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A Content Analysis of Company Portrayals from a Campus-Wide Job Fair

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Abstract

This paper explores how companies present themselves to prospective employees at a campus-wide job fair at Purdue University, a large, public research university predominantly serving engineering and other STEM fields. Company overview statements and industry affiliations were collected for the 413 registered organizations, of which 347 were used in the analysis for this paper. The goal is to investigate the language used by companies and how that may influence someone during their job search. A content analysis was conducted followed by a hybrid inductive/deductive thematic analysis focusing on five themes of factors proposed to influence job-choice decisions (i.e., internal, external, interpersonal, institutional, socio-demographic) as well as specific social responsibility themes. The findings indicate that companies mostly emphasized institutional factors in their overview statements, followed by internal and external factors. However, almost 26% of companies noted social responsibility themes such as sustainability efforts and protecting the environment. Future work could explore how first-time job seekers prioritize the factors and themes during their job-choice decision process. This work intends to inform engineering students, educators, and administrators during the students' development and job choice process, university career center administrators guiding students through the job search process, company recruiters in their interview and selection process during the student's job search, and industry partners in the recruitment, hiring, and retention of engineering graduates with similar values. The following sections will detail the literature associated with influences on students' job choice decisions, especially engineering students, the methods used to collect and analyze the data, the findings, and a discussion of the implications.

Introduction

Decisions about which job to take and what career path to follow are some of life's biggest. Further, decisions about where and who to work for are value-laden. Especially for soon-to-be engineering graduates, job choices can have distinct social and ethical pressures from oneself, friends, family, and society given that engineering work can conflict with societal beliefs about what is "good" (i.e., manufacturing weapons for the military, mining for precious metals, drilling for oil, etc.). Although what is "good" may differ from person to person, the engineering profession has a duty to society often referred to as social responsibility. Social responsibility is highlighted by professional societies and academic bodies as a key engineering principle [1], [2] [3], and several Bodies of Knowledge (BOK) explicitly state the need for ethical and socially conscious work. For example, the ASCE BOK states that "civil engineers must be able to address the sustainability of a project during planning and to help stakeholders understand the environmental, economic, and social impacts" [4, p. 40]. Further, engineers must be able to analyze situations with conflicting professional and ethical issues in order to determine an appropriate next step [5]. Building these skills in the classroom is critical, and professors may have the opportunity to mentor students through the complex problems that engineers solve in practice. A recent survey of 5,025 college students found that 55% believe professors are at least partially responsible for being a mentor of them while 39% believe that professors should

introduce them to career options [6]. These student beliefs show the opportunity available within engineering to specifically engage students with social responsibility concepts as they work through their education and into job-choice decisions.

Research from the field of organizational behavior proposes that five themes of factors interact during the job choice process (i.e., internal, external, interpersonal, institutional, and socio-demographic) [7]. Internal factors include such things as personal interests, opportunities to grow personally and professionally, the work environment, and other related personal factors. External factors are presented as outside of the job seekers' control, such as pay and benefits packages, location, and market pressure. Interpersonal factors are influences from family, teachers, friends, and society. Institutional factors include details about the potential organization, alignment with degree or previous studies, and continued educational opportunities. Finally, socio-demographic factors include gender and socio-economic status. These themes and factors likely interact in unique ways for individuals given the complex nature of the factors and influences listed above. Choosing a job can be a difficult decision for this reason, and scholars have studied the ways that engineering and other STEM graduates transition to the workforce after graduation.

