



# **The Validity of Socially Constructed Career Information**

**James P. Sampson, Jr., Debra S. Osborn,  
Jaana Kettunen, Pei-Chun Hou, and Adam K. Miller**

**Florida State University**

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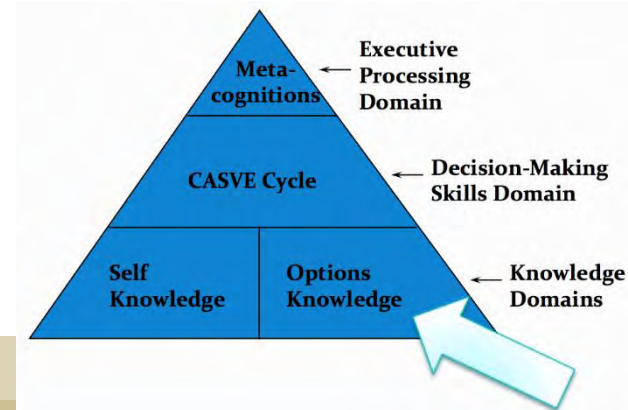
## Presentation Outline

- Introduction
- Characteristics of Quality Career Information
- The Validity of Career Information
- Socially-Constructed Career Information
- Options for Accessing Socially-Constructed Career Information
- Examples of Socially-Constructed Career Information
- Potential sources of Socially-Constructed Career Information Invalidity
- Implications for Practice and Research



## Introduction

- Making an informed occupational, educational, training, or employment choice is dependent on **having adequate knowledge of available options**.
- Options knowledge helps:
  - Motivate individuals to exert the effort needed to make a decision
  - Clarify what is important in terms of individuals' values, interests, skills, and employment preferences
  - Generate and evaluate options
  - Implement a decision





## Introduction

- The **delivery of career information** is a common element in the provision of self-help to individuals and practitioner-assisted career services to clients.
- A key challenge is the potential delivery of **invalid career information** that has been created by individuals and widely distributed.
- Purpose of this presentation is to examine
  - Potential sources of socially-constructed career information invalidity
  - Implications for practice in helping individuals make best use of socially-constructed career information



## Characteristics of Quality Career Information

- “Career information should be **accurate, current, developmentally appropriate, relevant, specific, understandable, and unbiased**” (Association of Career Resource Professionals, 2016b, p. 1)
- NCDA standards for the preparation of text (1992a), video (1992b), and software based (1991) career information emphasize the importance of information **accuracy, comprehensiveness, currency, and lack of bias.**
- Labor market information should be judged in terms of **reliability, comprehensiveness, currency, and impartiality** (Bimrose & Barnes, 2011)
- Evaluation criteria for social media-based information include **accuracy, authority, comprehensiveness, logic, and verifiability** (Kim, Sin, & Yoo-Lee, 2014).



## The Validity of Career Information

- Career Information validity concerns the accumulated evidence as follows:
  - **Comprehensiveness** of career information
  - **Accuracy** of career information
  - **Relevancy** for the decision being made
  - **Understandable** to the decision maker
- Variability in career information validity has been an issue for some time and remains an issue today.



## Socially-Constructed Career Information

- **Socially-constructed career information** is an example of social media that is created and delivered using various social media tools and social networking technologies.
- **Social media** is defined as a process whereby individuals and groups build a common understanding and meaning with contents, communities, and Web 2.0 technology (Ahlqvist, Bäck, Heinonen, & Halonen, 2010; Kolbitsch & Maurer, 2006).
- Varying **social media tools** are used for social networking (e.g., Facebook, LinkedIn), content creation and publishing (e.g., blogs), content sharing (e.g., Youtube), collaborative production (e.g., Wiki), microblogs (e.g., Twitter) and virtual worlds (e.g., Second Life).



## Options for Accessing Socially-Constructed Career Information

- Individuals access socially-constructed career information either intentionally or unintentionally.
- In the **intentional mode**, individuals gain career information by using search features to find information in social media or post a question that leads to an answer or further discussion.
  - **Intentionality and proactivity** play an important role
- In the **unintentional mode**, individuals gain career information as they browse posts, discussion threads, social networking sites, or videos for some other purpose.
  - **Serendipity and reactivity** play an important role
- In both modes, using social media may lead individuals to follow an embedded link, or post or tweet a question, in order to gain further information.





