



Social media and career counselling: Using Facebook as a tool to enhance the career construction journeys of adolescents

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Question

- Who are Facebook users?
- What would your personal profile tell us about you?

Why the research?

- There is a need for more relevant career counselling theories and practices to meet the global needs of employers and reflect the realities of the world of work in the 21st century ¹
- Facebook, has become part of our daily lives
- FB has proven to be a successful tool for various teaching and healthcare practices ²
- Little research is evident about the use of Facebook as part of a career counselling process

Evolution of Career Counselling

Vocational
guidance



Career
education



Career
construction

*Fit the
person*



*Educate the
client*



*Lets
construct
together*



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Career construction

- Career construction refers to the process of constructing a client's career through small stories, then reconstructing these small stories into a large identity narrative (a narrative about the client's life) and, co-constructing the next part of the client's identity narrative in order to assist the client with his / her career construction needs ⁴.
- It emphasises a client's flexibility, adaptability, and lifelong learning.
- Encompasses various career counselling paradigms

Career construction

- Reconstructing small stories into a narrative about the client's life and then
- co-constructing the next part of the client's identity narrative

Why Facebook



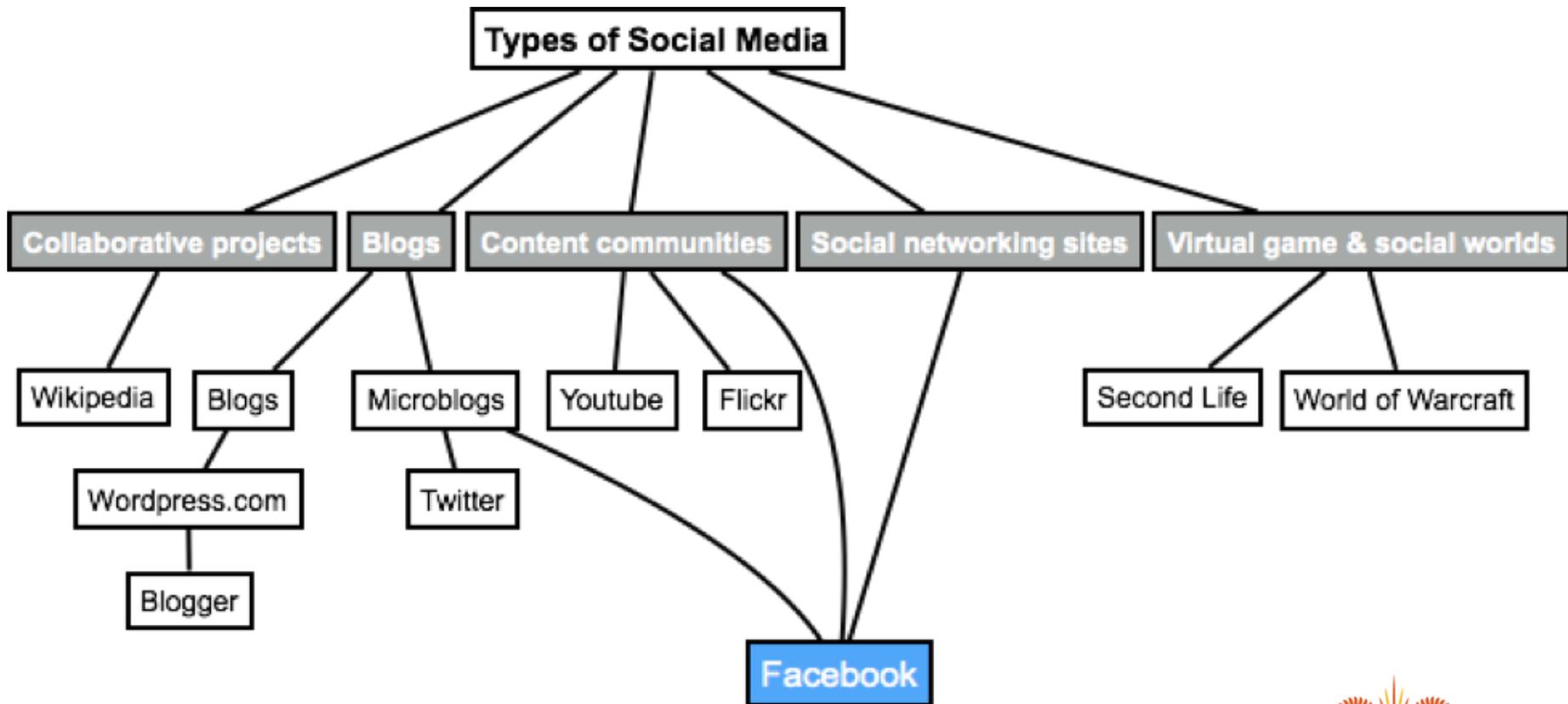
- Mark Zuckerberg states: “So the question isn’t what do we want to know about people, it’s what do people want to tell about themselves”⁴

- Facebook profiles “amounts to a blank canvas on which each user has free reign to construct a public or semi-public image of him- or herself”⁵.

