Youth Work Mobile 2.0

A competence framework for youth work in the age of smartphones and social media

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Outline

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• Summary and outlook
YOWOMO2.0 - Background

- The digital world increasingly forms young people’s natural habitat.
- Both the training of youth workers and their professional practice are challenged by the growing importance of smartphones and social media in young people’s lives.
- The knowledge, skills and attitudes needed for professional youth work in this age are described in the YOWOMO2.0 competence framework.
YOWOMO2.0 - Goals

Framework for Vocational and Educational Training (VET) of youth workers facing the growing significance of smartphones and social media in the life of their clients.

The framework will include:

- a description of the competences needed,
- the bodies of knowledge, skills and attitude,
- a tool to measure these competences,
- a description of professional products that serve as evidence of competence,
- criteria for the assessment of the professional products, and
- different training scenarios
## YOWOMO2.0 - Partners

<table>
<thead>
<tr>
<th><strong>THOMAS MORE</strong></th>
<th>University College</th>
<th>Belgium</th>
</tr>
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<tbody>
<tr>
<td><strong>TONUSO</strong></td>
<td>Centre for Youth Support</td>
<td>Belgium</td>
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<tr>
<td><strong>HEUREKANET</strong></td>
<td>Institute for Education, Research and Innovation</td>
<td>Germany</td>
</tr>
<tr>
<td><strong>CONSORCIO PROVINCIAL DE DESARROLLO ECONOMICO DE CORDOBA CPDE</strong></td>
<td>Economic development agency</td>
<td>Spain</td>
</tr>
<tr>
<td><strong>SKARPNÄCKS FOLKÖHGSKOLA</strong></td>
<td>Folk High School</td>
<td>Sweden</td>
</tr>
<tr>
<td><strong>HAYATBOYU ÖĞRENME AKADEMISI</strong></td>
<td>Lifelong Learning Academy</td>
<td>Turkey</td>
</tr>
<tr>
<td><strong>UŞAK TİCARET MESLEK VE OTELÇİLİK VE TURİZM MESLEK LİSESİ</strong></td>
<td>Public Vocational School</td>
<td>Turkey</td>
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YOWOMO2.0 – Course of action

- October 2013 - July 2015
- Multi perspective, trans sectorial focus groups to brainstorm, structure, write, review, and improve the framework
- Partnership meetings
- Visitation of schools and youth work organisations
- Discussions with local partners in between the meetings to get feedback (soundboarding)
- Training scenarios (Pilots)
- Evaluation
- Implementation
- Dissemination: yowomo2.wordpress.com
YOWOMO2.0 – Competence framework
Competences overview

- Protocols
- Quality management
- Professional network
- Representing the organisation
- Social Media and Mobile Devices
- Dysfunctional behaviour
- Relations with clients
- Target groups
- Legal framework
- Ethical issues

Youth Work Mobile 2.0
YOWOMO2.0 – Competence framework
Example BoKSA

### TARGET GROUPS
TO INTERACT ONLINE WITH DIFFERENT TARGET GROUPS

<table>
<thead>
<tr>
<th>The youth worker knows</th>
<th>The youth worker is able to</th>
<th>The youth worker</th>
</tr>
</thead>
</table>
| • young people’s interests and needs in digital media and how these interests influence an organisation  
  • the background, specific needs and requirements of each target group (Training, Online, open youth club, Residential care, Therapy, Crime etc.) for handling social media  
  • which media, procedures, tools and methods to be used in specific contexts  
  • methods of youth work to solve problems and conflicts arising from the use of social media in specific contexts | • keep up with the target group  
• communicate through different media and platforms  
• motivate and encourage the different target groups using social media and different platforms  
• reflect the values (of the different targets groups) using social media  
• update, publish photos, etc. | • regards the youth world online  
• is the same person online and offline  
• is open to build new models of work with young people online  
• is open to new approaches and ways of engaging with the target group |

YWOMO2.0 in practice - Pilot Training

Saxion University of Applied Sciences, Enschede, The Netherlands
Living Technology
School of Social Work
4th year Bachelor of Social Work
Minor Child and Youth Welfare
Professional Development
STARR & SMART
Self-guided learning projects
Evaluation - Training

Student’s reflections

• Challenge:
  • “The project was a challenge for me and therefore very interesting ...”

• Learning & Development:
  • “...I adopt a lot of new skills ...”
  • “I learned a lot about social media and mobile devices”
  • “The project was very useful for my professional development as a social worker.”
  • “I am satisfied with the learning process ...”
  • “… it will be always a process and learning about social media never stops but I started to be aware of it.”
  • “… working ... wasn’t quite as successful as I thought it would be.”

