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Relationship between Social Factors and Students' Self-Efficacy in Choosing Media Studies: A Case Study of Female Students

Abstract: *This research study aimed to explore how social factors influence and motivate female admission seekers in media studies. Additionally, the study has been conducted to investigate the factors that female admission seekers perceived to be important while choosing their career in media studies. The survey-based on 300 female students of 18 to 38 years of age enrolled in various colleges and universities of Rawalpindi. The study used a quantitative method for data collection, data analysis and presentation of results. The Pearson correlation reveals that social factors influence and motivate admission seekers in media studies. Furthermore, the correlation indicated that there is a strong influence of parents' support, peer group and role models on students' career choices. The influence of Role models on student's self-efficacy has been found as the most influential social factor which shape and help in career selection as compared to Peer Group and Parents and Family Support.*

Key Words: Career Opportunities, Students' Self-Efficacy, Social Factors, Peer Group, Parental Attachment

Introduction

A career is one of the basic and important elements for individuals to survive and also to fulfil their basic needs. It is also an important means of ensuring satisfaction for social status (Yazici, 2009). Career decision includes the beginning of a particular occupation or working action, while career improvement and development includes every one of the exercises that happen over the span of one's career (Baruch, Szucs and Gunz, 2015). The term "Career" refers to the synthesis of work roles and a combination of different experiences which an individual practices throughout their lifetime (Super, 1980).

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Hazler and Trusty (2017) suggested that there are various elements that play a vital role in one's career selection and expectations of the result. According to Splichal and Sparks (1994), there are two types of factors; external factors are based on opinion and sources of information upon which individuals make their choices; while selecting their major subjects, students were exposed to varieties of things along with various types of professional advice which include formal and informal, family, peer group, instructors, career counsellors, and advisors that may be categorized as external factors. These external factors impact their final selection. External factors play a significant role to identify the professional attitudes which were based on individual awareness outside of the educational system. On the other hand, internal factors provide the frame of personal factors, which encourage individuals to study journalism. The decision made by individuals on their career choice is the most important phenomenon because it's decided not only one career but also decided an individual's close circle's lifestyle (Basavage, 1996).

According to Albert Bandura (1986), self-efficacy while choosing any career and expectations from outcomes is another important factor. The career choice and selection making process is the most important time period in an individual's life. Students encounter several problems in their career selection process. Wrong career choice leads to lifelong consequences. Such individuals with a lack of ability and skills will become an ineffective source not only for their organization but also for the economy as a whole (Olamide and Olawaiye, 2013). Between 20 to 60 percent of emerging students are undecided regards to high school major subjects and as well as their future career choices (Issa and Nwalo, 2008). The increasing number of individuals who are not interested and satisfied with the jobs are not helpful for their own but also for the economy of their country (Gaffner and Hazler, 2002).

According to Blustein, Prezioso, & Schultheiss (1995), individuals' attachment with a parent in the early stage of their life plays a significant and most influential role in their career decision process. According to Felsman & Blustein (1999), when an adult gets separate from their families, their connections are transferred from parental influence to peer influence. Therefore, young adults develop a positive relationship with their peers, which ignite a sense of self-determination regarding their career choices and allows them to explore career options in better ways. However, other than family and peer influence, there are some other important factors that influence and shape adults career decision-making process, which includes childhood fantasies, interests, gender, culture, life roles, personality type, previous experiences. Similarly, skills, abilities, talents and most importantly, their social and economic conditions and environment influence a career choice (Wilkinson, 2004).

Media Studies as a Field

Media, as a profession, has undergone constant changes. Nowadays, journalists, whether they are male or female, need skills and face more competition than ever before to get success in this field as a career. Mass media is an important institution having the practice of examining investigative news and reporting important happenings of human and social interest as they occur. According

to Okoro and Chinweobo-Onuoha (2013), journalism is an authentic tool for providing actual facts and figures and trustworthy information to the public, as well as social deployment and control. It is also a means of civic education and sensitization on important problems which are influencing the lives of individuals.

Apostol & Näsi (2013) stated that individuals at a young age are more media prone. Furthermore, social dynamics keep changing due to media exposure, and every individual is more influenced by media in terms of careers. However, on the other side parents' profession plays an important role in selecting their carrier, but at the same time, their own professional and personal skills, their educational and cultural background, and socio-economic conditions, as well as moral and financial support, plays a crucial role in the career selection process.

