



## ON THE USE OF SOCIAL NETWORKS IN TEACHERS' CAREER GUIDANCE ACTIVITIES

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**Abstract:** *The article reveals the essence of professional orientation as a system of interaction between a young person and a educator (teacher, teaching staff, society), which is aimed at meeting the needs of the person in professional self-determination. The authors make a content analysis of Internet sources to identify resources that can be used to support career guidance activities and present a classification of Internet resources by types of career guidance work: diagnostic (online testing), agitation (university and interested institution sites), advisory (career guidance sites, network services), information and orientation (professions directories, job sites), accompanying (support development software), organizational (chats, e-platforms for communication), and by types of career guidance activities: sites for meetings (network services), for immersion (specialized software), for consulting (online tests, career guidance sites), for excursions (institution sites), for projects (educational resources). Emphasis is placed on social networks and possibilities of their use in career guidance activities due to the large number of users, the informal nature of communication within the network, which is more interactive (almost one-time exchange of ideas and resources). The practical state of teachers' readiness to use social networks in career guidance was studied and it was found that despite the 100% inclusion of pre-service and service teachers in social networks, their readiness to involve them in career guidance is insufficient.*

**Keywords:** career guidance, career guidance activities, professional self-determination, social networks, digital technologies, teachers' career guidance activities.

## INTRODUCTION

The economic downturn is due not only to lack of jobs, but also to the fact that the modern youth choose their careers, usually based on social media trends without taking into account individual inclinations and abilities, their own intellectual and financial capabilities, as well as regional and national labor market needs.

Generation Z (people born at the turn of the XX–XXI centuries) is characterized by impatience, Internet addiction, fragmental/ clip thinking, hyperactivity, etc. This has an impact not only on the peculiarities of generation Z training, but also on their professional orientation. According to the analysis of youth psychophysiological features, the use of digital technologies and tools is promising for the organization and conduct of career guidance.

At the same time, the most successful period for such activities is adolescence. In this period there is the formation of a stable professional interest and conscious professional intention. It is during this period that career guidance work allows to inform pupils about the different professions, helps them to determine personal qualities. Thus a choice of profession, future professional activity, choice of educational institution for further education is provided. This choice will meet their interests, reflecting their values and alignment with the needs of the labour market.

At the same time, the most important stage of professional self-determination of adolescents is 5–9<sup>th</sup> grades and it falls out of teachers' career guidance activities, and high school students often make professional choices based on social media trends and obsessive virtual advertising, often influenced by professional agitation rather than conscious career guidance. Therefore, the need, on the one hand, to intensify the teachers' career guidance activities in 5–9<sup>th</sup> grades of school, and on the other hand, to attract digital tools to carry out such activities, has become urgent. In particular, the problem of using social networks in teachers' career guidance activities is actualized.

## 1. ANALYSIS OF CURRENT RESEARCH

Analysis of research findings helps characterize various aspects of teachers' preparation for career guidance activity. Among them problems which teachers face with regard to the inclusion of career guidance in the life orientation curriculum (Modiba & Sefotho, 2019); the teachers' attitude to the situation when responsibility for career guidance activities transfers to the school (Watermeyer, Morton, & Collins, 2016); teachers' suitable attitude toward high school students concerning their career guidance (Ochiai, Satoh, Okamoto, & Kunimoto, 1995); the role of teacher in career guidance (Henry, 1973; Wong, Yuen, & Chen, 2021); the positive impact of subject teacher as a career influencer (Holman, 2014; Hutchinson, 2013; Munro & Elsom, 1999); the teachers and students experience in involving parents in career guidance (Phokane, 2012); readiness for professional orientation of primary school students (Zavitrenko, 2013); pre-service computer science teachers' readiness for career guidance work in secondary schools (Ponomarova, 2017); pedagogical means of professional counseling of young people through the Internet (Osadchyi, 2005).

Following the analysis of these scientific findings, it was established that the problems of teachers' in preparation for career guidance and the use of information technologies in teachers' professional activities were systematically solved, but the study of the use of social networks in teachers' career guidance activities has not yet become systemic. It should be noted that, despite the active spread of digital technologies, resources and tools in the educational process, findings on the problems of pre-service teachers training to use social networks in career guidance today is almost absent.

The **purpose** of the study is to substantiate the feasibility of using social networks in teachers' career guidance activities.