# Input from Participants





# Examples of Socially-Constructed Career Information



**WIKIPEDIA**  
The Free Encyclopedia

**English**  
5 165 000+ articles

**Español**  
1 261 000+ artículos

**日本語**  
1 017 000+ 記事

**Deutsch**  
1 945 000+ Artikel

**Русский**  
1 314 000+ статей

**Français**  
1 761 000+ articles

**Italiano**  
1 275 000+ voci

**Português**  
922 000+ artigos

**中文**  
881 000+ 條目

**Polski**  
1 170 000+ hasel





## Examples of Socially-Constructed Career Information

- A 19-year-old college sophomore is in the process of making an occupational decision that will impact her selection of courses in her accounting major.



WIKIPEDIA  
The Free Encyclopedia





WIKIPEDIA  
The Free Encyclopedia

- Main page
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Article **Talk**

## Accounting

From Wikipedia, the free encyclo

*"Accountancy" redirects he*

**Accounting or accountancy i**

## Taxable Talk

From Russ Fox, E.A., of Clayton Financial and Tax of Las Vegas, Nevada. All of the items below are for information only and are not meant as tax advice. Please consult your own tax advisor to see how each item impacts your own situation.

### A Train to Nowhere

June 22nd, 2016

I haven't posted on California's bullet train in some time (I'm no longer a resident of the Bronze Golden State), but it's time to once more post about the train to nowhere. In theory, this train will connect Los Angeles and San Francisco. The first part of the route being built is between Shafter and Merced. Shafter is about 18 miles northwest of Bakersfield. How many riders do you think are interested in taking that segment when (or better put, if) it opens?

The whole idea of the train makes little sense given that airlines fly regularly between Southern and Northern California. The price-tag of the train has gone from about \$10 billion to over \$60 billion; meanwhile, funding from the federal government has dried up.

#### Categories

- Alabama
- Alaska
- Arizona
- BEA
- Books
- California
- Canada
- Colorado
- Connecticut
- Delaware
- District of Columbia
- Entity Formation
- Estate Tax
- Federal Budgeting
- FINCEN



### Careers: The Real World of Accounting

Gustavo Salguero

3 years ago • 142,030 views

Undecided about your career? Find all you need to see if this is a career that suits you or, if you ...



### ICAA - A Day in the Life

SibergStories

4 years ago • 30,258 views

This film is designed to give high school and university students a glimpse into a career in accountancy, an insight into the ...



### A Day in the Life - Accountant

CareerRx

8 years ago • 139,597 views

A typical day in the life of an Accountant. You can get there at [www.MYCAREERRX.com](http://www.MYCAREERRX.com).



### Day in the Life: CTG Staff Accountant

CTG Education

5 years ago • 20,102 views

Ever wondered about all the jobs that make up a Center Theatre Group (CTG) A Day in the Life ...

Hey, so I need to figure this out. I'm torn between accounting and auditing. Which one should I go with?

### Saber Tooth

Why would you want either? They both sound terribly boring.

### Wolverine

Which one makes the most \$\$\$

### Thor

I don't care about the starting \$ as much as I do about travel and advancement.

### Bucky B.

My dad's an accountant and the most traveling he does is from his cubicle to the coffee room.



Mikayyyy

@micagomez0830



An accountant must know the cost of everything and the value of nothing.



## Examples of Socially-Constructed Career Information

- An 18-year-old high school senior is in the process of making an educational decision between living at home and attending the local community college and living in a residence hall at a state college three hours distant.



AUG 19

# 3 QUESTIONS TO ASK YOURSELF BEFORE CHOOSING A COLLEGE



Thor

If you had to do it all over again, would you choose the same college and why?

Wolverine

Time to make a decision?

Wolverine



Thor

yup.

Bucky B.

Pros and cons. I think I'd do it the same way. I don't think I was ready to go on my own at first. Living at home saves a bunch of \$, and when I did move out, I think I was better prepared and a bit more mature. I didn't feel the need to do some of the crazy things the other students were doing.

Saber Tooth

Yeah, but you missed out on some good times! 😊 I was absolutely ready to move out and get started with my life. I met a lot of cool people and we're still tight today. Moving out forces you to really get connected and grow up quickly, but there's other people doing it with you so you don't feel alone.

11:14

There are many articles written, talks given and videos posted that are meant to help you decide where you should attend college. This is meant to be a short, fast and easy guide to making that decision. Who knows, maybe you have already decided on a college. If so, awesome! You are in the minority of future college students if you have your college plans all figured out at this point. If you have not decided where to get your college education, welcome to this blog post. Before you make your decision, there are several key things to consider. In fact, before you make a decision that will alter your life (no pressure or anything); you need to ask yourself these 3 questions.

11:15

Navigation

- About & Help
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- Main Page
- Recent Changes
- Advanced Search

Other sites

- Knowledge Base
- Blog & Forums
- secondlife.com
- Blog Tracker
- Support Panel

Search

What links here

- Related changes
- Special pages
- Printable version
- Permanent link
- Page information
- Cite this page

page discussion view source history

## Second Life Education Directory

Second Life Wiki > Second Life Education > Second Life Education Directory

### Education Directory

#### Academic Organizations in Second Life

This is a list of educational institutions that have registered as participating in interested in their work in Second Life.

To get your institution added to this list:

- It must be an accredited educational institution that has a presence in Seco
- You must represent the institution and provide contact information.
- Contact [community@lindenlab.com](mailto:community@lindenlab.com).

**Note:** Linden Lab makes no representation of the ability of the comp affiliated with or overseen by Linden Lab. Please treat these providers appropriate, sign a contract with them before they begin service.

**Tip:** Click on the icon in the table heading to sort the table by that column.

Institution Name	Country	Type	Inworld
<a href="#">Saint Leo University</a> Saint Leo, FL	UNITED STATES	University	<a href="#">SLurl</a>
<a href="#">Embry-Riddle Aeronautical University</a> Daytona Beach, FL	USA	University	<a href="#">SLurl</a>
<a href="#">University of Cincinnati</a> Cincinnati, OH	UNITED STATES	University	<a href="#">SLurl</a>

fsu campus



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Article Talk

## Florida State University

From Wikipedia, the free encyclopedia

**Deb Osborn** @dsosborn · 23h  
Congrats to Dr. Tyler Finklea-successfully defended dissertation on dysfunctional career thinking & psychopathology

**FSU Education** Retweeted

**FSU NSFP** @FSU\_NSFP · Jun 24  
When your grads are the best @FSU\_HESA grads 🍷🍷🍷

**Ana Landon** @FSUOL\_analandon  
Jnations in the house!!

**FSU Education** @fsueducation · Jun 23  
Take a 360 virtual tour of Strozier Library & Landis Green! @FSULibrary #360Thursday





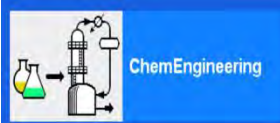
## Examples of Socially-Constructed Career Information

- A 35-year-old chemical engineer is in the process of making an employment decision after being encouraged by her employer to change positions from the research and development department to a position in the company as a line manager in agribusiness chemical production of fertilizers.





Jack of all but Master of Chemical Engineering



- Wiki Home
- Recent Changes
- Pages and Files
- Members

ChE Home

Welcome to ChemEngineering

Feeds 66 Answers Most Recent / 30-D

Can I pursue a masters degree in software engineering after a bachelors degree in chemical engineering?

Raj Mehta, Jack of all but Master of Chemical Engineering 257 Views

Yes sure. Its difficult but not impossible. I have known people who have done cross functional engineering in master's and bachelors. I think all it depends on is you r previous experience or knowl... (more)

I work hard and long hours but I sleep in forever the next day? Am I a bad entrepreneur?

