

Digital youth work in Finland

Juha Kiviniemi, Verke

Gamified Diamonds

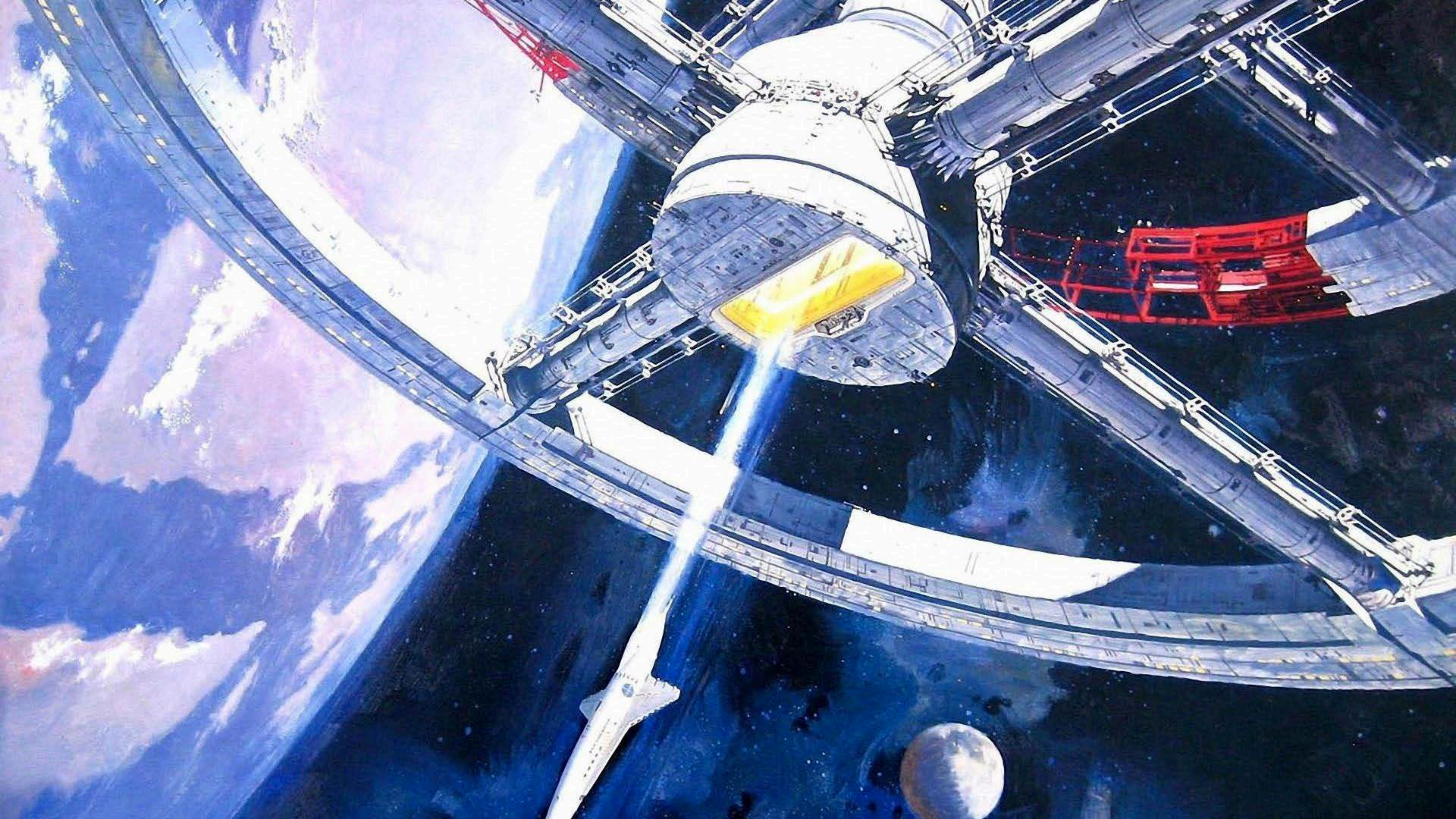
26.8.2020



www.verke.org

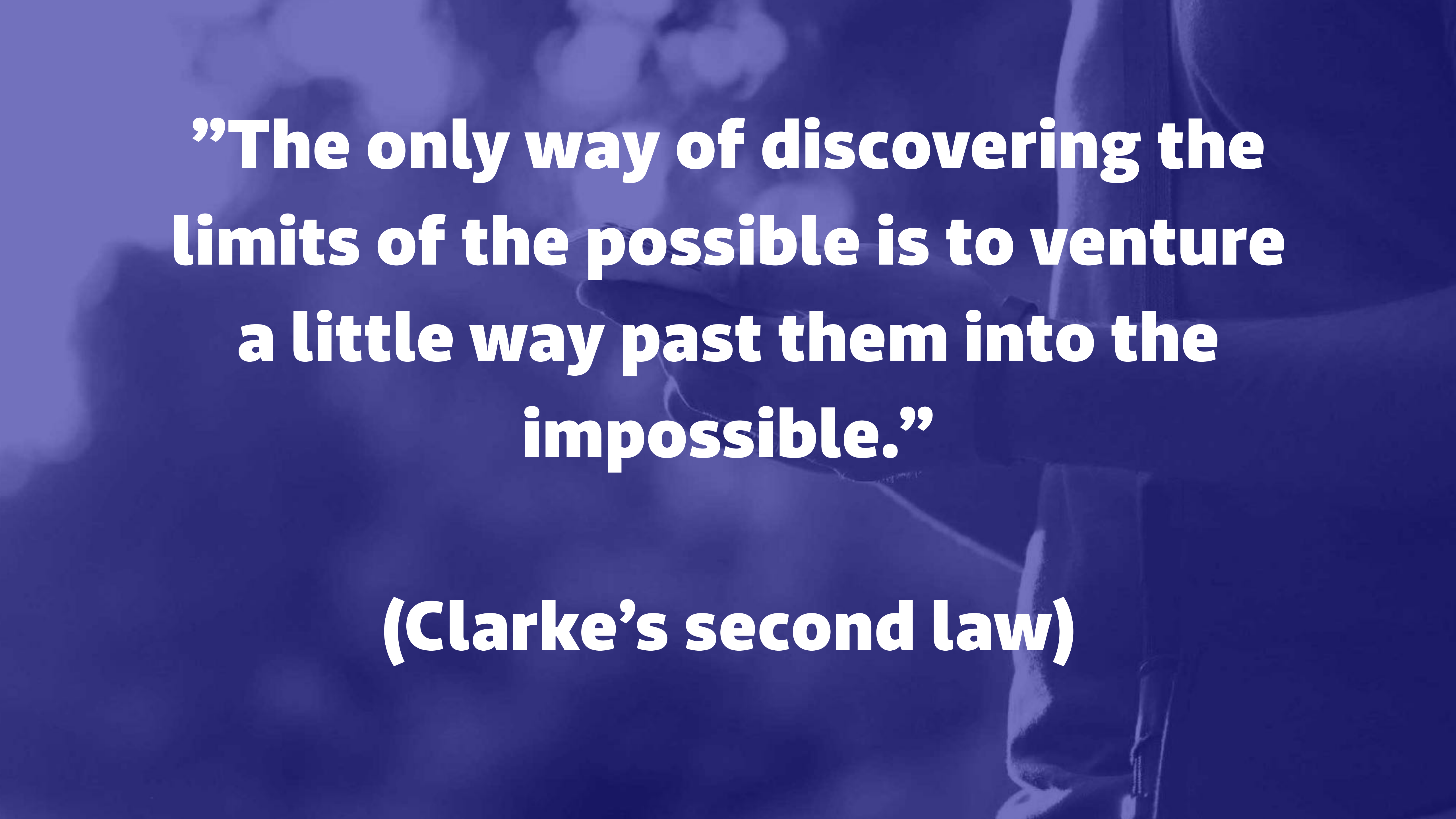
slideshare.net/verkeorg

@verkeorg



Some perspectives:

(adapted from Arthur C. Clarke)

A person wearing a blue flight suit is shown from the waist up, holding a small, dark, winged object (possibly a model aircraft or a small robot) in their hands. The background is a solid blue color. The text is overlaid on the image in white, bold, sans-serif font.

**”The only way of discovering the
limits of the possible is to venture
a little way past them into the
impossible.”**

(Clarke’s second law)


A person in a dark, possibly black, suit is shown from the chest up, holding a glowing, futuristic device in their right hand. The device has a bright, circular light source in the center, surrounded by a dark, textured frame. The background is dark and out of focus, with some light reflecting off the person's suit. The overall tone is mysterious and high-tech.

