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Career practitioners' conceptions of social media and competency for social media in career services

2017. 119 s. T032. Saatavilla vain verkosta.

New technologies and social media offer important opportunities for improving career services. However, they also create demand for new competency among career practitioners.

This study presents an overarching examination of career practitioners' varying conceptions of social media and competency for social media in career services. Knowledge of such variation can support successful use of social media in career services by informing theory, practice, and training in the field. The study addresses practical and policy implications, as well as directions for future research.

Studies 32
ISBN 978-951-39-7160-1 (pdf)

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