

Unmasking Social Agents in the Career Choices of Black College Students in South Africa

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ABSTRACT The current study sought to identify the social agents that influenced Black African students in choosing a career-related field. An ex post facto study was used to conduct the study. Participants were a random sample of 200 students drawn from a rural-based university in South Africa (gender: male = 98, female =101; mean age = 22.31 years; ethnicity = Black African). Data was collected using a questionnaire. Descriptive statistics were used to analyze the data. The findings suggest that several social agents influenced students to choose psychology as a career field. They relied mostly on social agents who had limited career information.