

Semester 6  
Advanced Media Design

# Research Phase

Municipality of Eindhoven + Garage2020

## Overview

Garage2020 aims to create a society where children, young people, parents, and their surroundings can all grow together in a positive way. The company achieves this goal by developing solutions to specific issues experienced by these groups, in collaboration with experts and the individuals who will benefit from the innovation. The perspective of those who will use the solution is central to the process.

## Assignment

The majority of youth are spending significant amounts of time online, with many spending over three hours a day and a significant portion of them having online contact for the entire day. This means that online communication is important for reaching the youth. While digital youth work, such as gaming events and programming together, is already a popular activity, online youth work is still largely non-existent. The challenge is to find a way to connect youth workers with youth online, without crossing professional and personal boundaries (social workers side). This will require research, solution ideation, design, and development.

## Scope

Now that we are familiar with what our assignment is, we can think of the scope of the project. We will have to help online youth workers with reaching out to youth in an online world more easily. Today's youth practically lives online, it's a big part of their daily life, so establishing this connection through social media is a must. Our main objective is to come up with a solid concept that will actually benefit the social workers and figure out how Eindhoven can be a leader in this innovation.

A big part of our efforts will be put into conducting extensive research. By doing so we will try to find answers to questions such as: How can we design the **social worker of the future**? How can they become **more online** and how can he **reach out to more young people**?

Due to the large scope, we will go through several phases of work, including and completing different stepping stones, such as Personas and Empathy maps, Sketches and Prototypes, Software diagrams and Usability testing.

Since we will be working over the project for several months (for the rest of the semester), we would not have a fully-fledged, finished and developed final product, and most probably would not have enough time to include research to back-end techniques.

Nonetheless, our scope for the project remains straightforward: find the main struggles that youth workers face when reaching out to the youth, come up with a concept that will help them in this activity, visualise our ideas through high fidelity prototypes and finalise everything by developing it all together.

## Research process

### Online Research

For the first phase we decided to start by researching online. Our goal by doing so was to get a general idea of what youth work is like and to give us a starting point.

### Youth work

The CMD methodology of literature study was used in order to explore what youth work is, where it takes place, and what its goals, values, and principles are.

Youth work is a broad term encompassing many different activities that support and engage young people, and it can be delivered by trained professionals or volunteers in a variety of settings.

The main aims of youth work are to promote positive youth development, encourage social incorporation and well-being, and empower young people to shape their own futures.

The values and principles of youth work include social justice, human rights, and the well-being of young people, as well as empowerment, participation, equality, respect, collaboration, learning, holistic approach, and non-judgemental approach.

Since it is considered a sensitive topic, the government and various organisations support youth work, which can help guide young people in developing their skills and becoming responsible, contributing members of society.

### Social workers and their job

Social workers work with specific groups of clients which can have a range of children to elderly and families in crisis. The type of work a social worker can do varies a lot depending on their speciality. In this paper we will be researching what their main tasks are, what their responsibilities are, what their ethical principles are, and where they might work or what skills you need to have in order to work as a social worker.

### Who are the social workers and what are their main tasks in their job?

A social worker is a trained professional that caters to the well-being of youth. They may work in various settings such as schools, government agencies, youth

agencies or hospitals. They can specialise in a particular area of practice such as child welfare or mental health.

A list of activities for a social worker can look like this:

- Visiting clients and assessing their needs
- Arranging appropriate care
- Liaising with relatives or other professionals
- Writing reports
- Attending or contributing to court cases

#### *The roles of a social worker*

As a social worker you want to make sure you focus on giving a sense of belonging to clients. There are many diverse functions within social work. (The Roles of a Social Worker, n.d.). They must also embody the social work code of ethics (NASW code of ethics).

The responsibilities of a social worker range from conducting interviews with individuals and families to review their situation, to then writing up assessments that meet certain standards to be able to offer and organise support for the client. They have to organise, manage packages of support to help / enable clients to reach their potential most fulfilling life. They also make decisions, give advice on the best course of action to take for an individual or family. Often they also participate in meetings regarding child protection.

They have to maintain accurate records and keep up paperwork in case of legal action. A social worker has many roles: enabler, mediator, coordinator, manager, educator, evaluator, broker, facilitator, negotiator, advocator (The Roles of a Social Worker, n.d.).

#### Must-have skills as a social worker

There are certain skills and soft skills you will need as a social worker:

- Be able to work under pressure
- Deal with very challenging behaviour
- Organise their own workload
- Be understanding of other people's lifestyles
- Work with people from all walks of life
- Be happy visiting people where they live

But also skills such as: organisation skills, empathy (able to see things from other points of view), relationship-building skills, resilience, problem-solving skills, motivational skills

*How can you become a social worker and what do you need to do?*

If you want to become a social worker there are a couple ways to do so.

One of the first being volunteering. If you want to work part time or even fulltime as a social worker, you can typically volunteer in youth centres.

The second option would be to earn a degree in the field of social work. You need an undergraduate degree in community studies or social work. This can be done part time to gain experience in the field. You may also do this by completing a post graduate studies, which can take up to two years. In The Netherlands you may also follow the education called "MBO4 Sociaal Werk" which is a secondary vocational education. This will be enough to work in social work. Different levels of certifications exist within social work, ranging from entry level certifications to professional certifications, (Indeed Editorial Team, 2022)

### *Youth Social Workers*

A youth social worker is someone who helps youth with issues they may be facing when growing up. They work directly with teens. They may provide social services and assistance to improve social and psychological functioning. If you wish to read more about this you may read it here: Who are social workers and what are their tasks? Under 'Youth Social Workers'.

### *National Association of Social Workers*

The actions and interactions of a social worker are set in rule by a certain code of ethics, which has professional guidelines, called the National Association of Social Workers, according to Work (n.d.)

The primary mission of the social work profession is to enhance human well-being and help basic human needs of every person. The mission of social workers is rooted in core set values:

- Service
- Social justice
- Dignity and worth of the person
- Importance of human relationships
- Integrity
- Competence

If you wish to read more about these values regarding the NASW Code of Ethics you may read more here: [Who are social workers and what are their tasks?](#) Under '5. National Association of Social Workers'.

### *Digicoaches*

After our interview with Dynamo, a youth organisation / centre, we came to the realisation that Digicoaches play an important role. During our interview with Dirk-Jan, innovation manager of Dynamo he told us how Digi coaches are used to

guide their employees. These Digicoaches are social workers with an extra role, typically they are younger people.

They are typically people within the workplace, in this instance it would be the youth centre who get schooled to become a Digicoach. These Digicoaches are healthcare professionals or volunteers who educate their colleagues in digital skills. Digi Coaches help narrow down the gap between ICT and the workplace.

The Digicoach understands the newest technologies and how these work, they help their colleagues understand these technologies. They typically have time to learn about these newest developments and often follow courses/workshops regarding this.

## Youth work internationally

### *Brazil*

There are many government and non-governmental organisations in Brazil that work to support the youth in the country. The current main areas that these organisations focus on are education, youth employment, providing underprivileged youth with basic needs(food, hygiene products, learning materials, etc.) It is currently up to the leadership of each state to offer and organise social and youth services for their communities. (*Serviços De Acolhimento Para Crianças, Adolescentes E Jovens*, 2020) Therefore, youth work in Brazil will differ state by state. However, there are still some federal lead initiatives that aim to benefit youth all over Brazil. There are also many programs that focus on underprivileged and uneducated youth to give them more opportunities for a successful future. A list of different initiatives in each state can be found here: [Programas de Governo | InfoJovem](#)

### Organisations focusing on Youth Work - Conselho Nacional de Juventude

This is a government organisation that brings together young people from across Brazil to advise the government on youth policies and programs. It is an advisory body that was created in 2'005 with the aim of promoting and developing policies for young people in Brazil. The Council is composed of 60 members, and half of them are people aged 15 to 29, and the other half are representatives of government agencies. One of the main functions of CONJUVE is to provide recommendations to the government on youth policies and programs. The Council carries out research, and it also monitors the implementation of government policies and programs related to young people. (*Participa + Brasil - O Conselho*, n.d.)

### Projeto Uerê

Projeto Uerê is a non-governmental organisation based in Rio de Janeiro that provides educational and cultural activities for children and youth living in low-income communities. The organisation was founded in 1998 by French-Brazilian journalist, Gigi Gorenstein, because of the lack of educational opportunities for children and youth living in the favelas of Rio de Janeiro. Projeto Uerê provides a safe and supportive environment for children and youth to learn and grow, with a focus on promoting creativity, self-expression, and social skills. The organisation offers a range of activities, including art workshops, music lessons, dance classes, and sports programs. These activities are designed to help young people develop confidence, leadership skills, and a sense of community. Projeto Uerê also provides support to families in the community, including food, health care, and legal assistance. (*Projeto Uerê / Rio De Janeiro / Home*, n.d.)

### Centro de Promoção da Saúde (CEDAPS)

Centro de Promoção da Saúde (CEDAPS) is a non-governmental organisation based in Brazil that works towards promoting health and social justice, with a focus on promoting sexual and reproductive health. The organisation was founded in 1994 and has since then worked towards achieving its objectives through community-based initiatives and advocacy. CEDAPS works with communities in marginalised areas to develop health and education programs, promote social inclusion and citizen participation, and advocate for policies that promote health equity. Some of the key areas of focus for CEDAPS include maternal and child health, mental health, and the prevention and control of infectious diseases such as HIV/AIDS and tuberculosis. (*CEDAPS / Centro De Promoção Da Saúde*, n.d.)

### *Bulgaria*

Youth work is a term used to explain “an organised activity or initiative that provides, protects and develops the interests and needs of young people” (Georgieva, V., & Valcheva, V., 2019). Currently in Bulgaria the development process of youth work and the overall field is in its early stages, so there is not much progress when it comes to training and learning.

This is why currently in Bulgaria, there are two main drivers of the development of youth work - a project called “Operational Program Development of Human Resources”, started in 2018 by the Ministry of Youth and Sports, and the National Youth Act - a law present in the country since 2012. They both aim to improve the quality and accessibility of youth services, represent and encourage the participation of young people in the social and public life of the country, and promote youth volunteering. The focused age group is for people between 15 and

29. Furthermore, this law has been backed up by the National Youth Strategy - a planned strategy that sets long term goals and priorities for the youth in the country every ten years. The end goal of the plan is to have more capable, engaged, and empowered young people who are prepared to reach their full potential and actively participate in the country's growth (Georgieva, V., & Valcheva, V., 2019). According to the National Youth Strategy 2021-2030 some of the main strategic objectives are (YouthWiki, 2023):

1. Promotion of non-formal learning
2. Promotion of engagement, participation and empowerment of young people
3. Development and establishment of youth work at national level
4. Promotion of healthy environment-friendly lifestyle
5. Promotion of culture and creativity among young people

Below in the table you can see the number of young people according to their age that fall under the National Youth Strategy, based on the National Institute of Statistics as of December 2021 (National Institute of Statistics, 2022).

15-19 years of age	20-24 years of age	25-29 years of age	Total
319 108	304 531	342 277	965 916

"In Bulgaria there are four youth centres under the programme "Children and Youth at Risk", which is financed through the financial mechanism of the European 10 Economic Area 2009-2014." (Georgieva, V., & Valcheva, V., 2019). There are in the towns Plovdiv and Stara Zagora, which have the Council of Europe Quality Label, and in Dobrich and Vratsa. These four centres form the National Network of Youth Centres, whose main goals are to promote national recognition of youth work and to work toward uniform standards of quality. Apart from that, there are a few NGOs (non-government organisations) that have been established in the country in the past decade. The biggest and most recognised one is the Bulgarian Youth Association in Sofia.

