

# Expanding Opportunities For Leadership Development: Utilization Of Social Media By Early Career Women

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## ARTICLE INFO

## ABSTRACT

The purpose of the study is to examine the influence of social media on career development and leadership ambition of early career women. Despite their growing numbers, women have historically entered the workforce in lower-status, lower-paying positions and have stayed concentrated in a small number of traditional careers. The study examines the ways social media usage influences the leadership potential and career development of women. To conduct a thorough and accurate investigation, the researchers decided to use a mixed method thus combining qualitative and quantitative paradigms. The quantitative design is to extract respondents' demographic information. The combination of quantitative and qualitative techniques is a promising way to overcome some challenges in the research. A structured interview protocol guide was used as the instrument to collect the qualitative data from twenty respondents but the information from ten (young women) respondents was used in this paper. The study found that there are a lot of trending issues on social media platforms that can be downloaded to reused for academic purposes for personal development. Moreover, it was discovered that the usage of social media raises expectations of the youth, their occupation, and educational ambitions, the need for gender empowerment, and socioeconomic status had an impact on career aspirations. It further found that social media usage and the use of perceived authority and situational determinants assist females in securing placement in leadership positions. Since the study sought to determine whether social media is having an impact on women's leadership ambition and career development, the findings may be used to rethink and plan their attitudes and behaviour when using social media. The findings may be used to make future decisions on capacity building in career and leadership development.

**Keywords:** Social media, barrier, leadership ambition, career aspirations, millennium. gender inequality

## Introduction

Social media is viewed as web-based activities that enable users to build semi-public or open profiles inside a closed system, find and connect to other users, browse and explore the list of connections made by other users, and connect with them. The need for more advanced mobile phones led to the Digital Millennium Copyright Act in response to worries about intellectual property sparked by the global Internet. As such, Theodor Vall's concept of "one policy, one system, universal service" brought more inventive rules aimed at linking all Americans to a single telephone network thus a brief history of social media (Obar & Wildman 2015). Social media is also a component of a range of online activities centered on the Web 2.0 platform, facilitating the product and disseminating user-generated content. For instance, social media platforms like Facebook, LinkedIn, Twitter, Instagram, and WhatsApp offer cutting-edge social interaction patterns of communication, some of which are neither directed nor reciprocated (Abbas, Aman, Nurunnabi & Bano, 2019). It becomes the means of communication where both young and old individuals use the available networks to empower, create, share, exchange, and remark among themselves. Moreover, it might be used to describe user-generated content produced as a result of online social engagement. Users can search for, read, and use information in user-