• Motivation & Inspiration
  • “…I would like to learn more.”
  • “I think it will be interesting to transfer this project on adults, parents or teachers”

• Insights
  • “Trust and reliability are important issues ...”
  • “My client gave me the confidence that was important...”
YOWOMO2.0 in practice - Quiz

- Phrases from the “The Social Media Resource Kit” by Dr. Sun Sun Lim & Kakit Cheong
- Online tool to measure the competences
- 4 languages: English, German, Spanish, Turkish
- Quick impression of the competence level
- Guides the trainees through different topics related to youth work in the age of social media and mobile devices,
- 3 parts:
  - My clients: young people and parents.
  - My colleagues and my organisation.
  - My professionalism and my practical skills.
- Competence score
- Self-assessment & monitoring

Professional identity

1. Act according to nettiquette paying attention to its effect on virtual community
   - I am competent to do this.
   - I am not competent to do this.

2. Manage my professional digital identity
   - I am competent to do this.
   - I am not competent to do this.

3. Adhere to an ethical code of conduct on online work
   - I am competent to do this.
   - I am not competent to do this.

4. Push the boundaries of using social media and mobile devices
   - I am competent to do this.
   - I am not competent to do this.
Evaluation – Quiz (Sample)

Sex (N=52)
- Female: 56%
- Male: 44%

Age (N=52)
- Under 20 years: 31%
- 20-29 years: 40%
- 30-39 years: 15%
- 40-49 years: 14%
- 50-59 years: 0%
- Over 59 years: 0%

Language (N=55)
- German: 33%
- English: 67%

Professional background (N=52)
- Social area with higher education degree (social work, pedagogy, psychology, ...): 44%
- Social area with vocational education (kindergarten teacher, social care worker, ...): 48%
- Social area without education: 2%
- Not in the social area: 6%

Use of new media services and devices. If there is a new media offer / device ... (N=52)
- ... I'm first, I think it's important to know new things quickly.
- ... I will have a look at it sooner or later and experiment with it a bit.
- ... I wait until I've seen what others do with it.
Evaluation – Quiz (Usability)

The questions are easy to understand. (N=53)

- Strongly agree: 26%
- Somewhat agree: 13%
- Neutral: 55%
- Somewhat disagree: 6%
- Strongly disagree: 2%

The structure of the quiz is understandable. (N=54)

- Strongly agree: 57%
- Somewhat agree: 24%
- Neutral: 8%
- Somewhat disagree: 11%
- Strongly disagree: 1%

The time required for the quiz is appropriate. (N=52)

- Strongly agree: 52%
- Somewhat agree: 27%
- Neutral: 19%
- Somewhat disagree: 4%
- Strongly disagree: 2%

The most interesting part of the quiz was: (N=50)

- My clients: young people and parents: 52%
- My colleagues and my organisation: 30%
- My professionalism and my practical skills: 18%
Evaluation – Quiz (Usefulness)

The score value (percentage) at the end of the quiz helps me to define my learning objectives. (N=53)

- Strongly agree: 27%
- Somewhat agree: 15%
- Neutral: 15%
- Somewhat disagree: 13%
- Strongly disagree: 10%

Doing the quiz I can get an overview about my skills. (N=56)

- Strongly agree: 38%
- Somewhat agree: 30%
- Neutral: 16%
- Somewhat disagree: 16%
- Strongly disagree: 9%

The list of my answers at the end of the quiz helps me to define my learning objectives. (N=53)

- Strongly agree: 26%
- Somewhat agree: 19%
- Neutral: 17%
- Somewhat disagree: 8%
- Strongly disagree: 10%

Doing the quiz, I am inspired to deal professionally with the issues. (N=50)

- Strongly agree: 40%
- Somewhat agree: 24%
- Neutral: 20%
- Somewhat disagree: 16%
- Strongly disagree: 9%
Summary and outlook

• The YOWOMO2.0 competence framework is both usable and useful.
• Implementation in VET practice will ultimately benefit young people.
• Further research should focus on:
  • measurement of competence and assessment tools
  • keeping description of competences up to date
More information?

Website:
www.yowomo2.wordpress.com
  • to learn more about the project and partners
  • to download the competence framework documents in pdf
  • take the YOWOMO2.0 Competence Quiz
  • follow the blog via e-mail/RSS for updates

Contact:
  • Lutz Siemer: siemer@heurekanet.de