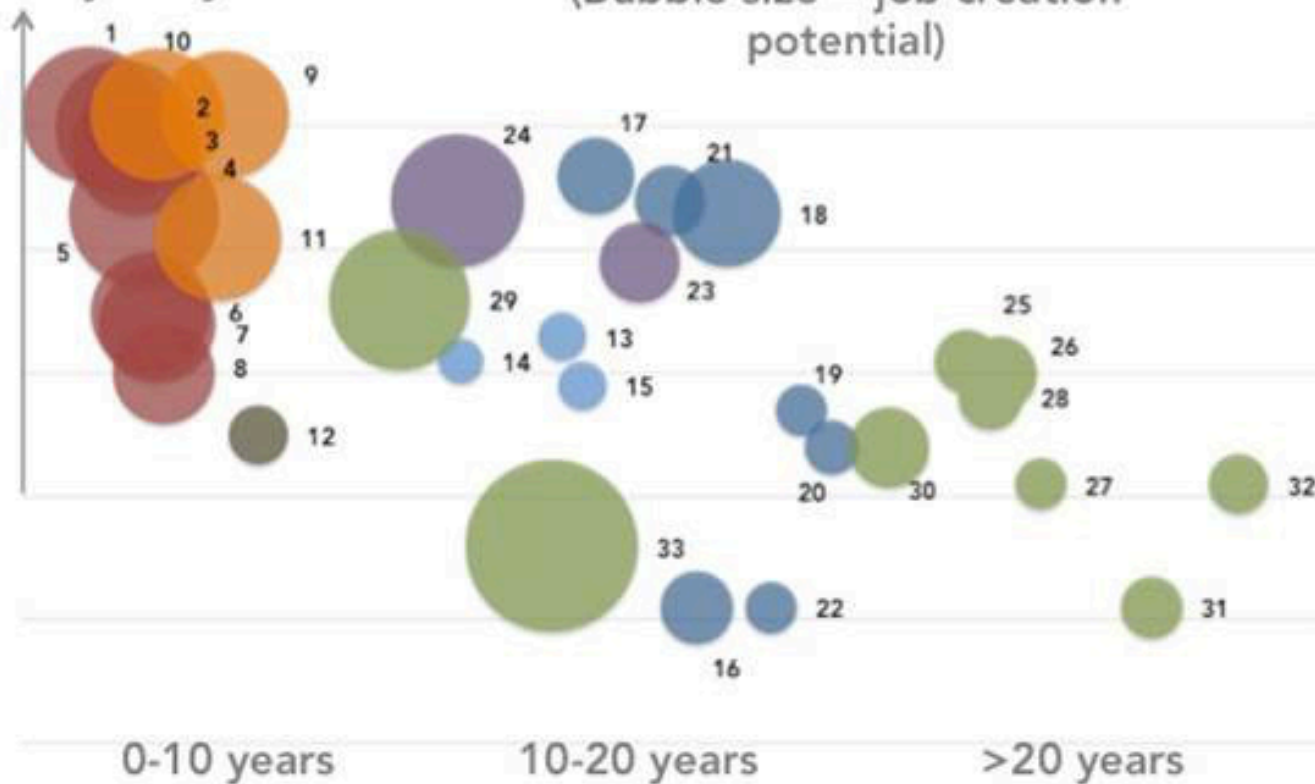
Something interesting is happening.

TOM GOODWIN

Future jobs framework

Very likely

(Bubble size = job creation potential)



- developers
- drones-related
- medical
- medical engineering
- sustainability-related
- psychology

- 1 Gamification designer
- 2 Digital architect
- 3 Avatar Manager
- 4 Virtual reality experience designer
- 5 3D printer design specialist
- 6 Data hostage specialist
- 7 Computer personality designer
- 8 Personality programmer
- 9 Neighborhood watch officer
- 10 Remote drone pilot
- 11 Drone dispatcher
- 12 Energy storage
- 13 Body part engineer
- 14 Nano medic
- 15 Neuro-implant technician
- 16 Organ farmer
- 17 Tele-sergeon
- 18 Healthcare navigator
- 19 Memory augmentation / nostalgist
- 20 Child designer
- 21 Remote health care specialist
- 22 Amnesia surgeons
- 23 End of life therapist
- 24 Elderly well-being consultant
- 25 Garbage Designer
- 26 Rewilder
- 27 Localizer
- 28 Ecosystem auditor
- 29 Vertical farmer
- 30 Waste data handler
- 31 Climate controller
- 32 Extinction revivists
- 33 Biomimicry designer

17th Annual Global CEO Survey

The glass half-full ^{p4} / The global rebalancing act ^{p6} / Three trends that will transform business ^{p10} / Creating value in totally new ways ^{p12} / Developing tomorrow's workforce ^{p18} / Serving the new consumers ^{p26} / The need for hybrid leadership ^{p32}

Fit for the future Capitalising on global trends

We believe organisations must overcome three particular challenges in their race to become fit for the future. They'll need to harness technology to create value in totally new ways; capitalise on demographic shifts to develop tomorrow's workforce; and, just as important, understand how to serve increasingly demanding consumers across the new economic landscape.

1,344

CEOs in 68 countries

39%

of CEOs are very confident about their company's growth prospects
See page 5

86%

of CEOs recognise the need to change R&D and innovation capacity



McKinsey&Company

MCKINSEY GLOBAL INSTITUTE

TECHNOLOGY, JOBS, AND THE FUTURE OF WORK

BRIEFING NOTE

PREPARED FOR THE FORTUNE VATICAN FORUM, DECEMBER 2016

UPDATED FEBRUARY 2017

The world of work is in a state of flux. And from Mumbai to Manchester, public debate rages about the future of work, and whether there will be enough jobs to gainfully employ everyone.

The Atlantic

Training Students to Outpace Automation

Schools near Detroit have reworked curriculum to include both technical and soft skills.

EMILY DERUY | MAR 10, 2017 | EDUCATION

According to the Society for College and University Planning's new "[Trends for Higher Education](#)" report, which cites World Economic Forum (WEF) predictions, the world's workforce is set to lose some 7.1 million jobs between 2015 and 2020, in large part because of automation. But the WEF also anticipates a rise in demand for some specialties, like [mechatronics](#), that didn't even exist a decade or two ago; it suggests that some 65 percent of children in primary school today will ultimately hold jobs that don't exist yet.