In 2009, for example, Lichtenstein and colleagues published a paper highlighting the gap between those who complete an engineering degree and those who go on to a career in engineering or engineering-adjacent fields [8]. In a sample of 74 undergraduate students (35 from a public institution, 39 from a private university), only 66% of respondents reported that they definitely or probably would pursue a career in engineering, 8% were unsure, and 26% were definitely or probably not pursuing engineering as a career. In interviews with 28 of the 74 students, the authors found that students over-report their desire to enter engineering as a career. Of the 28 students, 21% would definitely pursue a career in engineering, 54% were unsure, and 25% were definitely not pursuing engineering as a career. Lichtenstein and colleagues detail interviews with four of the 28 students who had different feelings towards persisting in engineering which resulted in varied trajectories. Interestingly, three of the four students (one categorized as definitely persist and two as unsure) talked about money being a prime reason for persisting in engineering. Two stand-out quotes include, "I know people say money can't buy happiness—give me a million dollars and watch the grin on my face," and "Engineering pays better than Starbucks" [8, p. 230]. These statistics and quotes point out that an engineering degree does not guarantee that someone will pursue an engineering job and that external factors like pay are on the mind. More general, recent statistics reported by Cheeseman Day and Martinez from the U.S. Census Bureau's American Community Survey highlight similar discrepancies between science and engineering (S&E) graduates and STEM workers. Among 50 million employed college graduates aged 25–64, 37% reported a bachelor's degree in S&E while only 14% reported holding a STEM job. Further, 52% of workers who majored in engineering work in STEM [9]. These statistics do not show directionality, whether it is the person leaving engineering or engineering not receiving the person, but the large number of engineering graduates not working in STEM leaves room for further study.

Other factors than the salary expectations quoted above may be influencing engineering students to take jobs outside of engineering. In a sample of 450 engineering graduates, Bielefeldt and Canney studied the extent to which working engineers felt satisfied with their contributions to

society and to helping people [10]. Part of their work uncovered differences in satisfaction with helping others among the survey respondents in different engineering job types. Consulting/industry (i.e., private-sector jobs) returned the lowest satisfaction levels while non-governmental organizations (NGOs) held a higher percentage of the most satisfying jobs out of the nine possible options. The authors confirmed their hypothesis that NGOs would represent a higher percentage given the focus on service and helping while consulting/industry jobs look to maximize profit. Researchers have also studied other facets of social engagement in engineering students and professionals that may influence people's decisions about studying engineering and which job to take after graduating. For example, in a study of 165 people (105 Engineers Without Borders-USA (EWB-USA) members, 85 males, and 90 students), Litchfield and Javernick-Will found that EWB-USA members were more motivated to study engineering by a desire for social good or community development work compared to nonmembers [11]. The EWB-USA program and others could open up pathways for students that are passionate about social engagement to persist in their engineering degree and pursue certain kinds of engineering work. Nonetheless, more recent longitudinal data reveals some disappointing trends. In their interview-based study of 29 engineering students through their sophomore, junior, and senior years, Rulifson and Bielefeldt sought to understand students' plans to be socially responsible in their future professions [12]. Their work revealed that students' ideas about social responsibility tempered with time and that students perceived engineers to have a limited role in social responsibility that occurs at the local level. Being connected to socially engaged programs as an undergraduate student and knowing which types of jobs may provide the most satisfaction could help prospective employees find a job that provides them an opportunity to help society and serve a community.

Other scholars have also studied influences on undergraduate engineering students as they prepare to graduate and move into the workforce. For example, Howland et al. found that among 33 fourth-year undergraduate engineering students, workplace learning, such as internships and co-ops, was most influential on students' ethical and moral education. Students in the study spoke about how their experiences with ethics in the workplace informed their career plans – from becoming more committed to a career in biomedical devices to no longer wanting to work in the oil industry [13]. These sorts of experiences could aid upcoming graduates and job-seekers in narrowing their focus to companies that offer them more satisfying and fulfilling work (e.g., focusing on internal or institutional factors). In a similar vein, several studies have identified factors that influence and shape the decision-making of engineering students when looking for jobs, including computer science/information technology students in India [14] and civil engineering students in the U.K. [15]. More specifically, in a survey of 331 U.K. final-year civil engineering students, Wilkinson found that women were significantly more likely to place importance on the ethical considerations of their work compared to men when accepting their first job [15]. Additionally, Gokuladas found that undergraduate engineering students (n=560) choosing their first job were more intrinsically motivated than extrinsically motivated [14]. Moreover, students from urban areas were more intrinsically motivated while rural/semi-urban students were more extrinsically or interpersonally motivated [14]. It is important to note that the aforementioned five-theme model includes institutional and socio-demographic factors which were not included in Gokuladas's study. Further, Gokuladas's intrinsic theme maps to internal and extrinsic maps to external while interpersonal contains factors in Purohit's interpersonal and

institutional themes. These findings support the idea that the decision-making process is complicated and there are many competing interests.

