

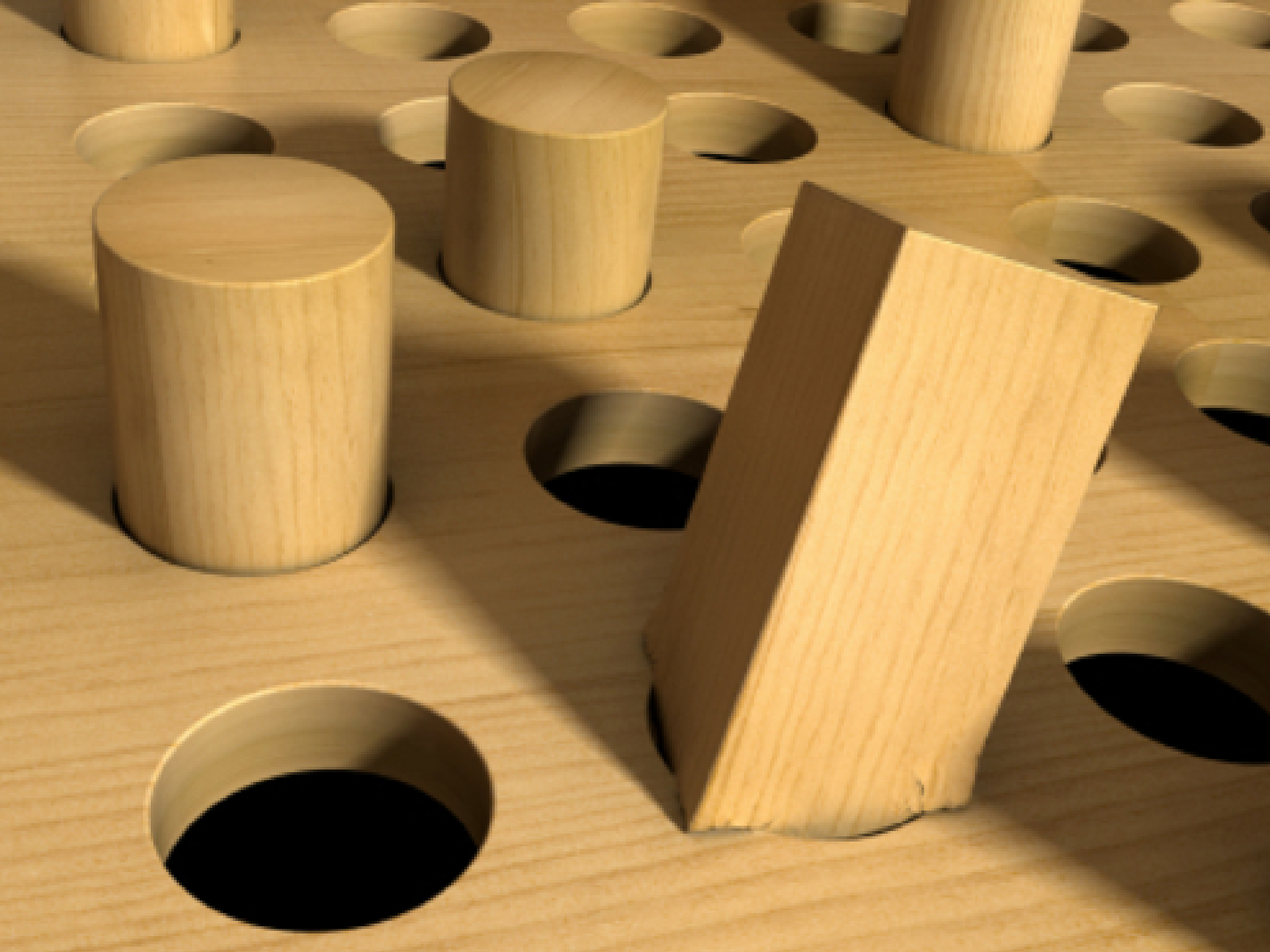


PRESENTATION TO CEDEFOP, THESSALONIKI, GREECE

THE LIMITS OF OFFICIAL LMI

How to find out what the government doesn't know (and make some meaningful use of all of this information).