**”Any sufficiently
advanced technology is
indistinguishable from magic.”**

(Clarke’s third law)

**”Every revolutionary idea —
in science, politics, art, or whatever
— seems to evoke three stages of
reaction. They may be summed up
by these phrases:**

**(Clarke’s law of revolutionary
ideas)**

- 
- A person wearing a blue zip-up shirt with their arms crossed, serving as the background for the text.
- 1. "It's completely impossible —
don't waste my time";**
 - 2. "It's possible, but it's not worth
doing";**
 - 3. "I said it was a good idea all
along."**

A person's hand holding a smartphone, with a blue overlay and the word 'Verke' in white text. The background is a blurred outdoor scene with trees and foliage.

Verke





- Operated since 2011 under funding from the Finnish Ministry of Education and Culture, first as a Development centre, then as a Centre for Expertise in the youth sector since 2018.
- Administrated by the city of Helsinki
- 7 full-time employees, each with their own areas of focus (see)
- Target group: youth workers, youth work planning officers, supervisors and youth work lecturers in municipalities, NGO's and parishes



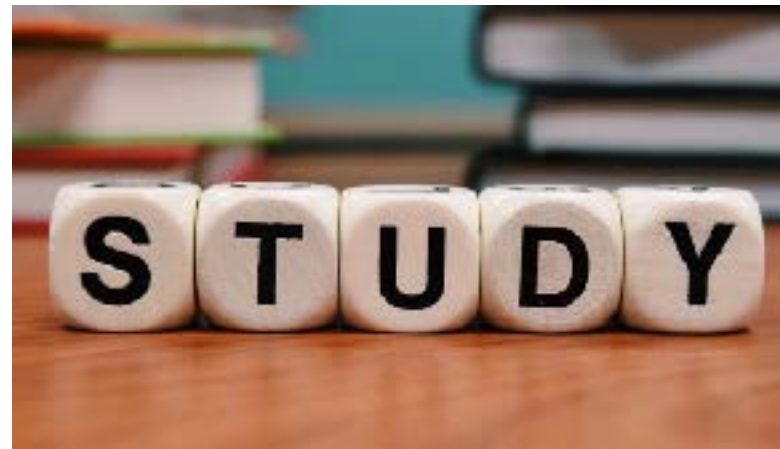
New structure for 2020-2023

- Verke coordinates the centre for expertise on digital youth work
- Verke forms the centre with another actor called Koordinaatti
- All centres (6) are now comprised of two or more actors

Goals for 2020-2023

- Strengthening competencies in the field on **planning, managing** and **implementing** Digital youth work (Verke)
- Developing understanding of how to do **evidence-based development** of digital youth work (Verke)
- Increasing youth workers knowledge and competencies on the **possibilities** and **risks** associated with **digital media** (together with Koordinaatti)
- Supporting cross-sectoral coordination on work against online grooming of children (Koordinaatti)

What does Verke do?



Train professionals:

Last year over 2600 participants
in 14 provinces



Facilitate networking:

SomeCamp, Friday chats, other events



Communicate:

newsletter, blog,
social media, #digil0-challenge



Research:

Surveys on digital youth work,
research collaborations



Produce materials:

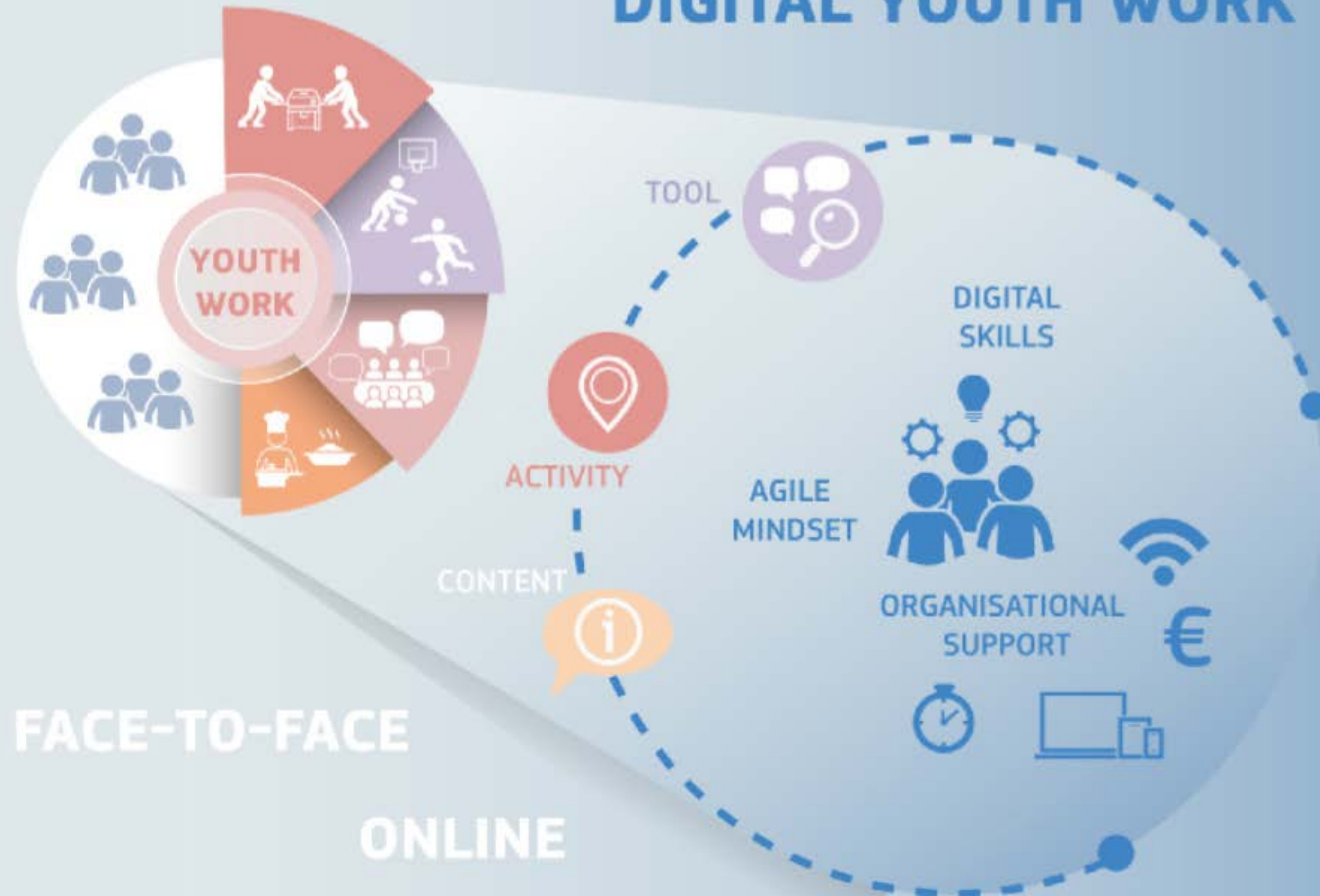
videos, guides, article
publications, podcasts etc.



Consult:

Innovation partnerships,
memberships in steering groups

DIGITAL YOUTH WORK



A person's hand holding a smartphone, with a blue overlay and the title text. The background is blurred, showing what appears to be a park or outdoor setting with trees and foliage.

Brief history of digital youth work in Finland

1985



1990



Ohjeita

Ohjeita eri yhteydenottotavoista tulee lähiaikoina lisää

HumanClick

<p>Jokaisen sivun alalaidassa on kuva, joka ilmoittaa onko päivystäjä paikalla vai ei.</p> <p>! Ohjelma vaatii javascriptiä tukevan selaimen.</p> <p>! Kaikilla päivystäjillä ei ole tätä ohjelmaa. Kuvassa voi siis lukea päivystysaikoinakin "Päivystäjä on poissa".</p> <p>! Yhteyden aukaisu uuteen ikkunaan voi kestää yli minuutin.</p> <p>! Jos jätät viestin, laita oma email-osoite mukaan!</p>	
<p>Humanclick on auki, klikkaa tästä</p>	<p>Päivystäjä on koneellaan. Klikkaamalla tätä kuvaa uusi ikkuna avautuu, ja yhteyden muodostumisen jälkeen voit kirjoittaa päivystäjälle.</p>
<p>Humanclick aukeaa kohta, odota</p>	<p>Päivystäjä on poissa koneelta. Voit odottaa hetken, ja kun kuva vaihtuu yo. kuvaan, voit klikkaamalla avata keskusteluikkunan, tai voit jättää heti viestin (sähköpostitse) klikkaamalla tätä kuvaa.</p>

2000



2005



A person's hand holding a smartphone, with a blue overlay and white text. The background is a blurred image of a person holding a phone, with a blue filter applied to the entire image.