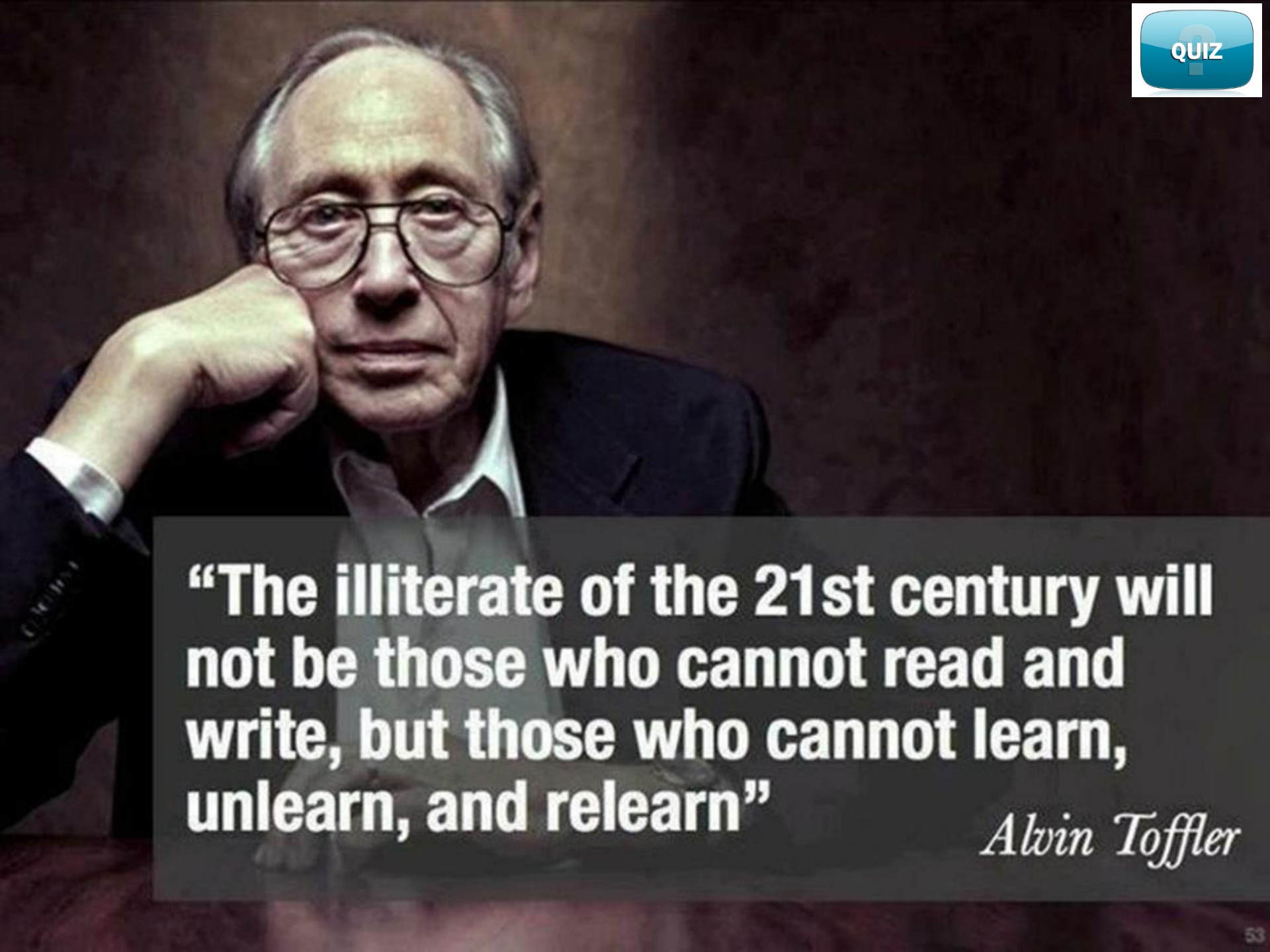


**The challenge of education is to
prepare students for their
future, not our past....**

**If we teach today as we
taught yesterday, we rob
our children of tomorrow.**

**– John Dewey (1916, p. 167)
Democracy and Education.
New York: Free Press.**





“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn”

Alvin Toffler

given the extremely rapid progress taking place in digital technologies, people in all lines of work should strive to be flexible about acquiring new skills and even about changing their occupations.



MAG

 From our

INNOVATION
 STRATEGY
 LEADING YOUR TEAM
 OPERATIONS

Hello Visitor. You get to see one FREE ARTICLE. To enjoy more

The New World of Work

Magazine: Spring 2015 • Opinion & Analysis • March 16, 2015 • Reading Time: 2 min
 Martha E. Mangelsdorf



Social Media Impact

HIRERS INCREASE SOCIAL MEDIA SCRUTINY OF RECRUITS

Opting Out

51% of employers who research candidates on social media say they've found postings which have caused them to not hire a candidate, up from 43% last year.



- Job candidate posted provocative or inappropriate photographs or information – 46 percent
- Job candidate posted information about them drinking or using drugs – 41 percent
- Job candidates bad-mouthed their previous company or fellow employee – 36 percent

WARNING!

**BAD THINKING
AHEAD**



Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work.



3:17 AM Mar 16th from web
http://www.oddee.com/item_98873.aspx



Justine Sacco @JustineSacco

5h

Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!

📍 from Hillingdon, London

↩ Reply ↻ Retweet ★ Favorite ... More

3) Denver math teacher tweets about her hot students and how she likes to smoke weed



crunk_bear CarlyCrunkBear

Naked. Wet. Stoned.



3 days ago



Reply



Retweet



Favorite

When Facebook Goes To The Hospital, Patients May Suffer

LOS ANGELES (ASRN.ORG) - William Wells arrived at the emergency room at St. Mary Medical Center in Long Beach mortally wounded. The 60-year-old had been stabbed more than a dozen times by a fellow nursing home resident, his throat slashed so savagely he was almost decapitated.

Instead of focusing on treating him, an employee said, St. Mary nurses and other hospital staff did the unthinkable: They snapped photos of the dying man and posted them on Facebook.

Four staff members were fired and three disciplined, according to a St. Mary spokeswoman. At least two nurses were involved, but none was fired, a union spokesman said. Hospital officials in California and elsewhere have faced an uneasy relationship with Facebook and other forms of social networking. Managers, struggling to prevent staffers from posting patient information on the sites, have developed no-tolerance policies and blocked employees from using