These centres and organisations practise the involvement of the youth in the society through different activities. They all do it in person and up until now there haven't been any online or digital practices. They use a non-formal learning approach, that sets a more comforting and laid back environment, compared to, for some, the harsh habitat of going to school. Some of their activities include dance lessons, organised social and art events, camps, workshops, trainings, campaigns, seminars, etc. They all aim to bring people from different backgrounds and communities together to have fun and learn to work together.

One way these established organisations strive to develop themselves is through realising different projects and expanding their work on both local and

international level. They organise a lot of events with other youth centres/associations from Europe where young people can participate, have fun and learn something on the way.

Overall, because of its early stages of development, the youth work in Bulgaria is not yet on the level that perhaps it should be. When it comes to such centres and organisations, most of them are directly related to the government, only a small part being non-profit and/or NGOs. Despite that, youth workers have made significant progress in educating, informing and connecting the people in Bulgaria between the ages of 15 and 29. Almost all practising centres and organisations prefer to have their activities in person, so they can ensure young people have direct contact with one another, thus the online space has not been yet explored to such extent.

If you wish to read more about the different organisations and youth work in Bulgaria, you can do so in this document: [Youth work in Bulgaria](#)

### *Finland*

Finland being one of the most advanced countries in the world, topics such as commonwealth, work ethics, healthcare and youth work have been in the spotlight for quite some time. Special attention has been paid to them, in order to ensure the comfort for the society. One of the topics that makes Finland stand out is youth work. The history of youth work in Finland has been mainly studied by one scholar, Juha Nieminen from Tampere University. His seminal work is *Nuorissa tulevaisuus* (The future is in the young) from 1995. This is a comprehensive history of youth work in Finland. Nieminen has continued to explore the historic origins of youth work.

The country has had a Youth Act since 1972, which requires municipalities to provide opportunities for youth work and youth activities to individuals under 29 years old. Youth work is seen as an independent agent, combining professional and voluntary work, with a focus on supporting the growth of young people and encouraging their participation in society. The key principles of youth work in Finland are understanding and guiding group processes, participation of young people, and voluntarism. Finland participates in European initiatives for promoting youth work recognition. Youth work is generally financed by the state, local authorities, and parishes, and there is education on youth work available in vocational education, universities of applied sciences, and universities. The recognition of learning in youth work has not been a priority in Finland, and there are no national competency descriptions or legal requirements for youth workers due to the emphasis on professional autonomy and decentralisation policies. Municipalities are responsible for local youth work, and youth councils must be given the opportunity to influence the planning and execution of activities that

affect young people's well-being. There are also national youth and educational organisations in Finland.

When it comes to organisations and agencies that work over the topic of youth work, Finland has a lot of them. Different specialised environments and centres are spread out through the whole country, letting young people to reach out for support. As big cities offer wider variety of activities and events for the youth, from which they can benefit in personal and professional aspect, Helsinki, being the capital of Finland, is the centre of youth work, countless agencies, organisations can be found there together with specialised places/settings used for carrying out interesting events and activities. Such organisations are; City of Helsinki(Helsinki's municipality), Salto Youth, and Verke. Differentiating from one another with the activities they are offering, social youth workers are able to reach out to young people to support and guide them, helping them become a valuable member to the society.

Verke, administered by the City of Helsinki, is the administrator for centres of expertise to develop and promote competence, expertise, and communications in the field of youth work in accordance with the Youth Act. They strive to increase educational expertise on digitalization in the field of youth work and support the field in developing youth work services and activities using digital media and technology. Verke focuses on strengthening digital youth work in leadership, planning and practice, knowledge-based development, and youth workers' competences and awareness of the risks and opportunities of digital media. The target audience is people working for municipalities, parishes, and associations, including youth work directors, qualified personnel, youth work trainees, and teachers. Verke promotes the realisation of equality and parity, emphasises on the importance of digital competences regarding the social functional capacity of the youth, and contributes to improving the growth and living conditions of the youth. Digital youth work is not a separate discipline/method but intertwined with all areas of youth work. Finnish youth work has incorporated new media and technology since the late 1980s and 1990s, and the concept of "digital youth work" needs to encompass all youth work activities involving digital media and technology. If interested you can read through our findings about Verke in this document: [Verke - digital youth work](#).

Finland is known for being advanced in various areas, such as work ethics, healthcare, and youth work. The topic of youth care has been ongoing since 1972, with many changes for the better. Many non-profit agencies and organisations exist throughout the country to provide youth work projects, including the Youth Pass. Although the target age group is 12 to 25, the Youth Act allows people below the age of 29 to benefit from these projects. Many agencies and organisations offer in-person activities, while others offer digital youth work opportunities such as workshops, podcasts, rubrics, and blogs to develop leadership and planning skills. Finland prioritises human rights.

If you wish to read more about the different organisation/agencies and youth work in Finland, you can do so in this document: [Youth work in Finland](#)

### *Germany*

In Germany, youth work is pretty far developed. There are a lot of youth centres and even some Discord servers (Bielefelder Jugendring e.V., 2023). However, next to these servers, there are not many online communities or events organised and held by German youth centres. Also, the presence of German youth work on platforms like Instagram was almost non-existent. Using search terms like: "Jugendarbeit" or "Sozialarbeit" only a few examples could be found.

The JFF - Institut für Medienpädagogik (institute for media pedagogics) is working together with Digital Youth Work to increase the number of online communities and online events with youth workers (Digital Youth Work., 2020). This shows that Germany is working on more online youth work.

The Senate Department for Education, Youth and Family in Berlin collaborates with clubs, festivals and playgrounds in the city of Berlin (Senatsverwaltung für Bildung, Jugend und Familie Berlin, 2022). The aim is to get more youth to be responsible for their social and political actions. They did make it slightly confusing, because there is a difference between 'youth work' and 'youth social work'. Youth social work is focussed on youth who are socially disadvantaged or who have trouble at home and they can get extra support from schools or youth welfare programs.

The main problem with German youth work, is the fact that there are three levels that German youth work runs on (EACEA National Policies Platform, 2022). These levels are local, state and national. On the local level, youth work is done as we know it, with youth centres and municipalities helping the youth and providing funding and guidelines respectively. So the local level is really the level on which youth work itself gets done.

On the state level, frameworks are made for the local youth work to follow. This way, the states prevent the local level from acting all on their own, which ultimately would lead to different youth work in every municipality. The state also provides funding where needed for local youth work. Lastly, since the states make the framework for local youth work, youth work differs greatly in different states in Germany.

The national level consists of the Bundesministerium für Familie, Senioren, Frauen und Jugend, the BMFSFJ. This national ministry's main task is to provide funding for the states when needed, or when the state or local levels are developing beneficial things for youth work that can be used in different states or

municipalities. They also get propositions for new laws and frameworks from the states to approve or decline. And lastly the BMFSFJ makes a yearly report about how things are going on the other levels, as well as making the national funding plan for youth work.

If you wish to read more about youth work in Germany, you can do so in this document: [Youth Work in Germany](#).

### *Netherlands*

In the Netherlands, jongerenwerk, Dutch for youth work is a field of practice. Like in many other countries, Dutch youth work covers a wide array of social practices focusing on young people. There is no strict rule or definition as to what it really means. The only umbrella term is that youth workers deal with people aged 10 to 23 typically. Since the 19th century Dutch youth work was meant to target all young people and specific target groups of youth. Since the 1980's, Dutch youth policy and related state funds have been focused on specific target groups, commonly described as "problematic youth" (probleemjongeren), or "youth at risk" (risicojongeren) (Youth Work and "Youth at Risk" in the Netherlands, n.d.).

The Netherlands was the first to open a school for social work (1899) and in the 70's youth work became an official profession. Typically youth work had been left to society, but since the 80's the localization of social services including youth work has become more and more popular. Youth work is basically a connection between municipalities (financiers), NGOs (Non-governmental organisations).

### Jeugdwet

In The Netherlands municipalities are responsible for youthcare. They can organise care closer to these residents. This is a law called 'Jeugdwet' (Ministerie van Algemene Zaken, 2022). The municipalities have a duty to provide youth care and support. They have to:

- Advice youth on which help is most appropriate
- Choose the right form of youth care together with the young person
- Ensure that chosen youth care is available

In The Netherlands, youth workers often work with schools, sports, cultural organisations and municipalities and youth services, sometimes even police (Jongerenwerk | Nederlands Jeugdinstituut, n.d.).

Youthworkers in the Netherlands are currently active on social media such as Whatsapp, Snapchat, Youtube, Instagram or Facebook, or Tiktok.

### Youth Work Agencies

In The Netherlands, there are many youth agencies. One of them is Nederlands Jeugdinstituut, NJI for short. Nederlands Jeugdinstituut, helps youth with their daily challenges in life and development. A youth worker can offer a listening ear. They can brainstorm with the youth on all kinds of topics and questions and offer help. This can be regarding for example if the youth has trouble deciding what study program to choose, difficulty finding an internship, loneliness, lack of confidence or troubles at home, violence at home, and related topics.

They have a list of general organisations where youth can talk about their feelings. These organisations are generally for youth between 16-25 and some offer group courses where you participate in activities with other youth. You may also chat/talk to experts in the mental health field to get the necessary help. A lot of these organisations are also available through WhatsApp, calls, and chats.

In some municipalities there's also "meidenwerk" which translates to girlswork. This is aimed at younger girls who are vulnerable, but because girls are generally speaking harder to reach than guys when it comes to youth work, they have made an effort to combat this. This has emerged from research into this specific methodology in youth work "Meidenwerk" helpt meisjes in kwetsbare situatie | Nederlands Jeugdinstituut. (n.d.).

### Jeugdzorg

Jeugdzorg Nederland is the association that offers youth assistance, youth protection and youth probation. They mainly communicate about what youthcare organisations do and what is needed. They have what is called a "vertrouwenspersoon" which is someone who guides and informs youth. This person also contacts people via Whatsapp for example. They make rules/guides as to when and how they will contact each other via whatsapp. They make sure it's a "business" account so the youth don't get confused

### Jongerenhulponline

Jongerenhulponline is a place where youth can discuss their feelings and vent. They offer 20 different helplines where youth can get free, fast and anonymous support.

## Do you have questions about these topics?

 <p><b>Loneliness</b></p> <p>Would you like to do more fun things? Do you want to have more friends around you? But do you find that difficult or complicated?</p>	 <p><b>Substance use and addiction</b></p> <p>Do you often drink too much alcohol? Is smoking taking over your daily life? Are you concerned about your gaming or gambling behavior?</p>	 <p><b>Gloomy and anxious</b></p> <p>Do you feel gloomy or depressed? Don't feel like anything anymore? Are you often tense or anxious? Are you afraid things will go wrong?</p>	 <p><b>Sex</b></p> <p>Are you ready for sex yet? Don't want to take the pill? When am I pregnant? Am I addicted to porn? Had sex without a condom?</p>
 <p><b>Eating problems and self-esteem</b></p> <p>Do you feel fat every time you look in the mirror? Are you</p>	 <p><b>Parting</b></p> <p>Do you want to talk, laugh, complain or cry because your</p>	 <p><b>LGBTIQ+</b></p> <p>Do you feel different from the assigned gender? Are you unsure</p>	 <p><b>Sexual/online abuse</b></p> <p>Are you being threatened with your nude images? Has a fake</p>

The reason for launching jongerenhulponline.nl was due to the increasing psychological problems and mental health of youth during corona. The aim was to create a trusted place where young people can easily access suitable (online) help (Jongeren Online, J. H. (n.d.). Over ons).