Technology phenomena in 2010's

**(and how the Finnish youth work field
reacted to them)**

2010



- **Supercell was founded**
- **Ipad 1 released**
- **Google camera cars raise security concerns**
- **Bitcoin released**



2010

facebook

Search

HomeProfileAccount



NetariVille 

WallInfoChatTyöntekijätMitä?Faq»+

What's on your mind?

Attach:    

Options



NetariVille NetariVillen chatissa oli teknisiä ongelmia, mutta ne on nyt korjattu. Chat toimii jälleen. Tervetuloa mukaan.

NetariVille chat
apps.facebook.com

September 10 at 7:45pm · Comment · Like · Share · Promote · Report



NetariVille Chat auki tänään perjantaina kello 18-21

September 10 at 7:45pm · Like · Delete

Write a comment...



Netari Marcus Lundqvist Chatissa on parhaillaan pientä hitautta... Yritämme saada vian korjattua mahdollisimman pian

September 10 at 7:34pm · Comment · Like · Flag



Netari Marcus Lundqvist Ongelma korjattu.

September 10 at 7:43pm · Like · Delete · Flag

Write a comment...



NetariVille Hei tyypit! Tuu chattaileen NetariVilleen. Chatti auki tänään klo 21:00 asti.

NetariVille Chat
apps.facebook.com

September 10 at 6:26pm · Comment · Like · Share · Promote · Report



NetariVille NetariVillen Chat on auki! Tervetuloa Chattailemaan. Löydät Chatin NetariVille: fanisivun Chat välilehdelta.

September 10 at 6:01pm · Comment · Like · Promote



Netari Marcus Lundqvist  Jee! Tänään työskentelen NetariVille:n chatissa, Chatti auki kello 18:00-21:00 paikalla myös mm. Netari Heikki Leväniemi, Netari Marko Seppälä, Netari Johanna Reno.

September 10 at 6:01pm · Comment · Like · Promote



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September 10 at 6:01pm · Comment · Like · Promote

Edit Page

Promote with an Ad

Add to My Page's Favorites

Suggest to Friends

Tänne kohoaa maailman suurin ja mahtavin nuorisotalo...

Chat auki:
Keskiviikkoisin 18-21
Perjantaisin 18-21

<http://www.netari.fi/>

Information

Founded:
2010

Insights

5070

likes

Create an Ad

Connect With More Friends



Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting.

More Ads

2011

- **Snapchat released and hits 50M users in 7 months**
- **IBM's AI wins over a human in a quiz**
- **Google opens its first server farm in Finland**
- **Minecraft is launched**
- **Verke is founded**





2012



- **Facebook buys Instagram**
- **Finnish game industry hype peaks with angry birds**
- **First video on YouTube with over billion views (Gangnam style, currently 3 494 726 721 views)**

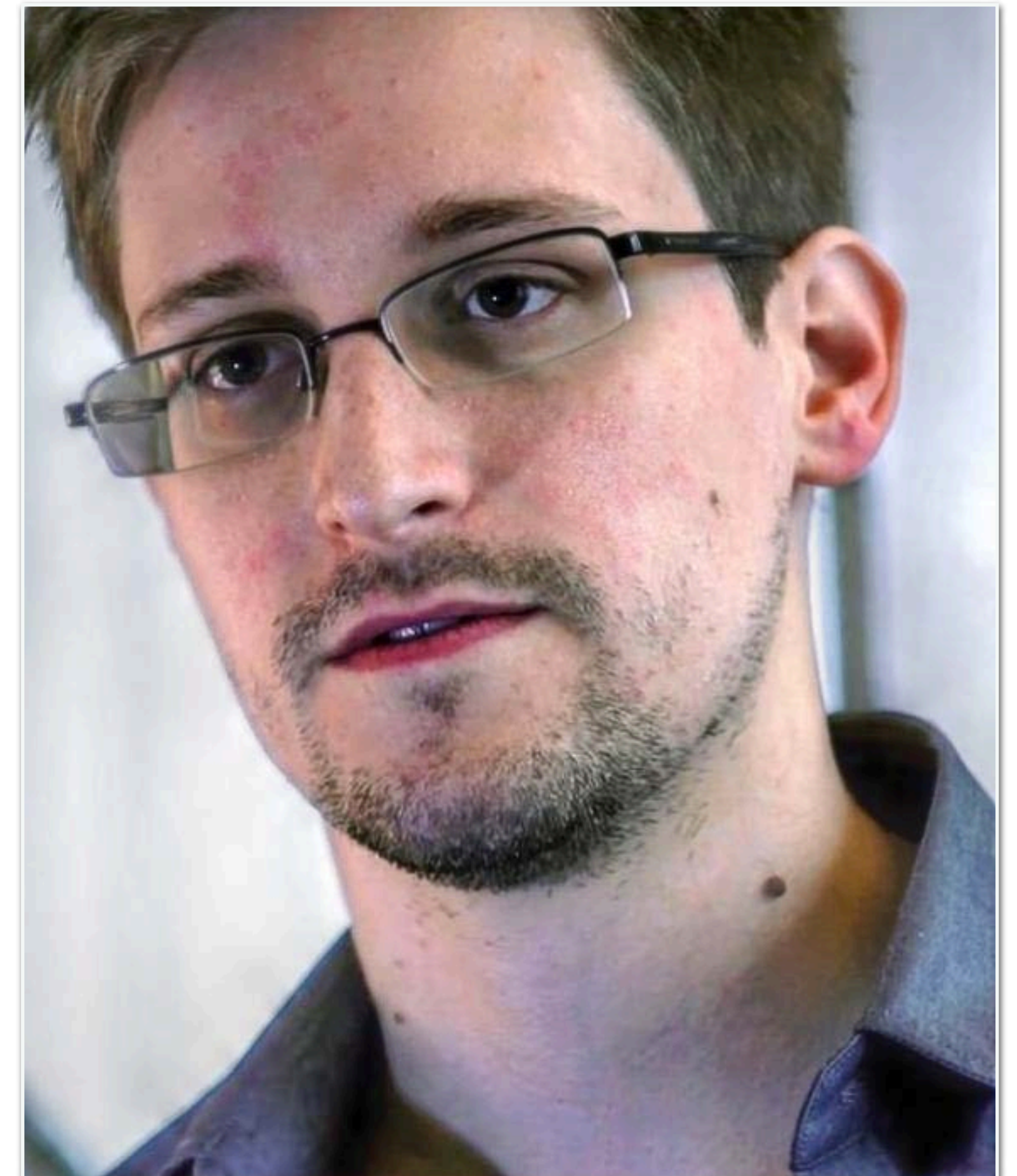


2013



NOKIA

- **Nokia phones are sold to Microsoft**
- **Several public hacks on tech corporations and big chain stores**
- **Edward Snowden's famous leaks**



