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Exploring the relationship between popular culture and perceptions of social standing in Science, Technology, Engineering, Mathematics, and Medicine (STEMM) careers: a pilot study using path analysis

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Abstract

Popular culture consists of elements consumed by the general public, such as movies, television shows, and books, that reflect the attitudes, practices, beliefs, and cultural objects prevalent in society. Popular culture tends to influence numerous facets of one's lifestyle, and both empirical and anecdotal evidence suggests that it plays a role in determining the career of nascent professionals. We conducted an anonymized survey to assess the effect of popular culture on pursuing a career in Science, Technology, Engineering, Mathematics, and Medicine (STEMM). Results from the path analysis identified the direct effect of different aspects of popular media on the perceptions of social standing in choosing a STEMM career.