To further advance the extant literature on career/job choice among engineering students, this project seeks to better understanding how current engineering students make their job-choice decisions and what influences are the most significant – such as pay and benefits (external factor; i.e., student loan debt, supporting family), social and environmental impact (internal factor; i.e., personal values), or socio-economic status (socio-demographic factor; i.e., first-generation college student). Previous scholars have studied the percentage of engineering graduates holding engineering job as well as the experiences and motivations informing the job-choice decision. Yet there remain many gaps in current literature, such as a lack of attention to how job-choice decisions are related to how companies portray and market themselves, the work they do, and the types of candidates that they seek to hire. For example, some engineering graduates may seek to work for a company that offers them the highest starting salary. However, these same students may also want to be satisfied with the work they do or contribute to the personal causes such as combating climate change or improving the lives of people through access to clean water. Previous work at a construction management career fair event studied how companies physically represent themselves and the frequency of content that they share at career fairs, including brochures, pamphlets, and flyers [16]. The authors found that 87% of the 177 companies visually represented the projects they have built and suggested that companies could explore including more about company culture in their visual displays in the future. In a similar vein, my work aimed to collect digital informational material and quantify the frequency of each factor and theme that influences the job-choice decision. Content analysis techniques were used to group and characterize companies based on the provided information. Further analysis provided an aggregated view of trends in company descriptions within industry categories, enabling a better understanding of how different industries recruit employees. The following section provides a summary of the data collection, cleaning, and analysis along with specific examples and general statistics.

Methods

Data Collection

Data for this study were collected for 413 organizations from a public, online form within the Career Fair Plus mobile app which housed all the companies that attended Purdue University's Industrial Roundtable event for Fall 2024. The Industrial Roundtable is a free, open recruitment event hosted on campus which is open to students and non-students and particularly attracts engineering undergraduate and graduate students. Within the app, each organization had the opportunity to supply information including: Overview, Website, Majors Recruited, Position Types, Degree Levels Recruited, Class, Minimum GPA, Work Authorization Desired, and Industries. The Overview and Industries categories were selected for this research because the organizations had autonomy in how they represented themselves within the confined and competitive space of a limited form field. Organizations had up to approximately 750 characters (~100 words) for the Overview and could self-select as many options as they would like among 21 available industry categories and an "Other" option. Some companies also chose none of the options. The Overviews and Industries were copied and pasted verbatim from Career Fair Plus to

Microsoft Office programs for analysis. Time was also spent in person at the Industrial Roundtable event to collect artifacts such as brochures, handouts, and recruitment materials. These artifacts are explicitly used for representing the company and disseminating information they deem most important, and the information they present could influence students' decisions. A total of 123 artifacts were collected, and a full analysis of the physical marketing and recruitment materials is out of scope for this work. Future work will be done to connect these artifacts to the analysis of the online materials.

Select Company Overviews for example:

As the analysis for this paper focuses strictly on the digital informational material that companies presented, it is valuable to show examples. The four overviews below show a range of themes and factors such as internal (e.g., the work environment), external (e.g., compensation and benefits package), institutional (e.g., location-specific, founding date), and social responsibility (e.g., responsibility for people, society and natural resources). Although not all-encompassing, these examples provide some insight into how companies utilized the Overview to highlight their organization and its work, values, and who they are looking to hire.