Tristram Hooley, Professor of Career Education, University of Derby





What can we know?

- The labour market is a complex (what Pryor and Bright* would call a chaotic) system.
- We can never really know what is going on.
- But we can discern patterns that can serve as a basis for action.
- Simplification of a complex pattern can provide us with misleading insights.

See Pryor, R. and Bright, J. (2011). *The Chaos Theory of Careers*. London: Routledge.

What does the government know about work...

Quite a lot.... e.g.

LMI for All Database

*Employment (historical time series 2000-12)**

*Projected employment (2012-22)**

*Future job openings (replacement needs)**

*Weekly Pay (2013)**

*Weekly hours (2013)**

Occupational descriptions

Skills required (based on US O*NET data))

Changes in pay 2012-2013

Unemployment rate

Current vacancies (ESS data and UJM)

Census data (details of geographical location of jobs and travel to work distances)

First destinations of graduates (HESA data)

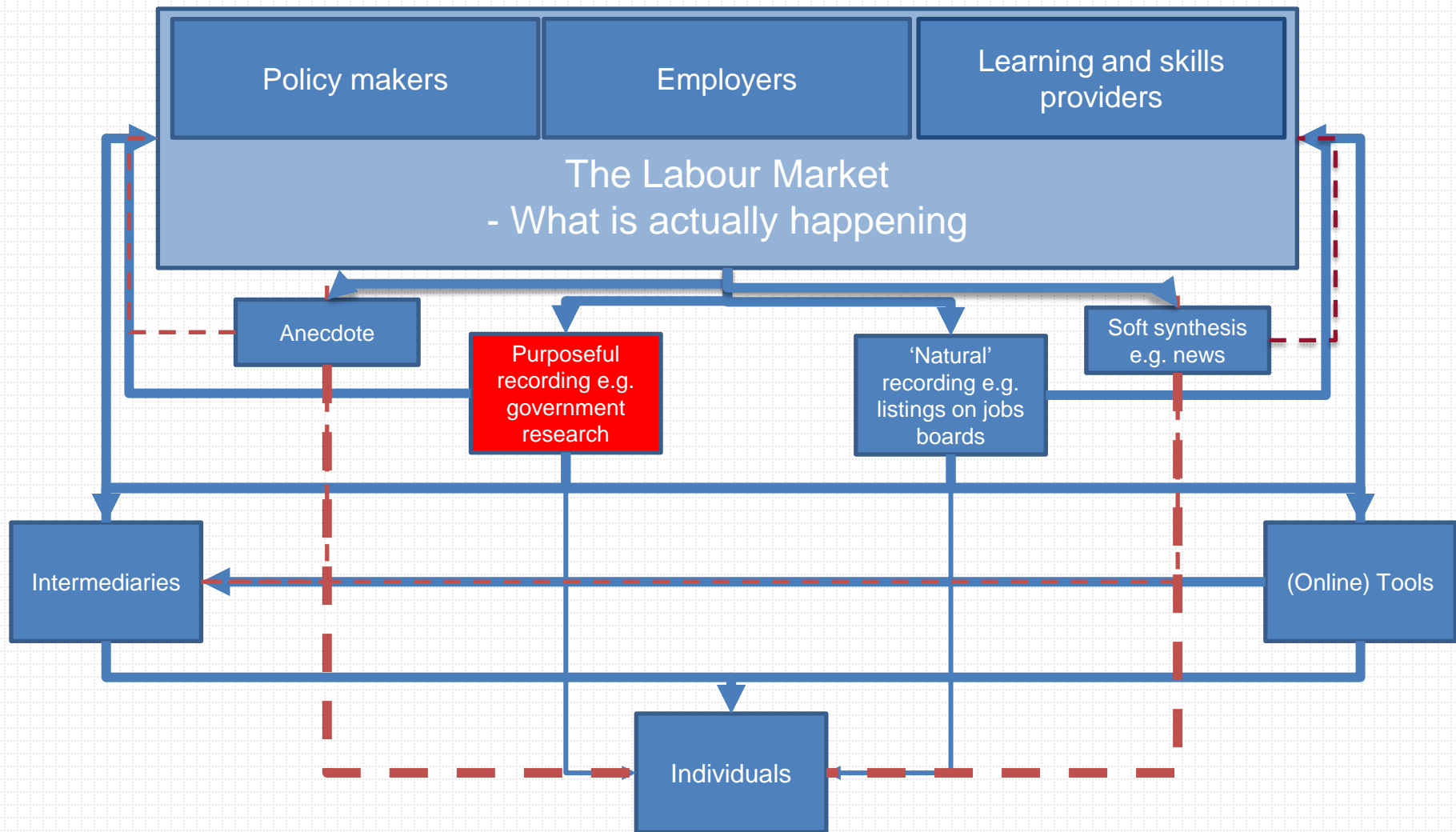
Data (for **Core** indicators*) by:

- ❖ SOC2010 4-digit occupations
- ❖ Employment status
- ❖ Highest qualification held
- ❖ Countries and English regions within the UK
- ❖ Gender

This is clearly essential information to underpin career building.

But it also has limitations.

1. It is partial and largely historical.
2. It is difficult for individuals to use.
3. It doesn't link through to actual jobs.



Anecdote



Soft synthesis

Tata Steel to sell off entire British business

Thousands of jobs could be put at risk as board of Tata announces intention to sell all of its UK plants, including Port Talbot



UK steel crisis: David Cameron cuts short family holiday amid threat of 40,000 job losses



Natural recording: Parsing



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[Year 5 Primary Care Undergraduate Course Lead](#)

Department of Primary Care and Public Health, School of Public Health
Imperial College London

Placed on: 11-05-2016 **Salary:** £79,677 per annum, pro rata

Closes

Jun

01

[Professor of Education](#)

School of Education
University of Brighton

Placed on: 20-04-2016 **Salary:** £66,110 to £76,613 per annum

Closes

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15

[Dean UK](#)

SAE Creative Media Institute

Placed on: 10-05-2016 **Salary:** £65,000 (depending on qualification & experience)



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[Academic Programme Director](#)

Professional Doctorate in Educational & Child Psychology
University of East London

Placed on: 21-04-2016 **Salary:** £60,508 to £67,652 p.a. incl. LW

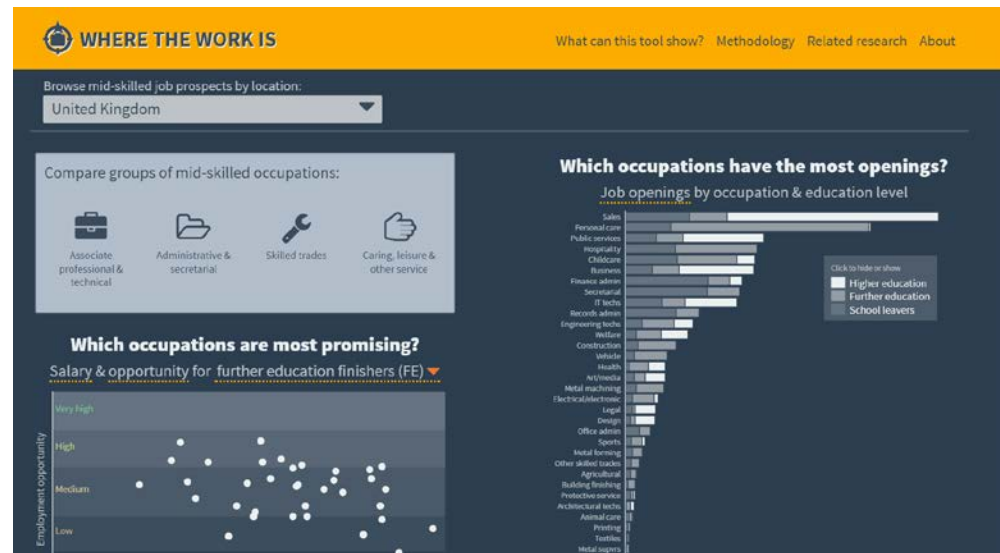
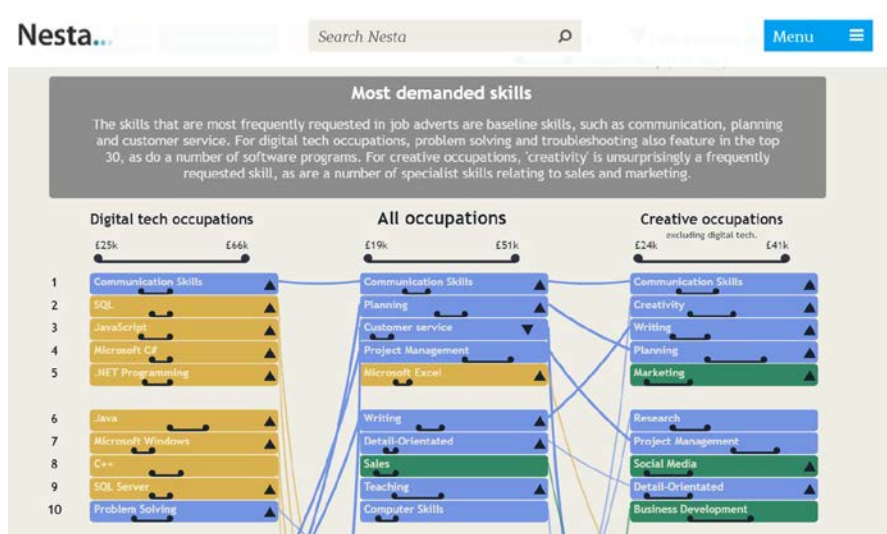
Closes

May

16

Targeted Jobs

Natural recording: Aggregating



<http://www.nesta.org.uk/blog/top-30-skills-chart>

<http://wheretheworkis.org/>



<http://burning-glass.com/>

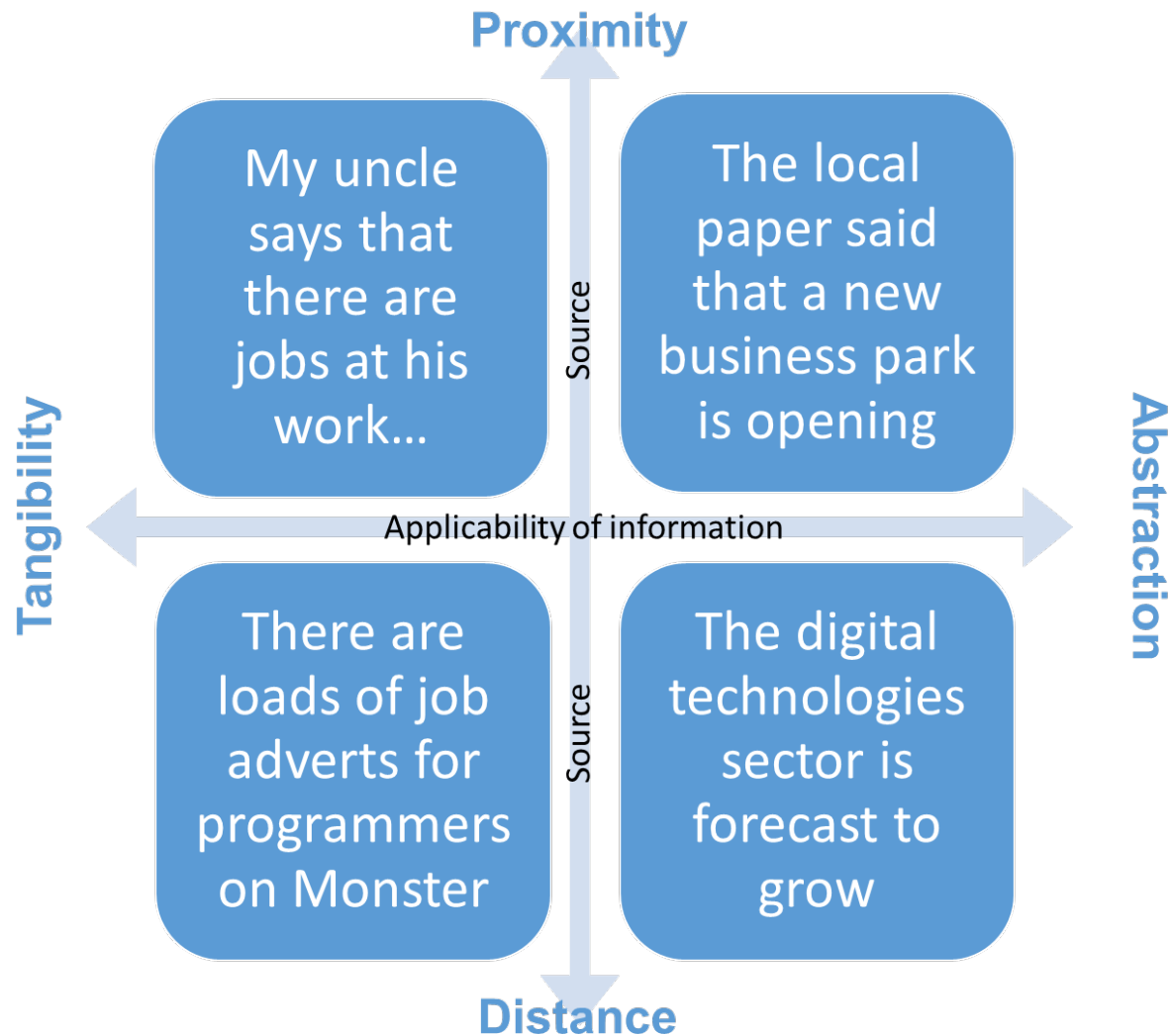
Problems with expanding LMI

- Information overload
- What information is trusted?
- Behavioural difficulties

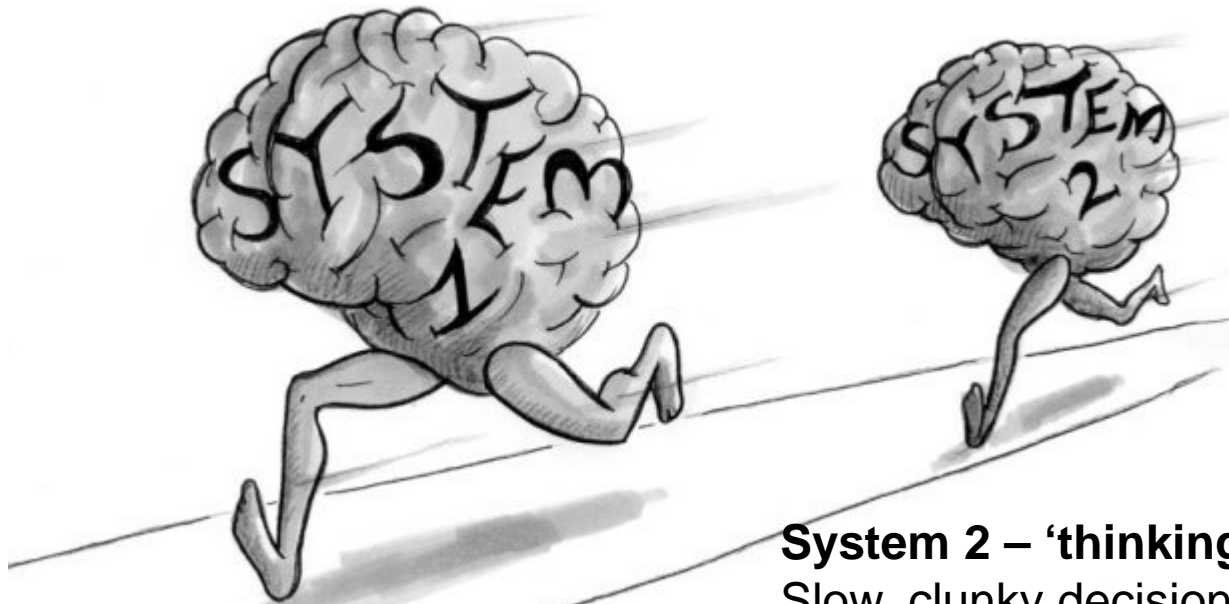
Information overload



What information is trusted?



Behavioural difficulties



System 1 – ‘going with your gut’
Fast, intuitive, powerful decision making.

System 2 – ‘thinking it through’
Slow, clunky decision making for dealing with unusual problems

Responses to these problems



The tour guide approach
Changing the 'choice architecture'
gets LMI used.



The map making approach
Developing the chooser's career
management skills allow more profound
use of LMI.

* See Gale and Parker (2015) for more on this metaphor

Changing the choice architecture



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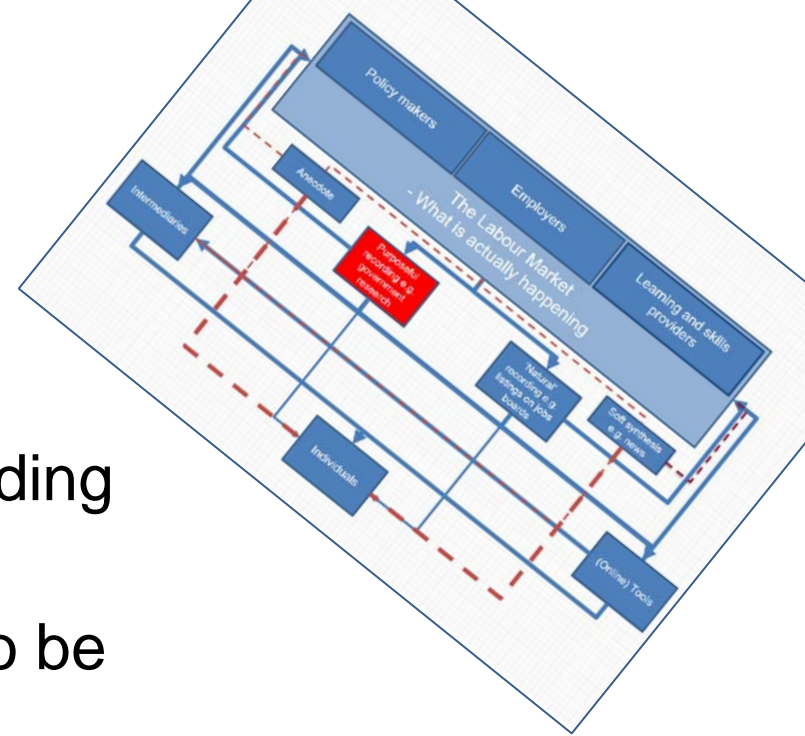
Official data collected by HEFCE

Careers adviser as tour guide



Developing map making

- LMI is complex and contestable.
- Learning to read LMI is about reading complex patterns.
- This is a CMS skill which needs to be taught.
- This can improve our system 1 thinking.
- The development of these CMS is a key role for careers professionals.



References

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Gale, T. and Parker, S. (2015). To aspire: a systematic reflection on understanding aspirations in higher education. *The Australian Educational Researcher*, 42(2), 139-153.

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Conclusions

- Official government produced LMI is only one way that we can come to understand the labour market.
- Like other sources of information about the labour market it has strengths and weaknesses.
- Taken together these sources can help us to ascertain patterns in the labour market.
- Much of what we know about how individuals engage with career decision making suggests that the provision of LMI alone is unlikely to be impactful.
- There are some advantages to tour guiding people through LMI, but ultimately we need to give them a map.

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