

# THE INFLUENCE OF AI-ASSISTED VIRTUAL ROADTRIPS ON FACETS OF STUDENTS' CAREER IDENTITY

ROADTRIP NATION AND UC IRVINE'S  
DESIGN & PARTNERSHIP LAB

The Virtual Roadtrip is an AI-powered experience that takes learners on a "road trip" journey to help them navigate their future careers and educational pathways.

Incorporating RTN's 13,600-video library of real-world interviews, **the Virtual Roadtrip humanizes careers by showing learners deeply personal insights from people like them.**

To gauge learner impact, we launched a pilot of the Virtual Roadtrip with **2,900** students across middle school, high school, community college, and university settings. Researchers from UC Irvine's Daplab analyzed **488** pre/post survey datasets.



## CAREER EDUCATION IS CHALLENGING

Learners need individualized career guidance in order to make informed decisions about their future—but educators and counselors are stretched to max capacity.



## SOLUTION: THE VIRTUAL ROADTRIP

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## KEY FINDINGS

- 1 STUDENTS GAIN A SENSE OF CONFIDENCE AROUND CAREER EXPLORATION**
- 2 STUDENTS MENTION A WIDER VARIETY OF INTERESTS AFTER EXPLORING THE VIRTUAL ROADTRIP**
- 3 STUDENTS CONSIDER NEW ROLE MODELS—SHIFTING FROM FAMILY MEMBERS TO INSPIRATIONAL FIGURES**
- 4 STUDENTS MENTION COMPLEX AND DIVERSE OBSTACLES**

## STUDENT SURVEY IMPACT

**12.6%** ↑ **12.2%** ↑ **7.9%** ↑ **7.7%** ↑

"I believe there are many career options available to me."

"I feel confident I will reach my career goals."

"I can identify people 'like me' who are working in a career I might like to do someday."

"When faced with challenges I am able to continue working towards my career goals."

## STUDENT FEEDBACK

🗣️ **THE VIRTUAL ROADTRIP HELPED ME GROW** and take my anxiety away a bit. **I FEEL MORE CONFIDENT IN MYSELF** because watching other people going through the same struggles has helped me realize anything is possible. 🗣️

🗣️ The Virtual Roadtrip taught me that I won't be perfect, but that I am capable of being excellent in whatever career I choose. **ROADTRIP NATION HELPED ME UNDERSTAND MORE ABOUT CAREERS** and it made me feel better about myself. 🗣️

🗣️ It showed me that **THERE ARE ACTUALLY CAREERS THAT ARE DIRECTLY RELATED TO MY INTERESTS** and I don't have to work in a field that doesn't suit me. 🗣️



## NEXT UP

We'll continue improving how we match learners with relevant career content, deepening the connection to their interests, backgrounds, and unique challenges. Future iterations may also focus on strengthening relationship-building and developing social capital by incorporating our project-based learning curriculum to support "live career conversations."

