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## Self-Efficacy and Self-Concept of the Unemployed Individuals in the Use of Social Media Platform

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### Abstract

**Aim:** Unemployed individuals tend to have confusion with their self- efficacy and self- concept with the modernization of social media platforms. This study aimed to explore and define how social media platforms affect the self- efficacy and self- concept of unemployed individuals.

**Methodology:** The study employed a correlational research design, which examines relationships between variables without manipulating them with the direction of being either positive or negative. Survey questionnaires were conducted via Google forms and an interview session via online interview to support the quantitative data.

**Result:** Findings revealed that the unemployed individuals have the knowledge of their self- efficacy and self- concept with the ability to solve difficult problems and have a strong sense of self that depends on who they interact with on the daily basis. Also, these individuals agreed that the social media platforms help them to communicate with other people and mostly to find job.

**Conclusion:** There was a significant relationship in self- efficacy, self- concept, and social media usage among unemployed individuals. They used social media platforms for job- hunting and these individuals came from low middle class and have the longest term of being unemployed. There is a significant difference in the self- efficacy and self- concept to the social media usage when grouped by age and sex and lastly, an action plan was proposed for the improvement of self-efficacy and self-concept of these individuals.

**Keywords:** *unemployed individuals, social media usage, self- efficacy, self- concept.*

### INTRODUCTION

Social media has significantly transformed the way people interact with others, with 68% of the adult population globally having a Facebook account as of March 2018. Facebook, one of the first social media platforms, has gained significant attention and remains the most used platform globally. However, other platforms like Snapchat and Instagram have gained popularity, especially among younger generations who spend a significant amount of time online. These allow individuals to stay connected with family and friends, make new friends, and connect with others with similar interests. This can impact their self-efficacy and self-concept. It is crucial to investigate how and why individuals use social media, especially young adults who frequent these sites. In connection to this, further research is required to explore and one of these are the coping mechanisms that are presented and used in social media platforms to maintain a high self-efficacy and self- concept. Also, the study wanted to investigate if the shift to social media communication has negatively impacted the subjective well-being of younger generations, particularly in terms of self-efficacy, the belief in controlling one's actions and social circumstances.

Self-efficacy beliefs play a crucial role in adolescents and young adults, enabling them to manage their emotions and cope with daily life demands (Cattellino et al., 2019). Emotional self-efficacy reflects a person's perceived abilities to manage negative emotions and express positive ones, playing a pivotal role in managing stressors and influencing depression (Calandri et al., 2021). Caprara et al. (2020) has shown that people's perceived capability in regulating their positive and negative emotions positively influences cognitive and affective subjective wellbeing. Self-efficacy beliefs also facilitate adolescents' coping, as individuals with high self-efficacy have confidence in their abilities and tend to face stressful challenges with confidence, making the adoption of positive coping strategies more likely



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(Cattellino 2021). However, factors such as working from home, wage reduction, and job loss can lead to stress and emotional and psychological distress in children, adolescents, and young people, especially unemployed individuals (Morelli et al., 2021).

Unemployment, especially long-term, can have severe physical and mental health consequences. It damages self-concept and self-esteem, leading to lower motivation to seek work. The lack of success or constant failure in seeking work further damages self-concept. This can also affect the self-concept that contributes to an individual's sense of identity over time, particularly for those in the social class. Easterbrook et al. (2020) found that social class plays a crucial role in structuring self-concept in UK adults.

### Objectives

The study aimed to find the relationship between self-efficacy, self-concept, and social media usage among unemployed individuals.

Specifically, it aimed to do the following:

1. present the profile of the respondents in terms of sex, age, length of time unemployed, and socio-economic status;
2. present the self-efficacy, self-concept, and social media usage of the respondents;
3. determine if there is a difference in self-efficacy, self-concept, and social media usage in the respondents' profiles;
4. quantify the strength of the relationship between self-efficacy, self-concept, and social media usage; and
5. propose an action plan based on the results and findings of the study and to improve the self-efficacy and self-concept of unemployed individuals using social media.

### METHODS

#### Research Design

The study employed a correlational research design, which examines relationships between variables without manipulating them. Correlations reflect the strength and direction of the relationship between two or more variables, with the direction being either positive or negative. This research method is commonly used in healthcare research as it allows for studies without manipulating independent variables. However, factors such as selecting suitable variables, selecting a sample, and using reliable tools must be considered before starting a study. The researcher used surveys to collect data, asking participants to complete questionnaires measuring variables of interest, such as personality traits, attitudes, and behaviors. This method is useful for exploring the relationships between variables like personality traits, attitudes, and behaviors.

