Assessing the Importance of Social Media and Social Networks to Rural College Students Seeking Employment

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This study explored the dynamics of rural college students’ use of social media and social networks in their search for employment. A survey was electronically distributed to students attending one of five educational institutions in a rural college system from February 1 to February 19 to assess their current use and effect of social networks and social media on their effort to find employment. The population included students from all class levels (freshman through graduate students), age groups (above the age of 18), traditional/non-traditional students and gender. The survey consisted of questions using rank order scale questions, semantic differential questions and open-ended questions. Information from this study will be of benefit to instructors, advisors and counselors to help rural college students in their search for employment.