2. Taco Bell Guy

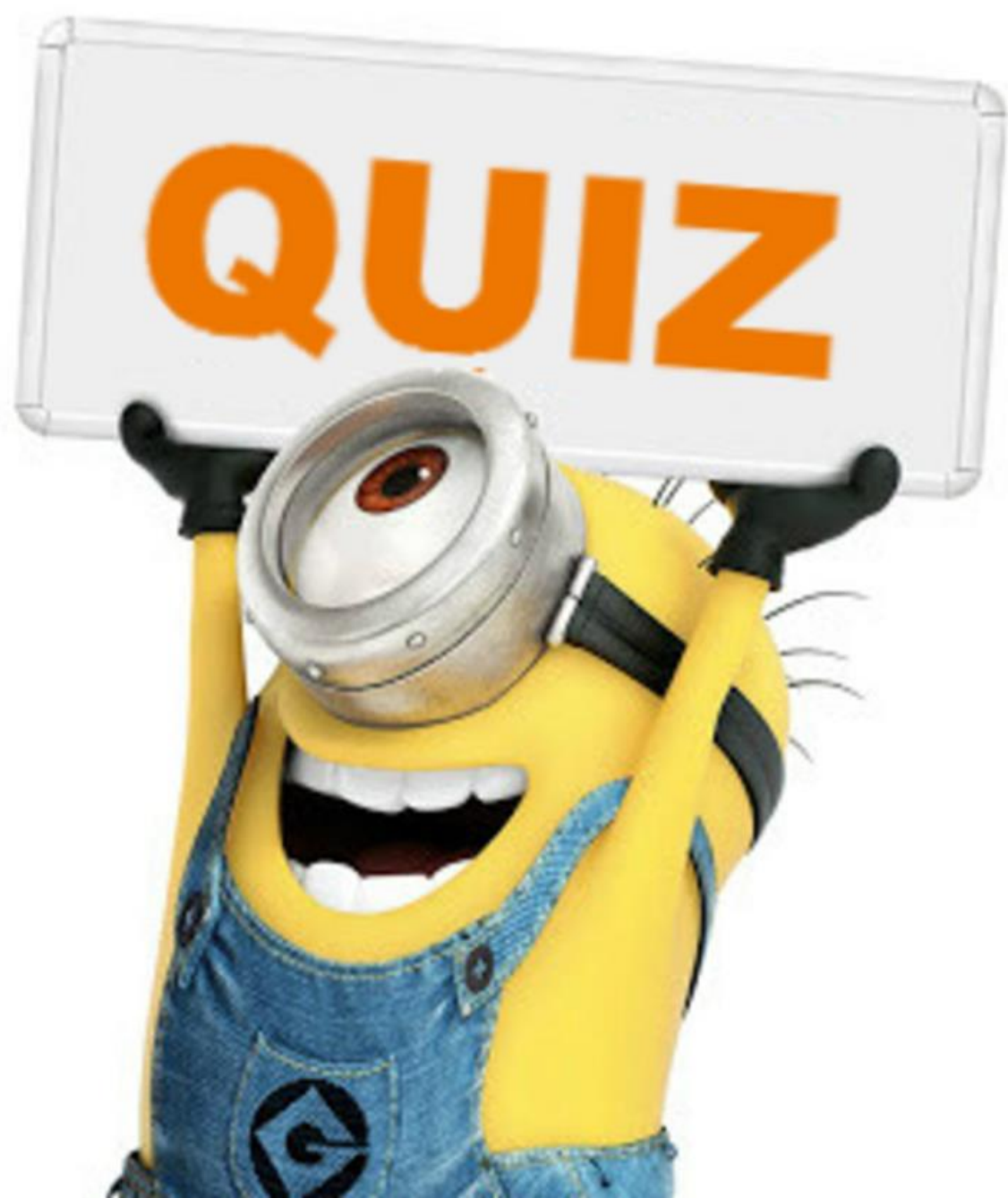


And you thought the Taco Bell breakfast menu was gross! Moral of this story: If you're gonna lick the shells, keep it to yourself.

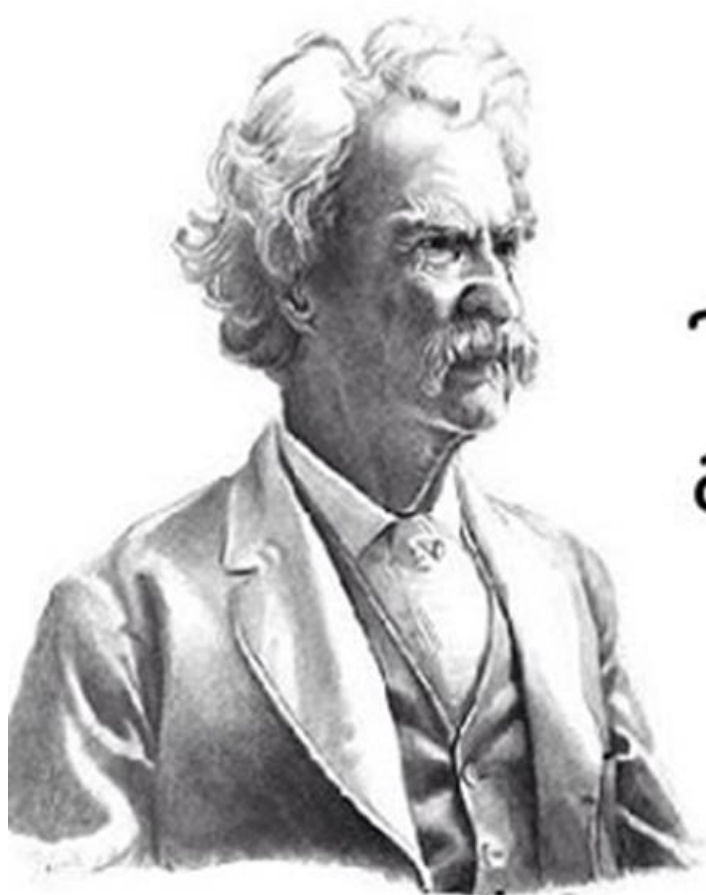
3. Wendy's Frosty Guy



Ditto eating straight outta the Frosty machine ... though we can understand being tempted to attempt this.







There are lies, damned lies
and statistics.

Mark Twain

A vertical metal signpost stands against a bright blue sky filled with soft, white clouds. Two horizontal, arrow-shaped signs are attached to the post. The sign on the left points to the left and is labeled 'Valuable'. The sign on the right points to the right and is labeled 'Useless'. Both signs are light gray with a slight gradient and a thin black outline.

Valuable

Useless

Starting Salaries — Bachelor's Degree	
Selected major	Average
Electrical engineering	\$62,428
Software design	\$61,466
Chemical engineering	\$61,125
Computer engineering	\$61,092
Mechanical engineering	\$59,610
Computer programming	\$59,163
Information security systems	\$58,798
Computer science	\$57,762
MIS (computer science)	\$57,301
Engineering technicians	\$55,693
Computer information systems	\$54,744
Civil engineering	\$54,333
MIS (business)	\$51,958



Job Security Is Dead, And Here's Why That's Awesome



Dorie Clark, CONTRIBUTOR

I write about marketing, branding and business strategy. [FULL BIO](#) ✓

Opinions expressed by Forbes Contributors are their own.

“Job security is a complete myth, as is long-term employment. Companies lay off employees in droves...by the thousands! They just make sweeping cuts when they need to. The average employee tenure is under five years and for millennials it’s under three years.”

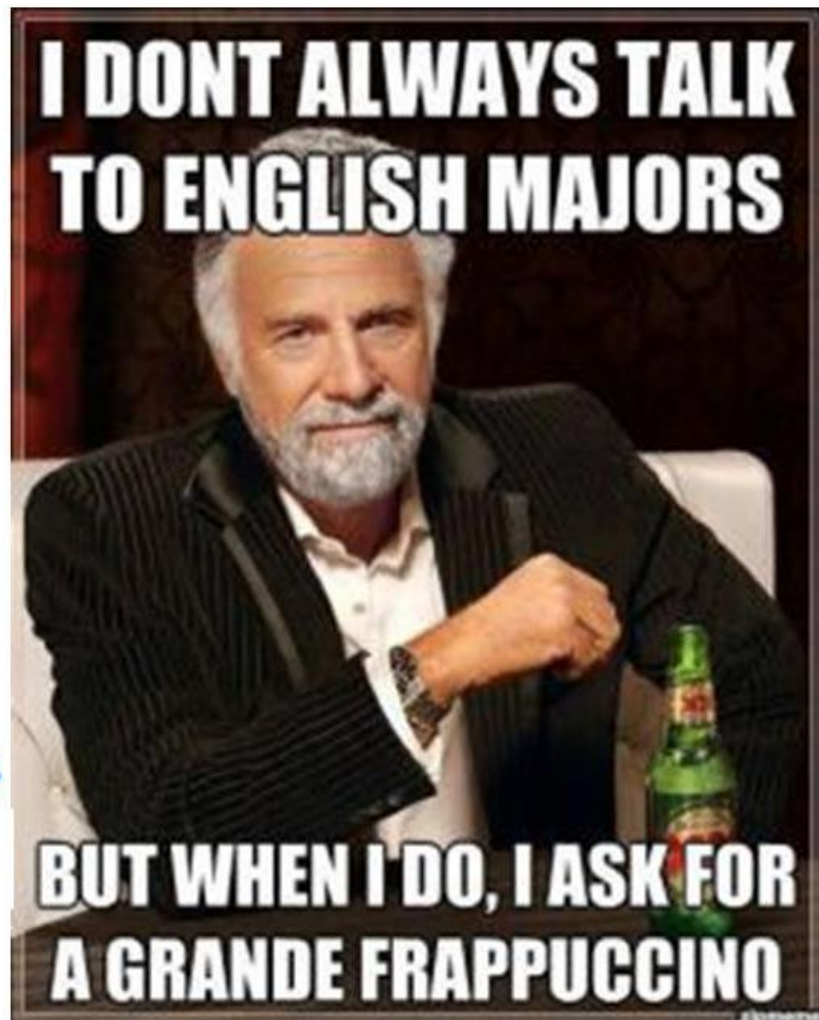
Physician burnout

According to a 2012 *JAMA Internal Medicine* Mayo Clinic study, 46% of all U.S. physicians are emotionally exhausted, feel cynical about work or have lost their sense of personal accomplishment ... or all three.