Aside from the two agencies listed above, there are many more agencies. Every municipality should have one. Below are some youth agencies / centres as an example.

- Donbosco straatvisie: a youth organisation aimed at youth between 17-27. They want to bring vulnerable (homeless) young people and parents together with peers. They often do activities to help relax the youth, have them improve their skills and to expand their social network.
- R-newt: R-newt is an organization for youth that seems to focus on practical experience. They strive to develop talents in youth. They are often connected to 'youthnuisance' (jeugdoverlast).
- Tavenu: Tavenu is a youth centre which organises various activities, from concerts to other projects. They want youth to be allowed to be creative in a safe environment. They also have a helpline for youth who are struggling (De Tavenu, 2020).
- Sociaal Werk Nederland: Social work Netherlands is the branch organisation for social work. They represent more than 80% of the sector. More than 500 social work organisations belong to them.

## Social media platforms - good and bad

According to the Urban Dictionary (2019), “Social Media is a generalisation to many device software that connects users via the internet. In many instances these include posting, tagging, etc. As well as a connection between people, it doubles as a popularity scheme. Many people can achieve and/or obtain more fame and fortune via social media through awareness and recognition”. And in order to be on social media, every user needs to have dedicated platforms on which they go. So, it is also important to cover what exactly is such a place and what people can expect from it.

A social media platform is “a system for disseminating information over the Internet to a selected group of followers”. They “are used by people to publish their daily activities, comments and photos as well as re-publish information posted by others” (PCMAG, n.d.). These platforms can vary from traditional networking sites, such as Facebook and video-hosting sites like Youtube, to community blogs and discussion sites like Tumblr and Reddit (Biteable, 2022).

It is important to mention that social media can be used in **two situations** - for personal and professional use.

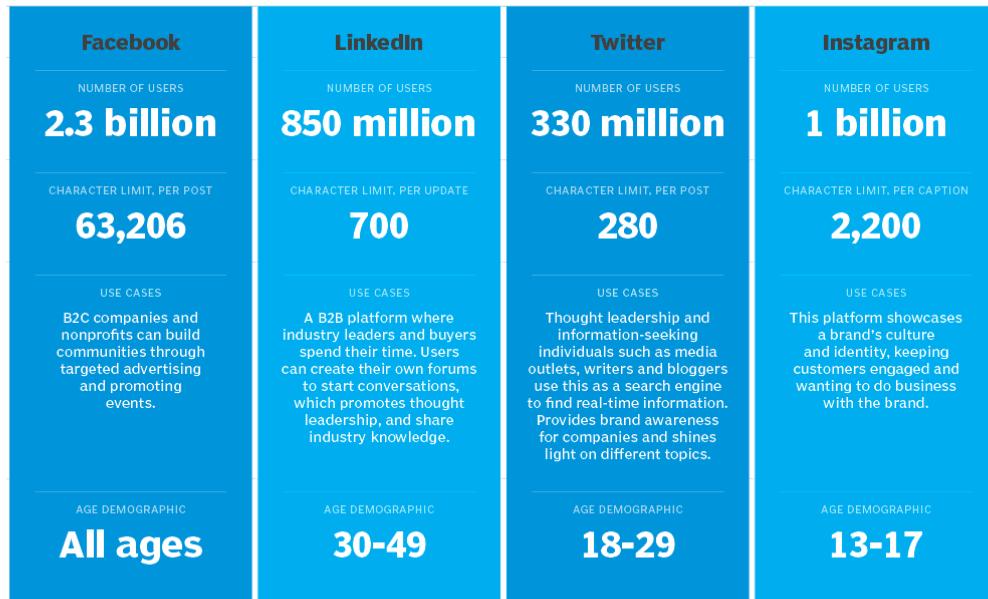
When it comes to **personal use**, social media can be very beneficial in various aspects. It easily connects us with our friends and family through messages, videos and calls; it gives us the space to share our interests and find new hobbies. Students can easily find information they need and employees have more opportunities for remote jobs. When it comes to making new friends or connections, platforms like Facebook and LinkedIn provide the space to explore other people’s profiles, see their pictures and information they share (Udemy, 2020).

Thanks to the rapid development of social media, now online platforms can be a great help to **professional** organisations. According to Lutkevich & Wigmore (2021), businesses use “social applications to market and promote their products and track customer concerns. This is possible thanks to various tools, which help brands track and measure the attention they get, connect to customers and quickly respond to feedback, address problems and maintain customer confidence.

Another process that businesses go through online is “crowdsourcing”. This is “the practice of using social networking to gather knowledge, goods or services. Companies use crowdsourcing to get ideas from employees, customers and the general public for improving products or developing future products or services” (Lutkevich & Wigmore, 2021).

# Social media for business

There are many social media platforms available for businesses to connect with potential customers. Here are some of the more popular social media sites and uses for each.



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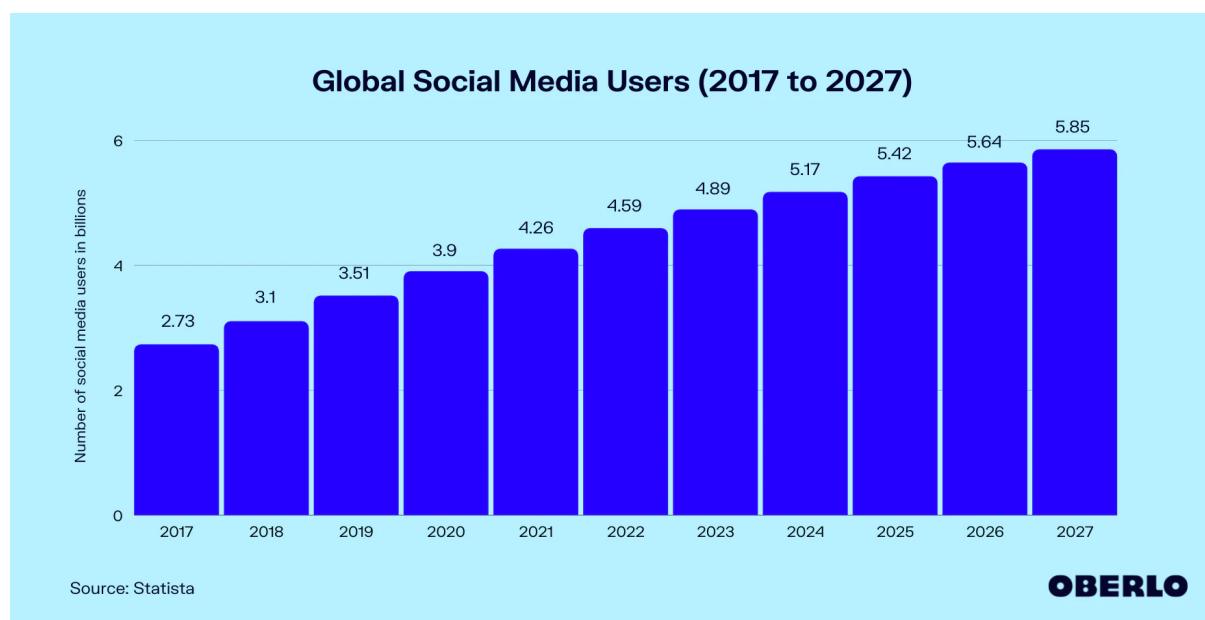
*What some popular social media platforms provide and their target enterprise uses  
(Lutkevich & Wigmore, 2021)*

Now that we are familiar with the ways that social media can be used, let's talk about the different types of platforms. According to Kakkar (2022), there are 8 major types of social media platforms:

1. Social networks - the focus of these platforms is the individual (and brands). "They encourage individuals and businesses to interact online and share data and thoughts for ensuring mutually productive relationships". Example sites of this type are **Facebook**, **Twitter** and **LinkedIn**.
2. Media sharing networks - this type of platforms are entirely related to sharing various types of content - images, videos, music and other. Some of the main sites of this type are **Instagram**, **YouTube** and **Snapchat**.
3. Discussion forums - such types of networks are used for finding, discussing and sharing different types of information, news and opinions. Some example platforms are **Reddit** and **Quora**.
4. Bookmarking and content curation networks - using such types of social media platforms will help you get inspired and learn the newest trend in the fashion and lifestyle world through sharing and saving images and videos on the topics. An excellent example is **Pinterest**.

5. Consumer review networks - these types of platforms are used to find out, share and review information about different brands, products and services. It is extremely helpful for business growth, as it creates an idea of whether it is good or not. Example platforms are **TripAdvisor** and **Yelp**.
6. Blogging and publishing networks - such platforms can be used for "publishing, discovering and commenting on articles, social media blogs and other content on the web". An example site is **Tumblr**.
7. Social shopping networks - these platforms combine two of the most enjoyed experiences - shopping and socialising. They offer a space where people can explore different trends, follow their favourite fashion brands and do some shopping along the way. Such platforms are **Etsy** and **Polyvore**.
8. Interest based networks - these platforms are used for people to connect with others that share the same hobby and interests as them. The fields of interest can vary from books and music to home decor and cooking. One example of these platforms is **Goodreads**.

Based on a study conducted by Gaubys (2023) for Oberlo, in 2023 nearly 4.9 billion people are online and use social media. This number is expected to increase by 2027 to 5.85 billion.