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Data Cleaning

First, information from organizations that were not recruiting full-time employees were removed from the data set. Using the Filter function for Positions in Career Fair Plus, 350 of the 413 listed organizations indicated that they were recruiting for full-time positions. This step removed any companies that were strictly recruiting co-ops, internships, and/or part-time positions because my focus is on first-time job seekers for full-time positions. The second step in data cleaning involved skimming the Overviews for any organizations not focused on "jobs" in the general sense of the word. Three organizations were removed including two graduate school programs and a scholarship program sponsored by the Department of Defense for students who were still in school. The remaining 347 companies were included in the analysis below.

Data Analysis

The first step to better understand how companies represented themselves to prospective employees was to analyze the self-selected industry affiliations. Figure 1 below shows the number of companies that listed each of the available industries. Nine companies did not select any industries, so these companies were sorted into existing industry categories based on language within their Overview.

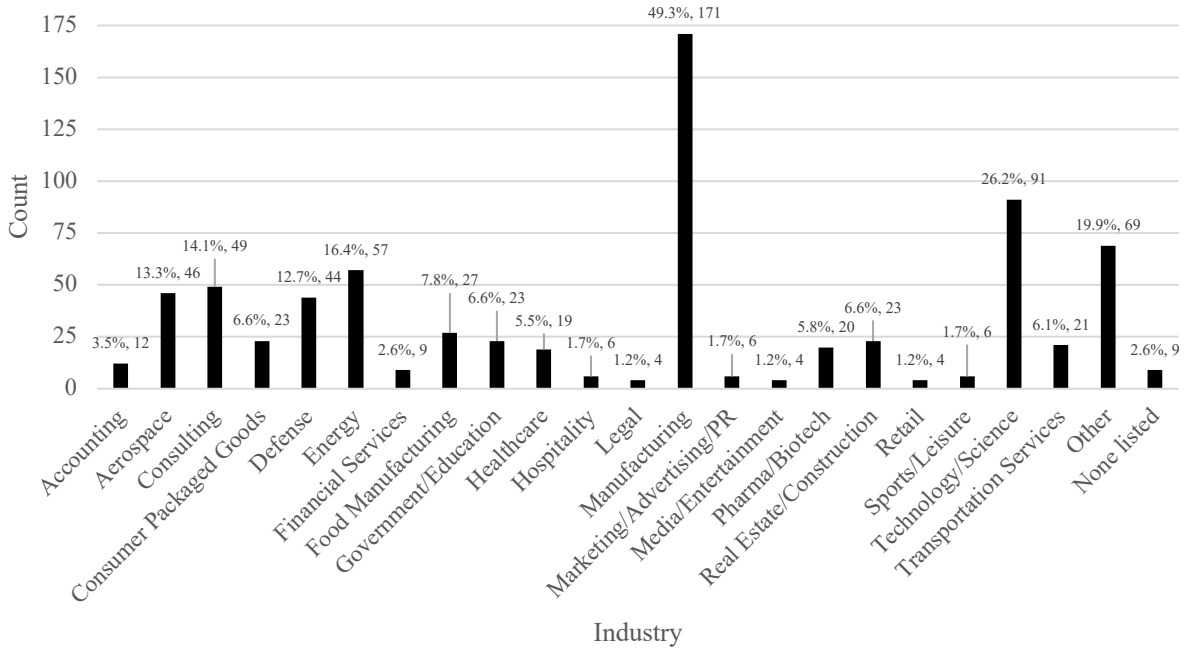

Figure 1. Count of self-selected industry affiliations.

As shown, approximately 49% of the companies selected Manufacturing, 26% selected Technology/Science, and 20% selected Other. Four additional industries stand out including approximately 16% in Energy, 14% in Consulting, and 13% in Aerospace and Defense. Again, companies could select multiple industry affiliations, which is why the total exceeds 100%.

Next, document analysis techniques including content analysis and thematic analysis were used to evaluate the 347 Overview statements [17]. The Overviews were first read to create two categories. Category 1 included companies that highlighted the identity/culture of the organization, the work they do, or what applicants can expect at the company (i.e., company-focused). For example, companies often stated the business sector they identify with or offer statistics about the company such as the number of employees or facility locations. Category 2 includes companies that specifically state who they are looking to hire (i.e., person-focused). In addition to highlighting the work they do or details about their organization, Category 2 companies often identified specific characteristics for prospective employees such as forward-thinking, entrepreneurial mindset, specific majors, or types of prior experiences. 305 companies (~88%) fell into Category 1 and the remaining 42 companies (~12%) were in Category 2.