One of the primary issues regarding the future of journalism is accounting for the present education for journalism students. The potential crisis for journalism and its education with some responding by (finally) embrace alternative disciplines additional totally into the curriculum as cited by Tumber, (2005). Like any style of education, the modification in journalism education is said not merely to the extra technologies to incorporate within the program, however conjointly to the dynamical perception of the sector 'fake news' and decreasing confidence within the media created for attention-grabbing changes to the tutorial surroundings. The role/job of researchers and educationalists is to supply, through a spread of disciplines, enquiry and teaching which will each reply to and address these problems (Tumber, 2005).

Objectives of the Study

The study has the following objectives:

1. To examine the social factors that influence and motivate female admission seekers and which the female students perceive as important while choosing their career in media studies.

2. To highlight the relationship between self-efficacy and social factors which help in career choices.

Significance of the Study

Career selection is always very important for every individual and especially for female students. This study will help in determining the factors which influence and motivate them while choosing their career in media studies as well as findings of the study will also provide aid in building new information and knowledge in the field of women and journalism. The results of this study will also be helpful for parents, teachers, schools, colleges and universities for making the right career choice.

Literature Review

Previous studies tell us that the researchers have identified many factors that influence and

motivate individuals to enter the field of journalism, which include gender, age, family influence and the role of teachers and advisors. As cited by a survey conducted across several institutions that offer a professional degree in journalism in Nigeria expose that the enrollment of female students in journalism is more than male students, but few of these women choose journalism as a career, and most of them prefer to work in other specializations (Ali, 2010).

A survey conducted by Splichal and Sparks (1994) on 1820 students of journalism from 22 countries found that two-thirds of students had decided to study journalism because they liked journalism as a profession, 4 out of 10 decided to study journalism because they had good writing skills, 2 percent decided to study journalism because they liked to travel, 1 percent decided to study journalism because for the opportunity of changing society, and only 4.5 percent decided to study journalism because for a good salary.

British journalists studied by Hanna & Sanders (2007) found that most students had enrolled in the field of journalism because it matched their personality and was a creative and interesting job, while 3 percent said that their main motivation to get enrol in the field of journalism was their passion for writing whereas motivation and priority of 16 percent students were for public service. Hanusch et al. (2015) conducted a survey in Chile and found that 38 percent of the Chilean students have the most relevant motivations and preference for journalism as a profession, while 20.7 percent of the Chilean students enjoy writing and 8 percent of Chilean students think being a journalist will provide an opportunity to bring change in society.

Social Factors

Social factors always have a powerful impact on the career, which an individual chooses to achieve in life. Every individual has someone around influencing their behavior and motivate their decisions which include the influence of intimate groups/reference group for example family, friends, and peer group, colleagues and the second group which include opinion leaders.

Parents and Family Influence

Parents' role is important in the professional development and career selection process of their children. Parents are the one who always supports their children in every step of their life. A study conducted by Bregman and Killen (1999) cited that adults valued their parental guidance in the time of career choice and professional development. Family creates an environment in which an adult acquire norms and values, and at the same time, it shapes their personality and helps in developing such attitude which helps to understand numerous subjects such as social relations, politics, society and other social and psychological needs. The confidence provided by the parents is really important and plays a significant role as studies show that adults who feel competent about their career selection process have more satisfying career selections in life (Whiston & Keller, 2004).

Peer Influence

When an individual is away from family and parents, then peer influence plays a vital role in professional development. According to Wilkinson (2004), peer influence and attachment will affect the individuals psychologically and also their self-esteem. Alika (2010) concluded that somehow peer group have less influence on individuals as compared to family influence. He also observed that connecting with those friends who have strong academic records have a progressive and direct influence on achievements at the school level. According to Vignoli (2015), there is a positive correlation between career selection and self-confidence; ultimately, this strong correlation indicates that attachment with peer groups may affect the career selection process through self-efficacy or self - esteem.

Role Models

Role models also have a strong influence on individuals while choosing careers, i.e. journalists, teachers, mentors, and siblings. Quimby & Santis (2006) conducted research and found that the career choices as a whole and at the individual level are heavily influenced by self-efficacy and role models.

Self-Efficacy

Earlier studies aimed to find out the association among self-efficacy, exploring of occupation and decision making. Sutton and Fall's (1995) conducted research and concluded in their research that the role of the counselor in school poses a greater impact on the development of one's self-esteem. Their findings also suggested that classmates' and administrators' are significant predictors of the self-efficacy levels of students.

Theoretical Framework

Keeping in view the variables of the study, the research sought the help of two theories, i.e. Maslow's Hierarchy of Needs and Social Cognitive Theory, which are explained in the following paragraphs.

