No Major Drama helps students with one of the biggest decisions in their lives: What should I study at university?

Students, careers advisors and schools enjoy the advantage of more informed choices and useful feedback.

An overview of the intuitive user experience, and a little about how No Major Drama and its technology works.

Try it now!
Help with one of the biggest decisions in a person’s life.

The transition from high school to the new and exciting world of university is a big step for most students.

One of the biggest decisions students have to make is choosing what to major in for their Bachelor degree from the overwhelming range of subjects (majors) available.

Graduate Factory has created No Major Drama to help with this decision-making process. It’s a fun and easy-to-use web-based application, which is free for both students and high schools.

The main value to students from using No Major Drama comes from the personalised ranking of majors based on each user's personal selection criteria, related to their skills and interests. This personalised ranking will help students to think about what they might be interested in studying.
Benefits for students and parents

Better decision-making about what to study, which means better educational outcomes and, ultimately, better career prospects.

Using No Major Drama is a confidence booster when tackling the important decision of what to study.

Students are introduced to subjects they might not otherwise have considered, including ones not offered at school.

Benefits for high schools

A customised version of the application can be easily integrated into your high school’s website.

Data about your students’ preferences is automatically collected – this may be useful for the school’s strategic planning.

Access key statistics like number of users, students’ selection criteria and top ranked subjects for students from your school.

Benefits for guidance counsellors & careers advisors

Counsellors can give more focused and tailored advice based on the information that students share with them via No Major Drama.

Students are able to share their results directly with counsellors, which increases the effectiveness of time spent with students.

This part of the guidance process is fun and engaging for students!

Benefits for your school

The freedom of choice, and other benefits.

Features for administrators

Access detailed information about your students’ preferences and results.

- discover the top ranking subjects and students’ selection criteria
- see how many times results are being shared with counsellors
- see who is signing up and also usage by anonymous users affiliated with your school

Customise at no cost

Schools are encouraged to use a free ‘white label’ version of No Major Drama, and add it to their school’s website. The school’s logo and colors can be incorporated in the design. This can be easily managed by the school itself.

- ensures No Major Drama is easy for students to find
- adds value for parents, the school board and other stakeholders
- lets you learn more about your students’ preferences
**How it works**

**Enabling and informing choice**
(your decisions, not made by a computer)

**Criteria**

Users are first shown a list of nearly 30 possible selection criteria, relating to their skills and interests. They are asked to choose between two and seven criteria.

**Decisions**

Users click through a series of simple questions involving tradeoffs between the criteria chosen at the previous step. This reveals each user’s own personal weights on the criteria, which are used to rank subjects.

**Results**

Each user receives a personalised ranking of 178 subject areas representing 730 specific majors available across all 8 New Zealand universities. This ranges from subjects most likely to interest him or her down to subjects least likely to.

As well as personalised rankings of subjects, No Major Drama provides summaries of each subject, as well as possible career opportunities and links to additional sources of info.

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**No Major Drama offers users flexibility in sharing their results.**

**Share results with counsellors**

Students can share their results with their counsellors via No Major Drama.

**Facebook**

Results can be shared with friends on Facebook and posted directly to the user’s Facebook wall. This ‘share’ feature is common on Facebook and allows for interactive discussions with friends. It encourages others to learn more about what to study at university.

**What makes No Major Drama so special?**

Only No Major Drama enables users to create personalised rankings based on their own criteria and weights.

The core technology that makes No Major Drama special is decision-making software known as 1000Minds. This uses our patented PAPRIKA (‘Potentially All Pairwise RanKings of all possible Alternatives) method for Multi-Criteria Decision-Making and Conjoint Analysis.

Give **No Major Drama** a try.

To learn more about No Major Drama, visit our company website or contact us.

This document is designed to be easy to read and use on your screen. In case you are reading this on a printed page, here are the URLs (website addresses) meant for the links contained herein.

No Major Drama:  
[www.nomajordrama.co.nz](http://www.nomajordrama.co.nz)

Wikipedia article on PAPRIKA:  

our company’s website:  
[www.graduatefactory.co.nz](http://www.graduatefactory.co.nz)

contact Graduate Factory:  
[www.graduatefactory.co.nz/contact](http://www.graduatefactory.co.nz/contact)