Raj Mehta, Jack of all but Master of Chemical Engineering 269 Views

Yes, if you can follow your timings, it will be good. But since you are an entrepreneur, its hard to follow a strict schedule and I understand that. I would suggest you to work until you feel tired... (more)



Zachary

I'm thinking about making a **career change** from **chemical engineering** to **archery**. can anyone point me in the right direction



Adam

Maybe it's time for a **career change**. This whole **chemical engineering** thing isn't really working out. #funemployment

Second Life is a free 3D virtual world where users can socialize, connect and create using free voice and text chat.

Join Second Life

#Chemical+Engineering

- mcawlick: Astronomy, Astrophysics, Chemistry, Physics, Chemical engineering
- carleallisonemma: Fine arts (drawing, painting & sculpture), Chemical engineering
- dburch.rae: Sciences, Music, Piano, Guys, Medical Science, Biomedical Science, Chemical Engineering, Anatomy, Physiology, Neurology, Neuroscience, Coding, C++, Being a Burd, Meeting friends~
- raulobro: I like listening to music n watching movies, Practice english and french, Mixed martial arts - mma, Chemical engineering
- cronifire: Dogs, Cats, Animals, Computer games, Chemical engineering, Fanfic
- muhammadsaqain146: Chemical Engineering, Dinosaurs, Greek Mythology, Egyptian Mythology, Watching Movies, Learning english, Environmental sustainability
- marze55: chemical engineering, Astronomy, Art, Swimming

I hope you move! All of us are here!

Good riddance.

Thor

Wait - what?

Saber Tooth

I hope you don't move! We're all planning on leaving. Please consider staying.

Thor

I know – that the main reason I wouldn't. But, there's not as many opportunities here to do what I want to do. In fact, there aren't any! But there is one back in my home town. It'd kind of be nice to be back there.

Saber Tooth

Don't go away mad. Just go away.

Thor

You're too kind. Really.

Saber Tooth

Ok. Fo realz

I hope you don't move! All of us are here!

Thor

Yeah - you're giving me A LOT to think about here!

Google+ Explore career change

Home Collections

- How to Make a Career Change
- Career Change
- Side Hustles or Career Change



Chemical Engineer: Reality vs Expectations

ENGINEERED TRUTH 4 months ago • 30,375 views

My guest is a PhD chemical engineering student at Cornell University who shares his experience at his internship and gives ...

oliverine

what about you're other job your boss offered you? It seems nice.

you won't have to have the hassle of moving.

MOVING not GO MOVING

Bucky B.

Isn't it possible that you're romanticizing how wonderful your hometown is? Maybe you should go visit for a few days and see if it's as cool as you're remembering it.







## Potential Sources of Invalidity

Information invalidity can result from several potential causes, including:

- Intentional bias (with or without profit motive)
- Unintentional bias
- Restricted range of experience
- Out-of-date information
- Popularity bias
- Similarity bias
- Context deficiency



## Intentional Bias

- **Intentional bias** involves a conscious attempt to influence the decisions and behavior of others by presenting inaccurate or partial information.
- Two subtypes exist based on **the motivation of the author of the information.**
  - The author is trying to influence others based on gratitude or revenge without any goal of making a profit.
  - The author represents a business and presents selected information that is most likely to motivate an individual to make a purchase.



## Unintentional Bias

- **Unintentional bias** involves an unconscious attempt to influence the decisions and behavior of others by presenting inaccurate or partial information.
- For example, an individual may be unaware of prejudicial and stereotypical beliefs, that are regularly reinforced by his or her family or cultural group, and these beliefs inappropriately influence content he or she posts in discussion threads, social networking sites, blogs, and video posts.



## Restricted Range of Experience

- **Restricted range of experience** involves the often unintentional overgeneralization of one individual's experience with an occupation, education, training, or employment in a way that does not reflect the norm.

Example:

“I was a social worker and all I did was sit in my cubicle and fill out paperwork. I never interacted with any clients. This is not really a job for those interested in people.”





## Out-of-Date Information

- **Out-of-date information** involves individuals presenting information from their experience that was valid in the past, but does not reflect the current reality in occupations, education, training, or employment.

Example:

“When I worked in sales the best tool I had was the telephone directory to identify potential clients for cold calling.”