The Overviews in each Category were then fully read and analyzed using a hybrid inductive/deductive coding strategy. The five-theme model [7] discussed previously acted as the base codes, but the coding framework was also expanded and revised as analysis progressed. For example, some companies highlighted their pay and benefits packages (i.e., external factor) while others emphasized workplace or company characteristics (i.e., internal or institutional factors). Still others presented a business highlight or gave little information related to the company at all. Companies also emphasized several of these factors within a single Overview, so some companies were coded into more than one factor/theme group as necessary. Social responsibility themes that noted ideas such as sustainability efforts, protecting the environment, public safety, etc. were also specifically coded for.

Results

The results, as presented below, explore similarities and differences between Category 1 and Category 2 companies as well as aggregate trends across select Industry sectors. The results are focused on the five themes of factors proposed to influence job-choice decisions and social responsibility themes. The percentages below will not necessarily equal to 100% given that companies could select as many Industry affiliations as they would like and the coding structure allowed for multiple factors/themes as appropriate. For example, companies could note both details about the organization such as number of employees or sales/revenue data as well as pay/benefits information.

Category 1: Company-Focused Overviews

The 305 Category 1 companies, or those that provided an Overview focused on the company/organization and its work, were consistent in their approach to describing themselves. Figure 2 shows that the majority of companies (63.3%) emphasized institutional factors such as when they were founded, the number of employees and offices, ownership structure, and/or

brands they produce or work with. This can be expected, as a typical overview detailed on company websites would present similar facts and figures.

Interestingly, Category 1 companies similarly presented internal (18%) and external (21%) factors as well as general business highlights (22%) and social responsibility themes (26.6%) in their Overviews. Internal factors were often presented as details about the work environment (e.g., challenging work, ability to create and collaborate, etc.) while external factors were related to the company's headquarters or job location or the pay/benefits package. Social responsibility concepts often focused on sustainability efforts, protecting the environment, and clean energy. For example, Freudenberg states that they are "[g]uided by the mission to shape the future sustainably… [w]ith responsibility for people, society and natural resources." Similarly, GE Verona declares: "Addressing the climate crisis is an urgent global priority and we take our responsibility seriously. That is our singular mission at GE Vernova: continuing to electrify the world while simultaneously working to help decarbonize it." Business highlights were separate from the above-mentioned factors in that they strictly focused on the business and its product(s). They made no mention of company details or where a specific job would be located, nor did they mention any qualities in the candidates that they were interested in hiring. An analysis of this missed opportunity will be further explored in the Discussion.

Lastly, Category 1 companies hardly or never mentioned interpersonal (0%) or socio-demographic (1.3%) factors. No mention of interpersonal factors is expected as the theme focuses on the influence of family, friends, mentors, and society on one's job choice. The limited mention of socio-demographic factors consisted mostly of Equal Opportunity Employer statements and a specific note of diversity initiatives and statistics. Four companies provided little information related to the company whatsoever (e.g., a LinkedIn URL, a two- or three-word sentence, etc.). Although the Company Overview may not be the ultimate determining factor for prospective employees, these companies placed themselves at a disadvantage by not using the space available to all companies.

