



Social Media as Determinant of Career Choice Among Students of Ajayi Crowther University, Oyo

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Abstract: Over the years, social media has become an active technological tool in Nigeria. It is a news and communication channel that has made dissemination of information easy, with a snap of the finger on cellphones for her citizenry; especially among the technologically savvy youths. This paper investigated the influence of social media usage on the choice of career among students of Ajayi Crowther University, Oyo. It also discussed its implications on instructional media design / production, communication; school guidance and counselling. The paper adopted the use of descriptive survey research design approach. One hundred and fifty (150) questionnaires (37 online and 113 manual) of sixteen (16) items, were used to collect data from students across the nine (9) faculties in the citadel of learning. Data was analyzed using SPSS App / Percentages. Findings from the study revealed that students' subscribed to the efficacy of social media on their studies (75.9%) than for fun (24.1%). It also revealed that students' confessed social media as the major influence of their chosen carrier (67.2%), while 32.8% disagreed. The study therefore concluded that the irresistible usage of social media among students (youth) has significantly contributed to their academic development.

Keywords: Social Media, Career Choice, Students, Tertiary Education

1. Introduction

Generation of 1980s till date are regarded as digital natives because they were born into the digital age. They grew up being familiar with computer and other digital appliances [12]. The new media, especially social media, are playing increasing roles in the workday life of these young ones to the extent that the average youth spend over seven hours of screen time every day. Emile Durkheim, a French Sociologist that is known to be the father of sociology, together with Ferdinand Ronnies, a German sociologist were the pioneers of socio networks during late 1800s. Ferdinand Ronnies's believed there could be social groups because members of social share values and beliefs. His theory was based on the society and socio connections while Durkheim combined empirical research with sociological theory. In the late 1800s, radio and telephones were used for social interaction, but the radio was a one-way interaction.

Social media are online platforms on which user-generated content can be shared. Facebook, WhatsApp and Twitter are popular and broadly used examples of these participative platforms in which users can read and post different types of content. These attributes make the internet a more interactive form of media compared to static websites or other mass media. [8]. It is however one of the many platforms which have gained a lot of usage in recent time. Social media has changed the way we live our lives. From the way we get our news to the way we interact with our loved ones. Many applications on social media, provide services to subscribers on e-health. Also, many companies and organizations have already successfully exploited this social media trend by engaging consumers for product marketing purposes [9, 14]. Social marketing and health promotion share a common goal: changing people's attitudes, modify or eliminate certain behaviours and decisions.

Social networks have evolved over the years. Today, digital

media is the order [11]. In the 1960s, email came to be, but it wasn't available to the public until 1991. Many social networking sites were created in 1990. Also, blogging services such as Blogger and Epinions. Social media cover all technology that ensure social interaction, which include electronic blogs audio / video tools (YouTube and social networking apps) and so on [2]. Social media particularly appeal to today's students because they provide platforms for creating and sharing content while engaging with other users and that with little or no restrictions [10]. Social media could be internet-based with unrelenting channels or platforms of communication, which facilitates insights of communications among users and obtain value from the content of users. Social media could be computer communication software that enable users to make contents, view and share them publicly to different co-communicators [3]. Among other advantages of social media is its ability to make people aware of new products via online advert from business firm, without necessarily owning a store or office. Product could be snapped, posted on social media and interested buyers may subscribed to it for home delivery. Through social media, people have connections across continents [4]. For instance, a Nigerian could do business with a Chinese even without leaving the shores of Nigeria. Social media helps in creating career opportunities. With the use of social media, people learn a lot of things online [5]; [7]. Whatever career one chooses could be learnt online. Today, individuals could get their Bachelor's Degree and Master's Degree online. Different vocations could be learnt online too. These vocations could be tailoring, make ups, "gele" tying, shoe-making, soap-making, etc. Nowadays, interviews for job opportunities may be done online. Curriculum Vitae (CV) could be submitted online too and there are online jobs that could be done without going to work place. This could be done using social media platforms. Children learn like what they see likewise adults. Fashion trends are promoted on social media. People want to be current with the happenings in the society, so as not to be referred to as 'archaic'. Social media also has its disadvantages, for instance, a lot of cyber-crimes are done on social media [15]. Examples are internet fraud, hacking of social media and bank accounts. Kidnapping that is rampant in the society today could be as a result of information gotten from individuals on social media. During the time government implemented a lockdown policy to curb the spread of the Covid-19 virus, it became an active tool for engagement and communication for the dissemination of plausible information as well as incredulous (mis)information [6].

