

# Evaluating Roles of Social Media in Career Orientation and University Choices of High School Students in Gia Lai Province

The study aims to evaluate roles of social networks in career orientation and university selection of high school students in Gia Lai province, thereby proposing the development of a digital transformation strategy to enhance the quality of guiding career and selecting university for high school students. The main objective of the study is to examine the extent to which high school students in Gia Lai province are exposed to social media platforms and how they utilize information from social media to apply for university admission. The study also identifies factors influencing high school students' decisions when selecting a specific university. Employing a mixed-method approach, data were collected from 1100 high school students in Gia Lai province. Statistical analysis and content analysis methods were employed to analyze the data, revealing insights into roles of social networks in improving the quality of admission counseling activities. Research findings positively contribute to the high school application process by aiding high school students in their university admission registration or influencing their university choices through the exploitation and utilization of social networks. Additionally, the research results also support the admissions departments of colleges and universities in developing digital transformation strategies to effectively engage with and access these potential students.

## Online Profile

## Biography

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