

How Career Guidance Counselling Can Help in Tackling the Impact of Social Media on Unemployment of Post-Millennials: A Qualitative Analysis of Sri Lankan Post-Millennials

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Unemployment can be considered as one of the major issues of post-Millennials in the present context. Social Media, being a part of the everyday life of the post-Millennial has an impact on individual's behaviours, thoughts, beliefs, knowledge and norms. Hence, individual's realities also gets moulded by it. As a result of "habitualization", the social reality will become the reality that is shown by social media. This can deviate the career ambitions of post-Millennials or they might tend to set unrealistic ambitions as per what they experience through social media. Career guidance counselling specifically focuses on guiding individuals and supporting them to find suitable career paths and opportunities to make them employed in society. Hence, this study was focused on the research problem on how to tackle the unemployment of post-Millennials caused by unrealistic social realities generated by social media. This is a qualitative study where three case studies are used to gather empirical data. The case studies were selected using purposive sampling method. Further, to gather supportive data literature, web-references and statistics were used as secondary sources. The analysis showed how social media content and social media influencers can create unrealistic social realities. In addition, it showed how the social media fuels an individual's unrealistic lifeworlds and how it impacts his/her career choice. Finally, it can be concluded that career guidance counselling can refocus them to find suitable and achievable employment as per their preferences and thereby help the post-Millennials to be employed with satisfaction in the society.

Keywords: Post-Millennials, social media, unemployment, habitualization, career guidance counselling