#### Participants of the study

The sample size is 146, with most being young adults or millennials aged 18-35. The snowball sampling method is used, a non-probability technique where existing subjects provide referrals to recruit samples. The length of unemployment must be between 1 month and 7 months, to determine the relationship between the length of time spent unemployed and the self-efficacy and self-concept of the respondents. Self-employed and employed individuals are not qualified for the study.

#### Instrument

The study utilized a modified 4-point Likert-typed questionnaire adapted from Joseph et al.'s (2021) research, which aimed to determine the differences and relationships among variables. The questionnaire consisted of three parts: the demographic profile and social media usage (part 1), the General Self-Efficacy Scale (part 2), and the Self-Concept and Identity Measure (SCIM) via Google form and the respondents with high and low scores were interviewed, with SCIM generating total scores indicating greater disturbance. The online survey was validated by registered psychometricians and conducted via Google Form. The survey questionnaire's reliability test showed excellent ratings for social media usage, self-efficacy, and self-concept, with a reliability score of 0.918 for 21 indicators and 0.901 for 10 indicators, making them acceptable for pilot testing with 30 respondents and 116



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respondents in the final survey and an interview session was held via an online platform with the consent of the participants.

**Data Collection**

The researcher asked locals of the city in a province within CALABARZON through social media platforms to refer unemployed individuals who live in the said city. With the help of the Kabataan Youth Organization, they sent the survey online to those individuals who are currently unemployed and qualified to participate in this research study. Considering the current situation of the pandemic, safety protocols are being followed during the data gathering. The survey questionnaire was administered, and data gathering was done using Google Forms and online. The respondents were asked to answer the survey with the best of their emotions and feelings. The data gathered from the instrument was then tallied, tabulated, and presented.

**Data Analysis**

The researcher used a quantitative approach to analyze data, summarizing it in tabular form and analyzing it using correlational analysis. This method assesses the relationship between variables, determining if one variable increase or decreases. The researcher also used frequency distribution to present profiles and a weighted means to present social media usage self-efficacy, and self-concept. A T-test and analysis of variance were used to determine significant differences when grouped by profile.

**Ethical Consideration**

The researcher observed ethical considerations, such as informed consent. Respondents participated based on informed consent. The principle of informed consent involves researchers providing sufficient information and assurances about taking part to allow individuals to understand the implications of participation and to reach a fully informed, considered, and freely given decision about whether to do so without the exercise of any pressure or coercion. The use of offensive, discriminatory, or other unacceptable language was avoided in the formulation of questionnaires and interview questions. The voluntary participation of respondents in the research is important. Moreover, participants have the right to withdraw from the study at any stage if they wish to do so. These ethical standards protect the values, rights, and interests of the research participants, which include privacy and anonymity.

**RESULTS and DISCUSSION**

The study reveals a significant correlation between social media usage, self-efficacy, and self-concept among respondents. Social media usage was found to affect self-efficacy in terms of disturbed identity, consolidated identity, and lack of identity. Personal identity also showed a significant relationship with self-concept in terms of disturbed identity, consolidated identity, and lack of identity.

Self-efficacy indicates individual differences in influencing preventive behaviors, suggesting that the impact of social norms on preventive behavior through social media use could differ depending on individual levels of self-efficacy. Self-efficacy has the potential to promote healthy behavior and contribute to disease prevention. However, there was no significant relationship between self-concept and self-efficacy in terms of disturbed identity or lack of identity.

Self-concept focuses on a person's skills and abilities, while self-efficacy refers to one's beliefs about how to successfully perform a certain activity in the future.

**Table 1**  
**Correlation between Social Media Usage, Self-Efficacy and Self- Concept**  
**N=146**

		<b>Self-Efficacy</b>	<b>SCIM (Diturbed Identity)</b>	<b>SCIM (Consol Identity)</b>	<b>SCIM (Lack of identity)</b>
<b>Social media usage</b>	corr coeff	.508**	.273**	.268**	.247**