The purpose leads to the following **tasks**: 1) to conduct a theoretical analysis of approaches to the interpretation of the category "career guidance"; 2) to provide a classification of Internet resources from the standpoint of their use in teachers' career guidance activities; 3) to describe the features of the use of social networks in teachers' career guidance activities; 4) to investigate the practical state of readiness of pre-service and service teachers to use social networks in career guidance and justify the feasibility of their use.

## 2. MATERIALS AND METHODS

### 2.1. Research base

The study was conducted based on Makarenko Sumy State Pedagogical University, Borys Grinchenko Kyiv University. The pedagogical experiment was attended by 154 students of 4 course of specialties "014 Secondary Education" (specializations – mathematics, computer science), 56 service mathematics and computer science teachers in Sumy (Ukraine) and and 85 students of 3–4 courses of specialties "122 Computer science", 22 service mathematics and computer science teachers in Kyiv (Ukraine).

### 2.2. Stages of research

The study took place in four stages: the first stage – theoretical, aimed to clarify the concept «career guidance». The second stage – describes the classification of Internet resources from the position of their use in teachers' career guidance activities. In the third stage, the peculiarities of the use of social networks in the teachers' career guidance activity are described. The fourth stage was to conduct the practical state of teachers' readiness to use social networks in career guidance.

Based on the author's survey, a comparative analysis of the pre-service and service teachers' readiness to use social networks in career guidance activities was carried out.

### *Questionnaire*

1. What cloud services (educational platforms) are you familiar with?
2. What services do you use in your professional activity?
3. What social networks accounts do you have?
4. What do you use social networks for?
5. Do you use Google Forms for surveys?

6. Do you know how to develop thematic posters, announcements, posts for various social networks?

To compare the positions of students and teachers, the answers were subjected to a correlation analysis: on the basis of percentage data for each of the answer the authors calculated Pearson's correlation coefficient,

$$r = \frac{\sum_{i=1}^n x_i y_i - \frac{1}{n} \sum_{i=1}^n x_i \sum_{i=1}^n y_i}{\sqrt{\sum_{i=1}^n x_i^2 - \frac{(\sum_{i=1}^n x_i)^2}{n}} \sqrt{\sum_{i=1}^n y_i^2 - \frac{(\sum_{i=1}^n y_i)^2}{n}}} \quad (1)$$

the probability of which was tested by Student's test with  $(n-2)$  degrees of freedom by

the formula  $t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$ , where  $n$  is the sample volume, with the hypotheses " $H_0$  – correlation coefficient  $r=0$ , the linear relation is absent" and " $H_a$  – correlation coefficient  $r \neq 0$ , a linear relation between the data is present" (Liashchenko & Holovan, 1996).

