What Do We Know about the Digital Age: a Global Perspective

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Delivering Career Resources and Services in a Digital Age

- Benefits of the Internet

  - Provides easier access to information resources

  - Facilitates communication among practitioners and clients

Current Use of the Internet to Access Career Resources

- Homework

  - Web sites used by clients as homework in face-to-face career counseling

  - Web sites used by clients as homework in distance career counseling

Current Use of the Internet to Access Career Resources

- Collaborative use of Web sites by clients and practitioners during

  - face-to-face career counseling session

  - distance counseling

- Advantages

  - promotes modeling of information seeking

  - provides opportunities for "teachable moments"

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Current Use of the Internet to Access Career Resources

- Web sites used by individuals to access self-help career assessment and information resources

Current Use of the Internet to Access Career Services

- Distance counseling using the Internet to allow communication among practitioners and clients

- Social networking among practitioners and clients

- Social networking among individuals making career choices without assistance from a practitioner

Anticipated Impact of New Technology

- Greater access to information

- Distance delivery of services

Unanticipated Impact of New Technology

- Rapid development of Web sites

  - Overwhelming amount of information is currently available

  - As new information is added, much old information remains

  - Which information is the right information?

  - Irony – Increased access to poorer quality information

Unanticipated Changes

- Increasing power of search engines
  - Overwhelming amount of available Web sites
  - Which Web sites are the right sites?

Unanticipated Changes

- Rapid development and increasing use of social networking

- Rapid development and increasing use of mobile devices

  – