

# An Introduction to Technology Enhanced Guidance

*Jannie Meedom Nielsen*

Ministry of Education

eGuidance counsellor and editor at the  
Educational Guide in Denmark

# How to use technology to deliver guidance




- Get to know the internet and look behind it
- Websites
- Tools
- Social Medias
- Experiences from counselling in eGuidance
  - Integrating technology in guidance

# Why technology?

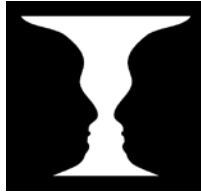


- It is already there
- People are already there – to a certain extent
  - Adults may be unfamiliar or unsecure
  - Young people seems to be familiar, but often have a lack of skills to navigate on websites
- Easy access to very much information
- Easy to collect information to compare education etc.

# Problems

- Yes: 
- Reliable websites?
  - Institutional websites – **mostly reliable**
  - Interest groups – **take care!**
  - Forums – **pay attention!**
- How can you control?
  - Never 100% sure
  - Examine 'About', 'About us' etc.
  - If no such information– be suspicious!





# Tools



- Talking is not always enough
- Pupils, Students and other target groups can work independently with tools
- Depending of the nature of the tool, it can give insight
- Afterwards results can be background for next step in the dialogue with the counsellor

# Social Media - Facebook

- Profile as a guidance counsellor:
  - Contact with classes,
  - a possibility to give collective messages
  - Preparation
  - Contact directly
- Be aware:
  - Sharp distinction between private and professional profile
  - Do not connect with students on your private profile



# Social Media - Facebook

- Institutional profile/page:
  - A way to reach a wide target group
  - Messages and news about education and career
  - PM – Private Messages
  - Interaction
- A constant change in the way, people act on Facebook
- Availability



# Social Media - Twitter

- One way communication
  - Answers are possible, but not suitable for dialogue
- Not the best way to interact with target groups
- Good to communicate about your work and activities to other professionals and institutions





# Social Media – Linked In

- You can network professionally
- You can find jobs
- Educational Institutions' profiles:
  - Alumni separated in disciplines
  - News
  - Jobs
- Companies' profiles:
  - Information
  - Job vacancies



# Experiences from eGuidance

- We offer guidance via chat, telephone, email and webinars
- We have developed a communication model based on several researchers' approach to Guidance: the 4C model: Contact, Contract, Communication, Conclusion
- Find more information:  
<https://www.ug.dk/evejledning/eguidance-denmark>

# Example – chat in

- Peter wants an education, but he doesn't know which:
  - no ideas,
  - no interests (he says so 😊 ):
  - Please tell me what to do!!!!!!
- I recommend him to start his search by using some of the tools at [ug.dk](http://ug.dk)
- He uses three tools:





# UddannelsesGuiden

[UDDANNELSER TIL UNGE](#)[VIDEREGÅENDE UDDANNELSER](#)[VOKSEN- OG EFTERUDDANNELSER](#)[JOB OG KARRIERE](#)[FA IN](#)[Forside](#) / [Mit UG](#) / **Mine styrker**

## Mine styrker



### Hvad går det her ud på?

- Find dine styrker
- Så kan du blive endnu bedre - både i skolen og i din fritid

Når du anvender Mine styrker, bør du ikke skrive noget, der er følsomt eller fortroligt. Det kunne fx være noget om religion, politik, sygdom, strafbare forhold, familieproblemer eller andre rent private oplysninger.

[Accepter og fortsæt](#)

# STUDIEVÆLGEREN

**Interesser:** Ikonerne viser et interesseområde. Du kan vælge mellem en og fem interesser.  
 Når du klikker på dem, føres de med videre til næste side. Inspirationsboksen kan hjælpe dig i dine valg.

Interesser

Uddannelser

Læs mere

Geografi

Forventninger

Handlingsplan



Medier, kommunikation og information



Samfund, politik og økonomi



Erhvervsøkonomi, handel og ledelse



Biologi, kemi og natur



Fysik, matematik og nanoteknologi



Medicin, sundhed og pleje



Sprog, kultur og historie



Pædagogik, psykologi og undervisning



Kunst, musik og design



IT, elektronik og programmering



Teknik, konstruktion og udvikling



Forsvar og politi

Dine valgte interesser:

Ord der matcher

Vælg fra job

- Kredsløb
- Reklame
- Dyrevelfærd
- Etik
- Design
- Kulturforskelle
- Computerspil
- Efterforskning
- Stråling

Tilbage

Frem

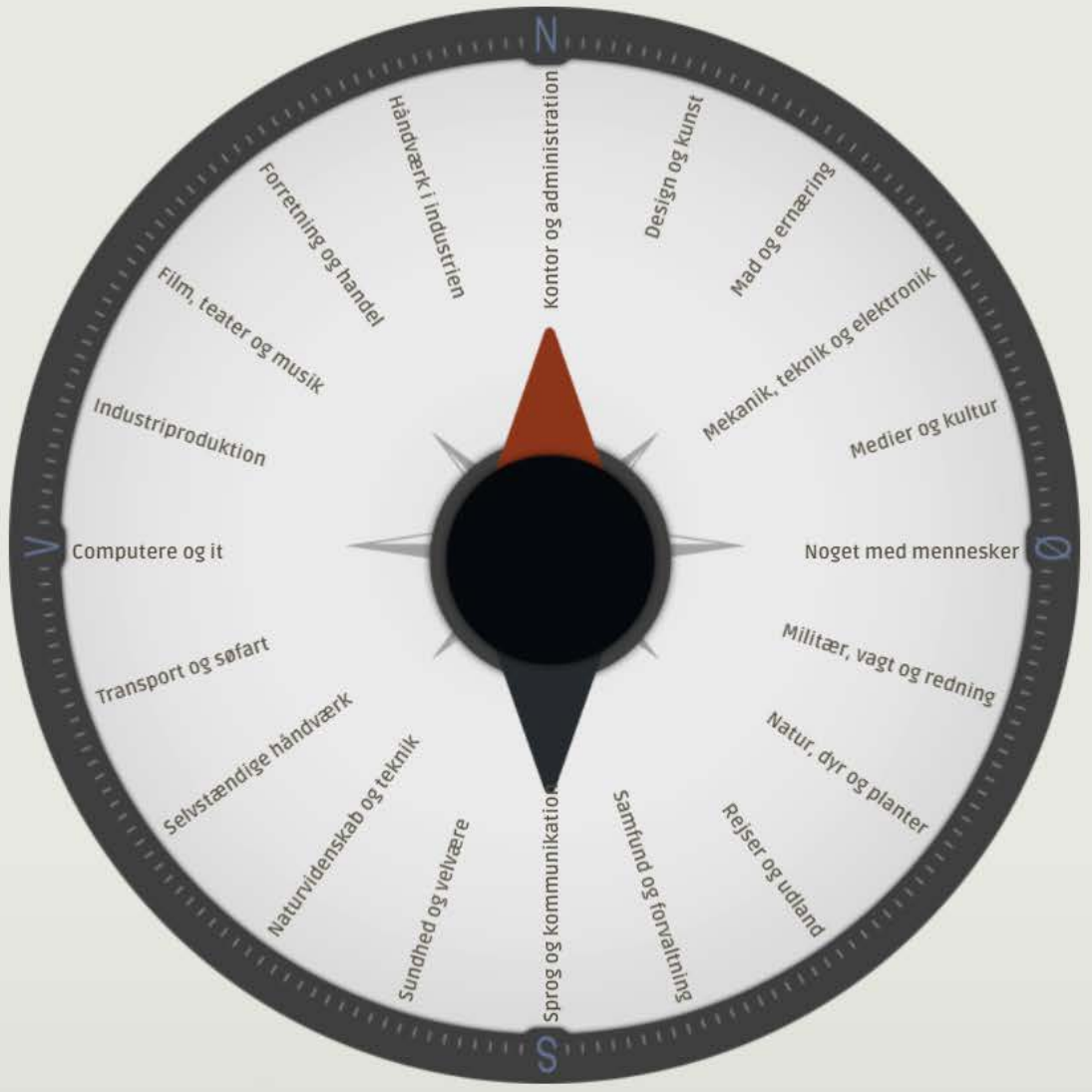
# JOBKOMPASSET

Måske har du en ide om, hvad du vil være.

Måske er der job, der ligner, og som du ikke kender.

Vælg et område, der interesserer dig og se, hvilke job der findes.

★ Dine favoritter ★



- He returns weeks later with a list of 10 possible education options
- How can he choose?
- We discuss for each education:
  - Significance
  - Job perspectives
  - Theory versus practical elements
  - How does this one fit him?




- The list is reduced to four education options



- Homework again, using websites for the educational institutions:
  - Find information on content and structure
  - Find information about the school
  - Entry requirements etc





- He returns and is in doubt about two education options, how can he prioritize? 
  - Law and Pharmacy
- Together we compare the two:
  - Content, goal
  - Job and career
    - Except information on educational websites, we use one social media to get an overview: LinkedIn
- He is ready to continue with the final decision by contacting and visiting schools

# Literature

Jose Van Dijck: The Culture of Connectivity

- A Critical History of Social Media

Mike Kuniavsky: Observing the User Experience

- A Practitioner's Guide to User Research

Richard E. Susskind: The Future of the Professions

- How Technology Will Transform the Work of Human Experts

Owen Darbishire and Harry Charles Katz.

- Converging Divergences – worldwide changes in employment systems

Thanks!

Do not hesitate to contact me

[Jannie.meedom.nielsen@stil.dk](mailto:Jannie.meedom.nielsen@stil.dk)

+45 41 74 1601