



# Looking at Careers through New and Social Media

# Agenda

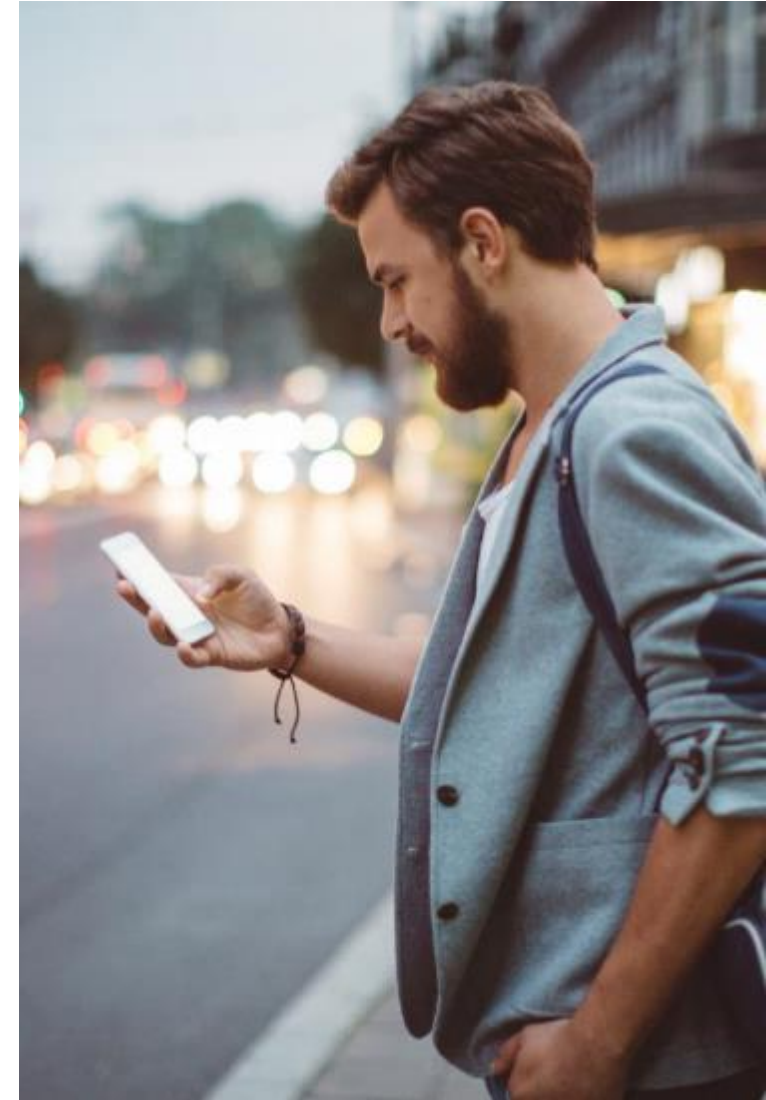
Definition

Research

Examples

Discussion

Planning





# New Media

# Social Media



Developing forms of media, usually electronic, regarded as being experimental.

A connected group of pages on the World Wide Web regarded as a single entity, usually maintained by one person or organization and devoted to a single topic or several closely related topics that allows user input and interaction.

# Research

## College Students' Career Exploration: The Impact of Social Networks and Individual Self-Efficacy.

St. Olaf Collage Sociology Department Publications. Retrieved March 29, 2021 from <https://wp.stolaf.edu/sociology/files/2013/06/College-Students-Career-Exploration.pdf>

### Summary:

Finding employment or the next step in their career path through social networks is the most rewarding to the student.





# Research

## **Social media's growing impact on our lives.**

American Psychological Association website.  
Retrieved March 29, 2021 from  
<https://www.apa.org/members/content/social-media-research>

**Summary:** Students view social media as an extension of their in-person social network.



# Research

## Strengthening the academic usage of social media: An exploratory study.

Retrieved March 29, 2021 from

<https://www.sciencedirect.com/science/article/pii/S1319157816300787?via%3Dihub>

### Summary:

Students benefit from using social media in the academic environment, but without clear expectations the platforms become distractions to learning.



# Example

1

# YouTube

---

Search YouTube for videos about resume writing.

Watch one of the videos that appears on the first two pages of the search results.

Review other videos on the same channel.

Rate your experiences on a scale from 1-10 based on the criteria to the right.

Prepare a point for discussion when we reconvene.



How long ago was the first video you watched uploaded to YouTube? (10 = today, 1 = over 4 years ago)



What is the overall production quality of the videos you reviewed? (10 = professional appearance, 1 = production quality is a distraction from content)



How many other videos are on the same channel as the first video you watched? (10 = more than 20 videos, 1 = 1 video)



What was the length of the first video you watched? (10 = less than 7 minutes, 1 = more than 90 minutes)



# Example

2

# TikTok

---

Search for either:

- Thepainter714
- ProfessionalTouchCleaning
- Tenpoint (for general how-to)

Watch one of the videos that appears on the first two pages of the search results.

Review other videos on the same channel.

Rate your experiences on a scale from 1-10 based on the criteria to the right.

Prepare a point for discussion when we reconvene.



What was the professional relevance of information shared. (10 = easily applicable, 1 = no professional relevance)



What is the overall production quality of the videos you reviewed? (10 = professional appearance, 1 = production quality is a distraction from content)



What is the breadth of information shared in the other videos by the creator? (10 = diverse information presented, 1 = one concept covered)



How long did it take you to understand the content of the channel? (10 = less than 1 minutes, 1 = more than 10 minutes)

# Example

3

# Podcasts

---

Select one of the podcasts found here:

<https://www.housecallpro.com/learn/hvac-podcast/>

and review one of the episodes.

Review other episodes of the same podcast.

Rate your experiences on a scale from 1-10 based on the criteria to the right.

Prepare a point for discussion when we reconvene.



How long ago was the episode you reviewed released? (10 = today, 1 = over 1 year ago)



What is the overall production quality of the episode you reviewed? (10 = professional appearance, 1 = production quality is a distraction from content)



Rate the quality of information shared during the episode and via the show notes of the episode you reviewed? (10 = easily applicable, 1 = questionable content)



What was the length of the episode you reviewed? (10 = more than 90 minutes, 1 = less than 10 minutes)

# Discussion Points

## Format

Which Social Media format do you like the most?

## Technology

Does the technology of any Social Media platform impress you?

## Zeitgeist

Which Social Media platform has the most energy behind it right now?

## Results

What benefits of using Social Media can you see?

What disadvantages of using Social Media can you see?

Structured internet access  
is increasingly important.

Initiative is increasingly  
important.

*Why? Content creators are  
more open to interaction  
than ever before.*

Imagination is increasingly  
important.

# Parting Thoughts About Planning

Media Literacy / Critical  
Thinking is increasingly  
important.

# Troy Price

---

Front Porch Studios



Troy@frontporchstudios.com



[www.frontporchstudios.com](http://www.frontporchstudios.com)



Troy Price on Facebook



(760) 607-6724