Uber

2014

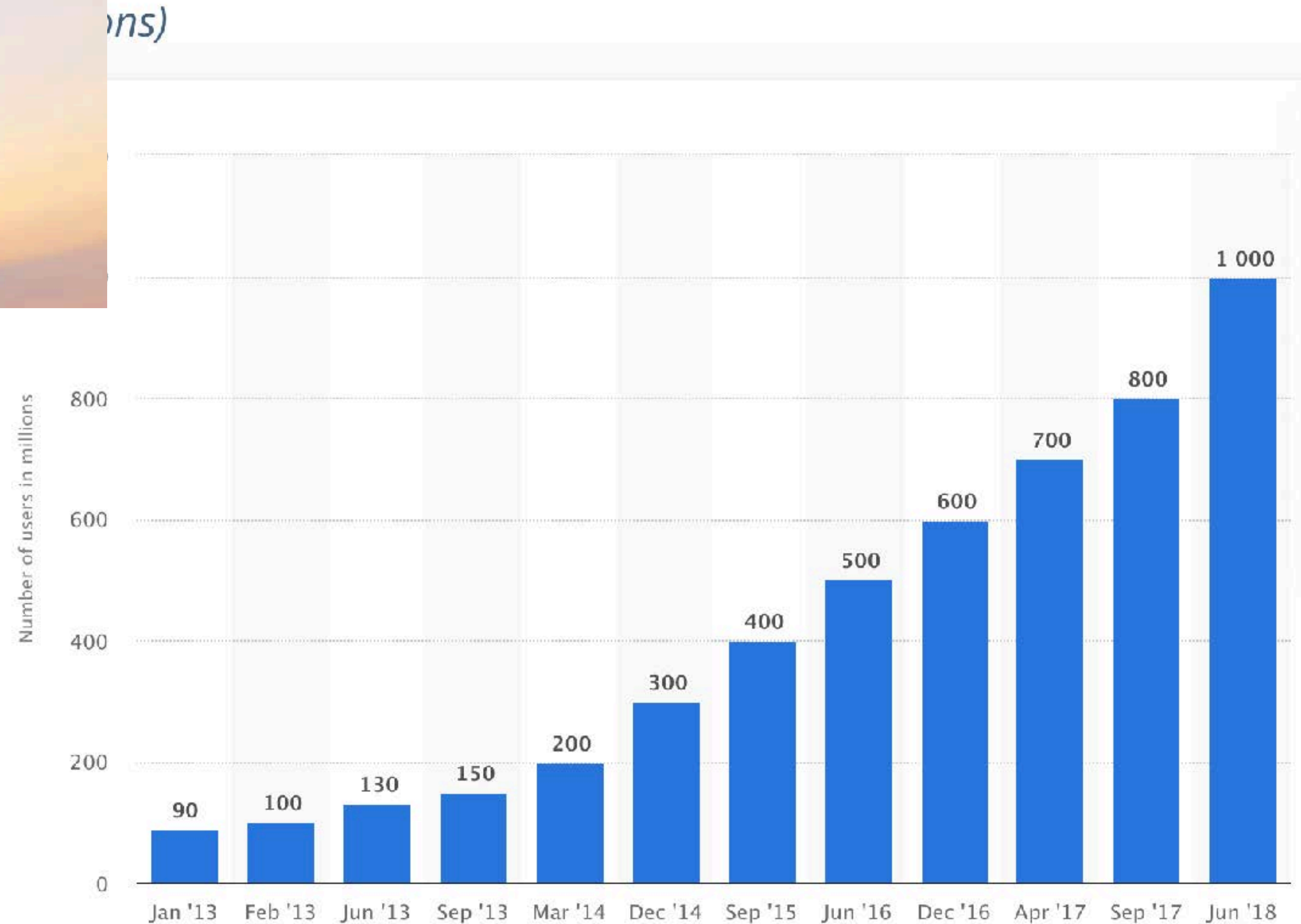
- **Über starts in Helsinki**
- **First Tubecon event is held in Finland**
- **Facebook buys whatsapp**
- **Amazon Alexa is launched**




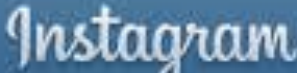

2015



- **Drones deliver (some) packages in Finland**
- **Massive leaks of private user data (eg. Ashley Madison)**
- **Instagram users reach 400M monthly**



2015

 **omertad**


ETELÄ-SUOMEN SANOMAT


Lahtelaispoikien video ylistää tyttöjä - nettihittiä katsottu jo 119 000 kertaa

KOTIMAA 17.16. Päivitetty 17.37

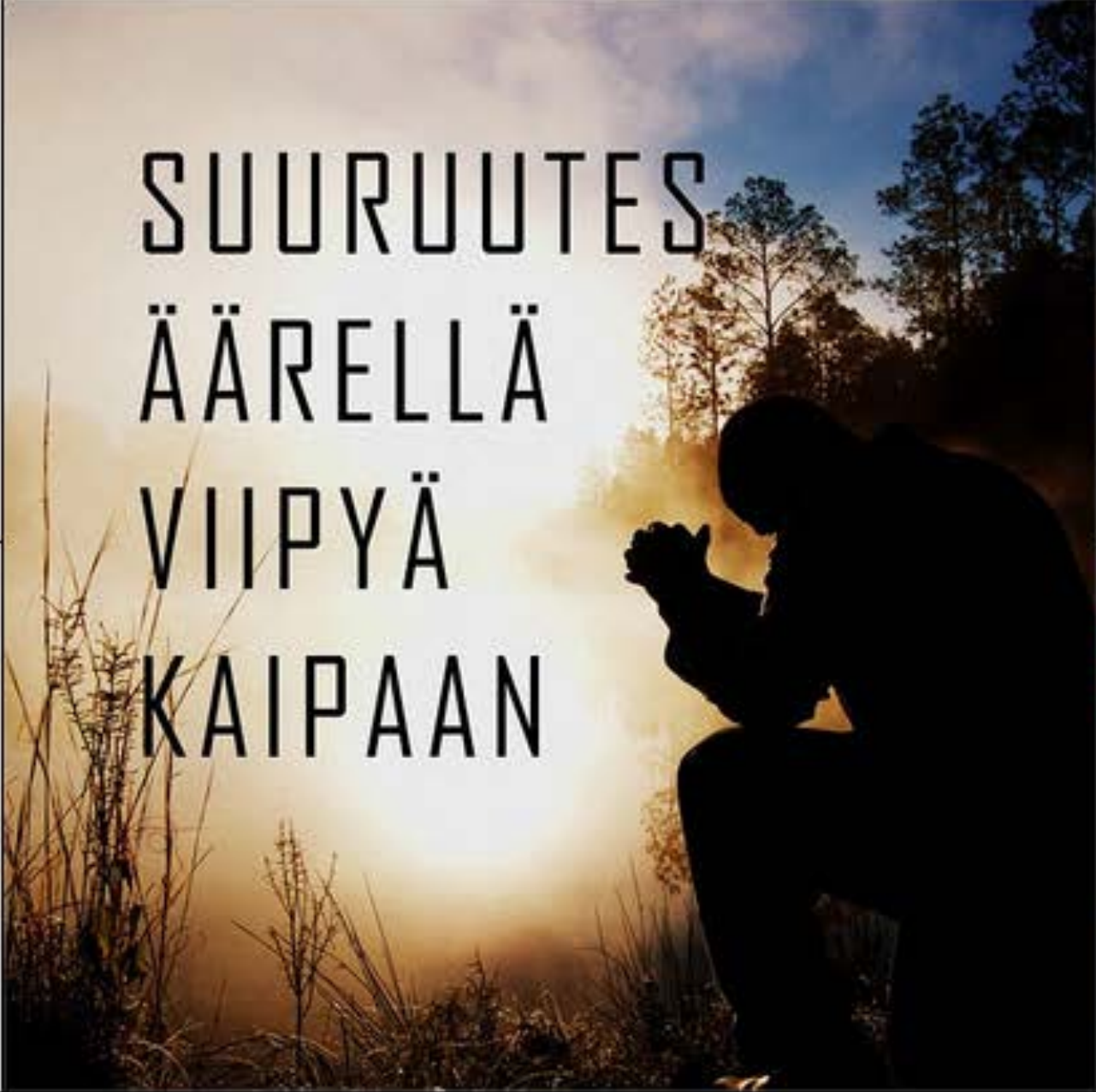
Joukko lahtelaisia poikia päätti pukea tuntosensa videomuotoon. Videolla Joutjärven seurakuntanuorten pojat kuvailevat tyttöjä muun muassa lyhyiksi, pilkiksi, kauniiksi ja hieman käsittämättömiksi.

"Sinä senkin komistus" - nyt on lahtelaistytttöjen vuoro kehua poikia



IS TV


Seuraa


**SUURUUTES
ÄÄRELLÄ
VIIPYÄ
KAIPAAN**



**KRISTUS,
KIRKKAUDEN TOIVO
VALO ELÄMÄMME
ASUT SYDÄMISSÄMME**




SINÄ SENKIN KOMISTUS



meidänperhe

Uusimmat **Luetuimmat**

14-vuotias hittivideon tekijä: "Kaikki tytöt ovat kauniita"



Lahtelaispojat haluavat nostaa tyttöjen itsetuntoa kehumalla heitä julkisesti. (14:05)


Seuraa

jovinuoret ▾
JoviNuoret Joutjärven seurakunnan nuorisotyö. Youth Ministry - Lutheran Church of Joutjärvi, Lahti, Finland #jovinuoret <http://www.jovinuoret.net>

187 posts
268 followers
363 following

joulukuu 2014





8 joulukuu 2014


87 1







TEROLOFBERG


1 posts 43 followers 55 following
Following



"Sinä senkin komistus" - nyt on lahtelaistytttöjen vuoro kehua poikia







Fisucraft, a Minecraft -server run by a local parish in Finland

2016



- **Pokemon Go is launched, reaches 50M users in 19 days**
- **Finnish digital youth work guidelines are published by Verke**
- **Maker activities start to be pushed by Verke**
- **Facebook, HTC and Sony unveil their VR glasses**





PASTORIFIC

Twitter

Pastorific

Tilaa 3 457

Etusivu

Videot

Soittolistat

Kanavat

Tietoja



Kuka olen



Kuka olen

6 584 näyttökertaa 7 kuukautta sitten

Kiinnostaako tietää kuka näiden vlogien takana luuraa? Mä olen Jussi Koski, pappi, tarkemmin ottaen nuorisopastori, Espoosta. Tän videon jälkeen You're in the know!

Seuraa myös:

IG: pastorific

TW: pastorific

[Lue lisää](#)

Aiheeseen liittyvät kanavat



Maano

Tilaa



Roni Back ✓

Tilaa



eeddspeaks ✓

Tilaa



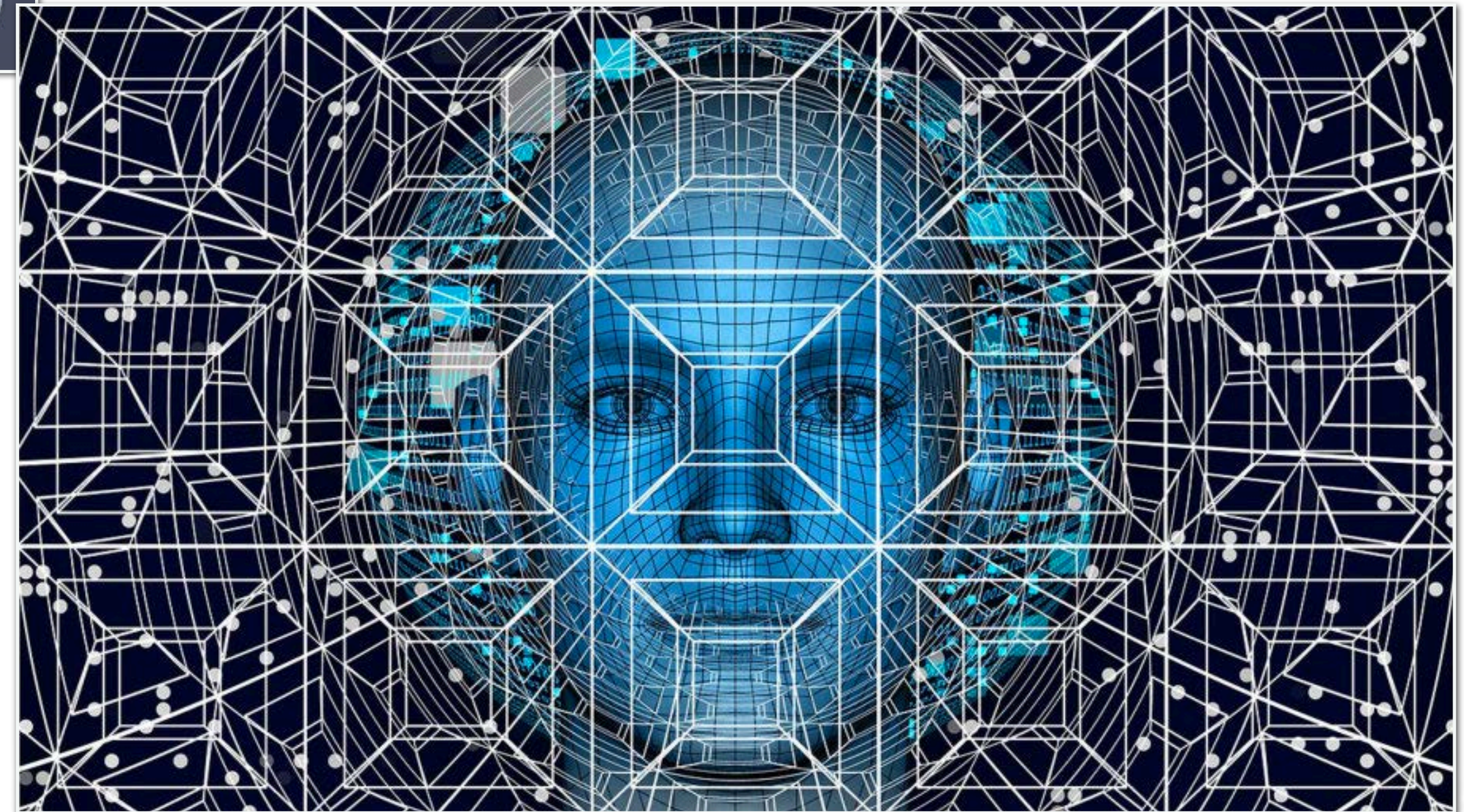
Vinkare

12K followers as of today

2017



- **#metoo**
- **Fake news**
- **A lot of public discussion on the ethics of AI**



2017

Learning by
experiencing



ActionTrack



FORTNITE



2018

- **Fortnite hits the gaming industry by storm**
- **Google is fined 4,3 billion by the EU**
- **GDPR into effect**



2019



- **Tiktok launched**
- **5G networks are being built**
- **Council conclusions on digital youth work**
- **Flat earth facebook group has over 2000 members**