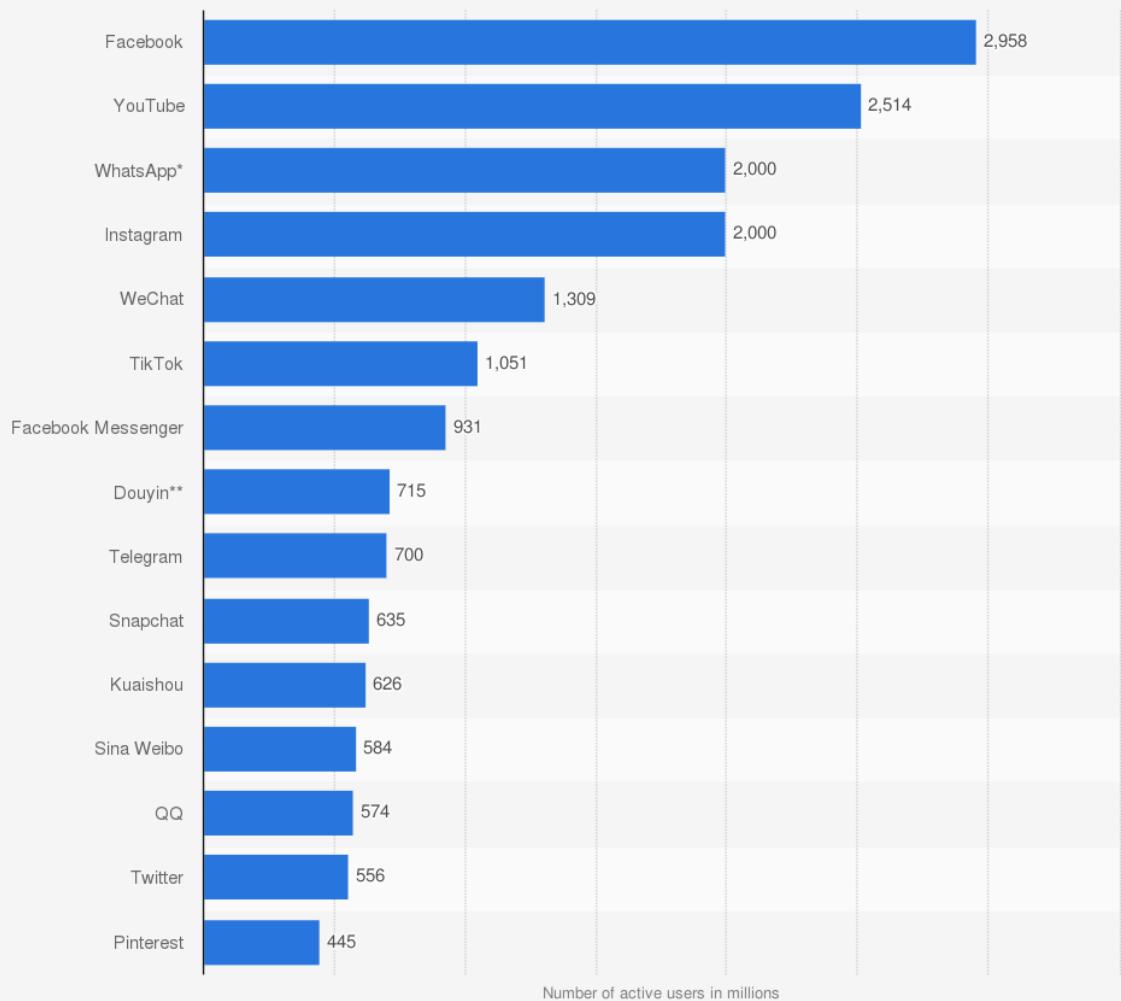
*Social media users worldwide (2017-2027) (Lin, n.d.)*

When it comes to the time spent on social media, it varies by the age group. Below you will find a table that depicts the total amount of time people spend per day, depending on which age group they belong to (Georgiev, 2023).

<b>Age group</b>	<b>Average time spent on social media per day (2022)</b>
16-24	5 hours and 49 minutes
25-34	5 hours and 31 minutes
35-44	4 hours and 49 minutes
45-54	3 hours and 57 minutes
55+	3 hours and 3 minutes

According to a statistic conducted by Dixon (2023), the top three most used social media, based on the number of monthly users, are **Facebook** (with almost 3 billion users), **YouTube** (with 2.5 billion users) and **WhatsApp** (with 2 billion users).

**Most popular social networks worldwide as of January 2023, ranked by number of monthly active users (in millions)**



**Sources**

We Are Social; DataReportal; Meltwater  
© Statista 2023

**Additional Information:**

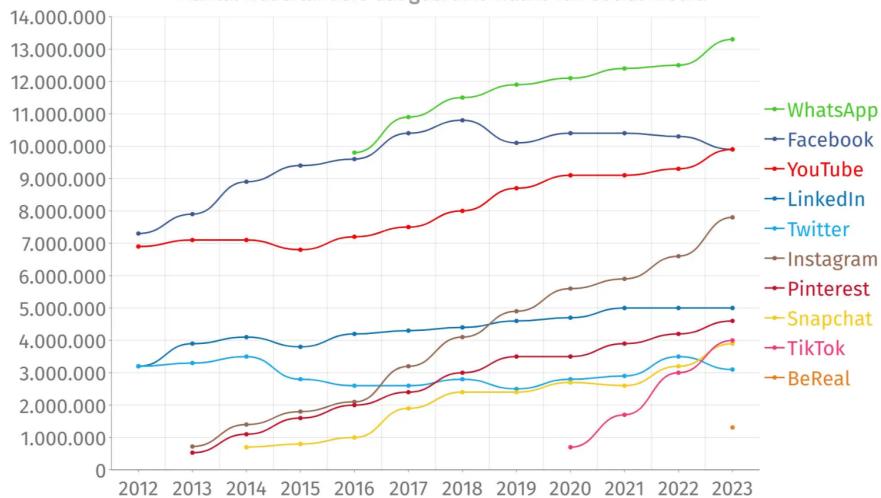
Worldwide; DataReportal; January 2023; social networks and messenger/chat app/voip included; figures for TikTok does not include short-form video users

*Most popular social networks worldwide as of January 2023, ranked by number of monthly active users (in millions) (Dixon, 2023)*

In the Netherlands, social media is being used an average of 112 minutes a day (Oosterveer 2023). The most used platforms are still Whatsapp and Facebook, however, Facebook has been in a decline the last couple of years. Youtube is still popular as well, which shows that videos of the longer format are still competing well with the shorter videos from TikTok and Instagram for example (Meijroos, 2022).

## Gebruik van social media in Nederland

Aantal Nederlanders dat gebruikt maakt van social media



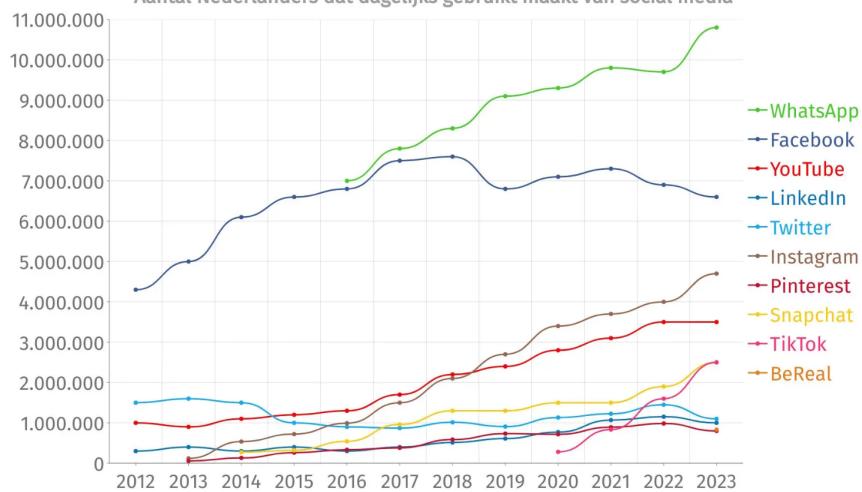
BRON: NEWCOM RESEARCH | DANNY OOSTERVEER | MARKETINGFACTS

*Social media use in the Netherlands (Oosterveer, 2023)*

TikTok and Instagram, however, are more popular to use on a daily basis (Oosterveer, 2023). This could be because of the short nature of the videos and the posts. Another reason could be that on TikTok and Instagram you have more interaction with friends and family, instead of seeing famous Youtubers that you don't know personally.

## Dagelijks gebruik van social media in Nederland

Aantal Nederlanders dat dagelijks gebruikt maakt van social media



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*Daily social media use in the Netherlands (Oosterveer, 2023)*

In a different research, conducted by Nederpel and Pauw (2023), it shows that on average Dutch people use social media for 114 minutes a day. This is fairly similar to Oosterveer, and taking into account margin of error, it could be said that these two researchers confirm each other. Nederpel and Pauw also showed how much every age group uses social media over the last couple of years.

<b>Age Group</b>	<b>2020 (in minutes)</b>	<b>2021 (in minutes)</b>	<b>2022 (in minutes)</b>	<b>2023 (in minutes)</b>
15-19 years old	143	160	156	161
20-39 years old	114	111	138	147
40-64 years old	85	85	88	95
65+ years old	82	78	82	88
Average over all groups	98	97	107	114

If you want to read more about the most used social media platforms, both internationally and in the Netherlands, then refer to [the most used social platforms internationally and in the Netherlands](#).

Nowadays there is an ongoing debate whether social media actually has more positive or negative impact on people. Of course, to every single thing, there is a good and a bad side. And social media is no exception.

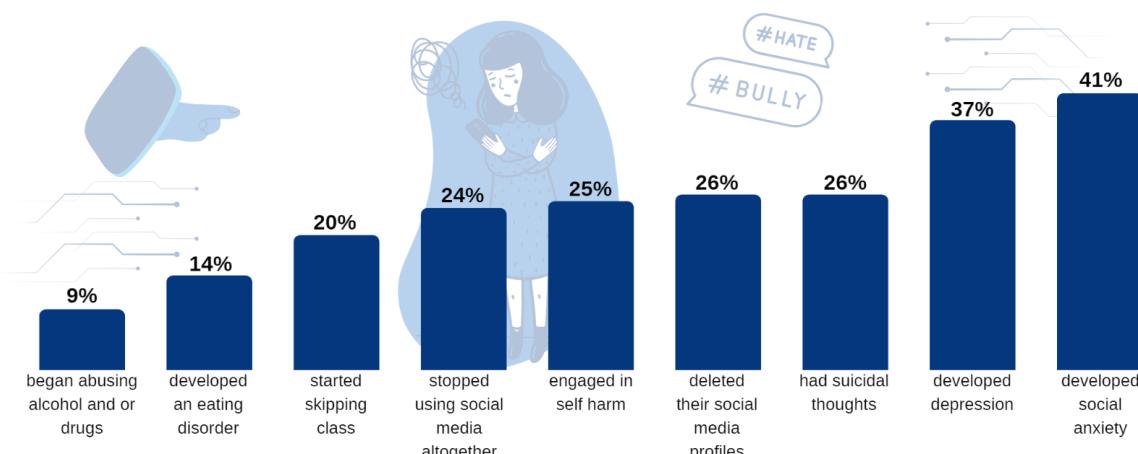
Social media has revolutionised the way we communicate and make friends. It has made it way easier to stay in touch even if two people live on the opposite parts of the planet. It also has benefited a lot of businesses and organisations to grow, expand their audience and help those in need. Through social media we also feel as a part of a community, where we feel heard and understood, we can share our thoughts and talk to people with similar interests. Apart from that, studies have shown that social media also has a lot of positive influence on health, education and society. A few of them include:

- Communicate and stay up to date with family and friends around the world (Robinson & Smith, 2023)
- Provides a great source of entertainment (Effects of social media, 2023)
- Find an outlet for your creativity and self-expression (Robinson & Smith, 2023)
- Creates marketing opportunities for business owners to reach a wider audience (Effects of social media, 2023)
- Help people socialise and make friends through exchanging ideas and learning new things (Akram & Kumar, 2018)
- It provides an easy and an effective way in which students can share knowledge (Akram & Kumar, 2018)
- Opportunities for remote employment (Dalomba, 2022)

But of course, to every positive thing, there is also a negative side. Despite the fact that social media establishes a space where we can connect with others, it also brings a lot of disconnection to the real world. We have become immersed in the online space to such an extent, that many people forget what it's like to have a real conversation. Some of the negative aspects to social media are:

- Depression and anxiety (Robinson & Smith, 2023)
- Self-image issues (Dalomba, 2022)
- Promoting procrastination and distractions (Effects of social media, 2023)
- Fear Of Missing Out (FOMO) (Robinson & Smith, 2023)
- Cyberbullying (Bergman, 2023)
- Isolation and loneliness (Robinson & Smith, 2023)

