Pre-tuition fee rise (pre 2012)

Motivations to go to university
- Avoid full time employment
- Enhanced job prospects
- Specific career requirements
- Cultural norm
- Continuity of education
- Family recognition

Motivations to study Psychology
- Interesting subject
- Versatile subject
- Vocational requirement

Post-tuition fee rise

Motivations to go to university
- Enhanced job prospects
- Specific career requirements
- Safe Option

Motivations to study Psychology
- Interesting subject
- Versatile subject
- Vocational requirement