A 2012 study of 5000 physicians showed that 89% of practicing physicians would not recommend medicine as a profession to their children or other family members.

- Art History. scottshepard.com. No one wants to pay you to talk about regular history, let alone art history. ...
- Psychology. bama.ua.edu. ...
- Journalism. lexblog.com. ...
- Religious Studies. uwyo.edu. ...
- Education. world.edu. ...
- Anthropology/Archeology. CUNY. ...
- Communications. [quickmeme](http://quickmeme.com). ...
- Theatre. 4p.blogspot.com.

The 10 Most Worthless College Majors



Occupation	Percent with at least Bachelor's	Number
Customer service representatives	21.62	482,784
Waiters and waitresses	13.40	317,759
Secretaries, except legal, medical, and executive	16.64	311,440
Executive secretaries and administrative assistants	16.64	248,131
Receptionists and information clerks	12.89	141,476
Laborers and freight, stock, and material movers, hand	5.07	118,441
Janitors and cleaners, except maids and housekeeping cleaners	5.01	107,457
Truck drivers, heavy and tractor-trailer	5.09	85,205
Bartenders	16.00	80,542
Carpenters	7.27	65,412
Food preparation workers	7.24	63,737
Amusement and recreation attendants	24.61	63,704
Landscaping and groundskeeping workers	6.77	62,414
Construction laborers	5.82	59,409
Telemarketers	15.85	54,713
Postal service mail carriers	13.95	49,452
Electrician	7.76	49,109
Hotel, motel, and resort desk clerks	16.14	37,156
Flight attendants	29.80	29,645
Parking lot attendants	13.74	18,749

10 Things We Can Help Students Understand As To Why They Should Major In Happiness

1. Declare major later
2. Link interests to major
3. Understand security risks
4. Realize that correlation is not causation
5. Think long-term
6. Be a work in progress
7. Quit and move forward
8. Develop lots of grit
9. Make the focusing illusion a part of you
10. Accept the fact that it takes more than a major

Declare a major later

THE WALL STREET JOURNAL.

Today's Anxious Freshmen Declare Majors Far Faster Than Their Elders

Weak job market and high debt loads prompt broad shift away from intellectual exploration

By **DOUGLAS BELKIN**

Updated March 19, 2015 10:26 p.m. ET

For decades, many American teenagers went to college to find themselves and then look for a career. Post-recession, more are launching the job search from day one.

the class of 2018 was much more likely to declare an academic major during freshman year than their counterparts before the 2008 recession

Link interests to major



mediarelations

› November 10, 2013

Many Students Select a College Major That Doesn't Fit Their Interests Well

IOWA CITY, Iowa—Only about a third of ACT®-tested high school graduates selected a college major that is a good fit with their interests, according to a new research report from ACT titled *College Choice Report Part 1: Preferences and Prospects*. The findings suggest that high school students need more help planning for college and career—and that the majority want such assistance.

<http://www.act.org/content/act/en/newsroom/many-students-select-a-college-major-that-doesn-t-fit-their-interests-well.html>

Understand security risks

the Atlantic

The Danger of Picking a Major Based on Where the Jobs Are

In his new book, the Wharton professor Peter Cappelli argues that banking on a specialized degree's usefulness is risky. After all, one reason some jobs are in high demand is that no one predicted that they would be.

BOURREE LAM | JUN 12, 2015 | BUSINESS

The question of what to major in during college will often get another question in response: “Well, what job do you want?” On the surface, it seems that what a person studies in college should relate to his or her planned career path, but it turns out that it’s very hard to predict how those two things will interact with each other.

<https://www.theatlantic.com/business/archive/2015/06/college-major-job-hottest-industry/395570/>

Realize that correlation is not causation



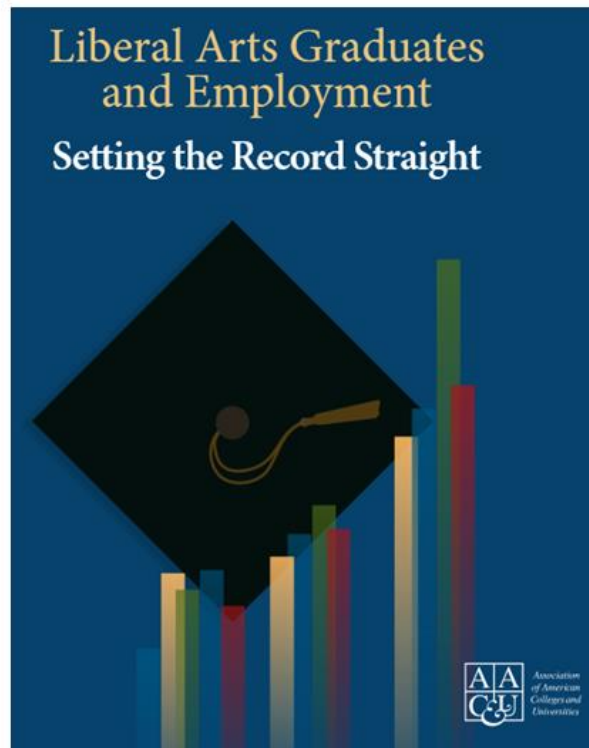
correlation
≠
causation

"Correlation is not causation" means that just because two things correlate does not necessarily mean that one causes the other...Our preconceptions and suspicions about the way things work tempt us to make the leap from correlation to causation without any hard evidence."
Nathan Green, *The Guardian*, January 6, 2012.

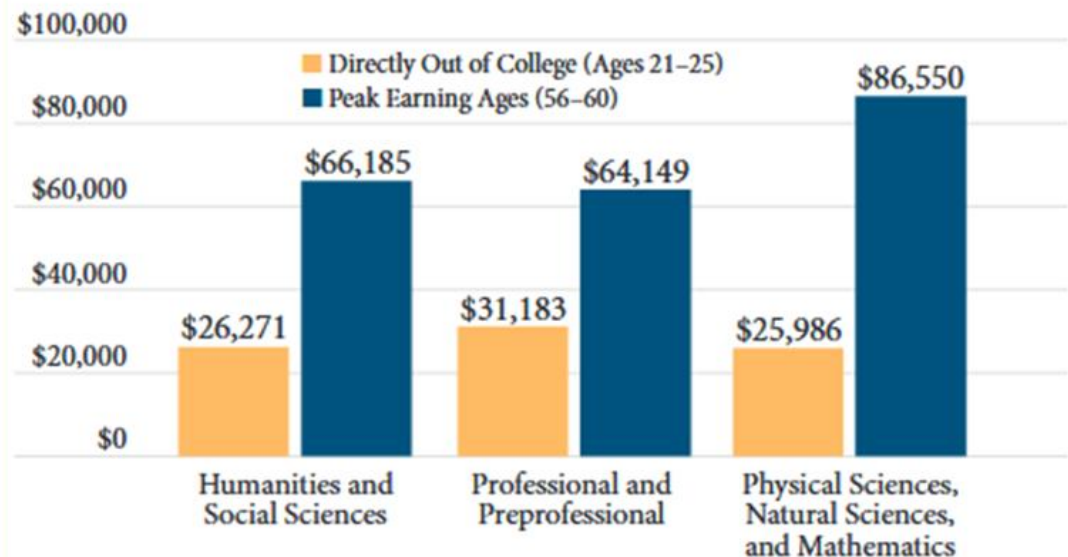
Think long-term

Your major determines your long-term income potential.

