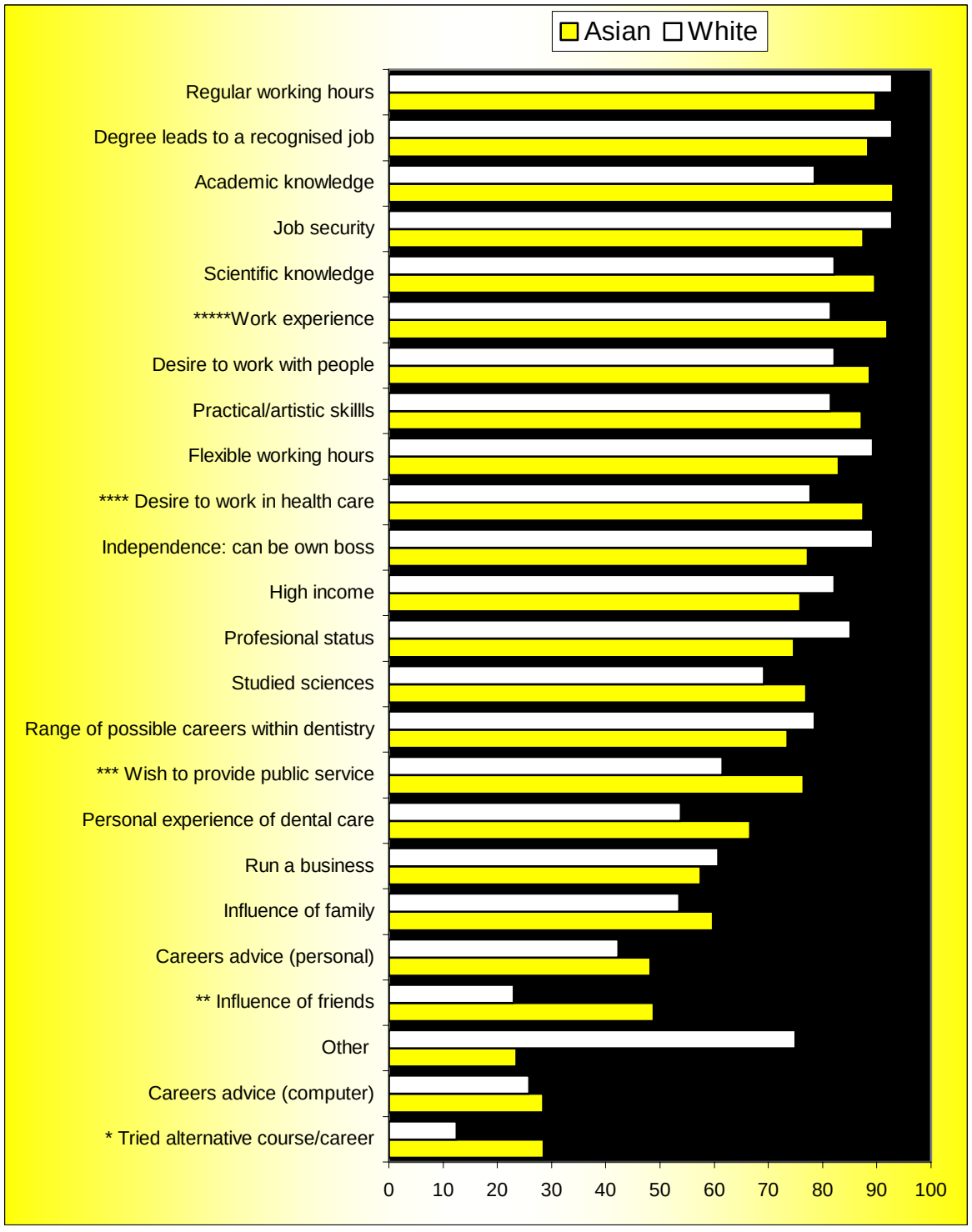
Asian
White
Regular working hours
Degree leads to a recognised job
Academic knowledge
Job security
Scientific knowledge
*****Work experience
Desire to work with people
Practical/artistic skillls
Flexible working hours
**** Desire to work in health care
Independence: can be own boss
High income
Profesional status
Studied sciences
Range of possible careers within dentistry
*** Wish to provide public service
Personal experience of dental care
Run a business
Influence of family
Careers advice (personal)
** Influence of friends
Other
Careers advice (computer)
* Tried alternative course/career
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