Full Title: Family matters! The influence of family, peers, mentors, and professors on STEM college students' motivational beliefs and career decision making

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Abstract

Support from family, peers, mentors, and professors has a crucial role in the development of students' motivational beliefs about learning. However, the *relative* importance of each of these social supports in affecting students' motivation, and the precise processes through which these social factors motivate students, are not well understood at the college level. The present study examined how family, peers, mentors, and professors shaped science, technology, engineering, and mathematics (STEM) college students' motivational beliefs for career decision making, defining motivational beliefs in accordance with situated expectancy-value theory. We collected survey and open-ended responses from a large sample of college students ($n = 2,229$) in 42 unique STEM courses at a large, public southeastern university in the United States. We examined how, why, and for whom different social supports influenced students' task-value and/or competence related motivational beliefs for career-decision making. Results indicated that students most often selected interactions with family members as influencing their career decision-making, both in terms of overall influences and as the strongest influence, relative to interactions with peers, mentors, or professors. For all social influences, most students reported being attracted in a positive way towards certain careers as a result of social interactions, as opposed to socializers making students disenchanted with careers. Most students described how social supports influenced motivational beliefs related to task values, with comparatively fewer referencing social influences on competence-related beliefs. Findings highlight the important role of multiple social supports, particularly family, in shaping students' motivational beliefs and career decision-making throughout emerging adulthood.

Keywords: college students, STEM education, expectancy-value theory, social support, workforce development

Educational Impact and Implications Statement

Preparing a qualified and diverse STEM workforce requires a robust understanding of the factors that influence college students' motivational beliefs and decisions about their career paths. We examined how, why, and for whom support from family, peers, mentors, and professors impacted STEM college students career motivation and decision making, using both qualitative and quantitative data. Results suggest that family plays a particularly crucial role in shaping college students' career motivation, especially by helping them see the positive value of particular career paths. Findings help illustrate the importance of different kinds of social support in guiding career choices throughout emerging adulthood.

Introduction

93
Attracting and retaining students in science, technology, engineering, and mathematics
(STEM) fields remains an urgent national priority (Brewer & Smith, 2011; Olson & Riordan,
2012). For example, in the United States, more than half of the undergraduate students who
intend to major in a STEM discipline will not persist to graduate with a STEM degree (Chen,
2013; Graham et al., 2013). Such trends limit the pool of individuals who have the educational
experiences, skills, and knowledge necessary to pursue a career in STEM. Furthermore, students
from racially and ethnically excluded backgrounds (e.g., Alaskan Native, American Indian,
African American, Hawaiian/Pacific Islander, Hispanic or Latino/Latina) leave STEM fields at
higher rates than students from well-represented backgrounds (e.g., Asian, White) (Estrada et al.,
2016). Even students who remain in STEM fields often end up shifting their career plans during
college (Seymour et al., 2019). About half of students who remain in STEM career paths across
college will change their career plans *within* STEM (i.e., changing from wanting to be a doctor to
a social worker) (Rosenzweig et al., 2024; Rosenzweig, Hecht, et al., 2021). College students
who change their career plans within STEM in turn report lower motivation, satisfaction, and
certainty of persisting with their new career plans compared to those with consistent career plans
(Rosenzweig et al., 2024).
110
In order to support STEM workforce development, it is essential to understand why
students who start college interested in STEM career paths may change their plans to pursue
other careers both inside and out of STEM. From a developmental perspective, the college years
are especially critical for supporting STEM workforce development, because individuals make
impactful career-related decisions (e.g., majors, internships, graduate programs) during this time.
In the present study, we examined one key aspect of career plan development in college: the role
of socializers (i.e., family, peers, mentors, and professors) in shaping college students' STEM
career motivation. Our goal was to build on prior work in this area by leveraging both
quantitative and qualitative data from a large sample of college students. We examined which
socializers college students reported to be most impactful in shaping career planning, which
motivational beliefs students thought socializers affected most readily, how students thought
different socializers shaped their motivation, and whether trends differed for students of different
genders, racial/ethnic backgrounds, or years in school.
124
Situated Expectancy-Value Theory and Career Decision-Making
Mounting evidence suggests that students' motivational beliefs are powerful predictors of
their persistence and career decision-making in STEM fields (Cromley et al., 2016; Lazarides &
Lauermann, 2019; Wang & Degol, 2013). Eccles and colleagues' expectancy-value theory
(Eccles, 1983), recently renamed situated expectancy-value theory (SEVT) (Eccles & Wigfield,
2020), continues to be one of the most prominent theories scholars have used as a framework for
understanding students' motivational beliefs for academic decision-making. SEVT posits that
individuals' motivation to engage in certain tasks and subsequent outcomes, such as deciding to
pursue a STEM career, are influenced by their expectancies to succeed at a task (e.g., Can I do
this?) and subjective perceptions of values relating to the task (e.g., Do I want to do this?). When
students have higher expectancies and values for a particular task, they are more likely to engage
in that task and perform well (Eccles & Wigfield, 2020). An individual's expectancies and task
values are thought to be contextualized or situated within particular contexts, suggesting that

they manifest uniquely, dynamically, and synergistically within different learning environments
and in response to different social and contextual experiences (Eccles & Wigfield, 2020).
140
A considerable volume of research has shown that students' expectancies (or closely
related competence-related beliefs such as academic self-concept and self-efficacy) and the
different aspects of subjective task values predict their academic achievement and choices of
subsequent activities such as course-taking or college majors (Canning et al., 2018; Gaspard et
al., 2019; Musu-Gillette et al., 2015; Rosenzweig, Harackiewicz, et al., 2021; Simpkins et al.,
2006). Students' competence-related beliefs and task values are both key predictors of students'
intentions to pursue a STEM major or actual decisions to pursue a STEM-related career path
(Guo et al., 2015; Lauermann et al., 2017; Musu-Gillette et al., 2015; Perez et al., 2014; 2019).
This large body of research together illustrates that SEVT is a powerful and useful theoretical
framework for understanding the key motivational beliefs that shape students' career
development and decision making.
152
Situated expectancy-value theory emphasizes the important role of socialization
processes in shaping individuals' motivational beliefs (Eccles & Wigfield, 2020; Anderman &
Kaplan, 2008). Theoretically, individuals' motivational beliefs for learning are thought to be
affected by both broad social environments in which students learn, such as family, educational,
and cultural contexts, and by socializer's beliefs and behaviors that are directly communicated to
students (Eccles, 2007; Jodl et al., 2001). These socialization processes can influence students in
multiple directions, with students possibly becoming attracted to a particular career in a positive
way after experiences with a socializer or becoming disenchanted away from a particular career
as a result of social influences (Rosenzweig et al., 2021). Sometimes socializers may enhance
individuals' beliefs in their competence and/or increase an individuals' perceived value of
pursuing a certain task, thus attracting them towards a particular activity or career path (e.g., if a
student's friend tells the student that they can succeed at a career path, the friend may make the
student feel more confident). However, social influences also can *reduce* competence-related
beliefs and/or task values and make the student disenchanted with a career opportunity (e.g., if a
child grows up in a familial environment where a particular career path is not perceived as
worthwhile, this may reduce the student's task value perceptions for that path).
169
Major Socializers of Students' STEM-Related Motivation
The idea that students' beliefs are shaped through social influences is not unique to
SEVT, with a very large body research inside and outside the field of educational psychology
illustrating the powerful role of social influences on individuals' beliefs, feelings, and behavior
(Cialdini & Trost, 1998; Mason et al., 2007; Nolan et al., 2008; Schultz et al., 2007; Wentzel &
Asher, 1995). This literature has shown that many types of social supports shape students'
motivation to choose particular career paths throughout childhood, adolescence, and emerging
adulthood. Family members, teachers, and peers are arguably considered to be the most
impactful social agents for shaping students' motivational beliefs and subsequent achievement-
related choices (Eccles et al., 2013; Wentzel, 1998). We discuss each socializer briefly in turn.
180
Family members
The nature and quality of students' relationships with family members (particularly
parents, but also siblings and other relatives) can have a profound impact on their educational

experiences and academic achievement (Barger et al., 2019; Collins & Steinberg, 2008; Fan &
Chen, 2001; Hill & Taylor, 2004; Jeynes, 2003, 2005; Pomerantz et al., 2007, 2012; Steinberg &
Morris, 2001). Research has indicated specifically that parental involvement influences
children's achievement by shaping children's motivational beliefs (Grolnick et al., 1991;
Grolnick & Slowiaczek, 1994). Other research has shown that interactions between family
members and children can predict students' motivational beliefs (Cheung & Pomerantz, 2012;
Šimunović & Babarović, 2020; VanMeter-Adams et al., 2014). For example, parents who work
in STEM fields often provide greater encouragement to their children to go into STEM-related
fields (Muenks, Peterson, et al., 2020; Simpkins et al., 2006).
193
194   Specifically with respect to research in SEVT, parents' task values towards STEM fields
are positively related to their children developing task values for STEM (Chen, 2001; DeWitt et
al., 2013), achievement (Simpson & Oliver, 1990; Sun et al., 2012), and choices to take future
STEM courses (Harackiewicz et al., 2012; Rozek et al., 2015; Simpkins et al., 2006; Svoboda et
al., 2016). Parents' expectations and beliefs about their children and their abilities can also shape
children's motivational beliefs (Lee et al., 2020). For example, Parsons and colleagues (1982)
found that parents' beliefs about their students' mathematics abilities were stronger determinants
of their children's own self-concept and expectancy beliefs than was children's prior
performance in math (Parsons et al., 1982).
203
204   One limitation in the literature about parent socialization of motivation is that most
research has focused on K-12 education and not college. Existing developmental research
suggests that in many life domains, family members may become less influential on students'
attitudes and behavior as students' progress through adolescence, perhaps due to reduced
interaction frequency and dependency (Bokhorst et al., 2010; Larson & Richards, 1991; Spinath
& Spinath, 2005). This trend would imply that college students' beliefs and behaviors are
influenced by family members to a lesser extent as they get older. However, the limited work on
the role of parents in college illustrates that parents do shape the motivation of college students,
such as their beliefs about the malleability of intelligence, at least to some extent (Lin & Muenks,
2024; Starr et al., 2022). It is important to understand how much parents play a role in college
students' motivational socialization, and to explore what this socialization looks like in college,
given the crucial socializing role of parents at other ages.
216
217   *Peers & friends*
218   Throughout childhood through emerging adulthood, interactions and relationships with
peers, classmates, and friends are widely recognized for their important role on student
development and academic achievement (Wentzel, 2005). Positive relationships with peers can
promote students' academic performance (Buhs & Ladd, 2001; Flook et al., 2005; Wentzel,
1998, 2005; Wentzel et al., 2004), act as a source of companionship, help, and emotional support
(Parker & Asher, 1993; Riegle-Crumb & Morton, 2017; Wentzel, 1998; Zander et al., 2018), and
help develop perspective-taking and empathy, which can foster cooperative, prosocial, and non-
aggressive behavior (Card & Little, 2006; Smollar & Youniss, 1989; Wentzel et al., 2007). At
the college level, students who are more comfortable with their peers in a group achieve greater
content mastery than students who feel uncomfortable with their peers (Theobald et al., 2017). In
college chemistry courses, peer learning assistants can provide appraisal and emotional support
that increases student engagement in course content (Donis et al., 2024)

230
With respect to motivational beliefs, relationships with peers and friends are associated
with a broad range of value-related outcomes, including liking, positive affect, and enjoyment of
school (Ladd et al., 1997; Ryan, 2001). Peers can also impact student's motivation by acting as
role models (Barry & Wentzel, 2006; Schunk & Pajares, 2009), which can influence an
individual's competence-related beliefs (Flook et al., 2005; Robnett & Leaper, 2013), and their
sense of belonging, which is associated with their attainment value (Song et al., 2015; Wentzel et
al., 2018; Zander et al., 2018). However, peers may not always have a positive influence,
especially in college. In some instances, peers can undermine students' motivation by causing
students to make negative social comparisons that threaten competence-related beliefs, devaluing
students' academic achievement or the importance of school tasks, or reducing students' sense of
belonging (Marsh et al., 2008; Urdan & Schoenfelder, 2006). For example, college students who
perceive STEM as a cutthroat and highly competitive environment report lower competence
related beliefs, lower task values, and higher cost perceptions in STEM (Espinosa, 2011). In
undergraduate biology classrooms, students can perceive that male students are the most
knowledgeable peers in their class, which may undermine their competence related beliefs and
ultimately their career decision making (Grunspan et al., 2016). Peers, then, seem to play a key
role in motivational development, but it is not clear whether they are always likely to have a
positive influence or the extent to which they may influence students' career motivation.
249
Mentors, advisors & role models[1]
Supportive relationships with mentors, advisors, and role models can promote
individuals' achievement, success, and motivational beliefs (Crisp & Cruz, 2009; Eby &
Robertson, 2020; Gladstone & Cimpian, 2021; Jacobi, 1991; Lawner et al., 2019; National
Academies of Sciences, Engineering, and Medicine., 2019; Paglis et al., 2006). Robust meta-
analytic evidence shows that mentoring, that is, a relationship between a more experienced
individual (i.e., the mentor) aimed at supporting the personal and professional development of a
less experienced individual (i.e., the mentee), can lead to a wide range of attitudinal, behavioral,
health-related, and motivational outcomes (Eby et al., 2008; Eby et al., 2013). In fact, mentees'
motivation is one of the outcomes most strongly affected by the provision of mentoring support
(Blinn-Pike, 2007; Eby et al., 2013). Mentoring may enhance mentees' motivation by enabling
them to acquire new skills and to develop their competence (Kram, 1985; Linnehan, 2003),
which in turn, has the potential to beliefs about their competence-related beliefs. At the college
level, the provision of mentorship support (e.g., career and psychosocial support) from a post-
graduate or faculty mentor can promote students' career intentions (Aikens et al., 2016; Estrada
et al., 2018) and motivation (Hernandez et al., 2017, 2020). Yet, students may also experience
negative interactions with their mentors that harm their educational trajectories and career
decision making (Limeri et al., 2019; Tuma et al., 2021). Undergraduates who report greater
negative experiences with their mentor develop dampened beliefs about the intrinsic and

[1] Mentors, advisors, and role models provide unique support – ranging from guidance, technical support, emotional support, and inspiration – and can act as an example of success, source of guidance and motivation to improve students' personal and professional development. This distinguishes them from other social supports, such as family or friends, whose roles may be more varied, informal, and less explicitly focused on mentorship or advisory functions. We recognize their distinct functions (Eby et al., 2007), but due to their shared and often overlapping functions, we opted to combine them into one single group to better understand their impact on shaping college students' motivational beliefs.

269   communal value of scientific research, as well as reduced intentions to pursue graduate education
270   and careers in science (Limeri et al., 2024).
271
272   Similar to mentors, role models, or individuals who serve as aspirational examples of
behaviors, values, and achievements that others try to emulate, have also been shown to foster
students' motivational beliefs (Gladstone & Cimpian, 2021). For example, Bandura (1977)
theorized that role models can positively influence students' competence-related beliefs via
vicarious modeling and verbal persuasion. Role models are also thought to shape students'
expectancies and subjective task values by serving as behavioral models (i.e., demonstrating how
to successfully perform a task), representations of the possible (i.e., demonstrating possibilities
of success), and acting as a source of inspiration (i.e., demonstrating whether a particular goal is
desirable) (Morgenroth et al., 2015). Empirical studies have shown that exposure to role models
predicts positively college students' competence-related beliefs and interest in STEM (Chen &
Rosenzweig, 2024; Gladstone & Cimpian, 2021; Lawner et al., 2019; Morgenroth et al., 2015).
Exposure to role models may be particularly impactful for promoting the motivation of
individuals from minoritized and marginalized backgrounds in STEM fields that are both
historically and currently dominated by individuals of majority groups (Johnson et al., 2019;
Stout et al., 2011).
287

Professors & teaching assistants (TAs)

289   There is also broad consensus that the quality of students' relationships with their
teachers is pivotal for their academic engagement and achievement (Becker & Luthar, 2002;
Hamre & Pianta, 2001; Pianta & Stuhlman, 2004; Skinner & Belmont, 1993; Wentzel, 2009;
Wentzel et al., 2010). Teacher behaviors, such as the development and maintenance of
supportive relationships (Roorda et al., 2011), transparency in instructional decisions (Murdock
et al., 2000; Skinner & Belmont, 1993), providing academic (Newman, 2000) and emotional
support (Feldlaufer et al., 1988; Wang & Eccles, 2013), positive student-teacher relationships
(Martin & Dowson, 2009), and articulating high expectations while demonstrating interpersonal
care through warmth and support (Roorda et al., 2011) have all been shown to predict various
aspects of students' academic motivation (e.g., subjective task value, goal orientation, self-
efficacy).
300
301   Similar to the influence of family on students' motivation, the role of teachers,
professors, and instructors has been comparatively less studied at the college level compared to
the role of teachers in K-12 classrooms. Some emerging research suggests that college-level
instructors do continue to play a key socializing role for students. For example, faculty members
who are accessible, approachable, respectful, and demonstrate caring attitudes can influence
college students' academic motivation (Hong & Shull, 2010; Komarraju et al., 2010).
Additionally, professors' views on the nature of their student's ability can have a powerful
influence on their students' performance and sense of belonging in STEM courses (Canning et
al., 2019; Hecht et al., 2023; Muenks, Canning, et al., 2020). Finally, research shows that
students of instructors who communicate low expectations or messages suggesting that only a
few students have the potential to be successful in STEM report lower competence-related
beliefs and values for STEM coursework and majors (LaCosse et al., 2021; Muenks, Canning, et
al., 2020). It is important to more fully study how college-level instructors might socialize
students' motivational beliefs, especially around career decision-making. In college, it is also

important to extend existing work by examining the socializing role of teaching assistants (TAs)
alongside instructors. TAs often provide instruction for introductory lecture and/or laboratory
courses instead of faculty in STEM fields and often interact with students more frequently than
do professors (Rushin et al., 1997; Sundberg et al., 2005).
319
Critical Remaining Questions in Understanding How Socializers Shape College STEM
Students' Motivational Development
Few would argue against the significant influence that parents/family members,
teachers/professors/TAs, peers/friends, and mentors/advisors/role models can have on students'
motivation. Yet there are several predominant questions that still need to be addressed in the
field in order to more fully understand how these socializers shape students' STEM career
motivation and choices.
327
Understanding Socializers in College
One topic that needs more attention is whether the same trends observed for motivational
socialization in high school will hold true in the college setting with respect to socialization of
career motivation. Much research has examined how, why, and for whom social supports
influence an individual's development during childhood and early/middle stages adolescence
(e.g., K-12 schooling), with less research focused on students in college. This is surprising, since
and college is a critical developmental and transitional point where students make impactful
educational and career related decisions that are influenced by their motivational beliefs (Bubany
et al., 2008; Kleine et al., 2021). Without research specifically about socialization of career
motivation in college, the field fails to advance our understanding of how and why college
students' make decisions about their careers and how to develop interventions and policy efforts
that best support college students making critical career decisions.
340
Understanding Which Socializers are Most Impactful
At the college level, the field knows very little about which social influences are most
influential compared to others in shaping students' motivation and academic decision-making. In
K-12 samples, Wentzel's 1998 seminal study of sixth-grade students' perceived support from
parents, teachers, and peers found that each social influence had a unique role in shaping
different types of motivational beliefs (e.g., family cohesion was positively associated with
interest and mastery goal orientations and negatively associated with performance goal
orientation, but teacher support was positively associated with interest and prosocial goals). In
another K-12 study, Song and colleagues (2015) compared the relative contribution of social
support provided to 7-9th grade middle school students from parents, peers, and teachers. They
reported that while each of the social supports contributed to different motivational outcomes,
parental support by far had the broadest and largest influence on students' motivation compared
to the influences of peers and teachers (Song et al., 2015). These findings speak to the critical
role of parent influences on motivation for students in K-12 education.
355
It remains unclear how different types of social supports compare to one another in
shaping students' motivation during college. It is widely believed that the relative importance of
parents tends to decrease throughout adolescence, while the relative influence of peers increases
(Bokhorst et al., 2010; Larson & Richards, 1991; Spinath & Spinath, 2005). If such trends extend
through college that might suggest that parents at some point are no longer the most influential

figures shaping students' motivation. However, given that existing research points to the role of
parents continuing to shape motivation in college, it is also plausible that parents continue to be
most influential. By understanding which socializers seem to be most influential for college
students' motivational beliefs, such knowledge can advance our understanding of which types of
socializers may be the best targets for interventions that can enhance career motivation among
college students (e.g., is it better to encourage particular interactions with family members, to
provide an intervention via teachers, or to design some kind of peer-based support program?).
368
Understanding How Socializers Shape Motivation
Understanding not only *which* socializers shape college students' motivation but also
how they do so is necessary. A given socializer can influence multiple types of motivational
beliefs. Yet most existing research at both the K-12 and college level focuses on only one or two
motivational pathways at a time (e.g., how does peer support influence competence-related
beliefs). As a complement to this approach, it is useful to understand which of several possible
motivational beliefs college students most often discuss to be most affected by socializers, and
whether socializers shaped those beliefs in a way that attracted them to a particular career or
disenchanted them away from a career. This knowledge can help researchers design
interventions and/or educational programming that addresses the motivational concerns and
beliefs students report to be salient during their social interactions around career decision-
making.
381
In addition to shaping different motivational beliefs, there are multiple different types of
socialization behaviors or actions that might lead to changes in the same motivational beliefs.
Socialization can take many forms (Cohen & Wills, 1985). For example, emotional support can
involve empathic listening, encouragement, and reassurance (i.e., a teacher listening to a
student's concerns about an upcoming exam and reassuring a student). Instrumental support
involves socializers providing tangible assistance, advice and guidance, and sharing knowledge
and resources (i.e., a mentor or advisor reviewing and providing feedback on an assignment or
paper). Social support can also involve a sense of belonging that contributes to social
companionship (i.e., strong ties amongst family members). To gain a precise understanding of
how socializers shape students' motivation, it is essential to examine the specific behaviors and
supports used by socializers to shape students' motivational beliefs, alongside understanding
which beliefs are affected by social processes.
394
Understanding Which Socializers Shape Motivation for Whom
Educational psychologists have also recognized the need to understand if and how
motivational beliefs differ across diverse cultural groups (Strunk & Andrzejewski, 2023). An
extensive body of theorical and empirical research indicates that individuals' cultural
backgrounds and identities shape how they make career decisions (Diekman et al., 2010;
Emerson & Murphy, 2014; Estrada et al., 2011; Lent & Brown, 2020). To date, however, little
research has examined how college students of differing socio-demographic identities (e.g.
gender, race, ethnicity, year in college) may uniquely think about how social supports shape their
motivation and career decision-making.
404
Students' gender, racial/ethnic background, and year in college are all important
identities that could lead to unique socialization experiences in STEM career planning. For

example, with respect to gender, parents' beliefs about their children's ability and career
expectations differ based on gender stereotypes, such that parents of males tend to perceive their
child as being better at math than the parents of females (Furnham et al., 2002; Yee & Eccles,
1988). These behaviors, in turn, are predictive of students' actual career decisions years later
(Chhin et al., 2008). With respect to race, students of traditionally racially marginalized
backgrounds (e.g., American Indian or Alaskan Native, Black or African American, Hispanic or
Latino/a) often report interactions with faculty and peers that make them feel intellectually
inferior to White students (Carlone & Johnson, 2007; Griffin et al., 2015; Hurtado et al., 2009;
Stanton et al., 2022). Asian students, meanwhile, tend to have fewer interactions with faculty
members and mentors, and report that their interactions are of lower quality (Aikens et al., 2017;
Kim et al., 2009; Tuma & Dolan, 2024). More broadly, there are multiple structural factors that
lead to social environments which can uniquely affect Black students' perceptions of values
(Matthews & Wigfield, 2024). Finally, with regards to year in college, research on the influence
of family and peers suggests that as students advance through college, the importance of parents
diminishes to some degree, while peer influence takes on a greater role (Bokhorst et al., 2010;
Larson & Richards, 1991; Spinath & Spinath, 2005). These relative patterns of importance may
affect whom college students perceive as being influential during their career decision making
processes, and/or how these socializers are thought to shape motivation.
425
Understanding the Role of Non-Social Supports
Research is also needed to understand how the influence of social supports compares to
that of *non-social* supports, or resources that are not derived from social interactions, in shaping
college students' motivation. Non-social supports are also important predictors of student
motivation. For instance, internships and job or research experiences during college have a
strong impact on students' motivation (Ceyhan & Tillotson, 2020; Hess et al., 2023; Johari &
Bradshaw, 2008; Margaryan et al., 2022; Pender et al., 2010). Students' experiences in their
college and high school courses can similarly shape their interest and competence related beliefs
for STEM fields, particularly via the provision of performance feedback (Muenks et al., 2018;
Wang & Degol, 2013). Finally, university provided resources, such as career and professional
development centers, email listservs, STEM-related clubs or support groups, can also impact
college students' motivation (Chang et al., 2014; Espinosa, 2011). If non-social factors outweigh
the role of socializers in shaping students' motivation, it might suggest that social factors are not
the most efficient pathways through which to support career motivational development. Though
the primary goal of the present study was to focus on social supports, this study examined social
supports in greater depth by comparing their relative influence in shaping career decision-making
to the influence of non-social supports.
443
The Present Study
In the present study we examined how STEM college students reported that social
supports impacted their motivational beliefs regarding their career pursuits. By leveraging
quantitative and qualitative data sources and engaging in intensive coding of students' reports
about how social influences shaped their motivation, we hoped to uncover new insights into how
different socializers shaped college students' career motivation in STEM fields. Our specific
research questions were:

Research Question 1: What social supports (e.g., family, peers, mentors, professors) do STEM college students perceive to be impactful on their career decision-making, both overall and in terms of what factors students report to be most influential?

Research Question 2: How do college students' perceptions of the influence of social supports on their career-decision making differ from their perceptions of the influence of non-social supports (e.g., coursework, career counseling resources, professional development experiences)?

Research Question 3: Through what motivational processes do students report that social supports shape their career decision-making (i.e., attraction-related vs. disenchantment related factors; value perceptions vs. competence-related beliefs)?

Research Question 4: Are there variations in how these social supports exert their influence on students' career decision-making depending on students' gender, race/ethnicity, and year in college?

Methods

The data in the present manuscript was collected as part of a larger project examining undergraduate students' perceptions of STEM career decision-making. Other publications have utilized different subsets of this dataset (Chen & Rosenzweig, under review; Rosenzweig et al., 2024, 2025). Each of these studies had different aims and used completely different data from the broader dataset as was reported here (besides student demographics). This study was reviewed and determined to be exempt by the University of Georgia Institutional Review Board (PROJECT00005070).

Transparency and Openness

We report how we determined our sample size, data exclusions, manipulations, and all measures in the study, and adhered to the journal article reporting standards (Kazak, 2018). Survey data and analysis code are available upon emailed request to the corresponding author. Data was analyzed using R, Version 4.2.2 (R Core Team, 2021). Student text responses are not available due to indirectly identifying information. This study's design and analysis was not preregistered.

Context and Participants

We surveyed undergraduate students from one large, public research-intensive university in the Southeastern region of the United States during Spring 2022. To meet the eligibility criteria for the survey, students had to be undergraduate students enrolled in a STEM course. A total of 2,312 students met these criteria and completed the survey. The present study focused exclusively on undergraduates who met the study eligibility criteria and who reported that they intended to major in a STEM field. Of the 2,312 students eligible for the larger study, 83 students were not STEM majors. Excluding these students from the subsequent analyses reduced the final sample size for the present analyses to 2,229 undergraduates. Complete demographic information for undergraduate student participants included in the current study are summarized in Table 1. All participants were treated in accordance with APA ethical guidelines.

Procedure

        Students were asked to participate in a survey that focused on their STEM career plans and motivational beliefs. The survey queried students about their satisfaction with their major, long-term career plans, the career navigation resources they utilized, motivational beliefs about career plans, career role models, and background information. Students were recruited through listservs and electronic course announcements from 42 STEM courses across a range of STEM disciplines, representing a total of 26 unique course titles (some courses had multiple sections). We purposefully recruited from courses spanning biology, chemistry, computer science, ecology, engineering, mathematics, microbiology, and physics, to ensure the breadth and diversity of our sample with respect to many different STEM areas. Students in 30 out of the 42 courses received a small amount of extra credit in exchange for their participation in the study. Students on average spent approximately 15-30 minutes completing the survey.

Measures

Survey of overall influences on career navigation

        Students were asked to indicate which factors had strongly influenced them in navigating their career decision-making plans (i.e., *"Which (if any) of the following factors have strongly influenced you in navigating your decision-making about your long-term career plans while at [university]? Select all that apply.")*. They did so by selecting all applicable options from a list generated by the researchers, which consisted of eleven response options. These options were written to reflect a series of factors that may be major influences on students' career-decision making. This was not at exhaustive list, and we recognize there may be additional factors that could influence students' career decision making processes, but these factors were selected because they were the ones most often studied in the field.

        The social supports on the list included *"interactions with family members,"* *"interactions with classmates or friends,"* *"interactions with course professors or TAs,"* and *"interactions with academic advisors, mentors, or role models you met through [university]"*. The non-social supports on the list were *"courses taken in high school,"* *"courses taken in college,"* *"research assistantships or research experiences,"* *"job/internship experiences,"* *"university provided resources (e.g., career center),"* *"major provided resources (e.g., email listserv),"* or *"none of the above."* For parsimony in analyzing the non-social supports and their relative influences, we combined non-social response options in several categories that were conceptually similar together for analyses (coursework in high school and college, research experiences and job/internship experiences), which resulted in a total of nine response categories (four social, four non-social, and one indicating factors not included) that were included in subsequent analyses.

Survey of most influential social support on career navigation

        After selecting all of the applicable supports that influenced their career decision making, students were asked to select which of these they thought were the most influential support(s) in navigating their career decision-making. Of the factors they originally selected, students could select either one or two factors that they felt were the most influential.

Open-ended response regarding how social support affect career navigation

After selecting the most influential factor, students were asked to provide an open-ended
response to the question, *"For the factor(s) you just selected, please explain how the factor was*
influential in shaping your career decision making." We examined students' text responses to
identify how these social supports influenced their career decision making (a detailed description
of this coding process is described below). Responses ranged from several words to a paragraph
of text.
548
Demographics
Students self-reported their gender as man, woman, non-binary, or other[2]. Students also
reported their race/ethnicity. Students could identify with multiple racial and ethnic identities,
including American Indian or Alaskan Native, Asian or Asian American, Black or African
American, Native Hawaiian/Pacific Islander, Hispanic or Latino/a, Middle Eastern, White, or
other[2]. Students also reported their year in school (i.e., 1 – 6+ years) and college generation
status (i.e., whether or not both of their parents had obtained an undergraduate degree). Students
were asked to write in their current majors or intended majors. Student majors were grouped into
four broad categories: biology related (i.e., biology, biochemistry and molecular biology, cellular
biology, ecology, entomology, genetics, ocean sciences, microbiology, plant biology), computer
science related (i.e., computer science, data science), engineering related (i.e., agricultural,
biological, chemical, computer systems, electrical/electronics, environmental, mechanical), and
other STEM majors (i.e., chemistry, exercise and sport science, psychology, health promotion,
animal science). Finally, we collected participants' self-reported GPA on a 0-4 scale.
563
Coding how social supports influenced career decision-making
We conducted qualitative content analyses of open-ended survey responses to
characterize how students' social supports were perceived to influence their career decision
making. We analyzed text responses using a three-step coding process involving initial coding,
first-cycle coding, and second-cycle coding. First, we began our open coding process (Saldaña,
2013) by reviewing student text responses and making analytic memos noting the similarities,
differences, and nuances in how students described the influence of their selected factor(s) on
their career decision making. Individual researchers open-coded a subset of student responses,
wrote analytic memos describing the processes through which students described the influence of
their social supports, and then met as a team to discuss emergent ideas. Through our open coding
process, we produced an initial list of ideas that we used to iteratively develop our codebook.
575
Our initial coding discussions revealed that similar types of motivational processes
discussed among student responses in the current study closely mirrored those described in
students' open-ended reflections about career decision-making in previous studies (Rosenzweig,
Harackiewicz, et al., 2021; Rosenzweig, Hecht, et al., 2021). Because of this, we opted to draw
from those prior studies' coding schemes to inform our qualitative coding in the present study.
We therefore generated a list of codes for the present analysis using both deductive and
provisional coding to refine the a priori set of codes from prior work (Miles et al., 2014; Saldana,
2013).
584

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[2] If students selected "other" when indicating their gender or race and ethnic identities, they were prompted to
specify the identity with which they most closely identified in writing.

Our resulting coding scheme based on the a priori research included two components. We
first examined whether students perceived that their social supports shaped their career planning
in an attraction-related or disenchantment-related way (Table 3). That is, we examined whether
students' social supports were perceived to help them by attracting them towards certain career
paths (attraction) or pushing them away from certain career paths (disenchantment). Some
students' responses indicated that their socializers both attracted and disenchanted them from
career paths, and such responses were coded as being in both categories.
592
Second, we relied on the tenets of SEVT (Eccles, 1983; Eccles & Wigfield, 2020) to
examine whether students reported that their social supports shaped their career value beliefs or
their career competence-related beliefs. Students' responses were coded as referencing task value
beliefs if they referred to themselves or their socializers considering whether a career was useful,
interesting, a good fit, meaningful, or otherwise worthwhile. Students' responses were coded as
referencing competence-related beliefs if they referred to themselves or their socializers
considering the student's confidence, capacity, skills, or ability to pursue a certain career or
achieve milestones en route to that career (see Table 3 for examples of codes). Students'
responses could fall into both motivational belief categories if applicable.
602
Three members of our research team applied these provisional coding descriptions to
students' open-ended responses ($n = 2{,}059$) describing how their most influential social
support(s) influenced their decision-making to determine the presence or absence of each
category (attraction, disenchantment, task value beliefs, competence-related beliefs). After
coding 25 randomly selected responses, the researchers met as a team to discuss, refine, and test
the suitability of the codes for describing student responses. The researchers resolved any coding
discrepancies by consulting a fourth researcher. This iterative process repeated for three cycles
until coding stabilized. Then, three researchers each independently coded a randomly selected
subset of 232 student responses (10% of the dataset) to test for reliability, and Cohen's κs were at
an acceptable level for each individual code (κ ranged from $0.77 - 0.91$ across codes). Finally,
two coders independently coded the rest of students' responses (n coded in this way $= 1{,}827$).
614
We further examined our first cycle codes during a second cycle of analysis. The purpose
of our second cycle was to determine the unique processes through which different social
supports were perceived as functioning (i.e., which behaviors or interactions socializers used).
Our second cycle coding process utilized both pattern coding (i.e., grouping similar data into
themes) and axial coding (i.e., determining how similar themes are related and distinct) to
identify the dominant ideas students used to describe the unique ways through which social
supports shaped their career decision making (Saldaña, 2013; Strauss & Corbin, 1998). As
needed, we drew from existing literature to characterize how these supports could act as a source
of social influence.
624
625   **Analytical Strategy**
626   To address Research Questions 1 and 2, we examined the frequencies of students'
627   responses regarding the supports they reported as influential in their career decision-making
628   processes. We examined this in terms of which supports students selected most frequently
629   overall, as well as which social supports students selected as being *most influential*.
630

For Research Question 3, we used our qualitative content analyses of the open-ended
responses to characterize how their most influential social supports influenced career decision
making. We first examined how social supports influenced students via motivational processes
previously discussed in prior literature (i.e., attraction and disenchantment, task values and
competence-related beliefs). We then examined what types of specific behaviors and interactions
students referenced within each social support as shaping different types of career motivation.
We report the frequency of the participants who made comments related to each theme to give a
sense of the commonality of the themes within our sample.
639
To address Research Question 4, we conducted a series of Chi-square tests of
independence to determine if there were significant differences in the frequency of selecting a
support (overall or as most influential) as a result of students' sociodemographic characteristics
(e.g., gender, race/ethnicity, year in college). Demographic characteristics were coded as follows
for the analyses: gender (woman, man); race and ethnicity (Asian, Black or African American,
Hispanic/Latine, White); year in college (1-2nd year, 3rd year and beyond). To ensure sufficient
statistical power, we omitted non-binary individuals and those who did not disclose their gender
from the analyses involving gender. Similarly, we focus analyses on the four racial/ethnic groups
with the largest numerical representation in our sample: students from Asian, Black, Hispanic,
and White racial and ethnic backgrounds. Given the exploratory nature of this research, we
utilized a standard threshold of $\alpha = 0.05$ and reported all p values so that readers can assess these
findings independently.
652
653   **Results**
654
What social supports do STEM college students perceive to be impactful on their career
decision-making, both overall and in terms of most influential?
Students reported that a variety of supports ($M = 3.19$, $SD = 1.46$) influenced their career
decision making overall. Table 2 reports the frequency of how often students selected each of the
influences on their decision-making from the researcher-generated checklist. Nearly two-thirds
of students selected that interactions with family members played some role in shaping their
career decision making ($n = 1495$, or 67.1%). The next most reported influence on decision
making was interactions with peers and friends, which was reported by over half of students ($n =$
1195, or 53.6%). Comparatively fewer students reported that interactions with mentors, advisors,
and role models ($n = 740$, or 33.2%) and interactions with course professors and TAs ($n = 577$,
or 25.9%) had any influence on their career decision making.
666
We next examined the social supports that were most frequently selected as being *most*
influential in students' career decision making (Table 2). Again, students mostly commonly
indicated that interactions with family members were the most influential in their career decision
making ($n = 857$, or 38.4%). 362 students (16.2%) selected interactions with peers and friends as
the most influential, 207 students (9.2%) selected interactions with mentors, advisors, and role
models as the most influential, and 113 students (5.0%) selected interactions with course
professors and TAs as having the greatest influence on their career decision making.
674

How impactful are these social supports on students' career decision-making compared to
other non-social supports (e.g., coursework, career counseling resources, professional
development experiences)?
In terms of selecting social versus non-social supports (Table 2), over two-thirds of
students selected coursework that they had taken in high school or college as influential in their
career decision-making ($n = 1557$, or 69.9%). This was a slightly higher frequency than the
frequency who selected interactions with family members (67.1%). Nearly half of students
reported that professional experiences (i.e., job, internship, research experiences) influenced their
career decision making ($n = 966$, or 43.3%). Students selected reasons relating to university
provided resources (e.g., career center, email listservs) the least frequently ($n = 407$, or 18.3%).
In comparison to social-supports, students selected interactions with peers and friends at a
greater frequency than both professional experiences and university provided resources.
Interactions with mentors, advisors, and role models, and course professors and TAs were
selected less frequently than professional experiences but more often than university provided
resources.
690
In terms of non-social supports selected as *most influential* (Table 2), nearly a third of
students indicated that the courses they had taken in high school and college had the largest
influence on their decision making ($n = 734$, or 32.9%). This number was smaller than the
proportion of students who reported family members to be most influential (38.4%) but larger
than the proportion of students reporting other types of social supports to be most influential. A
smaller number of students reported that professional experiences were the most influential
factors in their career decision making ($n = 554$, or 24.8%). Only 84 students (3.7%) reported
university provided resources as being most influential. In summary, students predominantly
identified family members as being the most influential in their career decision-making, followed
by two non-social factors: coursework and professional experiences. Subsequently, they next
most reported three social supports – peers, mentors, and professors – as being most influential.
University provided resources were the least frequently selected.
703
Through what motivational processes do college students report that social supports shape
their career decision-making?
The main themes and example quotations that students referenced regarding how their
social supports influence their motivation for career decision-making and frequencies of students
reporting different themes, are reported in Tables 3 and 4. Participant quotes have been lightly
edited for brevity and clarity.
710
Family members. Among the students who said family members had the greatest influence on
their career decision-making ($n = 841$, or 40.8%), the overwhelming majority described
interactions with family members as attracting them towards certain careers ($n = 800$, or 95.1%).
Within this group, most students described how their family members helped them think about
the positive value afforded by a certain career or how a career aligned with their personal
interests ($n = 461$, or 54.8% of students who selected family members as their top influence on
career decision-making). Some students recalled that their family members knew them best,
which allowed the family members to give advice about what career paths aligned with the
students' interests. Others described how their pursuit of a certain career was perceived as being
valuable or interesting through the eyes of their family members. Yet, other students reported

that the pursuit of a certain career path would fulfill familial expectations, aspirations, and bring pride to their family. Finally, some students recalled how their family members' personal experiences influenced their perception of the value in certain career paths. For example, one student said:

> *"Both my mom and best friend suffer from side effects of autoimmune disorders, so I was inspired by them to pursue pharmacy as a career so I can learn for myself what medications have the ability to improve their conditions."*

Comparatively fewer students reported that their family members helped them realize their competence, ability, or talent for a career path ($n = 80$, or 9.6%). However, some students did articulate that this was a factor in their decision-making. For example, one student described, *"My parents have known me my whole life, so I feel like they have a good perspective and know what I am capable of."* Other students recalled how their family members believed in their ability which gave them the confidence they needed to pursue a particular career path: *"Many of my family members believe I could be successful with this career."*

Relative to the number of students who reflected on family influences through a lens of attraction to a new career, a comparatively smaller number referenced family members making them feel disenchanted with particular career paths ($n = 79$, or 9.4% of students who selected family influences as the top factor shaping decision-making). In terms of specific motivational beliefs students discussed within disenchantment, again relatively more students discussed family influences shaping their perceived values ($n = 51$, or 4.9% of those who selected family as their top influence on decision-making), though this was still a small proportion of the overall sample. Students in this category described how their family highlighted the drawbacks of certain careers, describing them as "boring", "repetitive", or "unrealistic", or potentially how pursuing such career paths would make them "unhappy" or that "the stress isn't worth it." An even smaller group of students ($n = 16$, or 1.9% of those who selected family as their top influence on decision-making) referenced family members making them feel less competent in a particular career path. Some students described how their family might dissuade them from pursuing a more arduous career due to their own ability or skillset. In other instances, students recalled how their competence was affected vicariously through family members as they saw the challenges family members faced in their own educational and career trajectories. For example, one student explained:

> *"My parents work in the IT industry in various roles, so I've heard a lot about their job since young. I used to be a Computer Engineering major as well but I didn't know if I could handle the workload so I changed to a Computer Science major since I most likely wouldn't need the hardware knowledge."*

In terms of specific behaviors or interactions that shaped students' career motivation, family influences were discussed as being aspirational role models and as giving valuable advice to students, which attracted them to particular careers. For example, one student wrote, *"I grew up farming and working at a cotton gin with my father. His positive influence on my life has led me to pursue a career in the agriculture field."* A smaller number of students discussed that family members exerted their influence by dissuading or discouraging them from certain career paths, which led to disenchantment.

Peers and friends. Relatively fewer students cited peers and friends (hereafter referred to as peers) as the primary influence on their career decision-making ($n = 355$, or 17.2% of the sample) compared to the number of students who selected family members. Similar to family members, students in our sample overwhelmingly reported that their peers exerted their influence by attracting them towards certain careers ($n = 323$, or 90.9% of students who selected this category as their top influence). Just over half of the students who cited the role of peer influence on their career decisions as most influential recalled that interactions with and encouragement from their peers made them see the value of certain careers ($n = 181$, or 51.0%). These students explained that their peers made them aware that certain careers would be more enjoyable than others or that the day-to-day tasks and daily work of some careers would be more closely aligned with their interests. Some students specifically highlighted how their peers influenced them by emphasizing the potential for greater positive emotions and passion in certain career paths. For example, one student stated, *"I needed to choose something that would allow me to be as happy as I could be, and talking to my friends and receiving their feedback has made me want to pursue this if I can."*

Only a handful of students described that their peers were influential because they helped them feel confident to pursue certain careers ($n = 37$, or 10.4% of those who selected peers as most influential). For instance, some students explained that their peers were influential because they provided emotional encouragement and validation that affirmed they could be successful in their chosen career path. These students also described how their high-performing peers served as role models that they aspired to emulate. By observing their peer's success or ability, they inferred that they too could be successful in a similar career path. One student explained,

> *"I have friends who are working professionally, and their hard work and intelligence really inspire me. Also, although I am not super far into Computer Science, my perseverance through classes like Calculus 2 and Computer Science, both of which I struggled through but succeeded, make me believe that I can accomplish what I want."*

A relatively small proportion of students ($n = 53$, or 14.9%) described how interactions with their peers resulted in them being disenchanted with certain careers. Most of the students in this category discussed how their peers influenced their values perceptions ($n = 27$, or 7.6% of the students who selected peers as most influential fell in this category). Some students described viewing their peers' career goals or current career as being boring, unenjoyable, stress inducing, or unfulfilling which prompted them to question if they were on the right career path. A very small number of students referenced peers disenchanting them away from certain careers by shaping their competence-related beliefs ($n = 14$, or 3.9% of students who selected peers as most influential fell into this category). These were typically described in terms of social comparisons, where students described comparing themselves to their peers and questioning if they had the ability to be successful in a manner similar to their peers. As one student described,

> *"Listening to friends struggling in difficult STEM classes that are required but not necessarily interesting causes me to reflect on whether I actually want to pursue such majors."*

Family members' influence in terms of behaviors and interactions was mainly discussed in terms of inspiring future aspirations or offering advice regarding students' strengths. In contrast, students more often described that peers were influential because they allowed for social

813   comparisons that allowed them to determine if their career goals were attainable or not. Others
814   described how they viewed their peers as role models and aspired to pursue careers that were
815   similar to their peers. Many students also described how their peers provided them with insight
816   on potential careers that they were not previously aware of. For example, one student described,
817   *"Talking to peers is more influential because I feel more understood when talking about*
818   *future careers, worries, and the coursework required for different careers. It is also neat*
819   *to hear from people my own age that know exactly what they want to do in the future, it is*
820   *motivating and makes me want to pursue my own career more."*
821
Mentors, advisors, & role models. Comparatively fewer students referenced mentors, advisors,
and role models (hereafter referred to as mentors) as having a profound influence on their career
decision-making relative to other social supports ($n = 202$, or 9.8% of the total sample). Similar
to how students attributed the role of family members and friends, students also noted that
mentors overwhelmingly attracted them towards certain career paths ($n = 195$, or 96.5% of those
selecting mentors fell into this category). In terms of specific motivational processes, like with
the other social supports, students most often referenced how their mentors attracted them
towards certain careers by helping them perceive value ($n = 97$, or 48.0% of students who
selected mentors as their top influence fell into this category). Students also expressed how their
mentors encouraged them towards career options that aligned with their academic interests or
that fit their personality. One student recalled:
833   *"Because of the passion that I had for video games, one of my advisors advocated that I*
834   *actually pursue [a career in] it. Before, I was hesitant because of financial reasons."*
835
836   Additionally, some students explained how their mentors affirmed their beliefs and told
837   them to "follow their dreams", even when these aspirations conflicted with the messages they
838   received from other social supports: *"My advisors have also pushed me to go with the*
839   *major/career that I am most interested in instead of the career my parents are trying to force*
840   *onto me."*
841
842   Students in this group also sometimes discussed mentors shaping their competence
perceptions when reflecting on attraction-related influences. This occurred more often for
mentors relative to how often this was referenced for other social supports ($n = 38$, or 18.8% of
students selecting mentors as most influential fell into this category). These students described
how mentors played a clarifying role by instilling confidence in their pursuit of careers and
making their aspirations feel achievable. Mentors were also describing as providing both
technical and emotional guidance and support that made students feel more comfortable with
pursuing the training and educational experiences necessary to obtain certain careers. For
example, one student wrote,
851   *"My advisor was very honest and supportive of me when it came to changing my career.*
852   *She understood why I was feeling uneasy about my original plan and made me feel*
853   *confident that I would succeed with my new plan."*
854
855   Like with the other social supports, relatively few students indicated that mentors
disenchanted them away from certain careers ($n = 29$, or 14.3%). Of these students, the majority
recalled that mentors made them aware of other career paths and advocated that they pursue
these careers. In terms of specific motivational beliefs, 12 students (5.9% of the sample of

students selecting mentors as most influential) noted how their mentors disenchanted them away
from certain careers by influencing their perceived values and interests. Mentors were cited as
helping students recognize potential discrepancies between their idealized career aspirations and
their personal goals or values. Even fewer students ($n = 10$, or 4.9%) discussed how mentors
disenchanted them away from a specific career by influencing their competence-related beliefs.
Some of these students described that their mentors made them aware of the demanding and
arduous nature of some careers. Others were referenced as bringing attention to various
performance issues (e.g., insufficient grades or performance in pre-requisites) that could make it
challenging for them to pursue or be successful at their chosen career path. For example, one
student recalled:
"I used to do fairly well in my courses especially my sciences courses, but I slowly have
been having more difficulty grasping the concepts and it has been affecting my grades. I
see that that my grades might not make it in such a competitive field, and that is what I
have been told by mentors."
873
The precise behavioral processes through which mentors motivated students looked different
than it did for family members or friends. Relative to family members or friends, students more
frequently spoke about the emotional and psychosocial support offered by mentors that
encouraged them to pursue certain career paths. Many students credited their mentors with
introducing them to new fields, encouraging them to explore varied opportunities, and offering
tangible advice for pursuing certain careers or enhancing their competitiveness for specific career
paths. For example, one student explained,
"My first mentor introduced to the field of Food Science. She provided me contact
information for people within the department and it went from there. My first mentor also
helped me to secure my dream internship and told me how she got to where she was,
which is exactly where I want to go. Her influence on my career path is incomparable to
anything else I've experienced."
886
Professors & Teaching Assistants. Students reported professors and teaching assistants
(hereafter referred to as professors) as having a more modest influence on their career decision
making ($n = 112$, or 5.4% of the total sample) compared to other social supports. Professors had
an overwhelmingly attraction-focused role in shaping career decision-making ($n = 109$, or 97.3%
of students who selected professors as most influential fell into this category). Students often
described how their professors broadened their understanding of potentially desirable career
options and affirming these decisions in a manner similar to how mentors, advisors, and role
models were viewed. For these students, professors often held significant influence as they
offered clarity in career decision-making, particular during times when students were grappling
with uncertainty about their career plans. One student wrote,
"Through talking to different professors and mentors/advisors, I have figured out that
there are multiple options as a mechanical engineer. Before speaking to them I honestly
did not have a real idea of the possible career options."
900
Over half of the students who attributed the greatest influence on their career paths to
professors expressed that these individuals fostered their interest or values in the associated field
or line of work ($n = 62$, or 55.3%). Students expressed how they saw their professor as an
aspirational role model that was indicative of professionals in their chosen career path or

discipline. Other students described ways in which their professors exposed them to career paths
that they found interesting, valuable, and in alignment with their identity and values. For
example, one student explained,
"My favorite class has, without a doubt, been biology with [Professor]… Her class has
slowly made me consider career plans outside of the medical field. I feel like so many
STEM majors come into college on a default path of pursuing medical school for the
prestige, fulfillment of expectations, or money, without really giving it a second thought.
I'm trying to break away from that mindset and explore what I truly enjoy."
913
Although somewhat surprising given their role in evaluating students' performance,
students rarely mentioned instances where their professors guided them towards specific careers
by affirming their competence- or ability-related beliefs ($n = 5$, or 4.4% of students who selected
professors as most influential fell in this category). Students who fell in this category typically
referenced how professors who recognized their past performance or accomplishments in their
course attracted them towards a career. One student wrote, *"My professors knew from personal*
experience what my abilities in their class were, and this shaped the advice that they would give
me."
922
Of the students who cited their professors as having the largest influence on their career
decision-making, only a handful ($n = 12$, or 10.7%) described how professors disenchanted them
away from particular career pursuits. Within this group, students described how support from
their professors helped them realize they should stop pursuing certain careers. In terms of
particular motivational beliefs, very few students ($n = 5$, or 4.4%) indicated that their professors
swayed them away from a career path for values or interest related reasons. These students
described how their professors highlighted the realities of certain career paths and made them
aware of the potential obstacles in career paths that may not be fulfilling or in alignment with
their personal interests. One student wrote, *"Talks with my professors in history showed me that*
I will likely not enjoy a career in academia in general." Similarly, only four students (3.5%)
described interactions with their professors that disenchanted them via competence-related
beliefs. For example, a student recalled how conversations with their professor made them aware
of how their current course performance would make it challenging to pursue certain careers.
"Many of the courses I am required to take are very difficult and if I do not excel in them,
it might negatively impact my chances of getting into veterinary school. Speaking with
professors has given me more insight into the profession long term and how adding or
choosing other graduate programs to my career plans might align better with my
interests."
941
942   In terms of specific behaviors or interactions that shaped students' career motivation,
943   professors were described as broadly influential because they shared information that made them
944   more aware of certain careers and inspired them to pursue these career paths. For instance, one
945   student remarked: *"The courses that I have taken in college & the professors I have had, have*
946   *been extremely inspirational & influential in shaping my career plans."*
947
Summary of coding results. For all social supports, the overwhelming majority of college
students described how their social supports attracted them towards certain career paths. In
contrast, only a small number of students described instances where social supports disenchanted

them away from certain careers. Additionally, students predominantly described their social
supports as influencing their expectancy-value motivational beliefs by shaping their values and
interests. Students less frequently described how their social supports influenced their
competence-related beliefs. These results demonstrate that students described a variety of social
supports as influencing their general motivational processes in similar, if not often overlapping,
ways.
957
Yet, our coding also revealed *distinct* behaviors and characteristics through which each
social support seemed to influence students' career motivation and decision-making.
Specifically, family members often exerted their influence by serving as a source of inspiration
and providing advice and encouragement as students weighed potential career options. Students
also described how family members were uniquely influential because they felt compelled to
meet family members' expectations and goals or pursue certain paths perceived as worthwhile
and prestigious by their family. In contrast, students described how they viewed peers as social
models whose experiences were highly relevant to their own paths. Through social comparisons
peers provided students with means to evaluate their own interests and abilities to succeed in
particular career paths. For mentors, students described how they introduced them to previously
unknown career paths and provided guidance on how to pursue and effectively obtain their
career goals. Mentors also provided emotional support and encouragement when evaluating
potential career paths. Finally, professors shared some roles of mentors by introducing students
to new career paths and providing guidance about how to pursue certain paths. In addition,
students often perceived professors as a source of inspiration or a role model.
973
Are there variations in how these social supports exert their influence on students' career
decision-making depending on students' gender, race/ethnicity, and year in college?
In a final set of exploratory analyses, we examined if students' thinking about social
supports on career decision-making differed as a function of their gender, race/ethnicity, and
year in college. In terms of gender differences in social supports (Table 5), both men and women
were equally likely to select family members as influential in their career decision-making and to
select family as the most influential factor in shaping career decision-making. In fact, both men
and women overwhelmingly indicated that family members were the most influential,
constituting the highest percentage compared to other supports. However, men were more likely
than woman to report that interactions with peers influenced their career decision making, χ^2 (1)
$= 5.80$, $p = 0.016$, and to indicate that peers were one of the most influential factors to influence
their career plans, χ^2 (1) $= 22.15$, $p < 0.0001$. In contrast, women were more likely than men to
select interactions with mentors as being influential, χ^2 (1) $= 7.00$, $p = 0.008$, and to indicate that
these interactions were one of the most influential factors to shape their career decision making
χ^2 (1) $= 6.23$, $p = 0.012$. Women and men were equally likely to indicate that professors affected
their career decision-making, both overall and as the primary influences.
990
For race and ethnicity, there were very few significant differences in the selection of
different social supports as being influential (Table 6). Across the four racial and ethnic
backgrounds examined, all students reported family members to be highly influential in their
career decision making. However, a slightly higher proportion of Asian or Asian American and
Black or African American students reported that family members were one of the most
influential factors for their career decision making compared to White and Hispanic or Latino/a

students, χ^2 (3) = 13.51, p = 0.003. In addition, Asian or Asian American and Hispanic or
Latino/a students were more likely to report that peers influenced their career decision making
compared to Black or African American and White students (χ^2 (3) = 11.94, p = 0.007), and that
peers were one of the most influential factors to influence their career plans, χ^2 (3) = 10.80, p =
0.012. Students across the four racial and ethnic groups were equally likely to select both
mentors and professors as affecting and being most influential in their career decision making.
1003
1004   Finally, the influence of social supports on career decision-making varied as a function of
year in college (Table 7). 1st and 2nd year students were significantly more likely to report that
family members influenced their career decision making compared to students who were in their
3-6th year of college, χ^2 (1) = 13.43, p = 0.0002, and the same trend held for selecting family
members as being most influential in career decision making, χ^2 (1) = 31.76, p < 0.0001. Yet,
even with these differences holding true, family members were still reported as being highly
influential overall, and as being most influential compared to other supports, across all groups of
students. 1st and 2nd years and 3-6th years were equally likely to indicate that friends affected
their career decision-making, both overall and as the primary influences. Conversely, a higher
proportion of 3-6th year students reported interactions with mentors that influenced their career
decision making to some extent, χ^2 (1) = 5.43, p = 0.0197, and that mentors were one of the most
influential factors, χ^2 (1) = 5.44, p = 0.0197, than 1-2nd year students. In addition, a higher
proportion of 3-6th year students selected interactions with professors as having an influence, χ^2
(1) = 21.06, p < 0.0001, and that this social support was one of the largest influences on their
career decision making, χ^2 (1) = 12.01, p = 0.005 compared to 1-2nd year students.
1019
1020   **Discussion**
1021   In the present study we examined how and for whom various social supports shape
STEM college students' motivation to make certain career decisions. We draw attention to three
major conclusions from our results. First, our findings point to the highly influential role of
family members for shaping college students' career motivation, compared to both other social
forms of support and to non-social forms of support, across the college years. Second, results
suggest that the most influential social supports students think about for career decision-making
are those which attract students towards new careers by helping them think about value-related
beliefs. However, within this broad motivational category, different socializers provided
different types of behaviors that led to socialization of attraction-related value beliefs. Third, our
findings showed that similar social supports were important for various types of students, though
some of the specific roles of social supports did differ by students' year in school and gender.
We discuss each of these points further below.
1033
1034   ***The importance of family for promoting college students' career decisions***
1035   One major finding from our study is that family members were perceived as one of the
most important socializers to affect college students' career motivational development. We found
that the majority of college students in our sample (67.1%) reported interactions with family to
play a significant role in their career decisions, making this the second most common factor
reported by students, only very slightly less common than coursework taken in college and/or
high school (69.9%). Importantly, students also reported family members (38.4%) as the *most*
influential factor shaping their career decision-making, a percentage that surpassed the
percentage selecting all other influences (both social and non-social). Of critical importance,

students reported that family members were most influential among every year in school, gender
group, and racial/ethnic group examined. The data clearly demonstrate that family members
matter for thinking about how students make career decisions during college.
1046
1047   Prior research underscores the influence of parental support in shaping middle school
students' motivation in comparison to the influences of teachers and peers (Song et al., 2015;
Wentzel, 1998). However, support from parents is generally thought to decline during the
adolescent years, with support from peers – mainly friends – increasing in importance (Berndt,
1982; Eccles et al., 2013; Larson & Richards, 1991). Our findings add nuance to these points by
illustrating that both sets of findings can be true, concurrently, at the college level. That is,
parents remain highly influential to students' career decision-making throughout college, even
though students farther along in college more often seemed to report non-parent socializers also
were important (see later section of Discussion). More broadly, our findings extend prior
research on the relative importance of family members as socializers to the college level and the
career decision-making context, a critical point where it is useful to understand how to promote
motivation.
1059
1060   These findings also imply that family members may be an under-used resource for
helping college students to maintain motivation for STEM career paths or to make informed
STEM career decisions. Most educational programs aiming to foster students' motivation do so
by directly intervening with students (e.g., through utility-value interventions or social-belonging
interventions; Harackiewicz & Priniski, 2018) or creating instructional environments that support
motivation (e.g., through a research experience; Linnenbrink-Garcia et al., 2018). Similarly, most
career counseling programs and resources are designed to focus solely on students (Chung &
Gfroerer, 2003). Such approaches may unintentionally assume that students are making
important career decisions in isolation and/or only within instructional spaces. Our results
suggest that it may be worthwhile to design targeted programs or resources to help students
interact with their family members in order to gain support and guidance around career
development. It may also be important to ensure that family members understand the important
role they play in students career decisions and provide family members with tools and resources
to provide effective guidance for their children.
1074
1075   Despite family being most important to students, it is important to reiterate that the other
social supports examined – peers, mentors/advisors/role models, and professors/teaching
assistants – were not *unimportant* in shaping students' career development. More than half of
students reported interactions with peers to be influential in their career decision-making (with
about 16% saying they were most influential), and about one-third of students reported mentors,
advisors, or role models to be influential (with about 10% saying they were most influential).
Though these sources were not the most *frequently* selected in shaping students' career decision-
making in college, these socializers also clearly play key roles in shaping motivation. These
findings are important because they suggest that other sources support may complement those
received from family. We discuss the specifics of each socializer's role in more depth below.
1085
1086   ***Social supports foster career decisions through attraction and values***
1087   We found that students primarily reported their most influential social supports shaped
their career decision-making by helping attract them towards certain careers, as opposed to

disenchanting them away from the pursuit of certain careers. Similarly, our findings showed that
students predominantly described their most influential social supports as shaping their
perceptions of task values for particular careers, as opposed to their competence-related beliefs.
Notably, these trends appeared across all of the social supports that were discussed. Together,
these findings suggest that the strongest social factors influencing STEM career decision-making
in individuals' minds seem to be those which help students see the attractive value of a particular
career path.
1096
These findings are novel in that they bridge together two different bodies of empirical
literature. In the career decision-making motivation literature, research has illustrated that
students often weigh their values and interests as highly salient when making STEM career
decisions (Harackiewicz et al., 2016; Renninger & Hidi, 2015; Rosenzweig, Harackiewicz, et al.,
2021; Rosenzweig, Hecht, et al., 2021; Thoman et al., 2014, 2015). Similarly, college students
often report both attractive and disenchanting features of new and past careers to shape their
career decision-making (Rosenzweig et al., 2025; Rosenzweig, Harackiewicz, et al., 2021;
Rosenzweig, Hecht, et al., 2021; Thoman et al., 2014). However, this work has not focused on
how motivational considerations might be socially determined. Similarly, prior work in
developmental and educational psychology has shown that social factors play a role in shaping
individuals' motivational beliefs (Song et al., 2015; Wentzel et al., 2010). However, that work
has not examined exactly how or through what motivational processes various socializers might
shape motivation. By bridging these literatures together, we find that students find it to be
especially influential when socializers shape their values and interests, that influential
socializers' roles tend to be much more attraction-related than disenchantment-related in
students' minds, and that these trends seem to be true across a variety of social supports (family
members, peers, mentors/advisors/role models, and professors/TAs).
1114
Our results are also consistent with existing social influence theories used to study
college student integration into STEM fields, particularly the tripartite integration model of
social influence (TIMSI) which examines how individuals orient to a social system (Estrada et
al., 2011, 2018). TIMSI posits that three key social influence processes – operationalized as
scientific self-efficacy, scientific identify, and science community values - predict students'
integration into the scientific community and ultimately their career interests. Empirical evidence
supports the tenets of TIMSI by demonstrating that each of the social influence processes are
positively correlated with students' career interests (Estrada et al., 2011). However, while
students' scientific self-efficacy is important, particularly for performance, it is ultimately
students' scientific identity and values alignment that are uniquely predictive of their behavioral
intentions (Estrada et al., 2011; Lee et al., 2024). Our findings are consistent with TIMSI in that
we show that influencing agents, such as family, peers, mentors, and professors, have a
particularly strong role in shaping students' values and interests. Thus, these findings suggest
that social supports do not exert equal influence on all aspects of students' motivational beliefs.
Rather, they highlight the extent to which motivational processes can be shaped by social
supports and the magnitude by which they may be influenced.
1131
Our findings also have important implications for the theoretical model of SEVT, which
focuses heavily on social influences. Eccles & Wigfield (2020) recently called for more attention
to examine how contextual influences shape students' achievement motivation. Our results help

illustrate exactly how various social supports may relate to students' motivational beliefs about
potential career choices, helping build knowledge of the processes through which achievement
motivation develops. Our findings also suggest the novel and intriguing possibility that
socializers may have more meaningful roles in shaping students' value-related beliefs compared
to competence-related beliefs. However, this finding would need to be supported by additional
studies using varied methodologies and across various contexts before drawing further
conclusions.
1142
1143   Results from our study also have direct implications for developing career interventions
and resources to aid students in their career decision-making. Our results suggest that career
interventions and resources may be especially effective if they leverage the power of socializers
to help students think about the attractive, value-related features of particular careers.
Extracurricular activities such as career exploration workshops, networking events, and career
centers could develop novel materials that highlight how particular careers may align with
students' values and interests and are coupled with support from socializers. For instance, the
O*Net Interest Profile (https://www.mynextmove.org/explore/ip) is a valuable assessment tool to
help students identify careers that align with their values and interests. While career counselors
may use the results to identify careers that align students' values and interests, encouraging
students to discuss these results with family members (or other social supports) may be
beneficial for promoting students' career motivation.
1155
1156   Additionally, novel interventions that integrate existing motivational interventions with
social support programs could be enhanced by developing targeted content that emphasizes the
specific attractive aspects of careers that are both valuable and interesting to students. Most
interventions based in SEVT have been designed to enhance students' perceptions of utility
value and have led to notable effects on student outcomes (Harackiewicz et al., 2016; Hulleman
et al., 2010; Hulleman & Harackiewicz, 2009). Furthermore, social support interventions, such as
peer mentoring interventions, which pair individuals at similar career stages to provide support,
can also be beneficial for career development and planning (Lewis et al., 2017). Connecting
utility value interventions around career choices into existing peer mentoring interventions could
be a powerful approach for supporting students. Highlighting the attractive and interesting
elements of careers to students through existing social programming may improve the efficacy of
such programs to more effectively support and motivate students in their career-decision making
process.
1169
1170   ***Different socializers provide both overlapping and distinct forms of support***
1171   Although the motivational influences students discussed (i.e., focusing on attraction,
focusing on values) looked similar across socializers, students noted key differences in the
specific types of processes and behaviors through which each socializer influenced motivational
beliefs. Specifically, family members were commonly described as a source of inspiration and as
people who provided relevant advice and guidance to students. Students also described how they
felt motivated to adhere to their family member's perspective and to pursue careers that their
family members valued. In comparison, peers were most often described as social models that
allowed students to vicariously evaluate their own interests and abilities to be successful in
particular career paths. Mentors, advisors, and role models, and professors and TAs, in turn,
tended to be described as introducing students to new careers that they were previously unaware

of and as sharing guidance and advice on how to pursue these careers. These findings show that
different socializers may affect motivation similarly, but they do so by using different types of
interactions, behaviors, and experiences. These results are consistent with prior findings
suggesting that social supports are not monolithic in their influences on students' motivational
beliefs (Wentzel, 1998). However, they are novel in showing the specific types of social
behaviors and interactions that students reported to affect them in the college setting, with
respect to career decision-making, and distinctive in using students' own words to capture how
various processes unfolded.
1189
Knowing what types of interactions are likely to be most meaningful in fostering career
motivation among different socializers can help inform intervention and future research efforts.
That is, rather than assuming a one-size-fits-all approach to social influences, future research and
theory can study and intervene on particular types of behaviors for particular socializers, based
on which types of behaviors are most often associated with those socializers. Findings also imply
that students' career motivation has the potential to be influenced by multiple socializers via
different behaviors and processes, rather than through additive effects of one social process. For
example, a student's decision to pursue a career in a health care field may be influenced by *both*
interactions with family members who emphasize the personal importance of the field, while a
professor may simultaneously reinforce the students' sense of competence in the attributes
needed for a career in healthcare. Our findings provide insight on which social supports are *most*
salient on students' minds when reflecting on their career decision making, but future research
should consider more explicitly how socializers work synergistically during students' career
decision-making.
1204
Individual differences in social and non-social supports
A final major finding of this study was that students generally reported socializers to have
similar effects on motivation regardless of gender, race/ethnicity, or year in school. However,
there were some differences that illustrate potentially different pathways of socialization that
students might experience as a function of their identities in college. The major difference worth
noting is that first and second year students were more likely than students in their third through
sixth years of college to select that family members influenced their career decision-making.
This is perhaps unsurprising, as by their third year of college, students are more likely to have
pursued jobs, internships, and/or coursework that may prompt them to think about their certain
career choices more explicitly and critically. Though family members may influence college
students at all stages in their learning, the relative role of other supports may become much more
important at later stages of education. In terms of other individual differences, we caution readers
from overinterpreting these results (see Limitations section) given that our sample of students
was somewhat homogeneous in their demographic characteristics (e.g., women, White, in their
first year of college). It will be important for future studies to continue exploring how socio-
demographics may influence the influence of social supports on students' motivational beliefs
using more robust and rigorous study designs and analytic methods to examine the replicability
of these findings.
1223
Limitations
Our study has limitations and thus provides a starting point for future research. First, data
were collected from a single institution with relatively modest representation of students from

varied backgrounds and experiences. Thus, our data may not be representative of students at
other types of institutions or from differing geographic regions in the United States. Given the
evidence that students' socio-cultural backgrounds can vary widely in the importance they place
on social supports, as some may prioritize communal goals or strong family ties, while others
might emphasize individual independence, these results may not reflect the full range of ways in
which social supports may operate as being influential for students. Our sample size was also
limited in ways that precluded our ability to address questions related to intersectionality among
the demographic variables. Future research should examine the intersection of students' gender,
racial or ethnic backgrounds, and year in college they relate to their career decision making
1236
Another limitation of this study is that we collected data on some, but not all, forms of
social support that may influence college students' career decisions. In this study, we created a
list of possible social and non-social supports theorized to significantly influence students' career
decision-making. However, there may be other important forms of support, both social and non-
social, that were not captured in our analysis and may be influential on undergraduates' career
decision-making. Additionally, we examined how students described their social supports as
shaping their career decision making in relation to one motivational theory, SEVT. It is likely
that various other motivation-adjacent beliefs could be influenced by interactions with social
supports and could play a role in influencing students' career decisions.
1246
Finally, this study provides a snapshot of students' perceptions of social supports and
their roles at a single point in time. This cross-sectional approach does not account for the
dynamic nature of these perceptions and how they may evolve longitudinally. While we report
how and why students believe that their social support influenced their career decision-making,
drawing causal conclusions from qualitative data remains contentious (Maxwell, 2004). We
advise readers to be cautious in making causal or directional claims. Finally, the present data are
subject to recall bias and the limitations inherent in autobiographical memory, as students
attempt to retrospectively make sense of how social supports have shaped their decisions.
1255
Conclusions
The present study examined how social supports reported by STEM college students
impacted their motivational beliefs regarding their career pursuits. Results suggested that family
members were the most influential on student's career decision-making, both overall and as the
most influential, relative to interactions with peers/friends, mentors/advisors/role models, and/or
professors/TAs. Students predominantly described their social supports as influencing their
values and interests, and then to a lesser extent their competence-related beliefs, and these trends
were largely robust across all tested demographic groups. The results of this study add to the
literature on social influence showing how social supports can influence students career
motivation and the processes through which these influences occur.

Table 1

Demographic characteristics of final analytical sample (n = 2,229)

Description	n (%)
Gender	
Woman	1397 (63%)
Man	722 (32%)
Non-binary	24 (1%)
Other	1 (<1%)
Prefer not to respond	72 (3%)
Race/Ethnicity	
American Indian or Alaskan Native	8 (<1%)
Asian or Asian American	502 (23%)
Black or African American	164 (7%)
Native Hawaiian or Pacific Islander	11 (<1%)
Hispanic or Latino/a	123 (6%)
Middle Eastern	56 (3%)
White or European American	1466 (66%)
Other	4 (<1%)
Year in College	
1st Year	1029 (46%)
2nd Year	490 (22%)
3rd Year	393 (18%)
4th Year	181 (8%)
5th Year or beyond	54 (2%)
Other	2 (<1%)
Prefer not to respond	80 (4%)
College Generation Status	
No	1769 (79%)
Yes	391 (18%)
Prefer not to respond	69 (3%)
GPA	
3.70 – 4.0	1178 (53%)
3.30 – 3.69	684 (31%)
3.0 – 3.29	188 (8%)
< 3.0	96 (4%)
Prefer not to respond	83 (4%)
Major	
Biology	823 (37%)
Computer Science	293 (13%)
Engineering	371 (17%)
Other STEM disciplines (e.g., exercise and sport science, psychology, health promotion, animal science)	742 (33%)

Note. Students could identify with multiple racial and ethnic categories. Thus, counts will not sum up to 100%.

Table 2

Factors reported by students to be influential in career decision-making

Reason	Affected Overall		Most Influential	
	n	*%*	*n*	*%*
Courses you've taken in college or high school	1557	69.9	734	32.9
Interactions with family members	1495	67.1	857	38.4
Interactions with classmates & friends	1195	53.6	362	16.2
Professional experiences (job, internship, research experience)	966	43.3	554	24.8
Interactions with academic mentors, advisors, or role models	740	33.2	207	9.2
Interactions with course professors or TAs	577	25.9	113	5.0
University provided resources (career center, email listserv)	407	18.3	84	3.7
None of the above	98	4.4	0	0

Note. Total is $n = 2{,}229$. Students could select multiple factors that had an overall influence on their career decision making. Of these factors, they could select up to two factors that were the most influential in affecting their career decision making. Thus, counts will not add up to 100%.

Table 3

Coding scheme and example student text responses

Code		Definition	Sample response
Attraction	Task Value-Related Concerns	Influenced students towards a career path by influencing them think about value-related factors	*"I found that I loved to learn and talk about space with my friends. This helped me to come to the realization that space exploration should be something I pursue as a career."*
	Competence-Related Concerns	Influenced students towards a career path by influencing them think about competence-related factors	*"After expressing uncertainty with my original career plan, my family helped me find a career I felt secure and confident in."*
	Other	Influenced students towards a particular career path	*"My dad is a surgeon and I have wanted to pursue a similar career in medicine since I was very young."*
Disenchantment	Task Value-Related Concerns	Influenced students away from a career path by influencing them think about value-related factors	*"My family has encouraged me to do what is most interesting [to] me, and I'm realizing that sitting in a lab all day may not be what most interests me."*
	Competence-Related Concerns	Influenced students away from a career path by influencing them think about competence-related factors	*"I was always interested in medicine ever since high school… I didn't think I would have what it takes to get into medical school however, and everyone scared me away from taking hard sciences saying I would fail. So I switched my career plan to business."*
	Other	Influenced students away from a particular career path	*"I currently work at a pharmacy as a pharmacy technician…. I have gotten opinions and advice from people working different positions in this field. After much time, thinking, and taking in all of the information provided, I decided that this field of work wasn't what I wanted to pursue."*

Note. Student responses could be coded as both "other attraction" and "other disenchantment" if their responses contained both elements of these themes. Furthermore, "task value-related concerns" and "competence-related concerns" represent sub-codes of the broader categories of attraction and disenchantment.

Table 4

Results of qualitative coding examining how college students' most influential social support influenced their motivational processes

Social support factor	Attraction				Disenchantment			
	Values	**Competence**	**Other**	**Total**	**Values**	**Competence**	**Other**	**Total**
Family members	461	80	297	800	41	16	38	79
$n = 841$	(54.8%)	(9.6%)	(35.3%)	(95.1%)	(4.9%)	(1.9%)	(4.5%	(9.4%)
Peers & friends	181	37	124	323	27	14	26	53
$n = 355$	(51.0%)	(10.4%)	(34.9%)	(90.9%)	(7.6%)	(3.9%)	(7.3%)	(14.9%)
Mentors, advisors, & role models	97	38	98	195	12	10	17	29
$n = 202$	(48.0%)	(18.8%)	(48.5%)	(96.5%)	(5.9%)	(4.9%)	(8.4%)	(14.3%)
Professors & TAs	62	5	44	109	5	4	4	12
$n = 112$	(55.3%)	(4.4%)	(39.2%)	(97.3%)	(4.4%)	(3.5%)	(3.5%)	(10.7%)

Note. Total sample for qualitative text analyses $n = 2,059$. The number in parenthesis represents the frequency of the motivational process as reported in student responses for each social support. A small number of students selected a social support as being influential but did not respond to the open-ended question ($n = 16$ for family members, $n = 7$ for peers and friends, $n = 5$ for mentors, advisors, and role models, $n = 1$ for professors and TAs); these participants were excluded from the qualitative analyses. The 'other' category described distinct ways in which a social support shaped attraction or disenchantment that were not related to either task value or competence-related beliefs. The 'total' category indicates those who described at least one reason that the social support that was related to attraction or disenchantment. Percentages do not add to 100% within each group because participants could be classified into more than one category.

Table 5

Differences in selection of overall and most influential supports by gender

Affected overall	Woman (*n* = 1397)		Man (*n* = 722)		χ^2	*p*
	n	*%*	*n*	*%*		
Family members	947	67.8	493	68.3	0.05	0.817
Peers or friends	730	52.3	417	57.8	5.80	**0.016**
Course professors or TAs	371	26.6	175	24.2	1.33	0.247
Mentors, advisors, or role models	492	35.2	213	29.5	7.00	**0.008**
College or high school courses	1000	71.6	489	67.7	3.38	0.065
Professional experiences	646	46.2	286	39.6	8.49	**0.003**
University provided resources	269	19.3	121	16.8	1.97	0.159

Most influential	Woman (*n* = 1397)		Man (*n* = 722)		χ^2	*p*
	n	*%*	*n*	*%*		
Family members	525	37.6	302	41.8	3.60	0.057
Peers or friends	192	13.7	157	21.7	22.15	**<0.0001**
Course professors or TAs	67	4.8	40	5.5	0.549	0.458
Mentors, advisors, or role models	145	10.3	51	7.1	6.23	**0.012**
College or high school courses	483	34.6	217	30.1	4.39	**0.036**
Professional experiences	343	28.1	145	20.1	16.28	**<0.0001**
University provided resources	52	3.7	28	3.9	0.31	0.858

Note. Total *n* = 2119. Values and percentages shown are number of students within a particular group who selected a support. Statistically significant differences (*p* < .05) as indicated by chi-square test are shown in bold font.

Table 6

Differences in selection of overall and most influential supports by race/ethnicity

Affected overall	Asian (n = 430)		Black (n = 139)		Hispanic (n = 67)		White (n = 1323)		χ^2	p
	n	**%**	**n**	**%**	**n**	**%**	**n**	**%**		
Family members	308	71.6	93	66.9	39	58.2	893	67.5	5.78	0.122
Peers or friends	255	59.3	66	47.5	44	65.7	696	51.6	11.94	**0.007**
Course professors or TAs	102	23.7	35	25.2	19	28.4	361	27.3	2.36	0.500
Mentors, advisors, or role models	136	31.6	47	33.8	24	35.8	455	34.4	1.23	0.744
College or high school courses	279	64.9	91	65.5	43	64.2	963	72.8	12.71	**0.005**
Professional experiences	191	44.4	51	36.7	23	34.3	591	44.7	5.76	0.123
University provided resources	77	17.9	35	25.2	19	38.4	233	17.6	9.18	**0.026**
Most influential	Asian (n = 430)		Black (n = 139)		Hispanic (n = 67)		White (n = 1323)		χ^2	p
	n	**%**	**n**	**%**	**n**	**%**	**n**	**%**		
Family members	198	46.0	60	43.2	21	31.3	491	37.1	13.51	**0.003**
Peers or friends	92	21.4	20	14.4	12	17.9	196	14.8	10.80	**0.012**
Course professors or TAs	17	4.0	5	3.6	4	6.0	70	5.3	1.93	0.586
Mentors, advisors, or role models	34	7.9	15	10.8	9	13.4	121	9.1	2.73	0.435
College or high school courses	121	28.1	39	28.1	19	28.4	467	35.3	9.94	**0.019**
Professional experiences	98	22.8	30	21.6	16	23.9	353	26.7	3.84	0.278
University provided resources	16	0.70	9	0.4	4	0.2	47	2.2	3.70	0.295

Note. Total n = 2154. Values and percentages shown are number of students within a particular group who selected a support. Statistically significant differences ($p < .05$) as indicated by chi-square test are shown in bold font.

Table 7

Differences in selection of overall and most influential supports by year in college

Affected overall	1-2nd Year (n = 1519)		3+ Year (n = 630)		χ^2	p
	n	**%**	**n**	**%**		
Family members	1066	70.1	391	62.1	13.43	**0.0002**
Peers or friends	807	53.1	354	56.1	1.68	0.194
Course professors or TAs	354	23.3	207	32.8	21.06	**<0.0001**
Mentors, advisors, or role models	485	31.9	234	37.1	5.43	**0.0197**
College or high school courses	1082	71.2	432	68.6	1.51	0.218
Professional experiences	564	37.1	378	60.0	94.61	**<0.0001**
University provided resources	272	17.9	123	19.5	0.77	0.378
Most influential	1-2nd Year (n = 1519)		3+ Year (n = 630)		χ^2	p
	n	**%**	**n**	**%**		
Family members	791	52.1	244	38.7	31.76	**<0.0001**
Peers or friends	229	15.1	103	16.3	0.55	0.457
Course professors or TAs	61	4.0	48	7.6	12.01	**0.0005**
Mentors, advisors, or role models	121	7.9	70	11.1	5.44	**0.0197**
College or high school courses	486	32.0	184	29.2	1.61	0.204
Professional experiences	302	19.8	214	34.0	48.43	**<0.0001**
University provided resources	55	3.6	24	3.8	0.04	0.832

Note. Total *n* = 2149. Values and percentages shown are number of students within a particular group who selected a support. Statistically significant differences (*p* < .05) as indicated by chi-square test are shown in bold font.

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