



# Youth Work Mobile 2.0

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

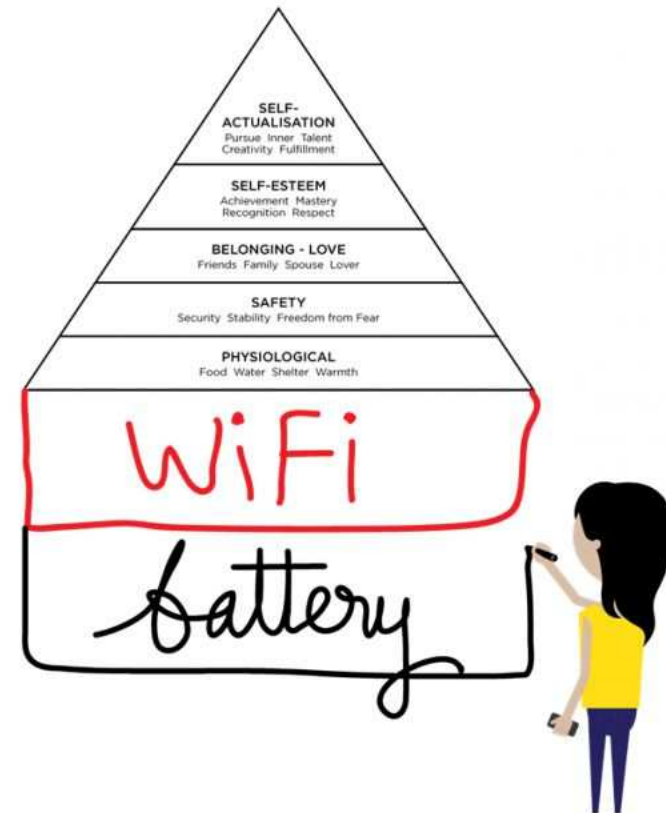
**Lutz Siemer – Marcus Flachmeyer – Udo Siefen**



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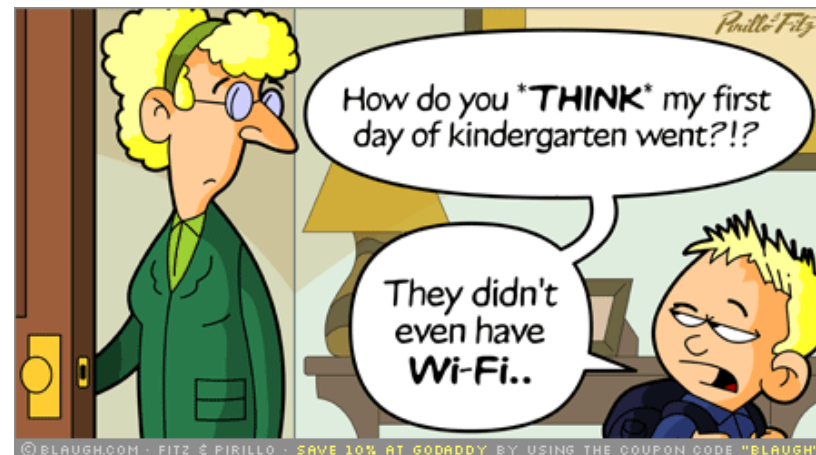


# YOWOMO2.0 - Background

- 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.