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<b>(Social)</b>	Sig.	0.000	0.001	0.001	0.003
	Decision	Significant	Significant	Significant	Significant
<b>Social media usage (Personal)</b>	corr coeff	.384**	.463**	.300**	.417**
	Sig.	0.000	0.000	0.000	0.000
	Decision	Significant	Significant	Significant	Significant
<b>Social media usage (Job-hunting)</b>	corr coeff	.225**	.222**	.207*	.235**
	Sig.	0.006	0.007	0.012	0.004
	Decision	Significant	Significant	Significant	Significant
	corr coeff		0.078	.397**	0.003
<b>Self- Efficacy</b>	Sig.		0.349	0.000	0.975
	Decision		NS	Significant	NS

High self-efficacy can help individuals stick to their goals, such as quitting smoking. Teachers with high self-efficacy have a positive impact on academic outcomes, student motivation, and achievement. Individuals with high self-efficacy view difficulties as challenges rather than threats, leading to intrinsic interest in their tasks (Barni, Danioni & Benevene, 2019).

However, the association between self-efficacy and performance-related criteria can be neutral or negative, depending on contextual factors (Beck & Schmidt, 2019). While the studies of De Clercq et al. (2019) have examined the relationship between self-efficacy and job performance, few offer clear insights into how employees' self-efficacy affects their job performance through mediating mechanisms.

**Table 2**  
**Demographic Profile of the Respondents**  
**N= 146**

Age group	Frequency	Percent
18-25	38	26
26-35	108	74
<b>Total</b>	<b>146</b>	<b>100</b>
<b>Sex</b>		
Male	98	67.1

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Female	48	32.9
<b>Total</b>	<b>146</b>	<b>100</b>
<b>Social class</b>		
Low income	48	32.9
Low middle income	83	56.8
Middle middle income	15	10.3
<b>Total</b>	<b>146</b>	<b>100</b>
<b>Length of time of being Unemployed</b>		
below 1 month	62	42.5
1 to less 3 months	10	6.8
3 to 6 months	5	3.4
7 months and above	69	47.3
<b>Total</b>	<b>146</b>	<b>100</b>

Table 2 shows the respondents' profile. The study reveals that 74% of respondents are aged 26-35, with 26% aged 18-25. Many Filipinos are unemployed due to the prolonged lockdowns and reduced consumption demand. Inflation is expected to average 6.2% in 2023 before easing to 4.0% in 2024, with local food supply constraints and rising global commodity prices leading to high rates. Unemployment is particularly affected by the pandemic, with 47.3% of respondents having been unemployed for 7 months or more. This is a significant cause of the pandemic, as not all individuals have the capacity to find jobs. Unemployment, especially long-term, has negative economic, social, and psychological consequences for the unemployed and their families. The reduction in household income restricts the ability to meet individual and group needs, and lack of work results in the loss of professional qualifications or skills. College graduates may find themselves unemployed due to factors such as not having enough jobs, the mismatch between their courses and employers' needs, and the lack of competitiveness due to substandard quality of education. The study highlights the need for increased minimum wage and internet access to help those affected by the pandemic.

Kossen and McIveen (2018) emphasize that unemployed individuals may feel unflinching in society, experiencing differences in what is, what could be, and what may never be, and feeling that they have not met stereotypical expectations from loved ones. Joblessness is also associated with serious illnesses, with studies showing strong links between unemployment and cancer, with unemployed men facing a 25% higher risk of dying of the disease. Thern et al. (2019) found a significant effect of registered unemployment for more than 6 months on mental health at ages 34 and 35 when controlling for baseline mental health. Blomqvist, et al. (2023) found a significant effect of high exposure to self-reported unemployment on depression and anxiety at ages 21 to 25 during economic booms but no longer on depression during recessions.

The study also reveals that there was no significant difference in self-efficacy of unemployed individuals based on their demographic profile. Self-efficacy is constant and can vary based on an individual's situation. Positive normative feedback, even fictitious, can sustain subsequent performance. Studies show that participants who receive positive feedback perform better on cognitive tasks, leading to more effort in succeeding at similar or more complex tasks. This finding aligns with Peifer et al.'s (2020) research that specific self-efficacy mediates positive feedback in cognitive tasks. There was no significant difference in self-concept in terms of disturbed identity in age, social class, or length of unemployment.

