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Social media use in the career development of graduate students: the mediating role of internship effectiveness and the moderating role of Zhongyong / Changqing He ...

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Abstract

This paper proves that social media use can contribute in important ways to employability outcomes. Specifically, results from a survey of 196 recent graduate students in China indicate that social media use is positively related to employability skills. Internship effectiveness serve as a mediating mechanism through which social media use affects employability skills. Zhongyong has a moderating effect on the social media use-internship effectiveness relationship. In addition to the direct moderating effect, Zhongyong is found to moderate the indirect relationship between social media use and employability skills. We discuss implications of these results for research and practice. (HRK / Abstract übernommen) He, Changqing, E-Mail: hcq123@mail.ustc.edu.cn