**VS**

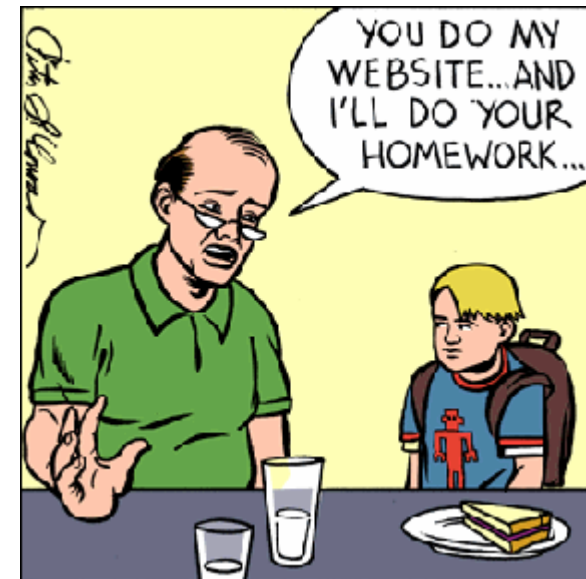


# YOWOM02.0 - Goals

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



## YOWOM02.0 - Partners

<b>THOMAS MORE</b>	University College	Belgium
<b>TONUSO</b>	Centre for Youth Support	Belgium
<b>HEUREKANET</b>	Institute for Education, Research and Innovation	Germany
<b>CONSORCIO PROVINCIAL DE DESARROLLO ECONOMICO DE CORDOBA CPDE</b>	Economic development agency	Spain
<b>SKARPNÄCKS FOLKHÖGSKOLA</b>	Folk High School	Sweden
<b>HAYATBOYU ÖĞRENME AKADEMISI</b>	Lifelong Learning Academy	Turkey
<b>UŞAK TİCARET MESLEK VE OTELCİLİK VE TURİZM MESLEK LİSESİ</b>	Public Vocational School	Turkey