DIGITALISATION OF MUNICIPAL YOUTH WORK, 2019

NUMBER OF RESPONDENTS



1250

COMPOSITION OF RESPONDENTS



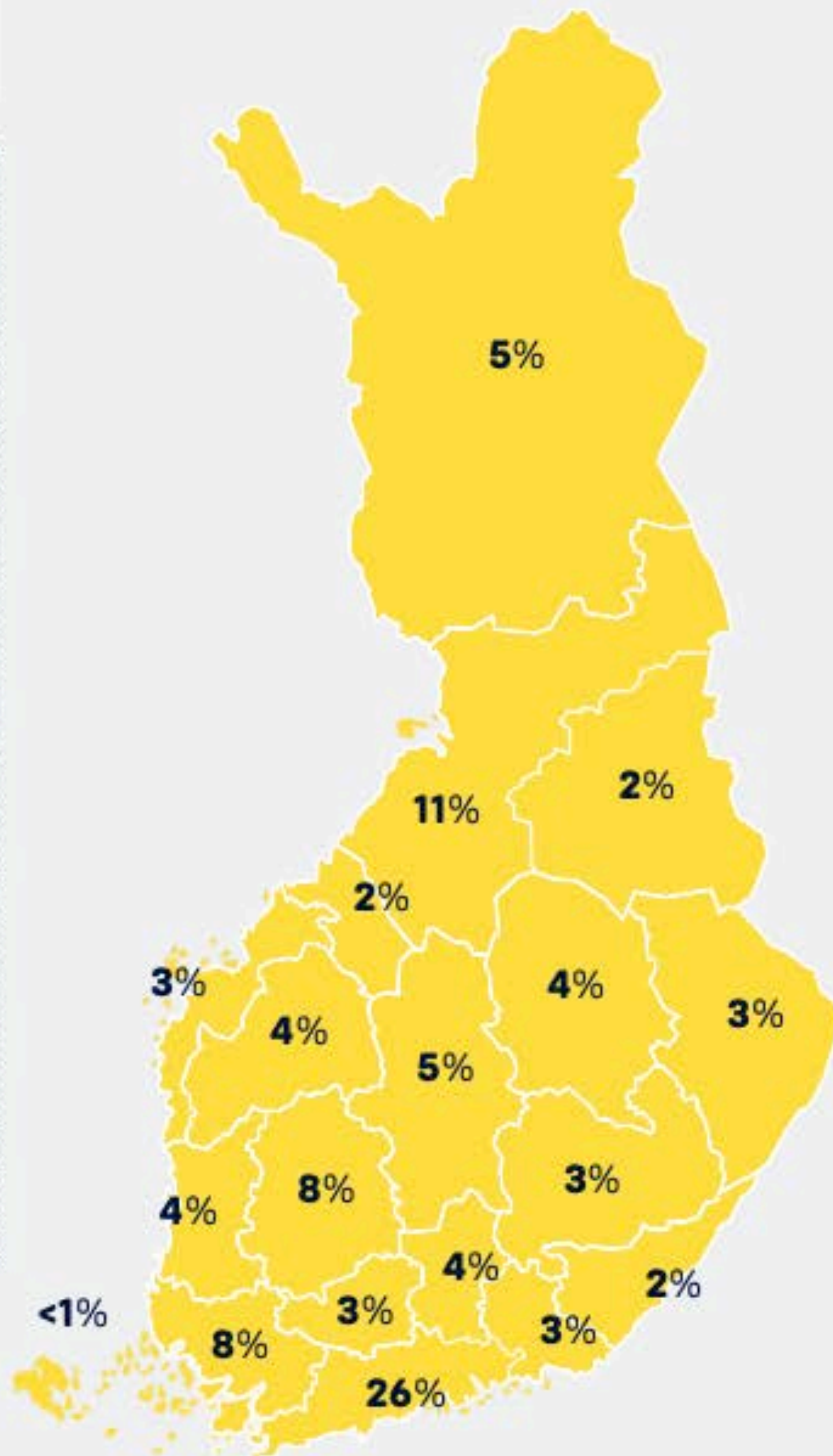
AVERAGE AGE OF RESPONDENTS 39 YEARS

NUMBER OF MUNICIPALITIES

267
311



GEOGRAPHICAL DISTRIBUTION OF RESPONDENTS



95%

**want to stay
abreast of digital
developments**

80%

feel that digital technology should be used more extensively in municipal youth work

49%

consider interactions in digital environments to be just as real as face-to-face encounters

YOUTH WORKERS (in the last 3 months)

91%



had interacted with young people via social media or messaging applications

77%



had discussed phenomena relating to digitalisation with young people

19%



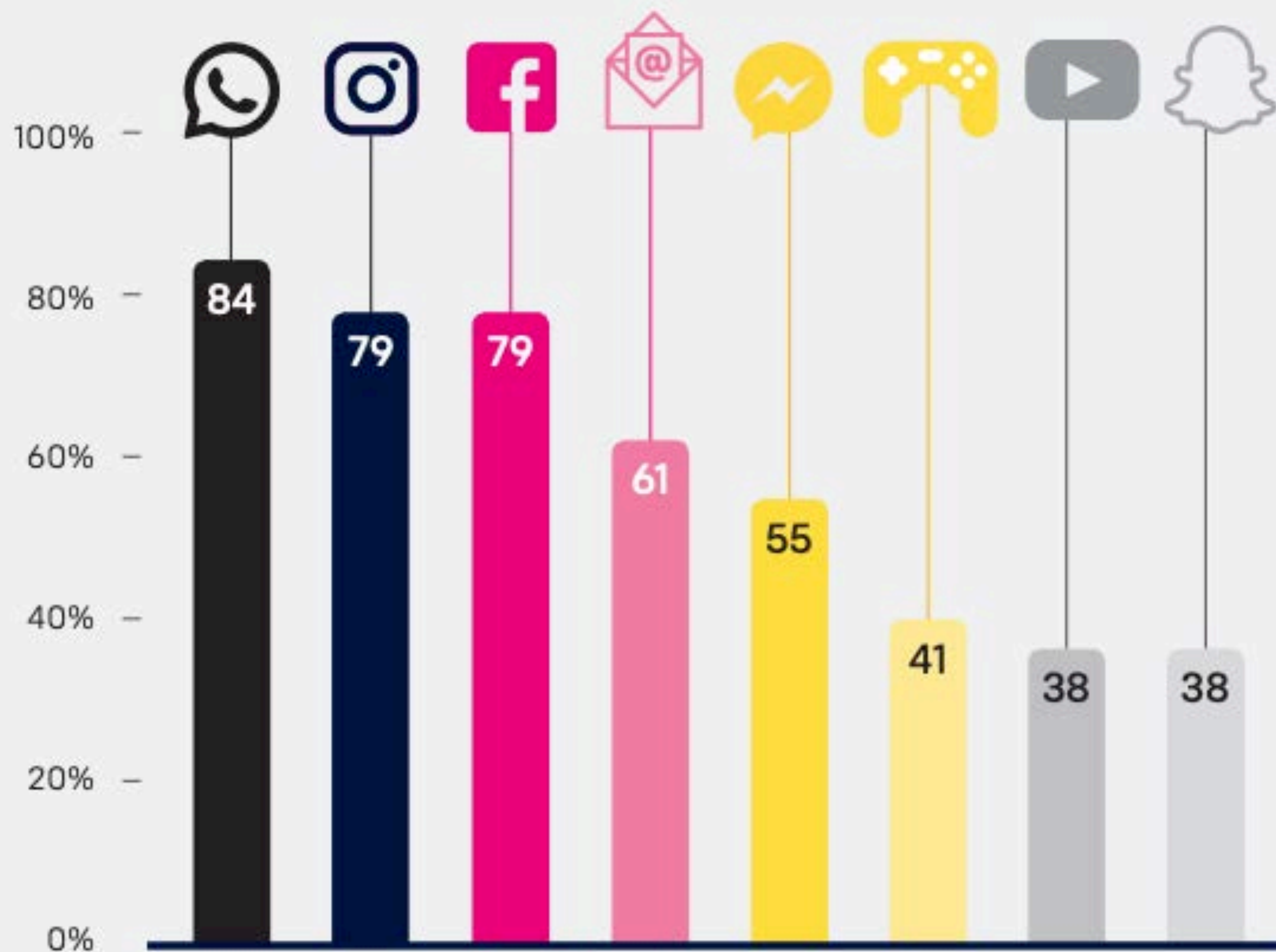
had organised activities that incorporated digital games

8%

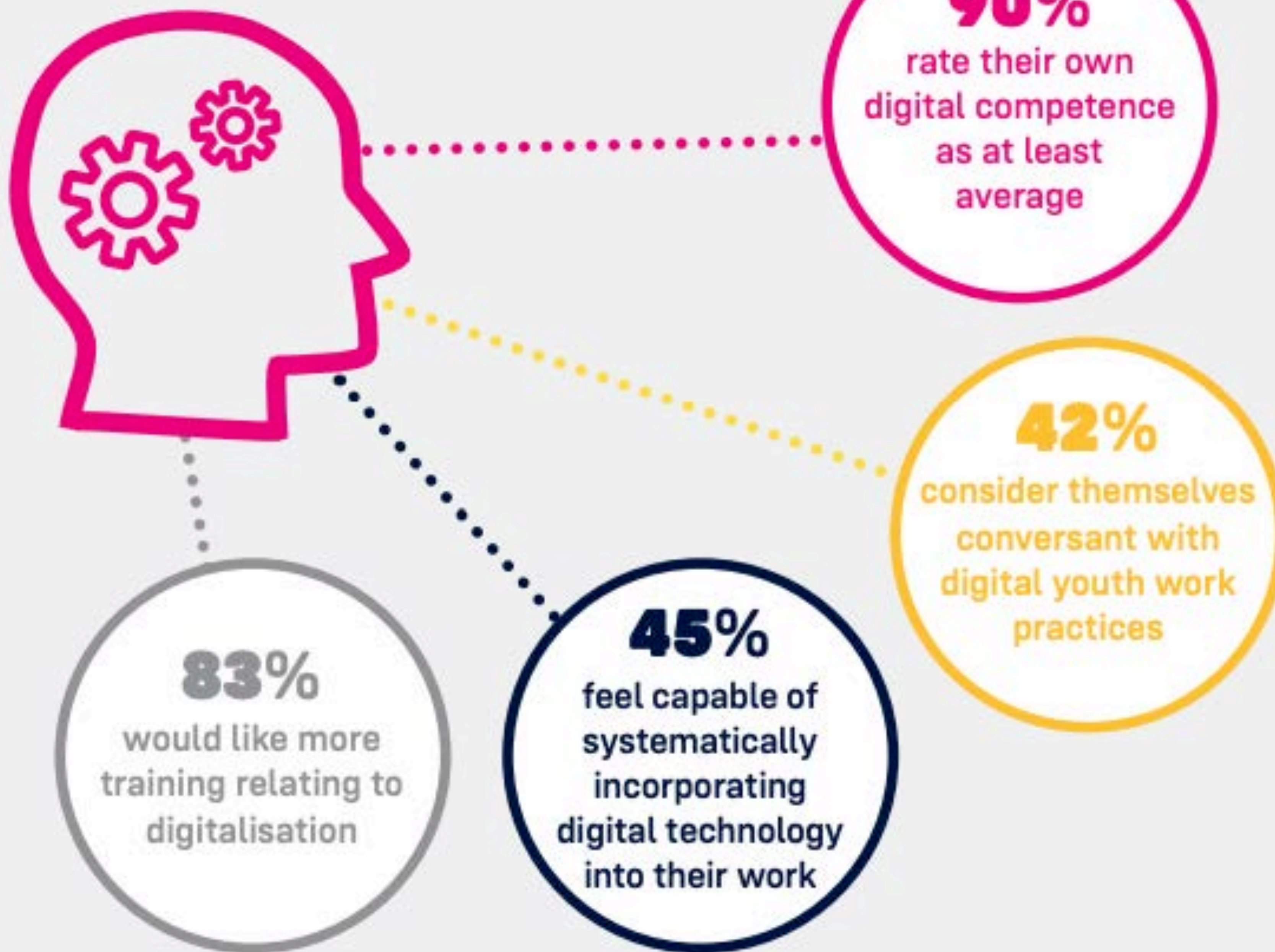


had given young people an opportunity to engage in technological tinkering or coding

MOST POPULAR SERVICES



COMPETENCE



CHALLENGES



58%

COMPETENCE



54%

GOALS



50%

**WORKING
HOURS**

Not everyone is on board yet..