Career choice is one of the most important decisions in life. It defines the personality and determines future prospects, which thus need to be carefully done. The knowledge and versatility of student in the use of latest technology for study of chosen discipline or career determines level of success. A social reality like the social media, that phenomenally engages the students may be expected to influence their choices and decisions, including their career choice. Factors such as family, peers, aptitude, economic status, gender, employment opportunity, etc., have been known to influence students'

career choice. This study used quantitative methodology and modern research techniques to assess the impact of social media on the critical decision making of students, particularly how social media has influenced their choice of career. Social media is everywhere. It's unavoidable, it's powerful, and it's here to stay [13, 10]. According to Bay, "there are 3.5 billion social media users worldwide, and this number is only growing [1]. That equates to about 45% of the current world population". Considering the efficacy of career choice in the future prospects of individuals and nations at large, it is apt to examine students' usage of social media and its effects on their choices; for possible enhancement or redirection. Hence, the study.

2. Statement of the Problem

Choice of career or field of study is one of the most critical issues confronting students, especially at the intersection of secondary and tertiary levels of education. Career is the totality of man's experience in the world of work and education. Career choice therefore, to a large extent, determines the future life of a person; that if not correctly made turns to disaster in future. For instance, factors such as precedence, personality, opportunities, socio-economic background and environment where the students live were identified as reasons for students' choice of career. However, there is a dearth of research on the role the now ubiquitous social media as a possible determinant of career choice among students. It was this knowledge gap that the paper addressed.

3. Purpose of the Study

The main objective of this research was to examine and determine the influence of Social Media on Career-Choice of young undergraduates, and its Implications for instructional media production and communication, guidance and counselling in schools at this digital age.

4. Methodology

Survey research method was adopted for the study because people's views and opinions on the subject matter will be the primary data. This method, as Okoro (2001) notes, selects and studies samples drawn from the population to discover the relative incidence, distribution and inter-relations of sociological and psychological variables. Since it was an audience research necessitating opinions, attitudes, motivations and individualistic consideration, the survey method was considered most appropriate for the work. The validated questionnaire was administered on students across the Faculties and Departments in Ajayi Crowther University, Oyo. Data collected were analysed using SPSS / percentage.

5. Results and Discussion

The results of the analysed data collected from a total of one

hundred and fifty (150) questionnaires collected out of the hundred and fifty-five (155) questionnaires administered to respondents, to gather information on “social media as determinant of career choice among students of Ajayi Crowther University, Nigeria”. Findings deduced from the analysed data are as discussed below:

Analysis Based on Biographical data

Table 1. Distribution of Respondents by Demographic Information.

	Variables	Frequency	Percentage%
Gender	Male	74	49.3
	Female	76	50.6
	Total	150	100
Age	12-15 years	31	51.0
	16 - 18 years	48	22.9
	19 - 21 years	62	24.0
	22 – 25 years	9	2.1
	Total	150	100.0
	100	22	14.6
Level	200	46	29.3
	300	57	38.0
	400	20	13.3
	500	5	3.3
	Total	150	100.0
	English	26	17.3
Department	Mass Communication	40	26.6
	History	29	19.3
	Geology	7	4.6
	Bio-Chemistry	3	2
	Computer Science	4	2.6
	Science –Education	34	22.6
	Computer Engineering	7	4.6
	Total	150	100
	Humanities	55	36.6
	Communication and	40	26.6
Faculty	Media Studies	14	9.3
	Sciences	34.	22.6
	Education	7	4.6
	Engineering	7	4.6
	Total	150	100

Source: Researchers' field work (2021)

Table 1 shows the analysis of the demographic data of respondents such as Gender, Age, Level, department and faculty. According to the table above (51.0%, 22.9%, 24.0% and 2.1%) respondents within the age range of 12-15 years, 16-18 years, and 19 - 21years and 22-25 years respectively took part in the study. Furthermore, the table above shows that the female respondents that took part in the study totalled 76 (50.6), while 74 (49.3%) male respondents participated in the study.

The study also shows the level of the respondents that participated in the study as 22 (14.6%) 100 level student took part while 46 (29.3%) of the respondents of the study are in the 200 level / second year of their studies, and 57 (38.0%) of the respondents that participated in the study are in the 300 level / mid years of their studies; 20 (13.3%) of the respondents that participated in the study are also in the 400 or 500 levels / fourth year or final year of their studies. The findings therefore revealed that majority of the respondent that participated in the studies are 300 level students of Ajayi Crowther University.