However, there was a 1% significant difference in the sex of the respondents, indicating that males and females have different self-concepts in their current situation of being unemployed. There were no significant



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differences in social media usage based on age, sex, social class, and unemployment length. However, there was a significant difference in job hunting usage based on age and sex, but no significant difference in socio-economic or unemployment length. Social media is used for job hunting, with the modern generation using it as an industry. The 18-25-year-old age group is the most used demographic. Also, Social media usage was found to affect self-efficacy in terms of disturbed identity, consolidated identity, and lack of identity. Personal identity also showed a significant relationship with self-concept in terms of disturbed identity, consolidated identity, and lack of identity. Self-efficacy indicates individual differences in influencing preventive behaviors, suggesting that the impact of social norms on preventive behavior through social media use could differ depending on individual levels of self-efficacy. Self-efficacy has the potential to promote healthy behavior and contribute to disease prevention. However, there was no significant relationship between self-concept and self-efficacy in terms of disturbed identity or lack of identity. Self-concept focuses on a person's skills and abilities, while self-efficacy refers to one's beliefs about how to successfully perform a certain activity in the future. Although self-concept and self-efficacy have different theoretical roots, they are empirically strongly related. For self-concept, there are promising frameworks explaining the adjustment of self-concept due to characteristics of the learning environment, applied in the school context.

**Proposed Action Plan for Enhancement in the Use of Social Media for the Unemployed Individuals**

Objectives	Activity	Performance Indicator	Persons Involved
1. To open a new job site that are prepared for the older group people in an easy access in social media platform.	A job- match program sites that can easily access not just for the younger group but also for the older group.	Low unemployment rate and low cases of mental health issues in the future	Public Employment Service Office
2. To accommodate all individuals in a convenient and less expense way in finding a job.	Online Job-Fair that are announced publicly to the citizen.	Active community with a convenient way of finding a job.	
3. To provide new opportunities to the unemployed individuals with the skills and knowledge that are not in demand.	Free webinar training skills and certification that will secure a job position after completed the trainings thru social media platform.	Survey for all participants to measure the self-efficacy ang self-concept by using social media platform.	Human Resource Public Department
4. To build a support system that will ensure unemployed individuals have a strong self- efficacy and self- concept.	Online Contest for the unemployed individuals to ensure strong self- efficacy and self- concept.	Low cases of mental health issues	Community Organization
5. To lessen the mental health case that can affect and shares by most individual.	Free mental health consultation that will help to build their self- efficacy and self- concept for the unemployed individuals.		Public Mental Health Organization

The table above demonstrates that the use of social media by unemployed individuals can be improved, with the aim of increasing job opportunities and building self-efficacy and self-concept. The action plan focuses on three variables: objectives, activities, or strategies to achieve objectives, performance indicators, and the individuals involved or department in charge. The plan includes a job-matching program site for both younger and older



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individuals, an online job fair for those who are unsure of their abilities to find a job, free webinar training skills with certificates, an online contest for unemployed individuals to build a support system, and the creation of a mental health site.

The goal is to help unemployed individuals become more aware of themselves and improve their social media usage. The study suggests that these activities can help reduce unemployment rates and mental health issues caused by long unemployment periods. Additionally, the plan includes an online job fair for those who are not comfortable displaying themselves, free webinar training skills with certificates, an online contest for unemployed individuals, and a mental health site to improve social media usage and self-awareness.

### Conclusion

There was a significant relationship in self-efficacy, self- concept, and social media usage among unemployed individuals. In terms of demographic profile, most of the respondents are, in the age group of 26-35 years old, came from low middle income class and they used social media platform for job-hunting. There was a significant difference in the self- efficacy and self-concept to the social media usage specifically in terms of Job-hunting. Also, there is a significant relationship in self-efficacy, self- concept, and social media usage among unemployed individuals. And lastly, the proposed action plan was designed to enhance the use of social media and to gain self- efficacy and self- concept of the unemployed individuals based on the findings of the study.

### Recommendations

1. Unemployed individuals may have free access to a job fair that will be matched to their skills and training. This will help them to reduce their expenses when looking for a job.
2. Parents, friends, and relatives must provide moral and emotional support for unemployed relatives to lessen the effects of mental health issues in the future.
3. Public Employment Service Office may recommend more intervention program that will help the unemployed individuals especially male with the age 26-35 to use social media to find job opportunities. And for the new graduates that are unemployed right now, they may provide unemployed individuals with a "Job Match Online Program" that will help them to see the opening opportunities that are related to their degree.
4. Mental Health Public Service may provide an activity that will have the unemployed individuals according to the age and sex on how to reconnect with their self- efficacy and self- concept by using social media platform and an easy access to their emergency hotline.
5. For future researchers, this research study may use the results and findings as a reference to their future research study.
6. Public and employment services may adapt the action plan to improve and help the unemployed individuals and to have a low unemployment rate by means of using social media platforms.

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