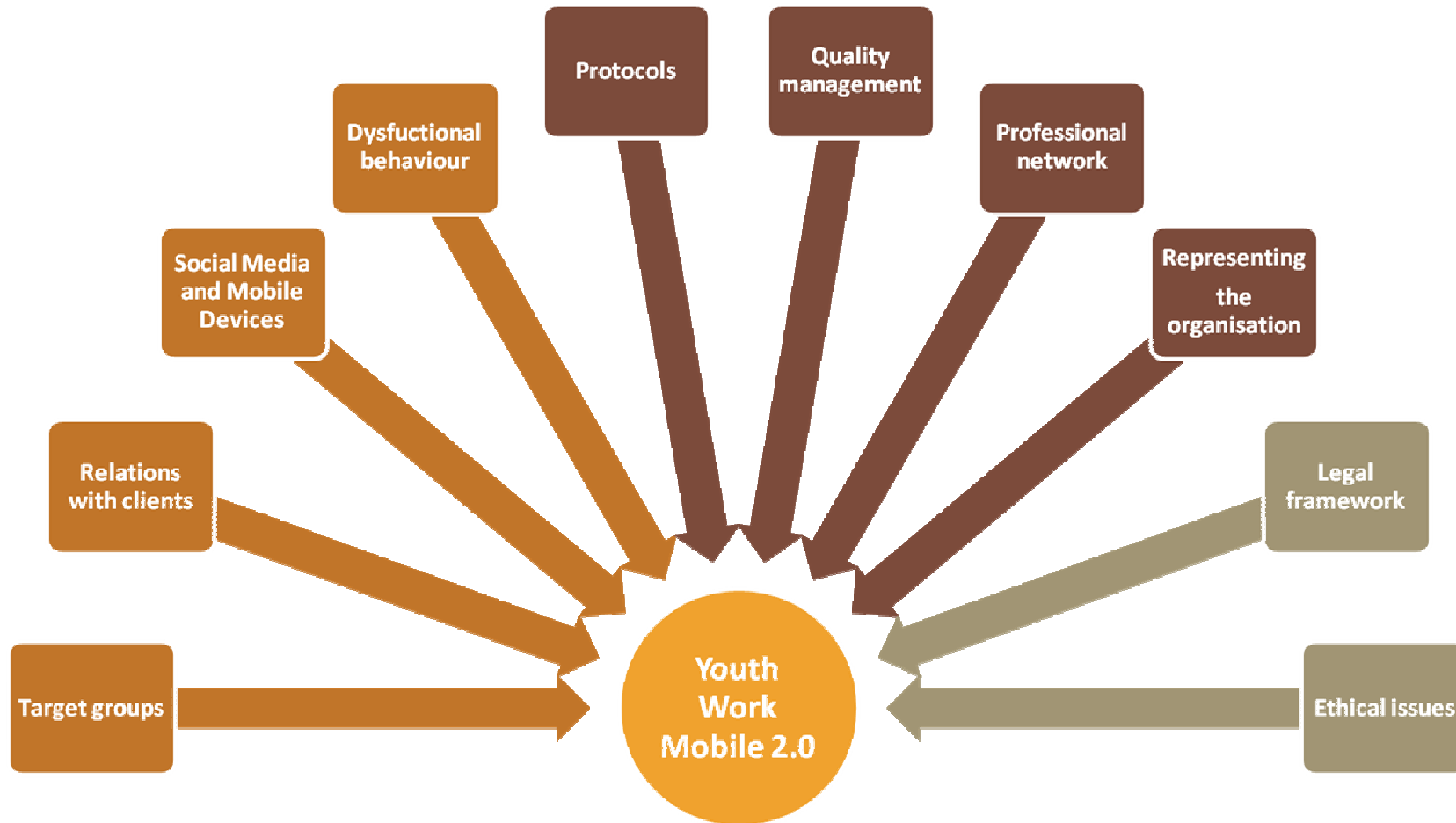
# YOWOMO2.0 – Course of action

- 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](http://yowomo2.wordpress.com)



# YOWOM02.0 – Competence framework

## Competences overview



# YOWOM02.0 – Competence framework

## Example BoKSA

### TARGET GROUPS

### TO INTERACT ONLINE WITH DIFFERENT TARGET GROUPS

The youth worker knows

- 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

The youth worker is able to

- 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.

The youth worker

- 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



# YOWOM02.0 in practice - Pilot Training

Saxion University of Applied Sciences, Enschede, The Netherlands

Living Technology

School of Social Work

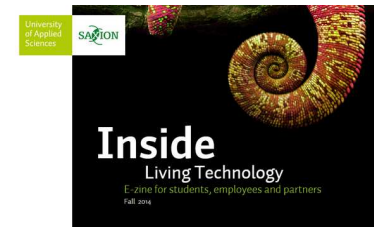
4th year Bachelor of Social Work

Minor Child and Youth Welfare

Professional Development

STARR & SMART

Self-guided learning projects



# Evaluation - Training



YOWOM02.0  
**Youth Work Mobile 2.0**  
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## 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...”

### TRANSFORMING “POINT CHASERS” INTO COMPETENCE SEEKERS!

A YOWOM02.0 TRAINING SCENARIO DEVELOPED BY SAXION UNIVERSITY OF APPLIED SCIENCES AND HEURAKNET – FREIES INSTITUT FÜR BILDUNG, FORSCHUNG UND INNOVATION E.V. IN THE NETHERLANDS AND GERMANY

HeurekaNet  
Nationaal Centrum voor  
Onderzoek en Innovatie K&O

Lifelong  
Learning  
Programme

# YOWOM02.0 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

Act according to netiquette paying attention to its effect on virtual community Q.1

- I am competent to do this.
- I am not competent to do this.

Manage my professional digital identity Q.2

- I am competent to do this.
- I am not competent to do this.