Meanwhile the study also shows the different Faculties of the respondents that participated in the study. 36.6%, 26.6%, 9.3%, 22.6%, 4.6%, of the respondents are from the Faculties of Humanities, Natural Sciences, Education, Engineering, and Communication respectively.

Analysis Based on Objectives of the Study

Research Objective One: The influence of Social Media on Career-Choice of young undergraduates. On this objective, seven (7) questionnaire items were raised in tables 2 to 8:

Table 2. Respondents' Perception of Social Media.

Social media is a universal tool, best used for communication.	Frequency	Percent
Strongly Agree	77	24.6%
Agree	61	40.6%
Disagree	6	4%
Strongly Disagree	8	5.3%
Total	150	100%
Missing Data	0	0%
Total	150	100

Source: Researchers' field work (2021)

In Table 2 above indicates that 24.6% of the respondent strongly agreed that Social media is a universal tool used for communication, which also account for the majority of the populace in the study. While 40.6% of the respondent agreed that Social media is a universal tool, best used for communication. But 4% of the respondent disagreed with the statement. 5.3 % of the respondent also strongly Disagreed with the statement.

Table 3. Effects of Social Media on Respondents' Academic Pursuit.

Social media has tremendously aid students' acquisition of knowledge and skills on their course of study.	Frequency	Percent
Strongly Agree	92	61.3%
Agree	44	29.3%
Disagree	12	8%
Strongly Disagree	2	1.3%
Total	150	100%
Missing Data	0	0%
Total	150	100

Source: Researchers' field work (2021)

Table 3 above revealed 61.3% of the of the respondent which account for the majority of the populace in the study strongly agreed with that social media has tremendously aid students' acquisition of knowledge and skills. 29.3% of the respondent also agreed with the statement. While 1.3 % of the respondent disagreed that social media has tremendously aid students' acquisition of knowledge and skills. But 1.3 % of the respondent strongly disagreed with the statement.

Table 4. Respondents' Perceptions on Usage of Social Media.

Students use social media mostly for browsing for more knowledge, online group discussion / interaction, etc.	Frequency	Percent
Strongly Agree	80	53.3%
Agree	34	22.6%

Students use social media mostly for browsing for more knowledge, online group discussion / interaction, etc.	Frequency	Percent
Disagree	30	20%
Strongly Disagree	6	4%
Total	150	100%
Missing Data	0	0%
Total	150	100

Source: Researchers' field work (2021)

Table 4 above indicated 53.3% of the respondent which account for the majority of the populace in the study strongly agreed with the statement that students use social media mostly for browsing for more knowledge, online group discussion / interaction. 22.6% of the agreed with the statement, while 20% of the respondent disagreed with the statement, but 4% of the respondent strongly disagreed the statement.

Table 5. Assessment of Respondents' Choice of Social Media.

My course of study is indirectly / unconsciously influenced by preferred / frequently used social media.	Frequency	Percent
Strongly Agree	73	48.6%
Agree	28	18.6%
Disagree	37	24.6%
Strongly Disagree	11	7.3%
Total	150	100%
Missing Data	0	0%
Total	150	100

Source: Researchers' field work (2021)

Table 5 above revealed 48.6% of the respondent which account for the majority of the populace in the study strongly agreed with the statement that the course of study is indirectly / unconsciously influenced by preferred / frequently used social media. 18.6% of the agreed with the statement, while 24.6% of the respondent disagreed with the statement, but 7.3% of the respondent strongly disagreed the statement.

Table 6. Assessment of the importance of Social Media to Future Career.

Exposure to online content for knowledge and communication has nothing to do with my preferred future career.	Frequency	Percent
Strongly Agree	46	30.6%
Agree	38	25.3%
Disagree	53	35.3%
Strongly Disagree	13	8.6%
Total	150	100%
Missing Data	0	0%
Total	150	100

Source: Researchers' field work (2021)

Table 6 above indicated that 30.6% of the respondents strongly agreed that exposure to online content for knowledge and communication has nothing to do with their preferred future career, while 25.3% of the of the respondent also agreed to the statement 35.3% of the respondent which account for the majority of the populace in the study disagreed with the statement, but 8.6% of the respondent strongly disagreed with

the statement.