Sosiaalisesta eriarvoistumisesta hyvä esimerkki on tämän tilaisuuden keskustelut ja alustukset: mä en ainakaan ymmärrä mitään mistään delfoista, sitroista enkä heikoista signaaleista - eikä mua edes kiinnosta. Koen olevani ihan tavallinen ja täysjärkinen nuorisotyön ammattilainen, mutta lavalla olevat elää mun näkökulmasta jossain mulle vieraassa kuplassa. Pelkästään se, että Suomessa on olemassa Sitran kaltainen työpaikka ja joku tutkii siellä nuorisotyön digitaalista tulevaisuutta tuntuu mulle kuin lukisin tieteisromania. Mä olen preesens-ihminen, mulle elämä tapahtuu tässä ja nyt, huomina otetaan ilolla vastaan sellaisena kuin se tulee, eikä mulla riitä mielenkiinto yrittää itse vaikuttaa tulevaisuuteen.

4 minuuttia sitten

Raipe



Feedback from Verke's seminar in Nuori2020 event

Current topics

Some of the current topics

- AI as a youth worker: can bots take over some tasks?
- Strategic development of digital youth work
- e-Sports as a tool in youth work
- Accessibility and social inclusion in digital approaches; addressing the digital gap

Some of the current topics

- Maker approaches and -activities
- Podcasts are on the rise
- Experiments with new services (eg. TikTok)
- Future-oriented planning



BlocksJavaScript

Search...

Basic

Input

Music

Led

Radio

Loops

Logic

Variables

Math

Advanced

on shake ▾

repeat 5 times

do

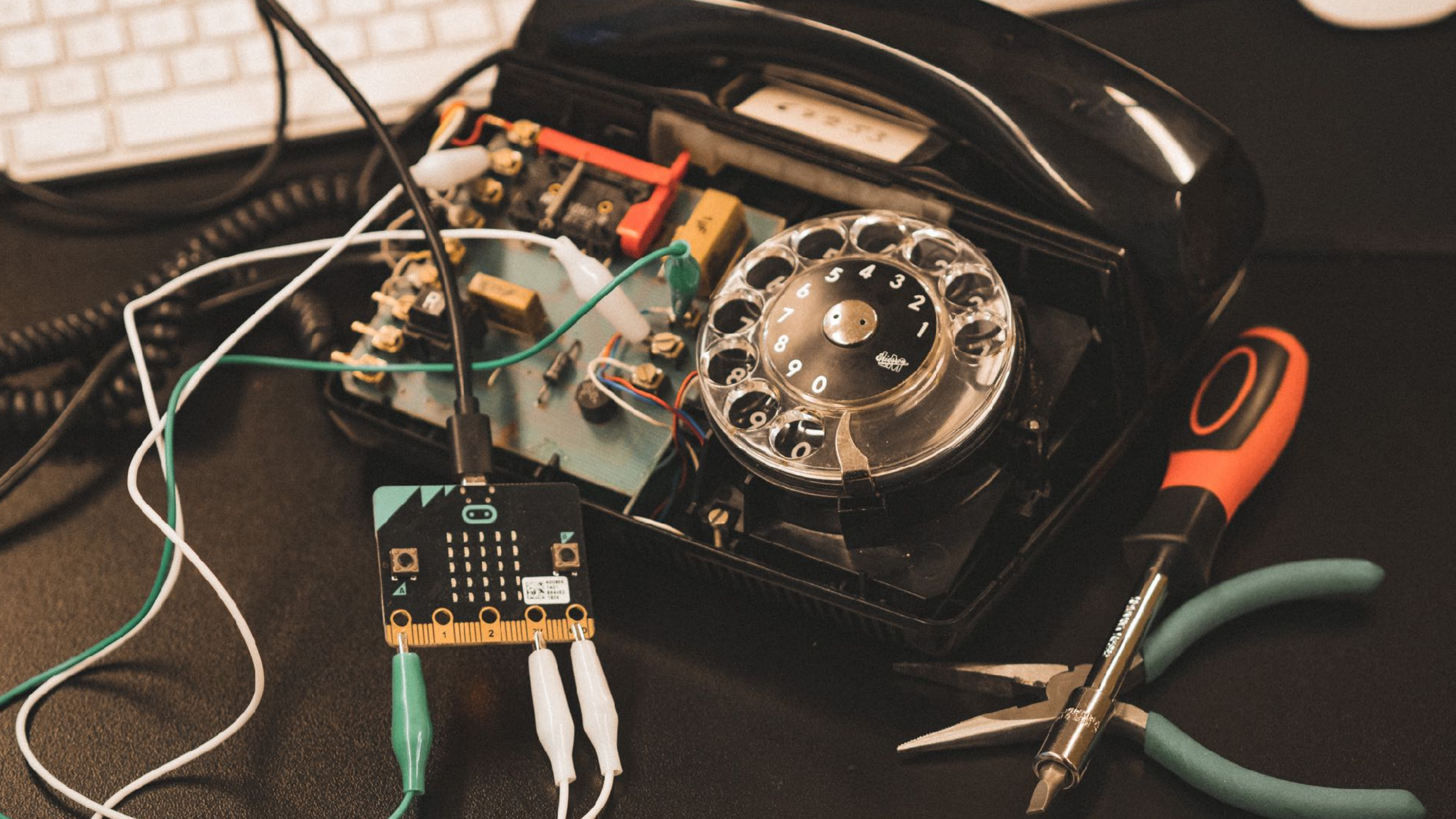
digital write pin P0 ▾ to 1

pause (ms) 400

digital write pin P0 ▾ to 0

pause (ms) 400

ravistus_ledivilkku



Digital youth work and Covid-19

Covid-19 and digital youth work

- A lot of reserve was there to jump into digital environments
- However, many youth workers still had no experience at all
- Strategies, local guidelines were still lacking in places
- Discord was hugely popular as a platform
- Time will tell what was learned and adopted - if anything
- Research starting on effects to DYW / Youth field

Onwards to 2030



“What we mean with “digital” will change radically during the next 10 years. Even now wearable technology, smart homes, etc break down the perception of separate digital environments. Hanging on to old concepts limits our capability to think about what digitalisation of youth work could be.”

Answer to edelfoi survey (Eriksson & Tuuva-Hongisto 2019)

Youth work 2030

- Work, culture, social relationships & economy will be shaped by technology also in the future
 - Every youth worker must understand the importance and broadness of digitalisation
 - The core of youth work will be to understand and support the lives of young people - but in a changed context
 - Most important is to be innovative in including digital elements in one's own work
- > plans and strategies for digital transformation of youth work are needed

11. Many youth policy documents lack foresight about the ways in which digitalisation will affect society, young people and youth work. Many strategies also lack a holistic approach to developing youth work in the digital era.

INVITE THE MEMBER STATES, IN LINE WITH THE SUBSIDIARITY PRINCIPLE AND AT THE APPROPRIATE LEVELS, TO

12. Promote and develop youth policies and strategies that strive to be proactive with regard to technological development and digitalisation. When designing policies that affect young people's lives, the impact of digitalisation on societies, including youth work practices and services, should be taken into account and assessed. To that end, cross-sectoral cooperation between relevant policy sectors and stakeholders should be intensified.