Maslow's Hierarchy of Needs

This section intends to provide an overview of the theoretical application of Maslow's Hierarchy of Needs in the current study, with an emphasis on social needs. Every individual has some basic needs, which need to be fulfilled. People fulfil these needs by themselves or with the help and support of their parent, family and peer group. Furthermore, this confidence and support lead them to achieve their goals. Physiological needs include food, water, clothing, education, warmth, future career and sleep. Personal security, health, property and employment come under the safety needs as mentioned by Maslow. Similarly, love and belonging needs include friendship, connection, parents, siblings, friends, family members, and peers. Then comes the turn of Esteem

need, which includes very important aspect like status, freedom and respect etc. Self-actualization need is the desire to have all one can get (Maslow & Lewis, 1987).

This study has been conducted to find out the factors, which motivate the female student in media studies. Moreover, the study also elaborated how the concept of self-efficacy supports female students and provides them confidence in their skills and abilities in choosing media studies as a professional career.

The Social Cognitive Theory

The Social Cognitive Theory has its foundations from the Social Learning Theory. Albert Bandura initially published his work on Social Learning Theory in the mid-1960s.. The basic concepts of Social Cognitive Theory are Environment, Situation, Behavioral Capability, Expectancies, Self-Control, Observational Learning, Reinforcements, Self-Efficacy, Emotional Coping Response, and Reciprocal Determinism (Bandura, 2001).

Self-Efficacy

As regards the theoretical applications of Albert Bandura's Social Cognitive Theory in the current study, the study aimed to explore the contribution of Self-Efficacy and confidence in joining a particular career. The paradigm of self-efficacy represents an individual's beliefs on their own skills and abilities to perform any task successfully in different situations. Self-efficacy has received much acknowledgement and attention for its influence on the working performance of an individual. This study originally used the social cognitive model to explore the career selection process of female media studies students. The concept of Self-efficacy refers to persons' beliefs about their abilities to achieve tasks (Bandura, 1986). The study aimed to find out the factors which motivated female student in media studies and also to explore the contribution of self-efficacy in providing the students with the confidence and believe in their skills and abilities.

Research Questions

RQ 1: Does parental influence play an important role in motivating female admission seekers in media studies?

RQ 2: Whether and to what extent the peer groups play a role in motivating female admission seekers in media studies?

RQ 3: To what extent role models (teachers, journalist, siblings, and mentors) and students' self-efficacy influence and motivate female admission seekers in media studies?

Hypothesis

This study aimed to substantiate the following hypothesis established in line with the review of the literature:

H 1: Role models on student's self-efficacy will be the most influential social factor which shapes and help in career selection as compared to other social factors.

Methodology

This article investigates the relationship between student's self-efficacy and social factors (parents and family influence, peer group and role models), which help in the career selection process of young females. Similarly, the study explores the social factors which students perceived as important in career selection. For this purpose, the survey research method has been applied for the data collection. Respondents include 300 female students enrolled in mass communication and media studies in different colleges and universities of the Rawalpindi and Islamabad twin cities. The data has been collected through convenience sampling techniques. The demographic variables included age, marital status, and level of education in which they were enrolled at the time of data collection. SPSS version 20 has been utilized to analyze the data and generate the results. Correlation analysis has been applied along with descriptive statistics to answer the research questions and testing of hypotheses.

Results and Discussion

The survey of female students of media studies enrolled in different levels of education in different colleges and universities of Rawalpindi and Islamabad twin cities of Pakistan elaborated many interesting facts regarding the social factors which have been considered important by the students while selecting media studies.

Demography of the Sample

Table 1 shows the distribution of the demographic information of the students, including age, marital status, level of education. The table depicts that most of the students were less than 20 years old.

Table 1. Demography of the Sample

Variables	Categories	Frequency	Percentage
	18-22 years	215	71.7
	23-27years	61	20.3
Age	28-32years	17	5.7
	33-37years	4	1.3
	38 years & above	3	1.0
Marital Status	Single	248	82.7
	Married	52	17.3
	Bachelor's Degree	175	58.3
Level of Education	Master's Degree	103	34.3
	MS/MPhil Degree	17	5.7
	PhD's Degree	5	1.7

The age range of students was from 18 to 38 years and above; however, it can be observed that the majority of the students were enrolled in Bachelor's degree, i.e. 58.3% and 34.3% of the students were enrolled in Master's degree; however, less amount of students were enrolled in MS/MPhil and PhD degree programs, i.e. 5.7% were enrolled in MS/MPhil, and 1.7% of the students were enrolled in PhD Mass Communication. It also shows that most of the respondents who were enrolled in mass communication were single, 82.7%, while 17.3% were married.