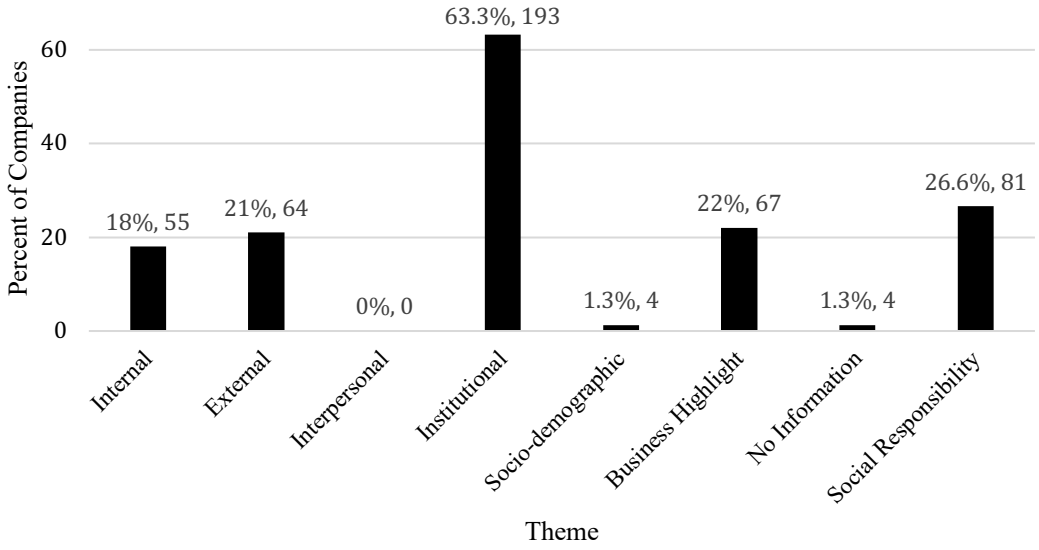

Figure 2. Percentage of Category 1 companies presenting each theme.

Category 2: Person-Focused Overviews

The 42 Category 2 companies represented themselves differently than Category 1 companies. Figure 3 shows that the majority of companies emphasized internal (71.4%) and institutional (64.3%) factors. Category 2 companies, in addition to being explicit about who they wanted to hire, more often emphasized desired personal qualities, personal and professional growth opportunities available within their organization, the type of work employees might do, and work schedule flexibility. While companies in Category 2 almost equally described institutional factors in their Overviews as Category 1, many more companies went beyond facts and figures to speak directly to prospective employees with details about specific majors or experiences. For example, the overview information from Anheuser-Busch states:

> Cutwater Spirits. Budweiser. Kona Brewing Co. Stella Artois. Bud Light. That's right, over 100 of America's most loved brands, to be exact. But there's so much more to us than our top-notch portfolio of beers, seltzers, and more. We are powered by a 19,000-strong team that shares our passion to create a future with more cheers. We look for people with talent, curiosity, and commitment and provide the teammates, resources and opportunities to unleash their full potential. The power we create together - when we combine your strengths with ours - is unstoppable. Are you ready to join a team that dreams as big as you do?

Anheuser-Busch makes a direct call to potential employees – they are looking for people who are talented, curious, and committed and are willing to invest resources and opportunities to help their employees reach their big dreams. External (31%) and socio-demographic (14.3%) factors were also mentioned more frequently with Category 2 companies. External factors such as pay/benefits and job location were again the main points; however, socio-demographic factors frequently consisted of the need to be a U.S. citizen for any government organizations or government-contracted companies. Equal Opportunity Employment statements were also noted, and one company explicitly stated that they have hired many Purdue graduates. Finally, social responsibility themes (21.4%) were mentioned slightly less often with Category 2 companies although the content was similar between categories. For example, Eichleay, Inc. says that they, "assist clients in exceeding their sustainability objectives while incorporating eco-conscious principles into every facet of our operations." What separates them into Category 2 is that they directly state who and which specialties they are looking to hire, "Eichleay is engaging with prospective summer 2025 interns, 2024/25 graduates, and alumni, focusing on Chemical/Process, Civil/Structural, Electrical, and Mechanical engineering."