Adhere to an ethical code of conduct on online work Q.3

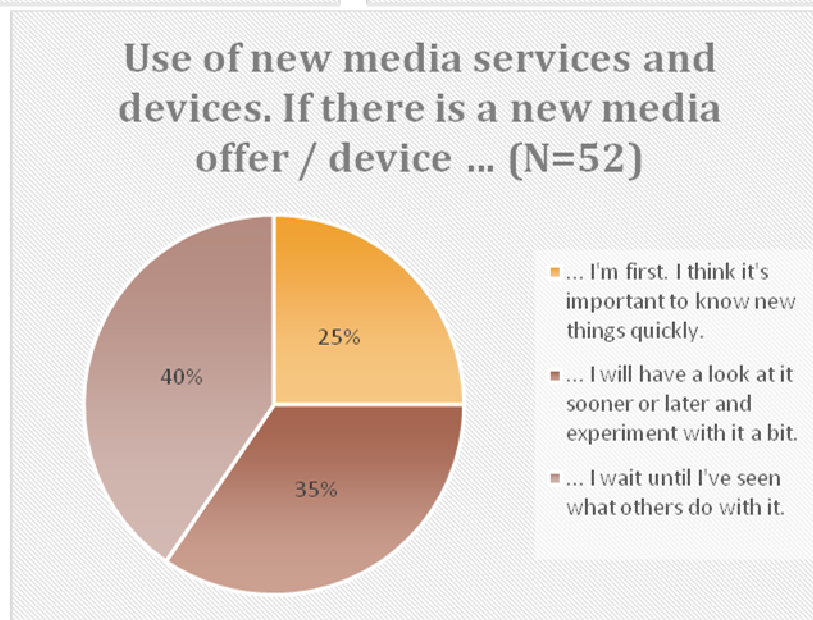
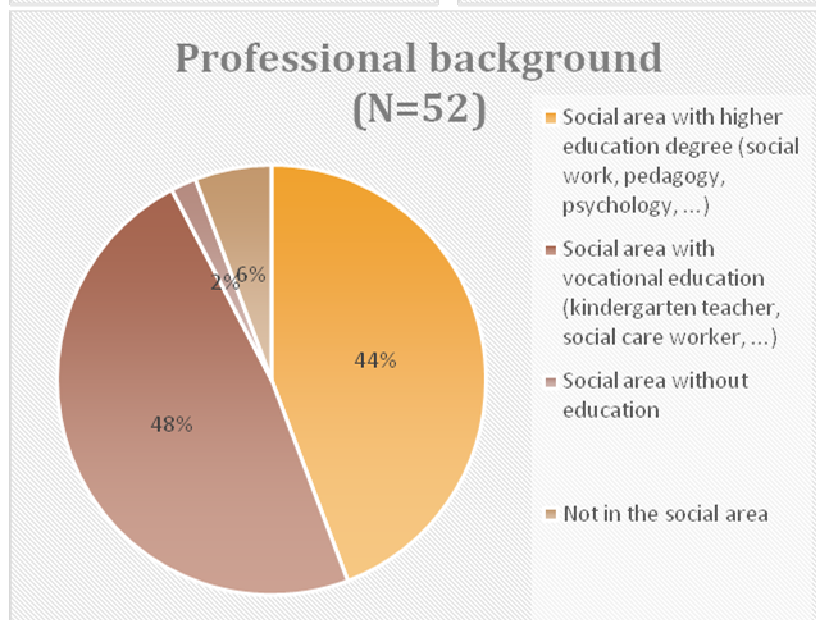
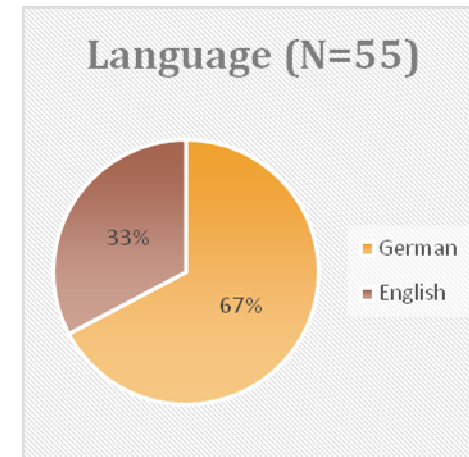
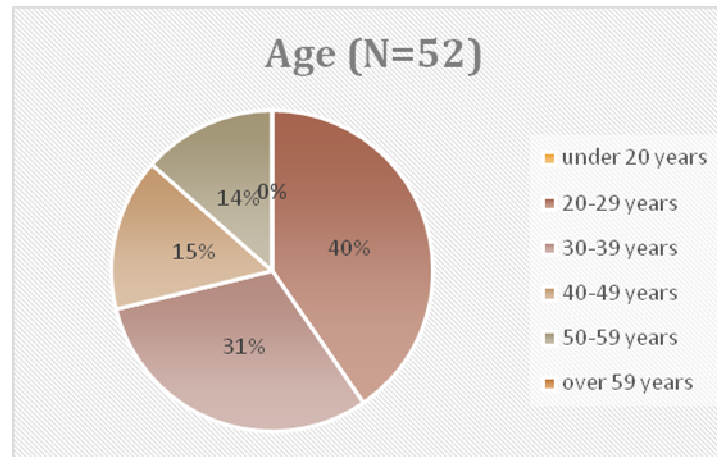
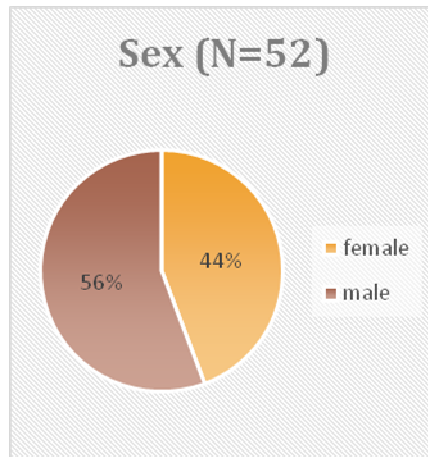
- I am competent to do this.
- I am not competent to do this.