### 3. MAIN RESULTS

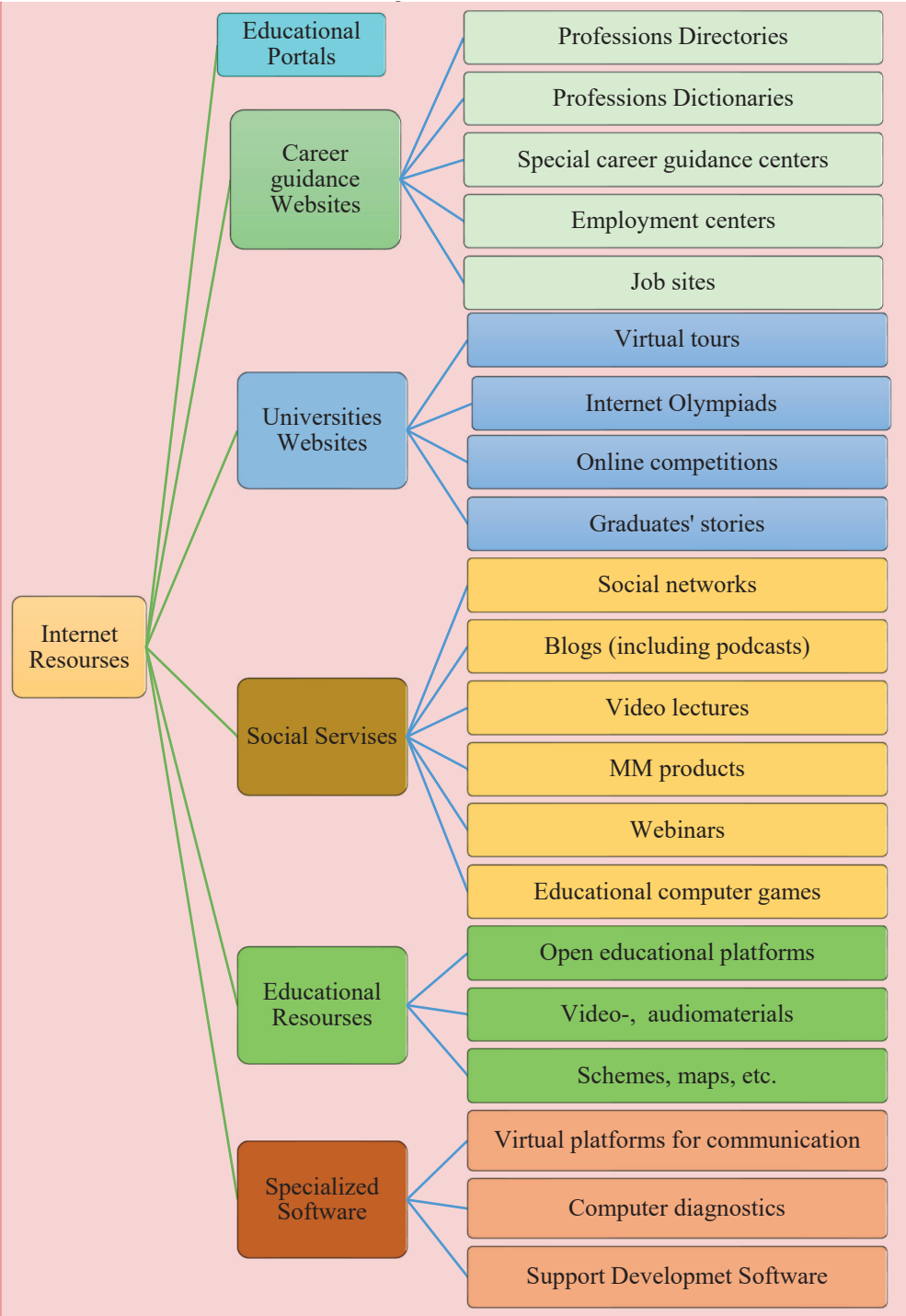
#### 3.1. Career guidance activities and the use of Internet resources to its support it

The essence of career guidance in most studies is understood as a system of interaction between a young person and a educator (teacher, teaching staff, society), which is aimed at meeting the needs of the person in professional self-determination. It is emphasized that career guidance work is, first of all, a process of interaction, and not some one-sided action (for example, a teacher); secondly, the basis of this interaction is the needs of both the person and society, which do not always coincide. Therefore, the teacher in such interaction should be a mediator between the young person and society, agreeing on the needs of each side. It should also be noted that it is important to achieve pupils' professional self-determination, which is seen as the ability to learn about individual characteristics (the self-image) and to make the best decision. Content analysis of Internet sources showed that today there is a large number of resources that can be used to support career guidance (Figure 1).

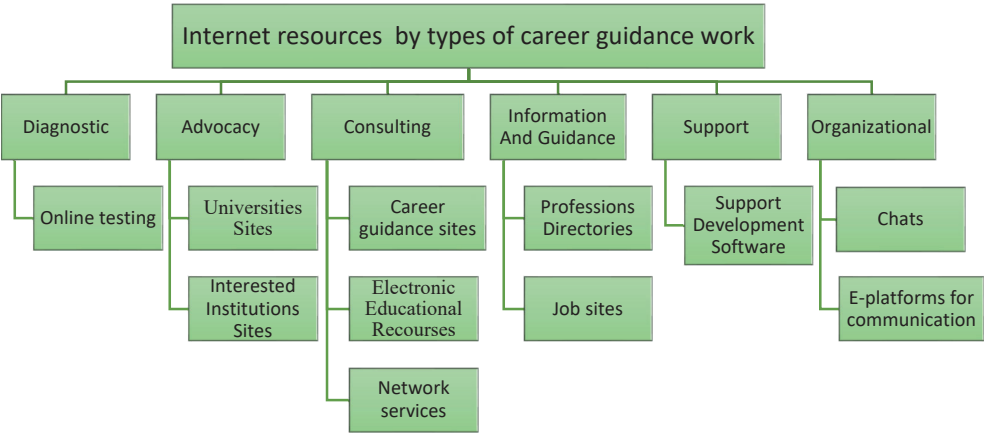
Nowadays, Internet resources can be divided by types of career guidance work into the following: diagnostic, advocacy, consulting, information and guidance, support, organizational (Figure 2).