Why Facebook

- The available literature describes Facebook as a career counselling tool that:
 - promote career services at various educational institutions, and
 - provide students with information related to their future careers⁶
- But little research in Facebook and Career construction

Why Facebook



What we did:



- We aimed to determine how Facebook – more specifically Facebook profiles and status updates – could be used to enhance the career construction journeys of grade 11 adolescent learners.

How we did it



- The career construction process was facilitated with each participant using a qualitative multiple case study design.
- Data collection:
 - Data was collected by making use of the participants 'Download your Facebook data' feature.
 - Furthermore, the CIP 4, the DAT, the VS, and the JPQ were also used as data collection tools.

How we did it



- **Data analysis process:**
 - The data analysis method used in this study was an inductive thematic content analysis. The purpose of a thematic analysis is to identify, analyse, and report various patterns in a data set ⁷

What we found



- The use of Facebook can contribute to the career construction journeys of grade 11 adolescents by
 - Triangulate themes
 - Supplementing information
 - Helps construct and deconstruct the career narratives of adolescents.
 - Contradictory information

The results

Data Source	Participant 1: Michael				Participant 2: Monica				Participant 3: Michelle			Participant 4: Grace				Participant 5: Thuli												
	Theme 1: Life Theme	Theme 2: Sports	Theme 3: Enterprise	Theme 4: Relationships	Theme 5: Values	Theme 7: Excitement	Theme 8: Dislikes	Theme 1: People	Theme 2: Entertainment	Theme 3: Life Themes	Theme 4: Arts	Theme 5: Animals	Theme 6: Self	Theme 7: Objectivity	Theme 1: Life Themes	Theme 2: Intelligence	Theme 3: Aversions	Theme 1: Life Themes	Theme 2: Expression	Theme 3: Humour	Theme 4: Justice	Theme 5: Knowledge	Theme 6: Humanity	Theme 1: Religion	Theme 2: Humanity	Theme 3: Status	Theme 4: Family	Theme 5: Food
FB Profile		✓		✓						✓	✓		✓						✓	✓				✓				✓
FB Statuses		✓	✓	✓		✓	✓	✓	✓			✓	✓	✓					✓	✓					✓	✓	✓	✓
CIP 4	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓		✓	✓	✓	✓
DAT-K																			✓									
VS	✓	✓			✓																							
JPQ			✓				✓																					
	NC	Tri	Tri	Sup	NC	Tri	NC	Tri	Tri	Tri	Sup	Tri	Tri	Tri	NC	NC	NC	NC	Tri	Sup	NC	NC	NC	Sup	Tri	Tri	Tri	Tri

- ✓ NC=Facebook provided no contribution to the theme
- ✓ Tri= Facebook served as a tool to triangulate data
- ✓ Sup= Facebook served as a tool to supplement addition theme |

Facebook as a triangulation tool



FB profile:
soccer related terminology was frequently repeated; e.g. “UEFA Champions League”, “Barclays Football, SoccerBible

Likes:
Nike Sportswear

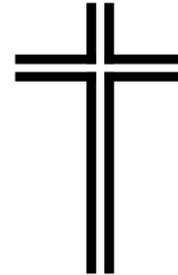
FB statuses, he commented:
“Work=pay=pay day=tomorrow” and
“Money money money.....
I've got some now OHYA”



Michael stated that the careers he was most interested were professional soccer player, sports management and sports law

Entrepreneurship, running and maintaining personal business

Facebook as a supplementary information tool



More than 90% of Thuli's Facebook statuses consisted of comments about her religion, deity, and church.

FB Status

“For God so loved me that when HE looked at my Nasty self, He gave HIS Son for me and then when His Son looked at my Dirty self, He gave HIS life for me. I am not saved by beauty or accent, but I AM SAVED BY GRACE!!!! PrOud To Say JESUS is My SAVIOR!!”

FB profile favourite books: The Bible, Bible, The Holy Bible, The Anointing, Hope for Today.

FB favourite activities: “Praying, Born-again Christian”.

Contradictory information on Facebook



FB status:

“Poverty is not a condition, it's a state of mind”

“The geatest enemy in the church is NOT the devil, the greatest enemy is POVERTY! POVERTY IS A CURSE!
**Bishop Freddie Edwards”.

CIP responses:

Strengths: Have a heart for the less-privileged

Role model: Mother Teresa, she wasn't that wealthy but gave what she could and was fulfilled in seeing people with smiles on their faces

Limitations of Facebook as a career construction tool

- Internet infrastructure e.g. data and computer to download information
- Findings are limited and cannot be generalised to the entire adolescent population in South Africa
- What if clients aren't active FB users?
- Research cannot be separated from the researcher's subjective interpretations

Future Directions

- Development of methodologies and technologies to assist in using social media data to enhance the career construction process.
- Dynamic life scripting using social media data

Contact Info

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