"Perceptions of the variations in economic success among graduates in different majors are exaggerated. Given a student's ability, achievement and career goals, his or her earnings do not vary all that greatly with the choice of undergraduate major." Zac Bissonnette, "Your College Major May Not Be As Important As You Think," *The New York Times*, November 3, 2010.



Liberal Arts and Sciences Majors Close Earnings Gaps with Professional Majors



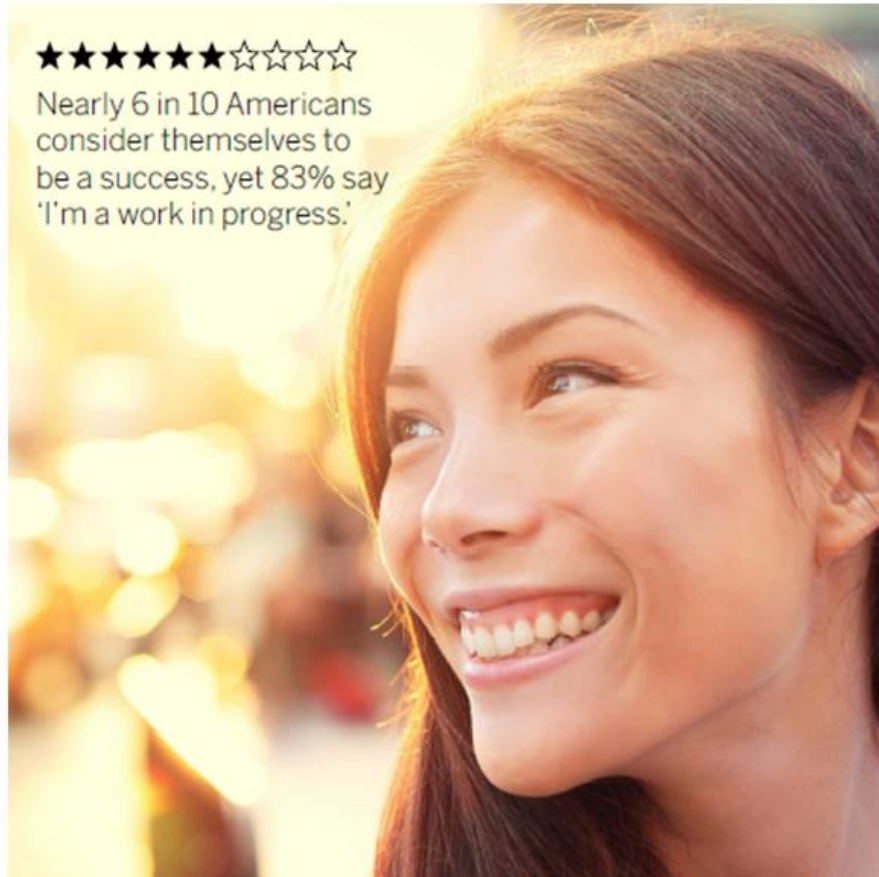
Be a work in progress

I have to figure out what to do with the rest of my life.

“A majority of Americans consider themselves to be ‘a work in progress’ and are willing to take any number of roads less traveled to achieve their goals.”
American Express 2013 Life Twist Study

★★★★★☆☆☆☆☆

Nearly 6 in 10 Americans consider themselves to be a success, yet 83% say ‘I’m a work in progress.’



Quit and move forward

Your first job is the only job you will have for the rest of your life.

"Americans between the ages of 18 to 42 have held an average of 10.8 jobs."
Carl Bialik, "Seven Careers in a Lifetime? Think Twice, Researchers Say," *The Wall Street Journal*, September 4, 2010.



A recent study by [Accenture](#) reports:

- 1) They don't like their boss (31%),
- 2) A lack of empowerment (31%),
- 3) Internal politics (35%) and
- 4) Lack of recognition (43%).

Develop lots of grit

My major is the greatest factor determining my future success.

“Grit, the tendency to sustain interest in and effort toward very long-term goals, is the single greatest factor determining your future success.” Angela Duckworth, et al., *Grit: Perseverance and Passion for Long-Term Goals*, *Journal of Personality and Social Psychology*, 2007.



Use the focusing illusion as a foundation



Daniel Kahneman

Recipient, Nobel Prize in Economics, 2002; Eugene Higgins Professor of Psychology Emeritus, Princeton; Author, Thinking, Fast and Slow

Focusing Illusion

"Nothing In Life Is As Important As You Think It Is, While You Are Thinking About It"

Education is an important determinant of income — one of the most important — but it is less important than most people think. If everyone had the same education, the inequality of income would be reduced by less than 10%. When you focus on education you neglect the myriad other factors that determine income. The differences of income among people who have the same education are huge.

Accept that it takes more than a major

IT TAKES MORE THAN A MAJOR:

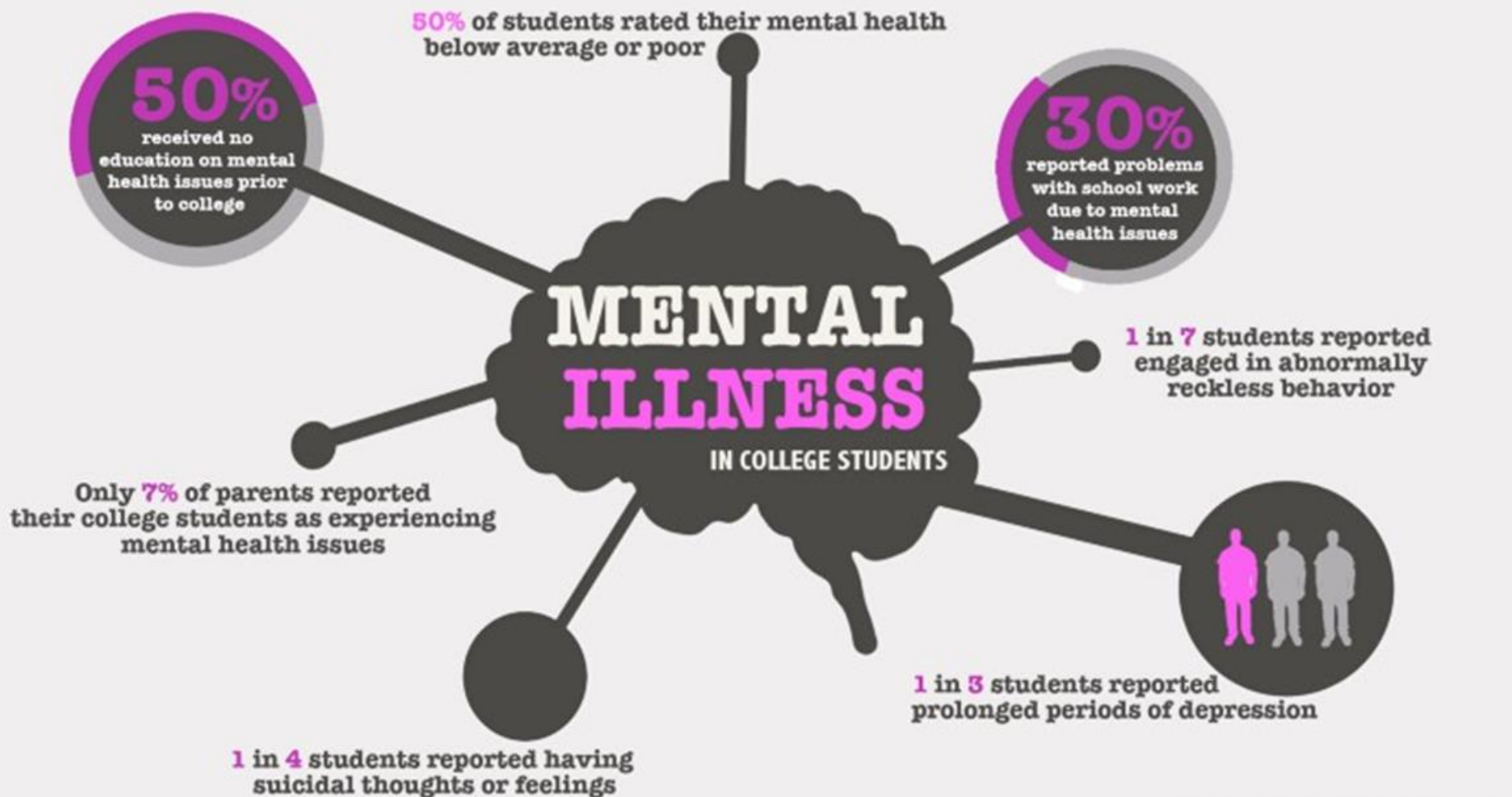
Employer Priorities for College Learning and Student Success