Internet resources by types of career guidance activities are divided into: software for meetings, software for immersion, consulting, excursions, project resources (Figure 3).

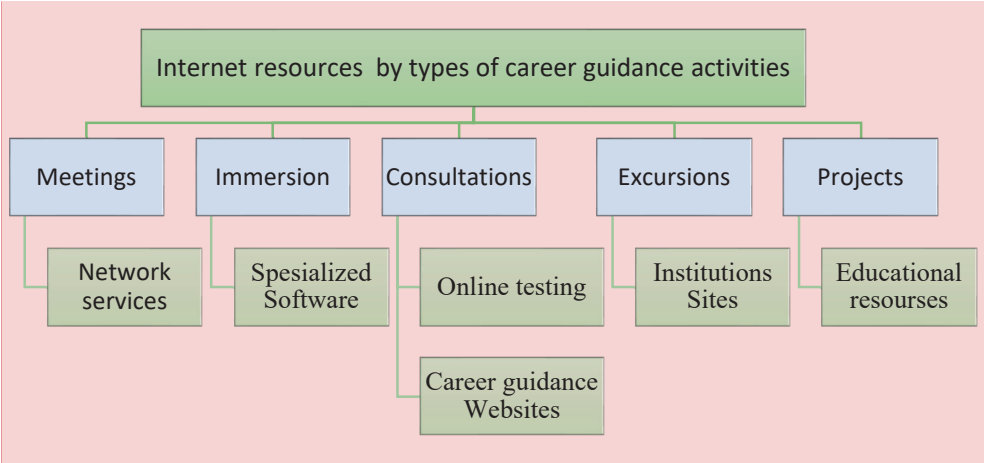
Let us note that this classification is conditional and does not claim to cover the types of Internet resources in the field of career guidance fully. However, a few remarks should be made on the implementation of teachers' career guidance activities based on digital technologies.



**Figure 1. Internet resources for career guidance activities**  
Source: Own work.



**Figure 2. Classification of Internet resources by types of career guidance work**  
Source: Own work.



**Figure 3. Classification of Internet resources by types of career guidance activities**  
Source: Own work.

When organizing project activities in career guidance work, one should take into account the diversity of digital resources and promote their diversity among pupils. This can be done by proposing projects related to professional choice: “Why is the teaching profession eternal?”, “How many professions does the IT industry have today?”, “Where can You get the design manager profession?”, “Top 20 the most popular professions in Sumy/ Kyiv region”, “What are the professions of the future”, “What professions will the country need in 10 years”, etc.

We see a promising promotion of open educational resources among pupils, as well as various competitions in the teachers’ career guidance activities. At the same time, it is important to emphasize that it is necessary to take into account not only one’s

own preferences, but also the requirements of the profession to the person. It is also necessary to take into account career guidance activities of representatives of certain industries, such as representatives of the IT industry, who have the latest information on the labour market and can guide the choice of specialization, promising areas of development, specifics of professional adaptation, employment, prospects in career. In this case, it becomes possible to get acquainted with the field, immerse oneself in the profession and compare one's own expectations with reality.

Since it is not a problem today to automate calculations according to certain algorithms, it is natural to consider the prevalence of resources with computer career guidance diagnostics. Thus, the Proforientator website ([http://proforientator.info/?page\\_id=100](http://proforientator.info/?page_id=100)) offers a number of computer tests that allow everyone to determine their own professional personality type (J. Holland test, [http://proforientator.info/?page\\_id=6016](http://proforientator.info/?page_id=6016)), motives for choosing a profession ([http://proforientator.info/?page\\_id=6014](http://proforientator.info/?page_id=6014)), motives for choosing a field of work ([http://proforientator.info/?page\\_id=6249](http://proforientator.info/?page_id=6249)), to build your own "Map of interests" ([http://proforientator.info/?page\\_id=6006](http://proforientator.info/?page_id=6006)). On this resource you can take tests to determine the ability to certain professions, to determine the priorities of professional choice, etc.

According to the results of the content analysis of Internet resources related to the professional orientation of young people, we propose the following:

1. Digital technologies affect the form and level of career guidance activities.
2. Due to Internet resources, it is possible to raise students' awareness of professions.
3. Internet resources can simplify professional diagnostics, then to promote a conscious professional choice based on pupils' understanding of their professional preferences and aptitudes. Due to specialized techniques, a series of different tests in the systems "man-technique", "man-nature", "man-sign system", "man-artistic image", "man-man" allow pupils to get ideas about their potential and advantages in a particular profession.
4. Internet resources promote free access to sources of professional orientation, which provides an opportunity to form an idea of the profession and the requirements that the profession places on the person.
5. Among Internet resources, social networks is a separate group of means that are most in demand of young people today and the potential of which is not described by scientists in the context of career guidance.