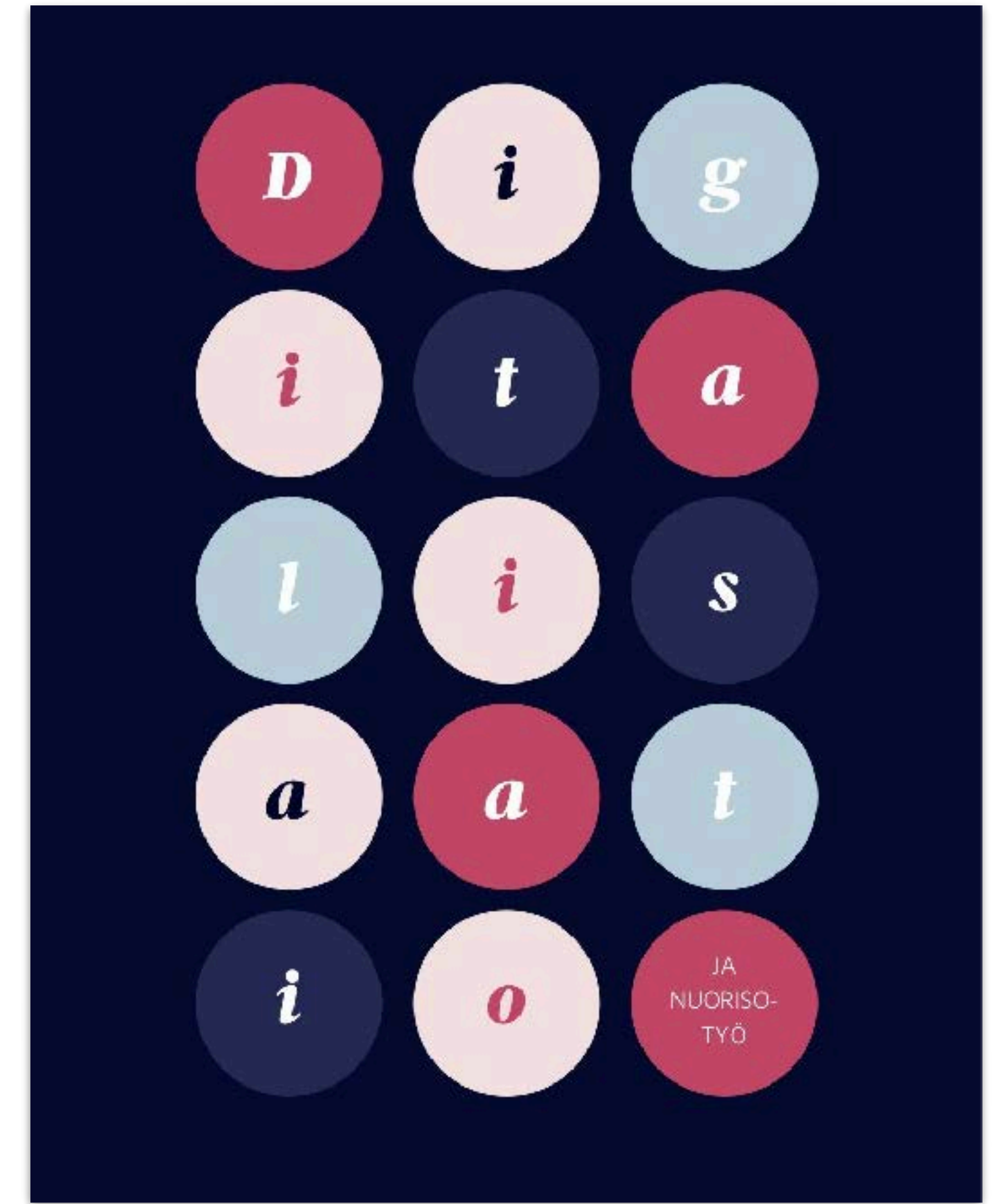
13. Include, where applicable, in their youth strategies or other relevant policy plans, clear goals and concrete steps for developing and implementing digital youth work and assessing its impact on young people and youth work. These goals should be based on knowledge, evidence and data regarding young people's digital competences, and the needs for youth work services.

Digital technology can increase equality

- Immersion through virtual realities can help to see the world through the eyes of others
- Digital platforms and robotics make it possible to participate regardless of location etc

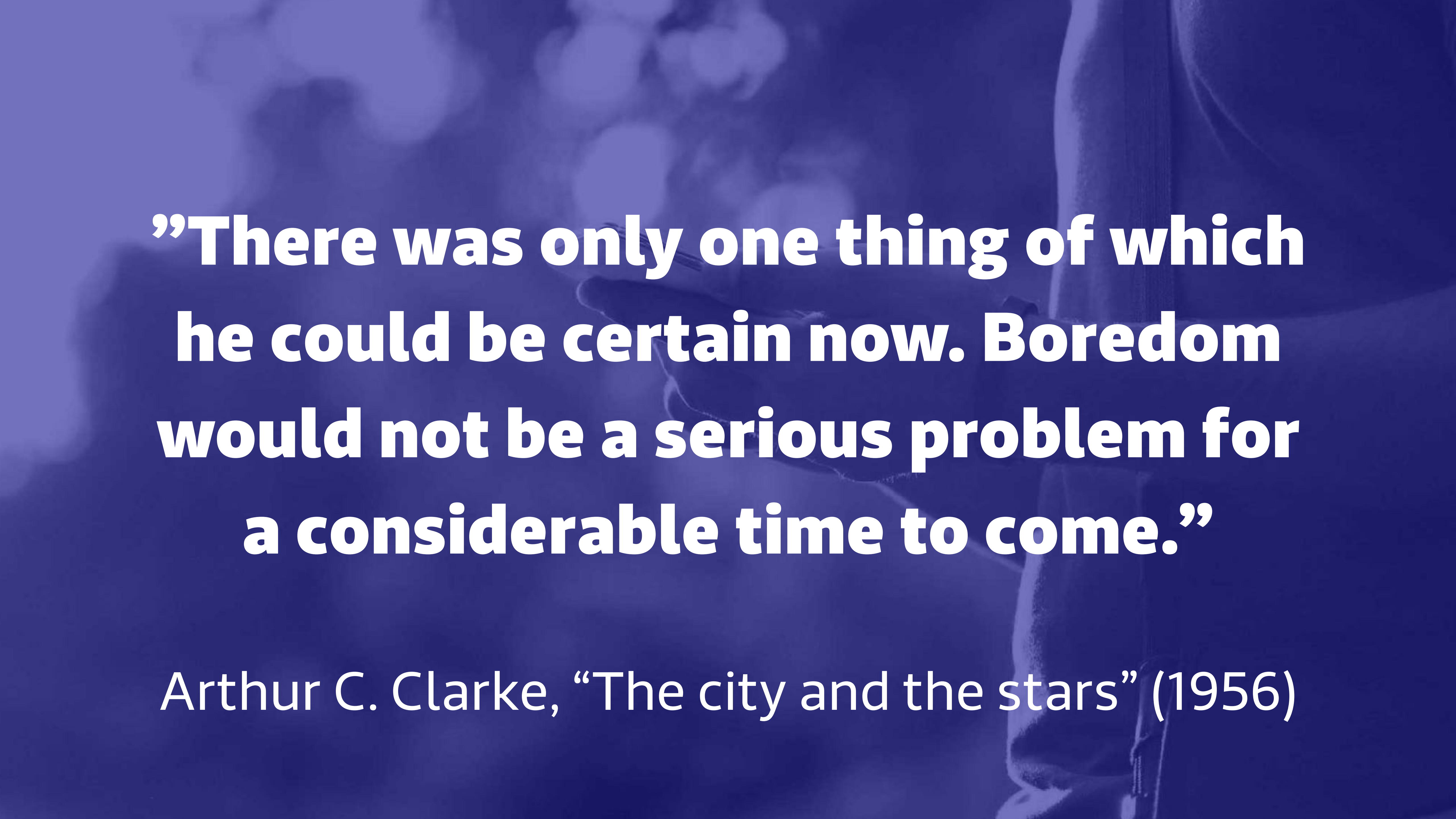


Verke's publications



All publications available as print or online @ www.verke.org

Final quote..

A person wearing a white lab coat is shown from the chest up, holding a pen in their right hand. The image is overlaid with a solid blue color, making the text stand out. The person's face is partially visible on the right side of the frame.

”There was only one thing of which he could be certain now. Boredom would not be a serious problem for a considerable time to come.”

Arthur C. Clarke, “The city and the stars” (1956)

Thank you!

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