An Online Survey Among Employers Conducted On Behalf Of:

The Association Of American Colleges And Universities

By Hart Research Associates

- Nearly all those surveyed (93%) agree, "a candidate's demonstrated capacity to think critically, communicate clearly, and solve complex problems is more important than their undergraduate major."



Data from the National Alliance on Mental Illness

STAT

MENTAL HEALTH

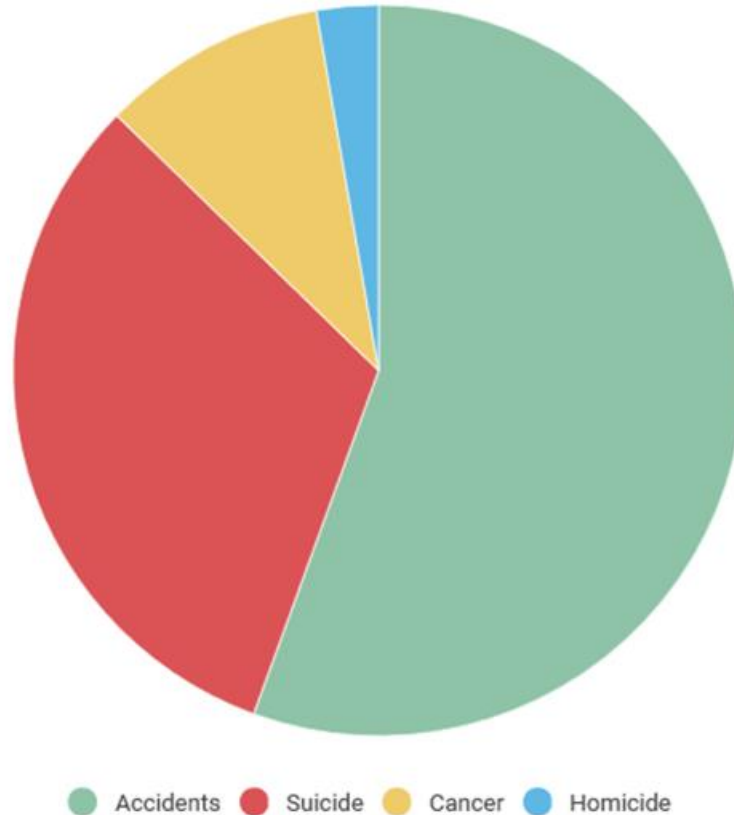
Surging Demand for Mental Health Care Jams College Services

Students may wait weeks for a basic consultation; sometimes even longer to see a psychiatrist

By Megan Thielking, STAT on February 8, 2017



Leading Causes of Death in College Students



According to a 2013 study performed by the Journal of College Student Psychotherapy, suicide is the second leading cause of death in college students, at 6.17 per 100,000 deaths.



A traveling exhibition by Active Minds, an advocacy group, consists of 1,100 backpacks representing the approximate number of undergraduates who commit suicide each year. Credit Activeminds.org <https://www.nytimes.com/2015/08/02/education/edlife/stress-social-media-and-suicide-on-campus.html>

What can
you do



Guided Pathways Demystified:

Exploring Ten Commonly Asked Questions
about Implementing Pathways



Dr. Rob Johnstone
National Center for Inquiry & Improvement

2. Isn't “free choice” the cornerstone of American higher education?

Currently, the path through general education at most community colleges resembles the menu at the Cheesecake Factory—hundreds of options and never enough time to even read through them before we are asked to order. Not surprisingly, **students faced with this multitude of choices struggle with course selection, and the requirements are often so confusing that they make those “irrational choices”** we refer to above by picking courses off their desired pathway, or satisfying the same requirement multiple times.

8. Don't students benefit when they “find themselves” by what looks like wandering to the observer?

This common question, often well intended, hits on a real concern that increasing structure means decreasing the opportunity for students to discover their true passions and calling. Yet a growing body of evidence suggests that students may in fact be seeking greater support in this discovery process. For example, the Research and Planning Group for

9. How can students be expected to make career decisions at age 18?

And

10. Don't students change careers four to seven times? Given this context, why would we put them on guided pathways?

First, we recognize that there will always be students who change majors and shift career aspirations. However, at least part of the reason this happens so often **in our current higher education context is that students do not receive career services early enough in their community college trajectory.** At most institutions, career services are not integrated into pre-enrollment, college success, or first-year experience programs where they would be most helpful. Students often do not get a chance to discover what they do or do not like about their chosen major until later in the course sequence, typically late in their educational journey. **Guided pathways incorporate this critical career exploration upfront**



“The value of youth has risen, and the desirability of adulthood has dropped accordingly. Today’s young people expect to reach adulthood eventually, and they expect to enjoy their adult lives, but most are in no hurry to get there.” [Jeffrey Jensen Arnett](#) and [Elizabeth Fishel](#) write in “Getting to 30.”

State of Well-Being in the U.S.