### **3.2. Social networks as a group of Internet resources for career guidance**

The concept "social network" has several meanings in the conceptual and categorical apparatus of sociology. We define social network sites as web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system (Boyd & Ellison, 2017).

The peculiarity of the construction of social networks is that their content is filled by the users themselves, and in addition to communication, the authors have the opportunity to consume media content and the full range of entertainment products, economic, political and other activities.



The most popular social networks today are:

Twitter – <http://twitter.com> (microblogs); Facebook – <http://www.facebook.com/>; LinkedIn – <http://www.linkedin.com/>; Instagram – <https://www.instagram.com/>; Telegram – <https://telegram.org/>; Google+ – <https://plus.google.com>.

Studies of the content of social networks and people's reactions to various content have shown that:

- the opinion of “friends” is important for a person-user of a social network: if an individual has received a positive experience on a certain issue, it is very likely that this opinion will be taken into account by his “friends” on the network;
- the desire to share ideas not in one, but in several networks is popular, because this expands the audience of communication and the ability to collect opinions of users with different worldviews, ages, preferences;
- social networks allow you to inform users about something quickly and cheaply, for example, to organize “draws”, which due to the belief in winning contribute to the rapid dissemination of information among people from more than one community;
- social networks provide the ability to track feedback through likes, reposts, comments, as well as the activities and reactions to these activities of others to improve their own.

These factors determine the need to use social networks in teachers' work, not only for educational but also for career guidance.

In favour of mastering social networks we can point to a large number of users, the informal nature of communication within the network, which is more interactive (almost one-time exchange of ideas and resources).

In the context of teachers' career guidance work, the main purpose of their work in the network is to increase the level of involvement in a particular group, retain attention, expand the target audience, collect feedback, opinions, suggestions, manage negative feedback, increase resource visibility, study student demand. This is a complex process that requires the use of various techniques and tools: monitoring resources, creating and planning posts, communication with students, analyzing the results of such interaction.

### 3.3. The results of the experiment

Bachelor's graduates, pre-service teachers, and service teachers were asked to answer the questionnaire. The survey results are presented in Table. 1.

We see that the attitudes of service teachers and graduate students (pre-service teachers) to the use of social networks are fundamentally different, there is no correlation between them, which is confirmed statistically at the significant level of 0.05 (hypothesis  $H_0$  is accepted). Therefore, it should be concluded that as of today, teachers do not sufficiently use the potential of social networks in their professional activities. At the same time, the use of such potential by pre-service teachers (bachelor's graduates) is promising.

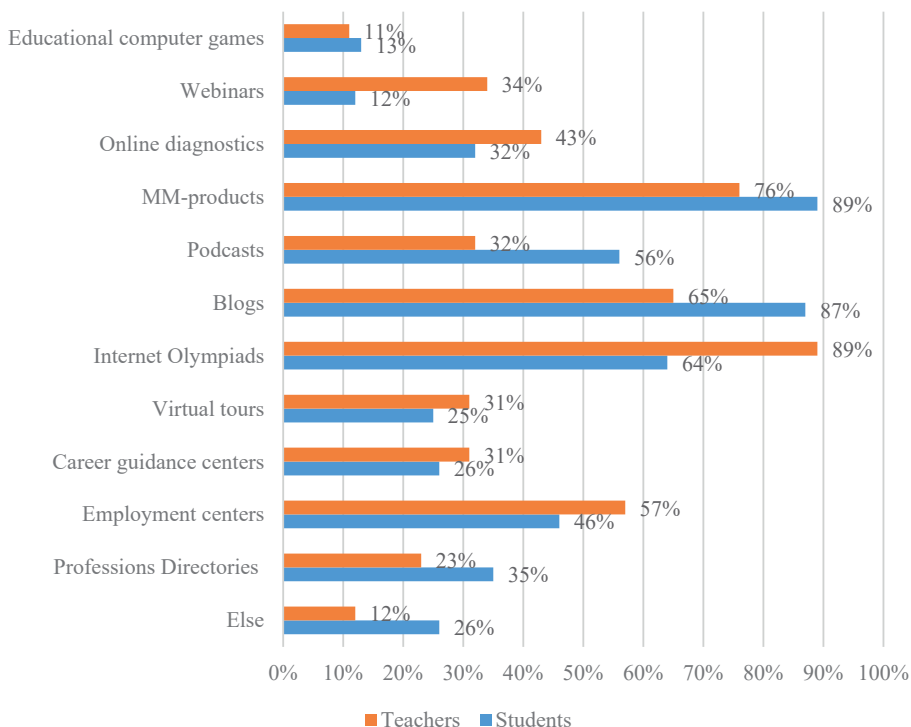
The distribution of answers on the awareness about Internet resources for career guidance and ways to use them in career guidance is also not satisfactory (Figure 4).