Push the boundaries of using social media and mobile device Q.4

- I am competent to do this.
- I am not competent to do this.

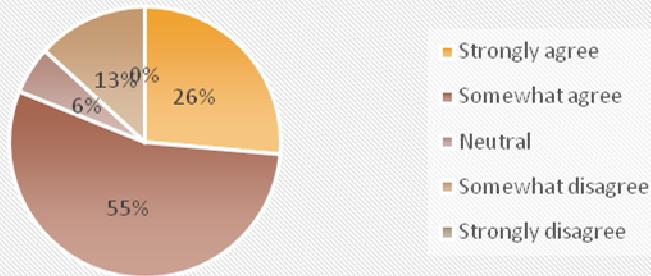


# Evaluation – Quiz (Sample)

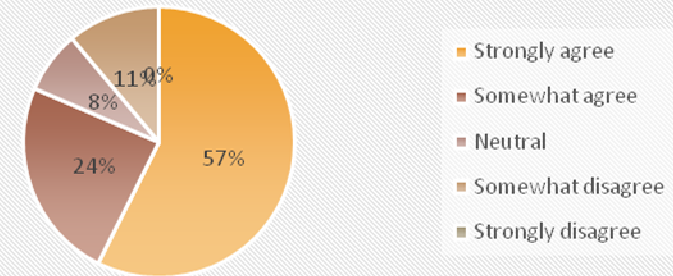


# Evaluation – Quiz (Usability)

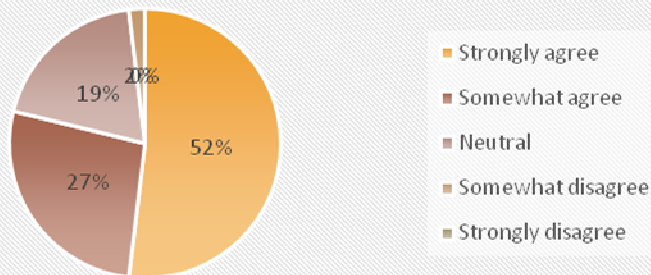
The questions are easy to understand. (N=53)



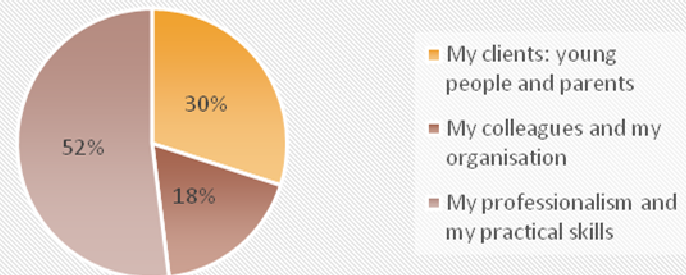
The structure of the quiz is understandable. (N=54)



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



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





# Evaluation – Quiz (Usefulness)

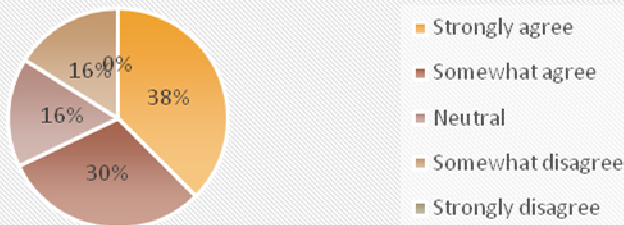
The score value (percentage) at the end of the quiz helps me to define my learning objectives.  
(N=53)



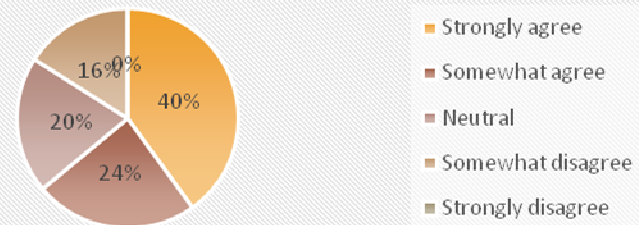
The list of my answers at the end of the quiz helps me to define my learning objectives.  
(N=53)



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



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





# 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](http://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](mailto:siemer@heurekanet.de)