Table 7. Assessment of Social Media Usage for Academic Pursuit.

My surf for online knowledge and skills is majorly on preferred choice of future career.	Frequency	Percent
Strongly Agree	59	39.3%
Agree	29	25.3%
Disagree	52	35.3%
Strongly Disagree	10	8.6%
Total	150	100%
Missing Data	0	0%
Total	150	100

Source: Researchers' field work (2021)

Table 7 above revealed 39.3% of the respondent which account for the majority of the populace in the study strongly agreed with the statement that student surf for online knowledge and skills is majorly on preferred choice of future career. 25.3 % of the agreed with the statement, while 35.3% of the respondent disagreed with the statement, but 8.6% of the respondent strongly disagreed the statement.

Table 8. Effect of Social Media Usage on Respondents' Career Choice.

My preferred career choice is motivated by online instructional media.	Frequency	Percent
Strongly Agree	64	42.6%
Agree	26	17.3%
Disagree	45	30%
Strongly Disagree	13	8.6%
Total	148	98.5%
Missing Data	2	1.3%
Total	150	100

Source: Researchers' field work (2021)

Table 8 above indicated 42.6% of the respondent which account for the majority of the populace in the study strongly agreed with the statement that student preferred career choice is motivated by online instructional media. 17.3 % of the agreed with the statement, while 35.3% of the respondent disagreed with the statement, but 8.6% of the respondent strongly disagreed the statement.

Research Objective Two: Implications for instructional media design / production and communication, guidance and counselling in schools at this age. To achieve this objective, three (3) questionnaire items were presented and structured in tables 9 to 11.

Table 9. Respondents Perception on the Negative Impact of Social Media.

Use of social media among students is causing confusion on the choice of future career (i.e. interest in multiple career – no direction) to many of them.	Frequency	Percent
Strongly Agree	57	38%
Agree	25	16.7%
Disagree	45	30%
Strongly Disagree	23	15.3%
Total	150	100%
Missing Data	0	0%
Total	150	100

Source: Researchers' field work (2021)

Table 9 above 38% of the respondent which account for the majority of the populace in the study strongly agreed with the statement that Use of social media among students is causing confusion on the choice of future career. 16.7% of the agreed with the statement, while 30% of the respondent disagreed with the statement, but 15.3% of the respondent strongly disagreed the statement.

Table 10. Assessment of Potency of Social Media on Career Choice.

Whatever career / vocation one chooses could be learnt via online social media.	Frequency	Percent
Strongly Agree	48	32%
Agree	50	33.3%
Disagree	33	22%
Strongly Disagree	19	12.7%
Total	150	100%
Missing Data	0	0%
Total	150	100

Source: Researchers' field work (2021)

Table 10 above indicated that 32% of the respondents strongly agreed that whatever career/vocation a student chooses could be learnt via online social media, while 33.3% of the of the respondent which account for the majority of the populace in the study also agreed to the statement. 22% of the respondent, however, disagreed with the statement, but 12.7% of the respondent strongly disagreed with the statement.

Table 11. Assessment of Social Media's Efficacy on Career Choice.

Updated knowledge and marketable skills of chosen career / vocation is best shared or acquired via online social media.	Frequency	Percent
Strongly Agree	77	51.3%
Agree	30	20%
Disagree	30	20%
Strongly Disagree	13	8.6%
Total	150	100%
Missing Data		0%
Total	150	100

Source: Researcher's field work (2021)

Table 11 above 51.3% of the respondent which account for the majority of the populace in the study strongly agreed with the statement that updated knowledge and marketable skills of chosen career / vocation is best shared or acquired via online social media. 20% of the agreed with the statement, while 20% of the respondent disagreed with the statement, but 8.6% of the respondent strongly disagreed the statement.

6. Conclusion

The study therefore concluded that the irresistible usage of social media among students (youth) has significantly contributed to their academic development. It has also largely contributed to their respective choices of career and formation / growth.

7. Recommendations

The study recommended that lecturers should integrate the

use of social media in classroom teaching and learning processes, parents should monitor their wards' use of cellphone; and government should provide enabling environment (especially strong and wider broadband) for ICT in schools. Educational technologists / Instructional media designers and producers in Nigeria, should upgrade and improve quality of their work to meet up with the present world standard. School counsellors in conjunction with ICT specialists, should as a matter of utmost importance engage students on the use of social media for academic work.

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