Social Factors Motivating Career Choice

Table 2 provides the results of social factors motivating admission seekers in media studies. These factors always have a strong association in one's life and play a significant role in shaping and designing one's choices and preferences. In regard to this question, students' responses indicate that the majority of the students' career choices were influenced and supported by their family M=3.99 (SD 1.320). It also shows that the respondents have a strong association with their family, which help and support their career decisions whereas, the results also indicate that association with peer group and close friends also influenced and gave them the confidence to join media studies M=3.53(SD 1.345).

Table 2. Social Factors Motivating Career Choice.

Social Factors Motivating Career Choice	N=300	
	M	SD
Parents and Family support	3.99	1.320
Peer group competition	3.53	1.345
Role models (teachers, journalists, siblings, and mentors)	3.33	1.447

However, the role models (teachers, journalists, siblings, and mentors) also have the greatest influence on students career choices M=3.33 (SD 1.447). The results also indicate that female student has a great association with their teachers, siblings, and mentors, which help in their career choices.

Career Decision Self-Efficacy Scale

Table 3 provides details about the importance of self-efficacy for the students while choosing their professional careers. 'The current study borrowed the previously validated self-efficacy inventory, "Career Decision-Making Self Efficacy Scale. This scale was originally developed to investigate the association between self-efficacy and student's interest while choosing their career in the field of media studies (Betz & Taylor1996).

Table 3. Career Decision Self-Efficacy Scale.

Career Decision Self-Efficacy Scale	N=300	
	M	SD
Select one major from a list of potential majors you are considering	3.51	1.234
Make a plan of your goals for the next five years	3.67	1.074
Accurately assess your abilities	3.77	.976
Determine what your ideal job would be	3.72	1.091
Choose a career that will fit your preferred lifestyle	3.69	1.107

The results show a relationship between self-efficacy and motivation to select one major from a list of potential majors under consideration M=3.51(SD 1.234), accurately assess your abilities M=3.77(SD .976) it means students self-confidence help them in using their abilities while making their career choice as well as they are confident while choosing their career because it will help them make a good resume M=3.77(SD 1.074). However, it has also been observed that self-efficacy helps in determining the students about what their ideal job would be M=3.72(SD 1.091). Self-efficacy also helped students in getting awareness of their skills, abilities, interests and their preferred lifestyle, M=3.69(SD1.107).

Relationship between Self-Efficacy and Family Support

Table No. 4 shows the relationship between the Parents and Family Support and Self-Efficacy in selecting one major from a list of potential majors, planning for the next five years, assess the abilities, determining the ideal job, a career that will fit the preferred lifestyle while seeking admission in media studies.

Table 4. Relationship between Self-Efficacy and Family Support.

Self-Efficacy	Parents & Family Support			Relationship	
	N	Mean	Std. Dev.	Pearson Correlation	
Selecting one major from a list of potential majors	300	1.51	.501	r =.281	p=.000
Plan for the next five years	300	1.59	.492	r = .122	p=.034
Assess your abilities	300	1.64	.482	r=.168	p=.004
Determining your ideal job	300	1.63	.484	r=.158	p=.006
Career that will fit your preferred lifestyle	300	1.57	.496	r=.150	p=.009

However, results indicate that the student's self-efficacy provide them confidence while selecting one major from a list of potential majors, assess the abilities and significant at the 0.05 level (2-

tailed). However, the parent and family support to plan for the next five years, determining the ideal job, a career that will fit the preferred lifestyle was not found strong and significant.

RQ 1: Does parental influence play an important role in motivating female admission seekers in media studies?

Answering RQ 1: If we refer to Table 2 for seeking an answer of Research Question 1, results indicate that female student has a strong association with their parents and family, which motivate them to join their career in media studies.

Relationship between Self-Efficacy and Peer Group

Table No. 5 indicates the relationship between the Peer Group Competition and Self-Efficacy in selecting one major from a list of potential majors, plan for the next five years, assess the abilities, determining the ideal job, a career that will fit the preferred lifestyle while seeking admission in media studies.

The results, as depicted by Table 5, indicate that the student's self-efficacy provide them confidence while selecting one major from a list of potential majors and assess the abilities. The results are significant at the 0.05 level (2-tailed). However, the correlation of peer group competition and self-efficacy to plan for the next five years, determining the ideal job, a career that will fit your preferred lifestyle, was not found significant.