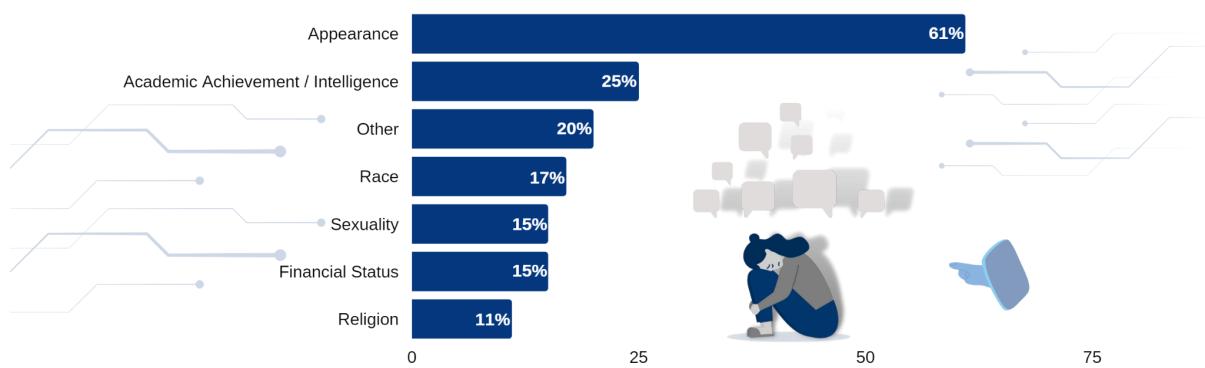
## Issues Kids Feel Result From Cyberbullying



Broadband Search

*Emotional results of cyberbullying on kids (BroadbandSearch, 2023)*

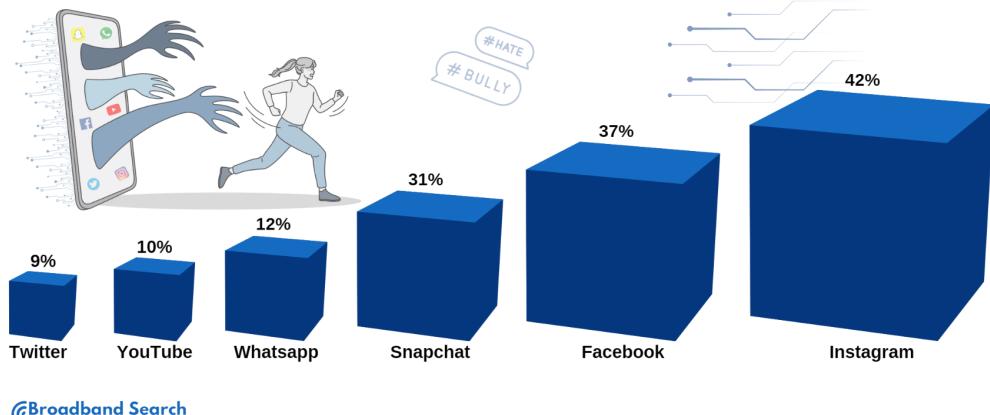
## Main Reason People Get Cyberbullied



Broadband Search

*Main reasons people get cyberbullied (BroadbandSearch, 2023)*

## Where are People Cyberbullied?



*Social media applications where people get most cyberbullied (BroadbandSearch, 2023)*

If you wish to read more about social media, different platforms, and the good and bad sides, visit these documents: [Most used social platforms](#) and [Social media - the good and the bad.](#)

## Social work and Reliability

### *Importance of Reliability in Youth Work*

Many of the people that seek help from social workers are in a very vulnerable state. They might be looking for help, a support system. Sometimes they are just looking for someone just to listen or to care about them. Therefore, reliability and trustworthiness is important when social workers reach out to the youth. They need to know that social workers understand everything they share with them and they understand the courage it took to reach out to them. (*The Importance of Integrity in Social Work / CU Online, 2023*)

### *Factors of Reliability*

In a study conducted by Edelman Trust in 2019, they found that there are three main factors that affect the trustworthiness of a brand/organisation in the eyes of users/members. (*2019 Edelman Trust Barometer Special Report Brand Trust, 2019*)

## Can I trust you to do what is right with ...



*The Evolution of Brand Trust Note. Figure is from the Edelman Trust Barometer Special Report Brand Trust (2019 Edelman Trust Barometer Special Report Brand Trust, 2019)*

The first is the product/service experience. The product/service itself has to be reliable and constantly updated or improved. This would show the users that the organisation is still placing importance in this service and that they can trust the information that that specific brand is showing/delivering to them. Also, is the brand delivering the product/service that they promised? If someone buys a product, and it does not do what the brand promised it would do, in turn the user will believe that they cannot trust the brand itself. The best predictor for past behaviour is future behaviour, therefore they will look at that negative experience with that particular brand/organisation and not trust that they will deliver what they promise to their users.

The second is the user's overall journey with the brand or a specific product. This includes the first discovery of the product/ service until the point of the user actually using the service. It is also important to remember less obvious/less hidden parts of your customers journey. An example of this would be management of data within the organisation. There can be concerns with user data privacy/safety, for example, the way their data is being stored and used. Users need to know what is being done with any personal information/data that can be gathered by them using the service/product.

The third factor that influences people's trust in an organisation is about the brand's impact on society. So factors like:

- The goals of the organisation
- For profit vs non profit organisation

- Who are they helping/creating products for? Is it a marginalised group? Do they help communities in need? etc...
- Are they a clean brand/environmentally conscious?
- Do they care about social issues/stand for their own beliefs?

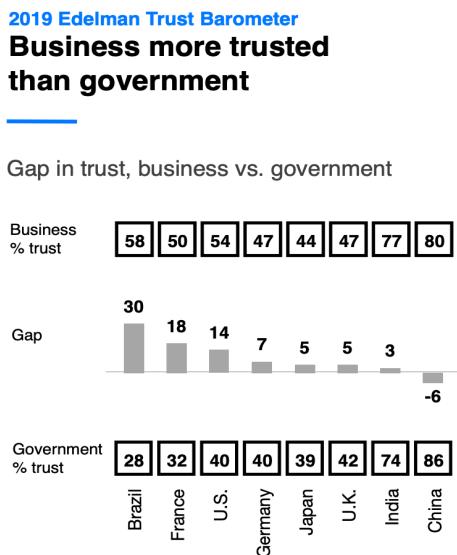
All of these factors would affect the users belief that your organisation/brand will choose to do the right thing, which is subjective of course. For example, if someone is very passionate about environmental issues they might search for brands that align with their views, even if it might not have anything to do with the end product/service that they might use.

### *Bad and Good Practices*

#### Good practices - World Wildlife Fund (WWF)

The WWF is a global conservation organisation that is dedicated to protecting wildlife and their habitats. The organisation is widely regarded as reliable and trustworthy due to its commitment to science-based conservation practices, transparency, and accountability. (*World Wildlife Fund, 2023*) The WWF is committed to transparency and accountability in its operations, and regularly publishes financial reports and other documentation on its website. WWF also employs a team of scientists and experts who conduct research and provide guidance on conservation efforts. The organisation is also certified by third-party organisations, such as Charity Navigator and the Better Business Bureau, which evaluate non-profit organisations based on their effectiveness, transparency, and financial accountability. Finally, WWF works with a range of partners, including governments, other non-profit organisations, and private sector companies, to achieve its conservation goals.

## Bad Practices - Government/Governmental Organizations



Note. Figure XX is from the Edelman Brand Trust Report (*2019 Edelman Trust Barometer Special Report Brand Trust, 2019*)

There are many reasons why people may not trust the government as an organisation, the following being some of the those reasons:

1. Governments have a history of deceiving their citizens, whether it be through cover-ups, propaganda, or wide-spread misinformation. An example of an incident like this would be the Watergate scandal in the United States (History.com Editors, 2009) where high-level government officials engage in illegal activities and lying to the public.
2. There are also some political biases that influence governments decision-making, which the public will have personal opinions on. This can result in policies that favour certain groups or individuals over others, or that are not in the best interests of the public as a whole, which should be their main goals/target group.
3. The history with corruption that governments have is a major reason for the people's distrust in their government and elected leaders. Corruption is a pervasive issue in many governments around the world, with officials using their positions for personal gain or engaging in illegal activities. (Trust in Government: A Review and Extension, 2023) This erases any trust that these people would have in their government institutions and makes people sceptical of their motives and actions. As can be seen in the figure above, for countries that have a long lasting history of corruption in the government like Brazil, the levels of trust in the government are extremely low, especially when compared to the trust that Brazilians have in

businesses. (2019 *Edelman Trust Barometer Special Report Brand Trust*, 2019)

Therefore, when creating content/reaching out to the youth, it might be best for youth workers to not mention connection to government organisations to raise trust.

### Social workers and digital education

Most social workers are not digitally educated at Dynamo. This is something that Dirk-Jan van Soelen, innovations manager, said to us, during our interview at Dynamo. It is extremely important to educate these social workers about the use of social media, but also how to delve into the online world of youth and even moderating skills.

At Dynamo, there are digi-coaches. These digi-coaches educate social workers about the online world, however they are doing this in a non-efficient way. Dirk-Jan said that these digi-coaches tried making a new platform, which turned out to be a failure. After this, they made a manual about all kinds of existing social media and how to use it. The problem is however, that this manual was a physical bookwork, so still the social workers were not online and they were not motivated in any way.

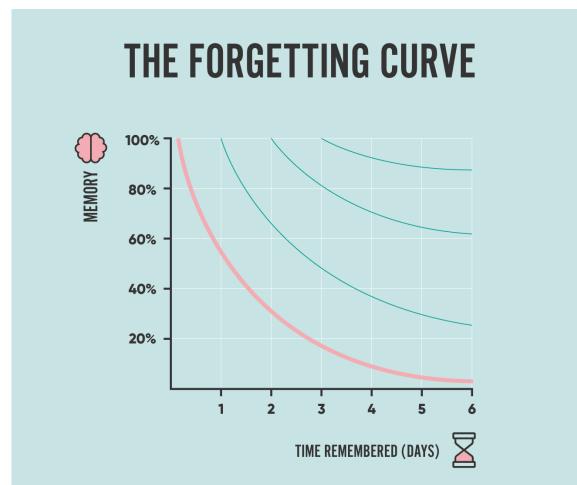
The two key things for successful education are motivation, repetition and reflection (Mos, 2018). Motivation can be both intrinsic or extrinsic and it makes sure that learners want to learn, which in turn helps with remembering what they learned and feeling good about learning and wanting more. Repetition makes sure that learners don't forget what they just learned. And by using for example gamification with the octalysis framework by Yu-Kai Chou (Bilham, 2021) and Ebbinghaus' Forgetting Curve (Peeters, 2018), these key things can be achieved.

By using gamification, and specifically the octalysis framework, people will be motivated to learn more about a subject (Bilham, 2021). So in our case, social workers should be more motivated to learn about online media. This can be done by letting them earn virtual credits when doing something right, unlock virtual goodies and getting streaks when they learn multiple days in a row, to just name a few examples. And of course the 'bad' elements of gamification also help, like fear of losing and envy of how well others are doing. This also sparks motivation and improves the learning process. These are reasons why Duolingo, for example, became so popular and inspiration will be taken from this to improve education.

With gamification, the three core elements for motivation during the learning process can be achieved. These three are: autonomy, competence and relatedness, as defined by Deci & Ryan (Center for Self-Determination Theory, n.d.). This theory is called the Self-Determination Theory (SDT). By achieving the three

core principles, intrinsic motivation could be generated, which would leave a positive effect on the learning process.

