What do nurses do in professional Facebook groups and how can we explain their behaviours?

Conference or Workshop Item

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RESULTS
Components from the data were mapped (e.g. figure 1). This identified that despite having awareness of being professional and being in the domain of the professional group with other nurses a shift from professional-unprofessional seemed to occur. Indicating that awareness (self-efficacy) does not always result in professional behaviours and actions. For example, swearing would be deemed to be unprofessional but heightened emotions in response to politicians and policy changes that affect nursing created resulted in offensive language being ‘accepted’ within the group. Figure 2 provides an example framework illustrating how personal-professional-social values can create conflict and a shift in one may then affect the behaviours of an individual or group in the online environment.

CONCLUSION
Personal-professional-social values overlap in the Facebook environment and triggers in one domain may result in unprofessional or unacceptable behaviours in another. Further research needs to examine the nature of these and methods by which awareness of professionalism translates into action (i.e. the areas where conflicting values may occur).