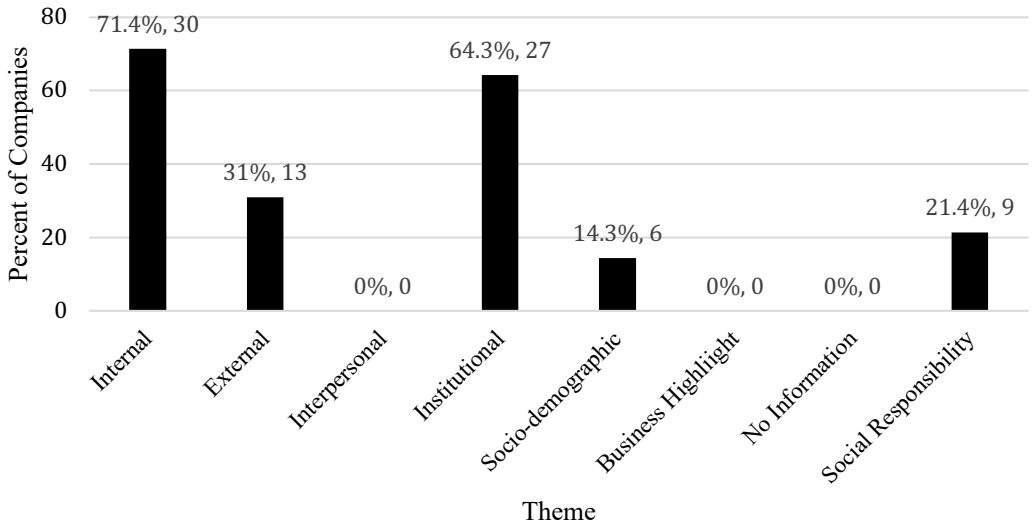

Figure 3. Percentage of Category 2 companies presenting each theme.

Aggregate Trends Across Most Prevalent Industries

As previously mentioned, six industries were most represented at the job fair: Manufacturing, Technology/Science, Energy, Consulting, Aerospace, and Defense. Statistics for these industries have been compiled with the previous data and are presented in Table 1 below. An example of how to interpret the table is that 24.5% of the Overall number of 347 companies noted internal factors in their Overview.

Table 1. Percentage of factors/themes across prevalent industries.

	Overall n=347	**Cat. 1 n=305**	**Cat. 2 n=42**	**Manu. n=171**	**T./S. n=91**	**Ene. n=57**	**Cons. n=49**	**Aero. n=46**	**Def. n=44**
Internal	24.5	18.0	71.4	21.1	26.4	21.1	20.4	28.3	18.2
External	22.2	21.0	31.0	24.0	14.3	19.3	24.5	17.4	18.2
Interpersonal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Institutional	63.4	63.3	64.3	69.0	56.0	68.4	67.3	54.3	52.3
Socio-demographic	2.9	1.3	14.3	1.2	5.5	8.8	4.1	4.3	6.8
Business highlight	19.3	22.0	0.0	15.8	26.4	12.3	16.3	21.7	25.0
No information	1.2	1.3	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Social responsibility	25.9	26.6	21.4	31.0	29.7	36.8	28.6	26.1	15.9

Technology/Science, Aerospace, and to a lesser extent Energy more often emphasized internal factors over external factors while Manufacturing and Consulting emphasized external factors over internal factors. Further, Technology/Science, Aerospace, and Defense more often

presented a business highlight without mentioning any of the factors. On the other hand, Manufacturing, Energy, and Consulting more often presented institutional factors compared to the other industries. Finally, all prevalent industries except Defense mentioned social responsibility themes more than the overall average.

Discussion and Conclusions

This discussion will focus on key points such as the connection to social responsibility themes as well as notable statistics and missed opportunities from the above data. Future opportunities to investigate the factors and themes discussed in this paper are also discussed.