The use of the Forgetting Curve by Hermann Ebbinghaus should also be taken into account when educating social workers (Peeters, 2018a). Repetition is one of the most important things when learning something new. In Ebbinghaus' Curve, it shows that only 20% of the learning matter will be remembered after a week without repetitions. However, by repeating the learning matter, eventually around 85% of the matter will be remembered. For reference, see the graph below:



*Figure X: The Forgetting Curve by Hermann Ebbinghaus (Peeters, 2018a)*

Challenges are also very important during education. Social workers need to feel like they are learning, and not that they can easily figure it all out for themselves. However, the difficulty should not be too high, to prevent severe stress and get the exact opposite of a good learning process. This is shown in the learning pit by James Nottingham (Nottingham, n.d.). It is a visual representation of how the learning process should go. It shows that a learner should not be able to complete the problem by themselves, but with a bit of external help. The Vygotsky Circle (Peeters, 2018b) also comes into play here, being a little less visual than the learning pit. But this circle also shows that something should not be too easy and neither too hard to get the best results for the student.

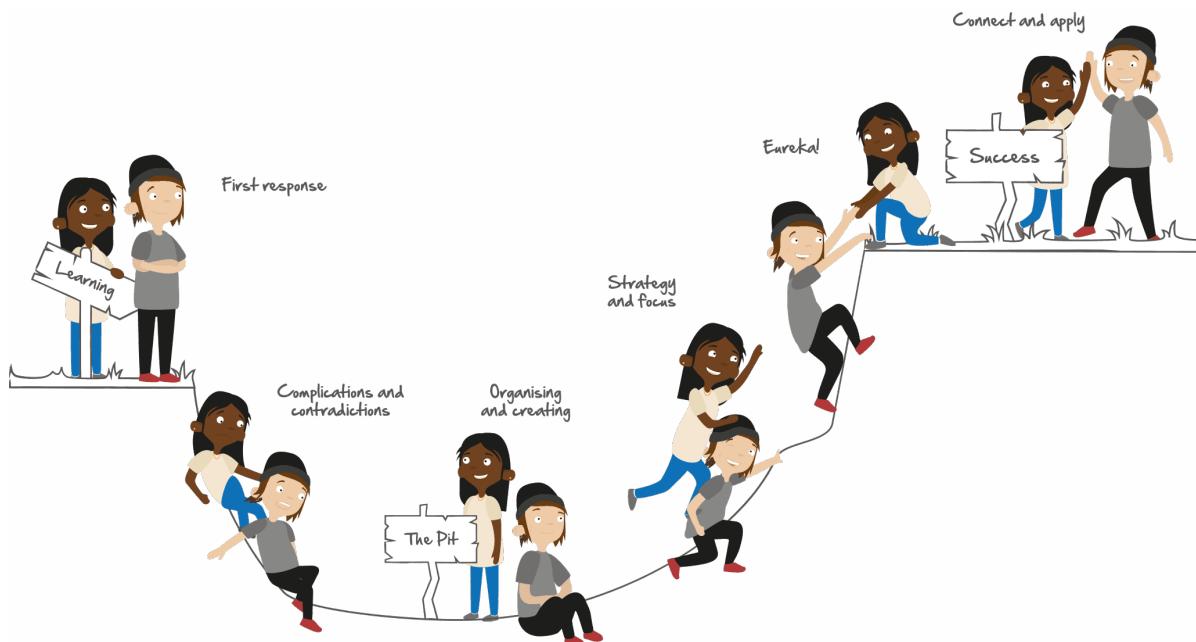


Figure X: The Learning Curve by James Nottingham (Peeters, 2018b)

If you want to read the full research and details about the education of social workers and getting them online, please visit [Education of social workers on the use of social media.](#)

### User research

In order for us to have more concrete information on the topic of youth work and actually understand what the struggles and aims of the social workers are, we had to find a way to deepen our research. We decided to accomplish that through having face-to-face interviews with people from the field. We come up with questions to ask them, such as what organisations like these do, in what ways do they help the youth both physically and online, how do they reach the youth and what issues do they currently face while doing so, etc. Below you can read more on our findings and which people we were able to talk to.

## **Interviews**

Interview with the Manager of Innovations at Dynamo, Eindhoven

On March 27 we conducted an interview with Dirk-jan, who is the Innovation Manager at Dynamo. Dynamo is a non-profit youth service organisation that organises events, classes, activities and many more services for the youth in Eindhoven.

### Target Group

Dynamos works with youth from ages 4 until 27. However, they have noticed that there is a big differentiation between the preferred activities that each group participates in. Their online communities have a much older target group(usually 16+), while younger kids join in person activities more. They also noticed a correlation depending on the area they live in. In suburbs the age range is typically around 7-14, while in the city activities they usually have a 16+ crowd. Most youth that come to Dynamo are still Dutch, they see an increase of international youth becoming interested in Dynamo.

### Youth Workers at Dynamo & DigiCoaches

Youth workers at Dynamo are youth workers by profession, however they do also have volunteers that might help during special events or activities. They also have DigiCoaches who are youth workers that have a more specific focus on the online world, and typically are younger. They are interested in maybe introducing their DigiCoaches in more influencer types of roles on their own social media. There is however a downside to this method. If a DigiCoach were to move/change jobs, that community that they garnered would most likely follow them as well.

### Current Situation at Dynamo

One of the focuses at Dynamo currently is addressing the gap between social workers and the youth that are online. To bridge the gap between the physical and online world, Dynamo has already developed a gaming centre and created a discord server which the youth can freely join. However, there isn't much of an overlap between people who come to the building and people who join online activities and their online community. Dynamo has decided to view this as an opportunity more than a problem, but they want to be certain that they are still able to provide their proper services through online tools.

Dynamo has dedicated Instagram pages for each of their sectors, but DigiCoaches mostly post on their own personal accounts, which they don't find to be the most professional way of connecting to the youth. They also would like to

focus on Tik Tok more as a learning platform. Currently, DigiCoaches take care of Dynamo's social media posts. That being said, they have just hired a social media manager to overlook their online operations. Dynamo has made a manual that DigiCoaches can follow on how they should be online, but at the moment there is only a physical version. Dynamo is also collaborating on an European Project about the Next Gen Youth Worker. All the countries have noticed a growing need for a bridge between social work online and in real life.

### *Differences between Dynamo and Pitstop*

Dynamo and Pitstop are 2 different organisations. The scope at Pitstop is smaller and different to Dynamo but of course, there are similarities due to the fact that both work with youth. Both organisations have a connection to the Municipality of Eindhoven, but they approach projects and topics differently. Pitstop also seems to have more connection to governmental organisations like police, which Dynamo chooses to not do.

### Interview with a DigiCoach at Dynamo , Eindhoven

Jimmy van der Schoor has been working for the Dynamo team as a DigiCoach for 2 years, spending 4 hours a week in Woensel North working with young people aged 12-18. As DigiCoaches, their mission is to use the online world to support the physical world and create a bond between them and young people. As part of a team of 5 DigiCoaches, they created a manual for social platforms to teach and support other teams. There 4 main functions of an online social workers are mentioned:

- **Contact** - establish more and broader connections with the youth, either by events, gatherings or just conversations. One example: Yassin, a problematic youngster from Amsterdam, who came to live in Eindhoven and faced a lot of difficulties.
- **Understand the Youth** - they can see youth's interest, approach them in a proper way and create a connection with them (e.g. DigiCoach found a girl interested in Taekwondo of TikTok and connected her with more people with the same passion)
- **Signal** - if any problems, issues occur (e.g. Youngsters are causing actions in the hood), they need to surveillance the environment in order to prevent further problems. Depending on the situation, they act or reach out to the authorities (police, hospital, municipality, etc.). Although they have close connections with them, the authorities are not allowed to use the properties of Dynamo, without staff being present.
- **Show** - the last most important thing for the DigiCoaches and the organisation itself is to show their deeds to the world (especially the Municipality of Eindhoven). They share pictures, videos, etc., so people can see what activities Dynamo organises, and attract interest to them.

The DigiCoashes of Dynamo use different platforms to reach out to the youth.. They analyse what youngsters' interests and passions are in order to create strong bonds (they organise game events, take pictures, share them and new people appear, because they find it interesting). Some of the most frequently used social media platforms and their usage are:

- **Instagram** - they share pictures of their experiences, events and activities organised within the centres. Therefore, new sponsors can find them and help them in their work supporting the development of young people.
- **Facebook** - used mainly by senior groups
- **TikTok** - create content (reels) for the youth
- **Snapchat** - communication with the youth
- **Discord** - Jimmy van der Schoor was not quite familiar with the platform, despite the fact that Dynamo has a Discord Community with more than 400 people being active there. The DigiCoaches have not reached the point of looking into Discord in that depth yet, but plan on doing it before summer.

When it comes to them representing themselves in the online world they have several types social medias' accounts:

- **Personal Professional Account** - an individual account for the social worker
- **Local Professional Account** - a group account for the youth centre, where they are working (e.g. Jimmy van der Schoor -> Woensel Zuid Youth Center social media account)
- **Dynamo Professional Account** - Dynamo Jeugdwerk Social Media Account

#### Interview with Team Leader of Pitstop, Eindhoven

On March 30 we conducted an interview with Matheus, who is the leading youth worker at Pitstop. Pitstop is a non-profit youth service organisation under the Lumens organisation that organises events, activities and provides a space for the youth of Eindhoven to hangout and meet up in. They currently have a total of 4 youth workers working there.

#### Target Group

Roughly 1800 people come and go to Pitstop. Most of the youth that come to pitstop are around the ages of 13-18. This is a very vulnerable time in someone's life and many kids these ages don't know how to defend themselves against bad things online. There is also older youth of course, but they mainly focus their efforts on adolescents. In general, everybody is welcome, but they do focus more on the problematic youth. Also, a lot of the youth is international due to the area that Pitstop is in Eindhoven.

### What are the current dangers of being online?

The online world might be a bit foreign for municipalities, almost a blind spot. For youth workers too! Some of his colleagues are not so good with social media. They don't regard this as a necessary competence, a basic style of work that suits everyone. They focus on their talents as youth-workers individually. Even though Matheus isn't a part of the youth, told us as a 35 year old he has to study these developments but young people know these dangerous things. He told and showed us that he analyses trends and figures out what people are watching. Currently, he observed the dangers of telegram which includes the selling and distribution of laughing gas, buying guns, and any other illegal sale of illicit drugs. He takes on more of an observer role and has some communication with the municipality and police about his findings. For example, he might tell the police people buy guns but doesn't give them any names. However, sometimes there is a thin line; young people might not have the cognitive development to know what's good for them and to truly reflect on the possible consequences of their actions. And of course they speak against these things to the youth. But, he does not want to break the trust he has with the youth. **The trust he has with youth is the only thing he has.** The youth worker has to actively consider how to act on these dangerous discoveries. The code of conduct tells them to act when there's a possible safety risk. Another example of Matheus' efforts would be him changing his snapchat name to 'woensel040'. Woensel can be known as an area for 'bad' things/activities. Soon after, snapchat premium accounts, drugs-sellers, fake money accounts started adding him. That's how he stays alert on what happens between youth.