SUFFERING:

*Well-being that is low
and inconsistent.*

STRUGGLING:

*Well-being that is moderate
or inconsistent.*

THRIVING:

*Well-being that is strong
and consistent.*

PURPOSE: Liking what you do each day and being motivated to achieve your goals

16%

48%

37%

SOCIAL: Having supportive relationships and love in your life

16%

43%

41%

FINANCIAL: Managing your economic life to reduce stress and increase security

23%

38%

39%

COMMUNITY: Liking where you live, feeling safe, and having pride in your community

15%

47%

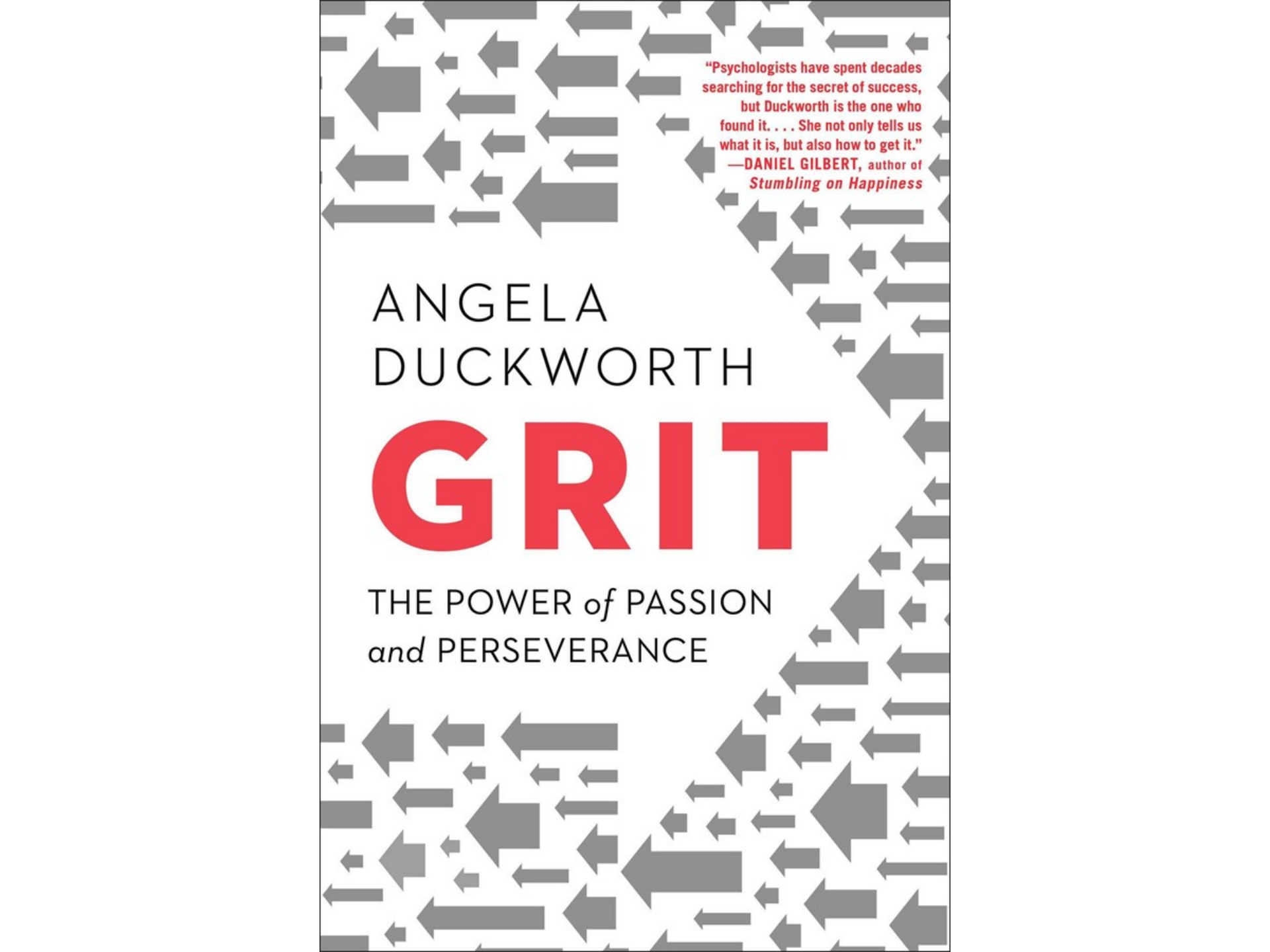
38%

PHYSICAL: Having good health and enough energy to get things done daily

12%

56%

33%

The book cover features a white background with a pattern of grey arrows of various sizes pointing in different directions, primarily towards the left. The title 'GRIT' is prominently displayed in large, bold, red capital letters. Above it, the author's name 'ANGELA DUCKWORTH' is written in black capital letters. Below the title, the subtitle 'THE POWER of PASSION and PERSEVERANCE' is written in a smaller, black, sans-serif font. In the top right corner, there is a quote from Daniel Gilbert in red text, followed by his name and the title of his book in black text.

"Psychologists have spent decades
searching for the secret of success,
but Duckworth is the one who
found it. . . . She not only tells us
what it is, but also how to get it."

—DANIEL GILBERT, author of
Stumbling on Happiness

ANGELA
DUCKWORTH

GRIT

THE POWER of PASSION
and PERSEVERANCE

*"The fact is, we are all terrible at imagining how we will feel in the future. We exaggerate how much the future will be like the present. We underestimate the power of temperament to gradually pull us up from the lowest lows. And if our capacities for imagining the future are bad in normal times, they are horrible in moments of stress and suffering. Given these weaknesses, it seems wrong to make a decision that will foreclose future thinking. It seems wrong to imagine that you have mastery over everything you will feel and believe. It's better to respect the future, to **remain humbly open to your own unfolding.**"*