Social Responsibility in Company Overviews

Although Defense, Aerospace, and Energy industries could be objected to because of their conflicts with societal beliefs about what is "good," their mixed signals for social responsibility (e.g., sustainability, protecting the environment or the health and safety of people, etc.) are interesting. Energy industry companies often emphasized their ideas of clean, renewable, and/or sustainable energy options; however, many of the largest companies in the industry still primarily focus on fossil fuels for revenue. One unique example was Performance Contractors Inc. which stated that, "Our core values include Safety & Health, Honesty & Integrity, Quality, People, and Relationships. We prioritize employee education, ethical behavior, excellence, talent retention, and fostering positive, long-term relationships with clients and communities." On the other hand, many of the Defense and Aerospace companies focused on their products and business operations. For example, the overview statement for Hexcel Corporation, listed in the Aerospace, Defense, and Manufacturing categories, declares:

> Hexcel today offers a breadth and depth of products and services that is unmatched in the industry. From our worldwide manufacturing facilities we manufacture the full spectrum of advanced material solutions - this includes everything from carbon fiber and reinforcement fabrics to pre-impregnated materials (or "prepregs") and honeycomb core, tooling materials and finished aircraft structures.

In contrast, Garmin International, listed as an Aerospace and Technology/Science company, had an explicit sustainability statement: "Sustainability: We are committed to protect the environment throughout all aspects of our business operations." These differing portrayals of engineering companies connects back to the aforementioned research on engineering students, social engagement, and job satisfaction. Although employees in private-sector jobs returned the lowest satisfaction levels in a previous study [10], private-sector companies may be able to recruit and retain employees through stated commitments to social, environmental, and/or professional responsibility. Further, previous work showed that members of socially engaged programs such as EWB-USA were more motivated by social engagement and community development [11], and these prospective employees bring with them personality traits and motivations different from the larger engineering population. Many graduates continue to accept jobs in industries and with companies in more controversial sectors, and further work could establish more links between personal beliefs about what is "good" work, social engagement, and which job someone decides to accept.

Stand Out Statistics and Missed Opportunities

The majority of companies presented institutional factors in their Overviews. This type of information can be important to potential employees to gain quick information about a company; however, this may not attract people the way internal or external factors or social responsibility themes could. The switch to a majority of Category 2 companies utilizing internal factors shows how companies can use an Overview to detail the types of work environment they strive for and attitudes they hope to recruit (e.g., entrepreneurial mindset, innovative thinkers, etc.). These types of descriptions could encourage potential employees to reflect on who they want to work for and the type of place they want to work in, perhaps more so than simply sharing facts about the company. Although it is hard to draw any firm conclusions, emphasizing external factors could be a way for companies to promote their higher pay and better benefits which attracts certain applicants. On the other hand, emphasizing internal factors may attract different applicants based on the ideas of work environment and job-seeker attitudes. The previous research noted above shows that not all engineering graduates take engineering jobs [8], [9], and those that do take engineering jobs are influenced by different factors [7], [14]. Recruiting prospective employees is important to every company, and the methods they use may be more or less effective with different populations of applicants. Future work could explore how prospective employees view and react to the proposed factors that influence job-choice decisions as well as themes of social responsibility.

One additional takeaway centers on the 19.3% of companies that presented a business highlight. These companies are immediately placing themselves at a disadvantage in recruiting by stating what can quickly be found on their website/homepage without synthesizing information about job location, pay/benefits, and/or the work environment or expected job information. Total user traffic that the job fair app received could not be obtained, but anecdotal information confirms that attendees used it in some capacity given the digital company schedules, interview setup, and other available features. Additionally, the four companies that provided little information altogether suffer similar circumstances without the ability for potential employees to read anything meaningful about the company within the app. Future work could probe students for how they prepare to engage with prospective employers, the steps they take to learn about an organization, and their feelings regarding companies that choose not to present information.

Future Opportunities

Future work could include reviewing the physical documents handed out at the job fair to see how their short Overview statements compare to their more comprehensive handout materials. These materials could contain valuable information regarding various aspects of the companies, including initiatives or work projects related to sustainability or other socially responsible practices that could influence potential employees during the job-choice decision. Additionally, surveys with first-time job seekers containing the factors and themes could help determine the importance each plays during the short decision window. Finally, interviews with first-time job seekers discussing their job search and decision-making processes could help clarify the above information, as well as capture any competing interests such as the need to pay off student debts, support family members, hold a job in a specific location, or work in a job that matches their values and beliefs.

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