### How is Pitstop currently online?

At pitstop they focus on their relationships with the youth, they don't want to be anonymous to them. They don't have separate business profiles on social media(like at Dynamo, this is a choice Matheus made himself. He's always available for people to reach out to him, he finds it a challenge sometimes. Online youth-work they do at pitstop is already a version 2.0 of online youth work. They are not trying things yet, they already have something, a vision and a plan to do youth-work online. They see that a trap you can fall into is that online youth-work = social media. But youth-work for pitstop is activities that you can do online like having contact, or chatting with people on discord. Posting on insta and tiktok is marketing. He did a survey on what activities people like, and the last option was discord. Only 3 or 4 out of 40 people said they used discord. It is important to note that this was in 2020 and only 60% knew or had heard of discord. If they had conducted that survey now, the numbers would change. During the pandemic they started a discord as an alternative method to plan activities for the youth. As soon as life started picking up again they went onto irl activities. But there are also kids who don't feel comfortable joining in real life activities. They tend to be more online and that group fits into a different target audience. Currently they organise online tournaments for games (at home) through discord. They have a twitch stream every Monday where they can engage with the youth. Their discord

is used to chat but also for private questions. Young people sometimes feel safer behind a screen.

### Pain points to be addressed at Pitstop

- Have something of the concept be physical. For example when the youth workers are sick or nobody can be on location, they will close their facilities. Yet people still show up at the doors. They want to know how they can inform youth of their online presence. Do they hang a poster on the door? Something else? How do they communicate that to the target group? A bridge between online and offline? How do you engage with the online community?
- If other youth workers had the skills to be online, it'd be easier to reach people. *Matheus doesn't know how to transfer the basic skills to be online to colleagues. He doesn't know how to explain how he does it*

Research findings from Fenna, Garage2020 (stakeholder)

Apart from having interviews and doing online research, we also had one more source of information - our stakeholder Fenna. She managed to collect some insights both from the youth and the workers from Dynamo and Pitstop on the topics of social media and online connections. The data collecting was done in the form of an open interview. The way we got this information was from Fenna herself during our progress meetings.

Fenna attended one of the hybrid events from Dynamo (75% physical, 25% online), where she managed to talk to the manager from Dynamo and the youth present. When it comes to Pitstop, she stopped by the youth centre and had an open conversation with some of the youth there about their online practices and social media habits, how they connect with the social workers and their peers, and which events they join.

Some of her findings from both locations were:

- Dynamo uses TikTok to create content that helps people understand difficult topics, such as government issues, paying taxes, health insurances, etc.
- Youth from both centres use Snapchat the most to talk to each other, followed by TikTok and Instagram. Snapchat is also used to meet new people - friends of friends.
- According to the Dynamo manager of Innovations, TikTok is the ideal platform to reach out to the youth
- Every monday, Pitstop organises a Twitch online event (with around 200 people), and the majority of the participants are individuals that only join online.
- Currently for both youth centres the overlap between people who join only online and those who visit the centre in person is very small, meaning only

a small part of those who join online actually have met the social workers in person and vice versa.

- When it comes to social workers, both youth organisations have from all ages. Most of them are 20-30, but there are also older ones.

## Personas



**Jan Spithoven**

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Age: 45

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Occupation: Social worker

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"The youth centre that I work at wants to improve their presence on social media and connect easily to the youth. I don't have a lot of experience in online social work, so I mainly focus on in-person contact. I want to learn in an interactive way how to present myself online the right way through different platforms, but I don't know how."

---

**Bio**

Meet Jan, a dedicated individual who has been working at a youth centre for 17 years. He is passionate about creating meaningful experiences for young people and has organized a variety of physical activities, such as soccer matches, concerts, and workshops, to engage them. He values in-person contact and enjoys building relationships with the young people he works with. However, Jan admits that he doesn't have much experience with the online world and is looking to learn more about social media in an easy and understandable way. Although he is eager to learn, Jan is also concerned about the dangers of social media and wants to ensure that young people are safe online. Despite his apprehension, Jan is open to exploring new ways of engaging with young people online and is excited to learn how to do so in a safe and responsible manner.

**Goals**

- Desires to enhance their social media presence.
- Aims to effortlessly engage with young people via social media platforms.
- Seeks an interactive learning experience to understand how to effectively present himself online across various platforms.

**Frusturations**

- Has limited experience in social media work.
- Lacks knowledge on the proper way to present themselves online across various platforms and does not have access to an interactive learning resource to acquire this knowledge.

Social media familiarity	Spare time	Skeptical of going online



Lisa Snijders

Age: 28

Occupation: Social Worker (DigiCoach)

"I have a lot of knowledge on social media and I feel confident connecting and interacting with young people online. I don't know how to transfer the basic skills to be online to my colleagues the right way. Having a dedicated space where they can learn will help our youth centre's work, as more people can improve their presence online. This way I can have more time to focus on the youth."

## Bio

Lisa has been working in a youth centre for 8 years. She mostly focuses on the online connection with the youth. She is the only one in the youth centre/team that does online work and is familiar with social media. Her main functions are to organise online events like gaming tournaments, online watch parties, and live streams. She also is in charge of the youth centres social media pages and posts. She currently takes on the task to educate her colleagues on how to use social media to reach out to the youth.

## Goals

- Aims to have more free time to explore other areas of youth work.
- Would like to successfully grow the connections she has already fostered with youth in the online world.
- Wishes to build a online community for the youth centre.

## Frusturations

- Currently has to manage all of the youth centre social platforms on her own.
- Has to help/teach her fellow youth workers about youth online, which doesn't allow for her to really focus on other areas of youth work that she enjoys.

Social media familiarity



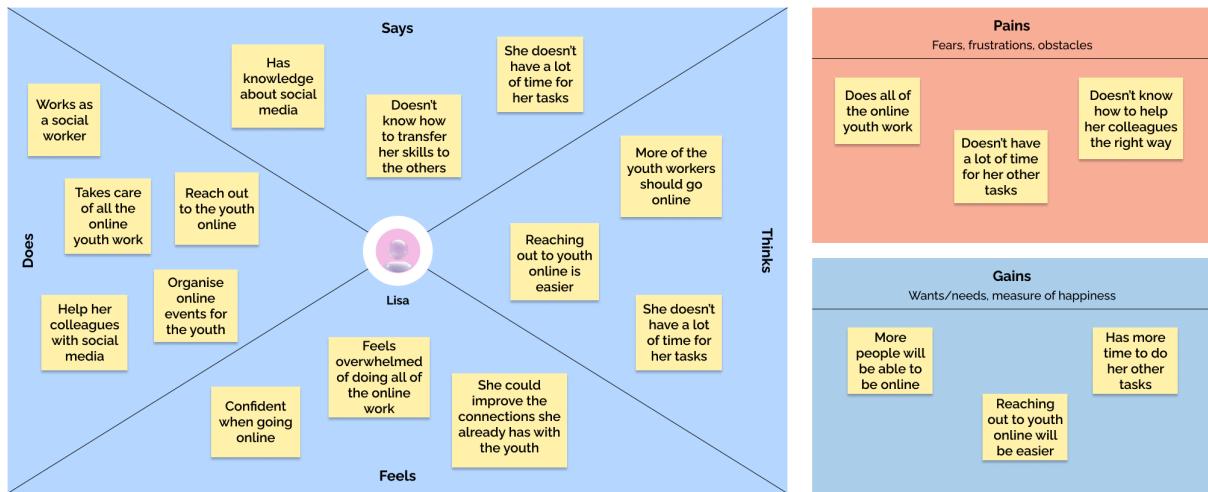
Spare time

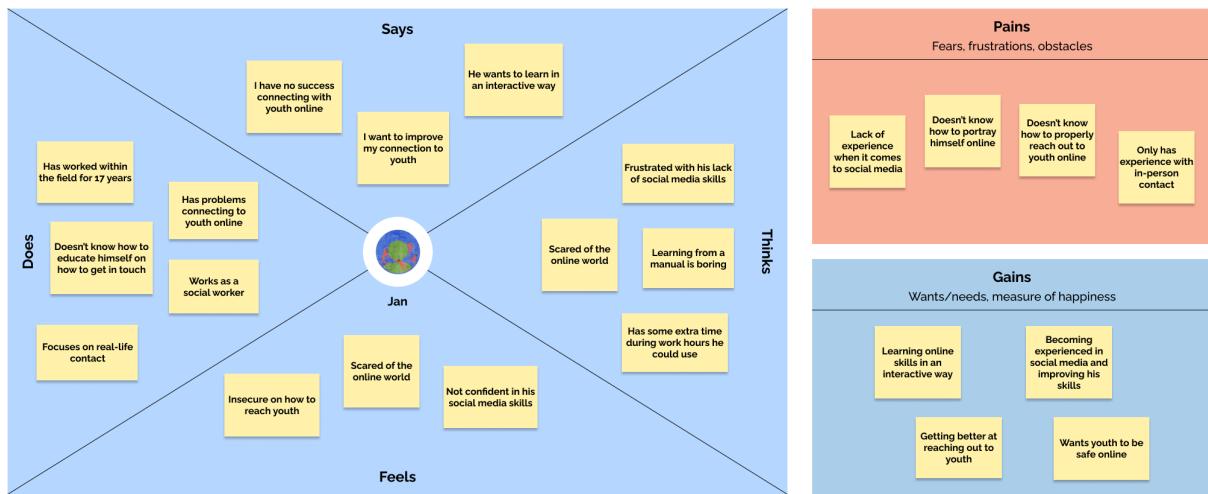


Skeptical of going online



## Empathy maps





## Findings to results

Now that we have some insights and findings both from our online research and from interviews with people from the field, we can continue with coming up with a concept that satisfies the needs and requirements of our target group.

Thanks to the extensive online study on various topics, such as the online world and social media platforms, social workers and international youth work, we have a general idea about the scope and direction of the project.

- **Exploring what social workers do to help the youth** - by doing a detailed analysis on social workers and their job, we managed to gain insight into the world of youth work and what is already done at this moment to reach out and help people. As a result, we are now familiar with the topic of our project (youth work) and the users that our solution will be focused towards (social workers).
- **Finding which are the most popular social media platforms worldwide and in the Netherlands** - the other aspect to our project was tackling the online world, as the main objective is to connect the social worker and the youth easily online. In order to understand where exactly this happens/will happen, we needed to find which social media platforms were the most used/popular amongst the youth. So we took on the task of exploring different platforms (around the world and in the Netherlands), which age groups use them the most and the good and the bad aspects of being online. Doing so, helped us understand which social media platforms we need to put emphasis on in our product.
- **Exploring different educational methods** - because we are aiming towards creating an educational platform for social workers, where they can learn how to use social media the right way to get in contact with the youth, we

needed to dive into the topic of education. Exploring different techniques of education, such as gamification (adding a “game” aspect to our product) and various teaching methods (“Learning pit”, “Self-determination”, etc.), gave us ideas on how we can approach the educational aspect of our platform, in order to make it interactive, fun and easy to use by social workers of all age groups. Some ideas that we got were creating a reward system, adding archetypes and characters to help the users.

