

## **Impact of Digital Media in Influencing Students' STEM Career Interest**

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### **Abstract**

Studies in science, Technology, Engineering, and Maths (STEM) have focused considerably on issues related to underrepresented in STEM careers worldwide. Digital media are pervasive in the lives of young people and provide opportunities for them to learn about STEM. STEM media environment may shape how youth see a STEM career in their future. Benefits of informal STEM include getting informal mentoring, learning in a fun way, applying mathematics and science simultaneously, and building students' confidence in the necessary STEM skills. This study investigates whether and to what extent the selected factors predict STEM career interest in students. A quantitative approach was utilized in the study, using descriptive research design. Data were collected using a demographic questionnaire, Data analyses were conducted using descriptive statistics and regression analyses. Regression analysis showed that interest in STEM career fields, such as science, technology, engineering, and mathematics-related careers was predicted by social influences, perception of STEM careers, and STEM self-efficacy in the participants. Time is of great importance for the students and they are trying to use this time efficiently while using social media. Social media is very advantageous for them to be able to evaluate the time related to homework and projects in their educational institutions. This study finds that STEM media have a significant effect on fostering STEM career interest.

*Keywords: STEM education, careers, technology, digital media, students*