**Table 1.** Survey results

Question	Answers	Students	Teachers	Correlation coefficient	Degrees of freedom –2	T <sub>crit</sub>	T <sub>exp</sub>	Hypothesis
1) What cloud services (educational platforms) are you familiar with?	For lesson	25%	100%	–0,05	6	2,44	–0,13	H <sub>0</sub>
	Classtime	31%	100%					
	Moodle	100%	17%					
	Zoom	100%	100%					
	Skype	54%	87%					
	Google Meet	56%	68%					
	Google Classroom	64%	89%					
2) What services will you use in your professional activity?	else	19%	12%	0,26	6	2,44	0,68	H <sub>0</sub>
	For lesson	16%	100%					
	Classtime	19%	100%					
	Moodle	32%	5%					
	Zoom	100%	100%					
	Skype	32%	23%					
	Google Meet	56%	43%					
4) What social networks accounts do you have?	Google Classroom	100%	89%	–0,44	4	2,77	–0,98	H <sub>0</sub>
	else		12%					
	Instagram	100%	45%					
	FaceBook	100%	100%					
	Telegram	100%	57%					
	Viber	100%	100%					
	e-mail	56%	100%					
5) What do you use social networks for?	else	100%	43%	–0,12	1	12,7	–0,12	H <sub>0</sub>
	e-communication	100%	87%					
	information distribution	100%	56%					
6) Do you use Google forms for survey?	Yes\No	54%	34%	–0,12	1	12,7	–0,12	H <sub>0</sub>
7) Do you know how to develop e-materials for different social networks?	thematic posters	76%	34%					
	advertisements	87%	41%					
	posts	95%	32%					

Source: Own work.



**Figure 4. Results of the survey on career guidance resources**

Source: Own work.

The analysis of the answers leads to the conclusion that despite the 100% involvement of pre-service teachers in social networks, the ability to attract the resources and services to the professional, including career guidance activities, is insufficient. The situation with service teachers is similar.

## CONCLUSION

1. Professional orientation is understood as a system of interaction between a young person and a teacher, which is aimed at meeting the needs of a young person in their professional self-determination.
2. Internet resources can help pupils make informed professional choices based on their awareness and their professional preferences and aptitudes. Internet resources by types of career guidance work are divided into: diagnostic (online testing), campaign (university and interested institutions sites), advisory (career guidance sites, network services), information and guidance (professions directories, job sites), support (support development software), organizational (chats, e-platforms for communication). Internet resources by types of career guidance activities are divided into: sites for meetings (network services), for immersion (specialized software), for consulting (online tests, career guidance sites), for excursions (institution sites), for project (educational resource).

3. Every day, on average, a person spends more than two hours communicating on social networks, and therefore a teacher should use social networks for extracurricular activities. Social networks, as web services that enable large groups of people to communicate and integrate them into virtual communities of interest, can be a tool for career guidance. Teachers' mastering of the use of social networks is seen as a priority for their professional development, because social networks make it possible to influence pupils' career guidance, encourage self-determination in professions, simplify the organization of surveys and processing results, quantify them and predict conclusions.
4. A large number of users and informal communication within the network, which is more interactive (almost one-time exchange of ideas and resources), testify in favour of mastering the use of social networks by teachers. In the context of career guidance, the main purpose of teachers' networking is to increase the level of involvement in a particular group, retain attention, expand the target audience, collect feedback, opinions, suggestions, manage negative feedback, increase resource visibility, study student demand. This is a complex process that requires the use of various techniques and tools: monitoring resources, creating and planning posts, communication with students, analyzing the results of such interaction.
5. According to the analysis of the survey results, we state 100% involvement of pre-service teachers in social networks with a simultaneous lack of readiness to involve the resources and services in career guidance.

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