- **Exploring the level of trust others have towards youth workers** - one of the most important aspects of youth work is to have the people trust the social workers. When in person, this is relatively easy as both of the groups have direct contact. But when it comes to the online world, this task becomes very hard. So, for us it was key to understand if people actually trust such accounts (of social workers). We explored the level of trust that people have both on governmental and private organisations, the importance of transparent activity of social workers online and viewed some examples of good and bad practices within organisations. The results from this research helped us understand that having a transparent profile and trustworthy image online is a key for youth workers, while connecting with the youth online. This is one of the important topics that we should include in our product - explaining how, why and to whom youth workers should be reliable.
- **International youth work** - one of the things that we mostly focused on was exploring what different countries do when it comes to youth work, both in person and online. We decided to research 6 countries - Netherlands, Finland, Germany, Bulgaria, Canada and Brazil. The main topics we tackled were different associations, laws and activities. We compared our findings and concluded that some countries are way more advanced in the youth work field than others. The country with most progress of applying online youth work is Finland, with a dedicated organisation only practising online activities. From this process we managed to explore the different approaches of the countries and get inspired for our own solution.
- **Interviews with youth workers** - from our online research we managed to get valuable, but very broad insights on the topics of youth work and the online world. In order for us to understand the core of the problem, we decided to conduct some user research in the form of interviews. We had the opportunity to speak to a few social workers from youth centres in Eindhoven. We managed to get to know them personally and see their point of view on the topic of online youth work. Some of the organisations are more advanced in the process of reaching the youth online and have more workers that focus on social media activities. As a result of the interviews, we knew what the issues were and the opportunity for growth and improvement, which pushed us in the right direction of coming up with a good concept that these organisations can actually benefit from.

- **Personas and empathy maps (result of interviews)** - in order to get a clear idea of the types of people that will use our product, we decided to create personas and empathy maps. We based them on the interviews that we conducted. We came up with two personas depicting the two types of users that will use our platform, each of them with different goals, frustrations, background and social media knowledge. By defining the users, we can get a clear idea of the way that they will benefit from our platform:
  - One of the groups will directly use the product, thus educating themselves on how to approach social media the right way, resulting in more youth workers going online (youth workers without social media experience)
  - The other type of users will not directly benefit from the platform. Since the project aims to teach workers how to use social media, the digi coaches (experienced online workers) will have more time to focus on their tasks, instead of teaching their colleagues on the basics of the online world.

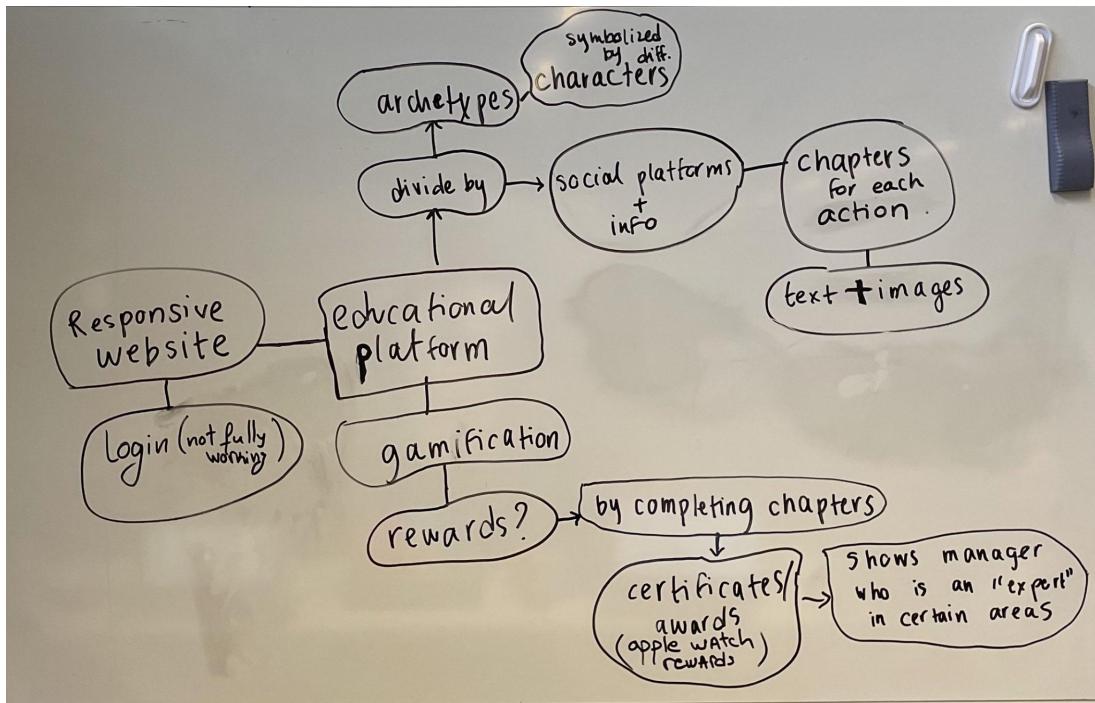
## User requirements

As the aim of our project is to create a defined place for social workers to learn the ropes around the online world in an interactive way, together with getting to know the different social platforms, we decided to come up with **User**

**Requirements.** They will help us stay on the right path when designing and developing our final product.

- Defined place for social workers to study different social platforms:
  - Straightforward Design
  - Clean and Structured Layout
  - User-friendly Workflow
  - Easy-to-use Navigation (allows the users to traverse to all sections of the platform with ease)
- Informational Sections:
  - Easy-to-read topics related to the different social platforms and their usage:
    - Discord - create and manage channels and their community
    - Instagram - create and manage accounts, keep track of followers and what they find trending, manage and create content
    - TikTok - create and manage accounts, keep track of followers and what they find trending, manage and create content
    - Snapchat - create and manage accounts, reach out to more youth within the area, keep an eye out for dangers
- Gamification element:
  - Interactive way in which social workers can learn the ropes around using social platforms
  - The focus should not be over how to become more successful and draw the attention of youth, but on how to use the specific platforms

## Concept



After our research phase we came up with the solution to create an educational platform for the social workers - our concept. Our aim is to help the social workers become more efficient in their online communication skills. This way they can reach youth more effectively online. The platform will at first be a website where social workers can:

1. Choose social media by themselves (TikTok, Instagram, Discord and Snapchat). Follow lessons in text and picture form, which at the end will end with an assessment - . For each platform there will be different chapters with specific information - content creation, community forming, looking out for dangers, etc.
2. If they don't know which social media platform to start with, they can take a quiz and based on their answers, they would be assigned an archetype. Each archetype will represent a different type of social worker, which would give the youth worker a learning journey on the platform, based on what knowledge they need (Content creator, Community maker, Danger preventer). Depending on which archetype the social worker is, they will focus on the specific chapters of each social media (e.g. if they are content creators they will go through the content creating lessons for each social media together, and then continue with the other topics). The users will not be able to choose two types of archetypes at the same time.
3. After they complete each topic/entire social media the social worker will receive a certificate of completion, which they can display on their profile or present in front of managers and other workers.

## Reflection

Now that we have completed our Research phase, we can go back and reflect on the process, the steps that we took and what we could have done differently.

In order to have a successful research process, one should use various methods of research. And this is what we did. Using a combination of different research methods, such as Literature study, Benchmark creation, Co-creation/reflection and Interviews, helped us understand the topic of our project, explore our target group and understand their needs.

Through doing online research we managed to get a broad but general insight about youth work and social media. By exploring these topics, both in the Netherlands and in the world, we understood how youth work is practised in different places, the role of social media in the lives of the young people and how these two fields can help each other.

Due to the general level of our collected information from the online research, we decided to continue with talking directly to our target group - the youth workers in Eindhoven. By conducting in-person interviews, we explored our future users on a deeper level, we understood their needs and their point of view. We managed to get a lot of valuable insights, such as the goals of the social workers, their online practices and their relationship with social media. This information helped us in creating personas and empathy maps, through which we clearly defined the two types of user that will focus on, their needs and frustrations.

By combining our findings both from the online and user research, taking into account the needs and requirements of our target group, we managed to create a simple but good concept for our project - educational platform for youth workers that will help them learn how to be online.

Although we went through all phases of our research, and explored the topics of youth work and social media from a few angles, we still have some space for improvements.

One of the things that we take into account, now going to our next phase, is that some of our research findings are not concrete. Because we conducted a lot of interviews where we saw different points of views and practices, the results that we have are not backed up with exact numbers. Due to the fact that some of our findings come from youth workers/stakeholders that either haven't conducted proper and/or enough research, we have to trust them blindly. We understand that we don't know the entire picture and some of our design choices in the future might be influenced by that.

Our time-frame is also a reason for some missing details in our research. Because we followed a strict plan, we unfortunately didn't have a lot of time to continue deepening the research. This leaves us with a combination of concrete and general information.

Despite that, we believe we have come up with a good concept that will be beneficial to the youth workers and will help them in their process of going online and reaching more people.

## Conclusion

In short, we have done four weeks of research on the subject of social workers and how to get them online. The most interesting facts that were found during this four-week-research-phase are that there are multiple missed opportunities for social workers when it comes to getting online and that some other countries, e.g. Finland, are already benefiting greatly from online youth work.

The complexity of social media and the dangers of it are the most important reasons for social workers not to be online. They should be well educated about how to use social media and how to counter the cons of social media. A social worker should, for example, know what to do when they find out that the youth is up to something bad/is in danger and how to act on this.

There are already multiple ideas to get social workers online, like giving them a manual or creating a separate platform for the social workers and the youth, but these possible solutions did not work. Multiple sounds were heard from the social workers that they wanted something interactive to educate themselves. They want a way to learn everything about social media, in a fun and engaging way.

Because of these reasons, our solution became an educational website, with interactive challenges, to learn everything about social media. And even if the youth workers don't know where to start, they can choose, or they can take a quiz, to focus on the track of an Archetype, as explained in the concept chapter. With this concept, all of the aforementioned points are taken care of and this will leave social workers with a way to learn social media in an easy, fun and engaging way.

### NOT PART OF THE DOCUMENT (BELOW)

During our research for Garage2020 we started off by creating research questions on how we can design the social worker of the future and how they can become more online so they can reach out to more young people. We went through the research phase first. During our research phase we made use of several research methods (*literature research, best and good practices, personas, empathy maps*).

First we researched online and conducted a literature study. In our findings we stated that some countries are far ahead when it comes to youth work. One country in particular, Finland, has many dedicated organisations practising online activities. This is the main difference as they have many different kinds of organisations that focus on different aspects / topics within youth work. Following this, we researched social media platforms. We concluded that the most used

social media by youth is mostly TikTok and Instagram that are very popular on a daily basis. We will use these most popular platforms in our prototype.

The interviews we had gave us many insights. The two youth agencies were very different. One of them wants to focus on building a good relationship while the other wants to focus on reaching more youth. We learned that while Dynamo had Digicoaches which teach their employees how to be online, Pitstop had 1-2 people per team that did a lot of online related youth work. Their way of approaching these problems varied a lot. While we have sufficient insights from our interviews, due to time restraints we sadly couldn't get more interviews in. We have reached out to social workers but they were not available until after our research phase had ended. While we will still conduct these interviews, we decided to not stay in the research phase any longer as we need to start designing our concept in order to not lag behind.

We started creating personas, there are two types of targets in our concept so we needed to create two personas. These personas are an older social worker who doesn't know how to be online, and a DigiCoach. We didn't split our personas up because our personas make very clear what the issues are that the social workers are facing. Due to time restraints again, this is not the decision we made. The empathy maps showcase what these employees feel, say, think, and do. We then started brainstorming on our concept. In the end we came up with the idea that we will make an **educational platform** (website) where youth workers may take a quiz which then assigns them an archetype which will then suggest them a learning path. They will also have the option to read through all the course material. We aim to make these chapters rewarding and interactive to go through.

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