## Popularity Bias

- **Popularity bias** involves the perception that something is true simply because many people believe it to be true even when objective data may suggest otherwise.
- For example, an observation in text or video that supports an existing perception may be more likely to be reposted and subsequently more likely to be identified by search engines.



## Similarity Bias

- **Similarity bias** involves the perception that something is true because the person or persons creating the social media are similar to the person reading or viewing the career information, even if the information is in fact false.
- For example, an individual may read a blog post and subsequent discussion thread from a person who looks similar and has a similar career problem, and subsequently make a decision based on information that may have been inaccurate and biased.



## Context Deficiency

- **Context deficiency** involves a lack of supplemental data necessary to evaluate and use career information typically caused by size restrictions in data files transmitted by social media tools.
- For example, a short blog post may not provide enough detail on the creator's educational and employment history to show the context for the conclusions reached about the lack of advancement opportunity in a particular occupation.





## Implications for Practice

- So many tools, so little time, so many needs.
  - Requires a thoughtful response.
- Possible Practitioner initiatives:
  - Contribute to the information and digital literacy of clients
  - Develop skills in creating & using social media
  - Actively participate in social media to:
    - Expand & enhance service delivery
    - Continue professional growth
    - Connect with professional community
    - Discuss trends, tools, and ethics
  - Seek ongoing training





# Information & Digital Literacy

- Information literacy: recognize that information is needed, followed by the capacity to **locate**, **evaluate**, and **effectively use** the information.
- **Evaluating** - a core element of digital literacy. Involves capacity to:
  - Understand the nature of career information online,
  - Analyze the origins of the career information, and
  - Consider the usefulness of the career information
- We have a responsibility to teach individuals and clients to be critical consumers of all information.



## Why Should We Be Active?

- Our clients are already out there.
- If not us, then who?
- Potential impact on future policy and continued funding:

If practitioners' contributions in social media have demonstrated merit in promoting individuals' career development, it is more likely that policy makers will continue supporting public funding for career services.



## Implications for Research

In terms of descriptive research:

- What type of socially-constructed career information is available?
- What tools are used to deliver the information?
- Who is using the information?
- How are individuals using social media to inform their career decisions?
- What are the criteria that individuals use when determining which information sources are valid and which are not?



## Implications for Research

In terms of best practices:

- Which strategies explicitly address the development of information literacy in individuals using self-help resources and in clients using career services?
- When and how do practitioners engage with individuals and clients to make effective use of socially-constructed career information?
- What professional standards show the most promise in helping practitioners implement socially-constructed career information into their work?



## Implications for Research

In terms of evidence-based practice:

- Which types of socially-constructed career information contribute best to informed career exploration and decision making?
- What is the differential impact of self-help and practitioner-supported interventions using socially-constructed career information?
- How do individual and client characteristics influence the effectiveness of self-help and practitioner-supported interventions using socially-constructed career information?



## Conclusion

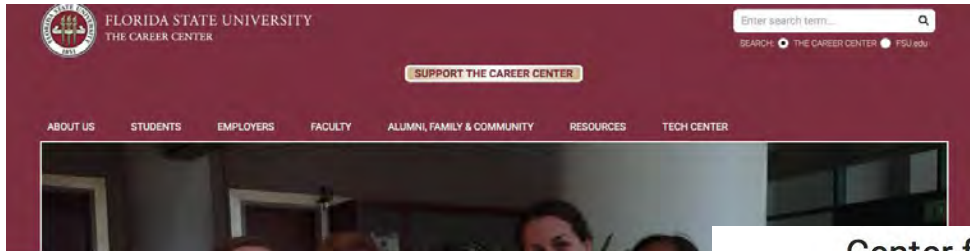
- Practitioners have a key role in helping individuals and clients evaluate, use, and contribute to socially-constructed career information.
- “The collaborative and participatory potential of social media will not be fully realized, however, until individuals can effectively evaluate, use, and contribute to these sources.”

(Kim, Sin, and Yoo-Lee, 2014, p. 454)

- Potential contribution of socially-constructed career information will be compromised if individuals, clients, and practitioners fail to differentiate between valid and invalid information.



# For More Information



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### Center for the Study of Technology in Counseling and Career Development (the Tech Center)



#### About Us

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