David Brooks, *The New York Times*

HUMAN RESOURCE MANAGEMENT AND
ORGANIZATIONAL BEHAVIOR COLLECTION



Marketing Your Value

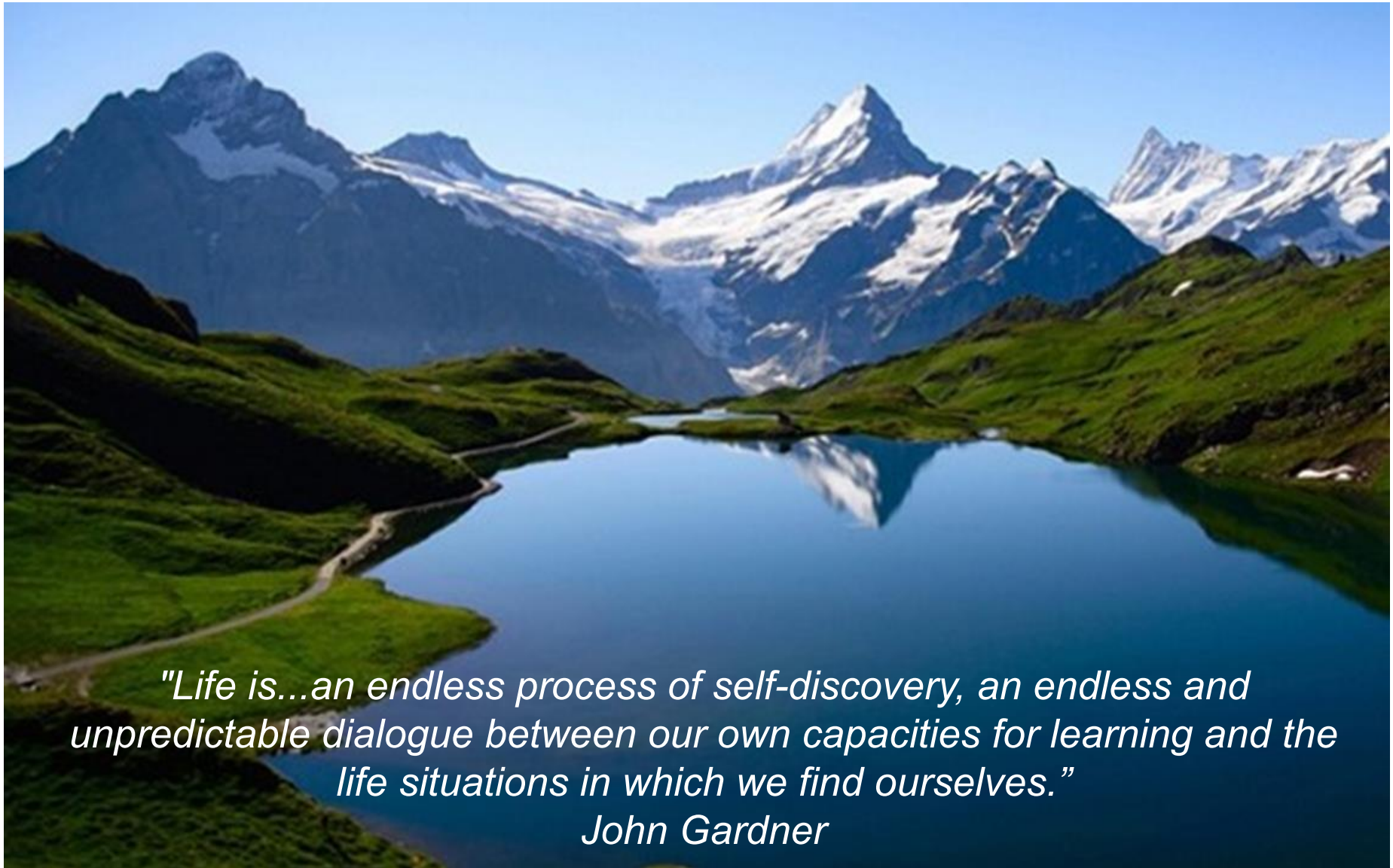
9 Steps to Navigate
Your Career

Michael Edmondson



BUSINESS EXPERT PRESS

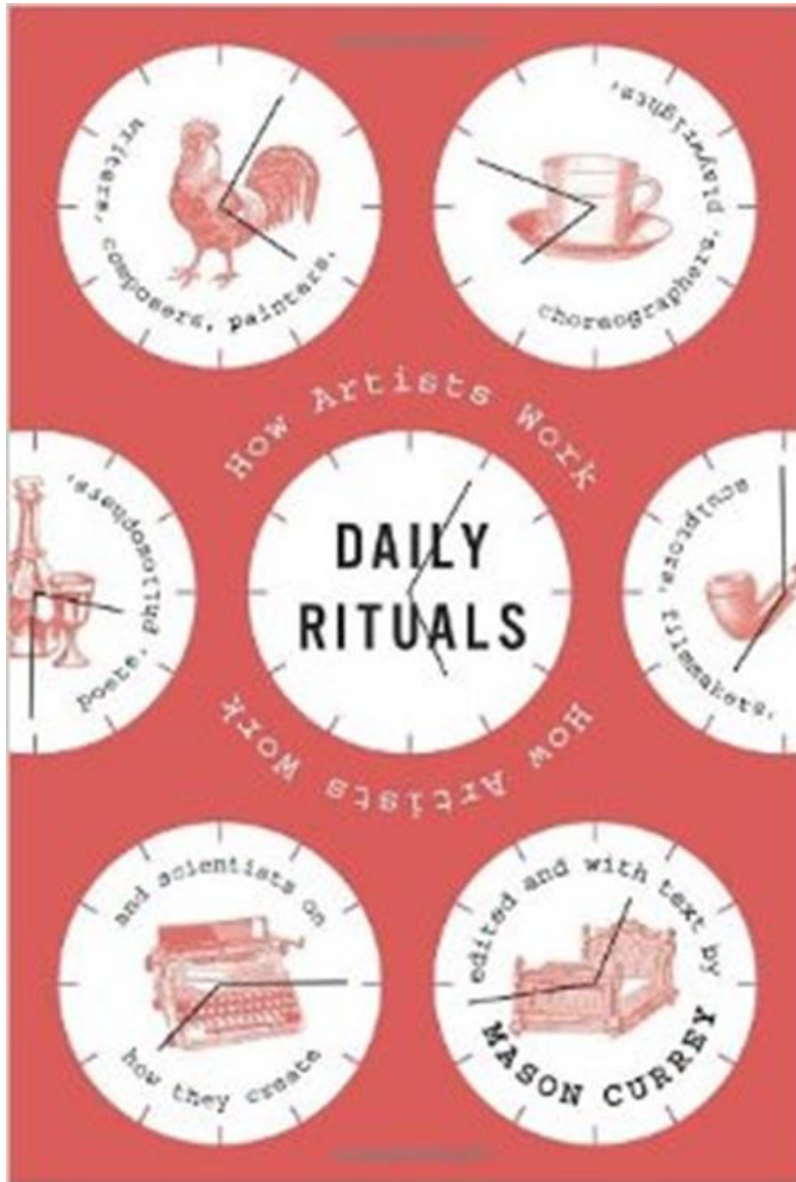
Appreciate the Journey



"Life is...an endless process of self-discovery, an endless and unpredictable dialogue between our own capacities for learning and the life situations in which we find ourselves."

John Gardner

Subtle Maneuvers



"Time is short, my strength is limited, the office is a horror, the apartment is noisy, and if a pleasant, straightforward life is not possible, then one must try to wriggle through by subtle maneuvers."
Franz Kafka

TOP 5 REGRETS OF THE DYING

FROM THE GUARDIAN NEWS REPORT: TOP FIVE REGRETS OF THE DYING

1
I WISH I'D HAD
THE COURAGE TO
LIVE A LIFE TRUE TO
MYSELF, NOT THE
LIFE OTHERS EX-
PECTED OF ME.

2
I WISH I HADN'T
WORKED SO HARD.

3
I WISH I'D HAD THE
COURAGE TO EX-
PRESS MY FEEL-
INGS.

4
I WISH I HAD STAYED
IN TOUCH WITH MY
FRIENDS.

5
I WISH THAT I HAD
LET MYSELF BE HAP-
PIER.

THE TRUTH ABOUT SUCCESS

People see this

Success

**What
really
happens**

**Hard work
Risk
Late nights
Struggles
Failures
Perseverance
Action
Discipline
Courage
Doubts
Change
Criticisms
Disappointments
Adversity
Rejections
Sacrifices
Persistence**



52%

LifeTwisters

Have a path mapped out, but are open to veering off that path



25%

Passivists

Do not have a specific path in life, they go wherever life takes them



13%

Traditionalists

Have a path mapped out and they're determined to "stick to it"



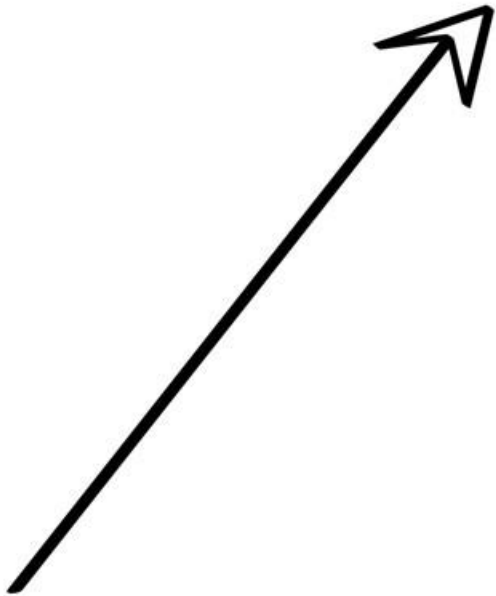
11%

Reinventionists

Actively seek out change in their life to reinvent themselves



SUCCESS



WHAT PEOPLE THINK
IT LOOKS LIKE

SUCCESS



WHAT IT REALY
LOOKS LIKE

In today's VUCA world where the future of work is uncertain, let's debunk the myths for college students and help them understand they should major in happiness.

Michael Edmondson, Ph.D.

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www.navigatethechaos.com