Table 5. Relationship between Self-Efficacy and Peer Group.

Self-Efficacy	Peer Group competition			Relationship	
	N	Mean	Std. Dev.	Pearson Correlation	
Selecting one major from a list of potential majors	300	1.51	.501	r =.247	p=.000
Plan for the next five years	300	1.59	.492	r = .275	p=.000
Assess your abilities	300	1.64	.482	r = .119	p=.039
Determining your ideal job	300	1.63	.484	r = .089	p=.125
A career that will fit your preferred Lifestyle	300	1.57	.496	r = .232	p=.000

RQ 2: Whether and to What Extent the Peer Groups Play Role in Motivating Female Admission Seekers in Media Studies?

Answering RQ 2: If we refer to the Table 5 for seeking the answer of the Research Question 2, results of the correlation indicated that peer group always have a strong influence and female

students have a strong association with their peer group, which motivate them to join their career in media studies.

Relationship between Self-Efficacy and Role Models

Table 6 indicates the relationship between the role models (Teachers, Journalist, Siblings, and Mentors) and Self-Efficacy in selecting one major from a list of potential majors, plan for the next five years assess the abilities, determining the ideal job, a career that will fit the preferred lifestyle while seeking admission in media studies.

The results indicate that the students' self-efficacy under the influence of Role Models provide them confidence while selecting their career in media studies and was found significant at the 0.01 level (2-tailed). A strong and significant correlation between role models (Teachers, Journalist, Siblings, and Mentors) and students self-efficacy has been depicted in Table 6 while choosing a career by the students.

Table 6. Relationship between Self-Efficacy and Role Models.

Self-Efficacy	Role Models			Relationship	
	N	Mean	Std. Dev.	Pearson Correlation	
Selecting one major from a list of potential majors.	300	1.51	.501	r =.267	p=.000
Plan for the next five years	300	1.59	.492	r = .204	p=.000
Assess your abilities	300	1.64	.482	r = .173	p=.003
Determining your ideal job	300	1.63	.484	r = .186	p=.001
Career that will fit your preferred lifestyle	300	1.57	.496	r = .168	p=.003

RQ 3: To what extent role models (teachers, journalist, siblings, and mentors) and students' self-efficacy influence and motivate female admission seekers in media studies?

Answering RQ 3: If we refer to Table 6 for seeking the answer of the Research Question 3 that to what extent role models influence and motivate admission seekers in media studies, the results of the correlation indicated that there is a strong influence of role models (journalist, teachers, mentors, and siblings) on students' career choices.

H 1: Role models on student's self-efficacy will be the most influential social factor which shapes and help in career selection as compared to other social factors.

Hypothesis 1: The influence of role models (teachers, journalist, siblings, and mentors) on the self-efficacy of the students was found more significant as compared to Peer Group and Parents

and Family Support. As the results show, female students have a strong association with their teachers, siblings, and mentors, which motivate them to join their career in media studies.

Conclusions

This research study was designed to investigate the social factors, which influence and motivate female admission seekers in media studies and to what extent these factors are perceived as important by female students. Social factors which have been explored in this study include family influence, peer influence and role models. The perception of the female admission seekers of media studies has highlighted many important aspects. It was hypothesized that the influence of role models on students' self-efficacy would be the most influential social factor which shape and help in career selection as compared to other social factors like parental attachment and peer influence. Additionally, this research study also aimed to identify the factors that influence and motivate female admission seeker to pursue a career in media studies.

The social factor is the concept in which every individual need to be get connected or to socialize with people or society. These social connections include parents, family, friends, peer group, roles models and teachers. Social needs and desires develop from the fundamental need of people to associate and belong with other individuals, build teams, families and relations, build a friendly relationship, continuously need to be recognized, accepted and acknowledged by others and obtain tenderness. However, these desires are secondary in nature, as hypothesized by Maslow in his theory regarding the hierarchy of needs (Maslow & Lewis, 1987).

The Pearson Correlation also indicated that the female students have a strong association with their parents and family, which motivate them to join their career in media studies. Female students perceived parental attachment as an influential social factor that shape and help in the career selection process. However, the finding of the study also reveals that other social factors like peer group and role models (journalist, teachers, mentors, siblings) also motivate the female students to media studies, as indicated by the results of the Pearson Correlation. Peer group influence was found to the strongest influence on them while making their career decision. Results of the correlation indicated that peer group always have a strong influence and female students have a strong association with their peer group, which motivate them to join their career in media studies.

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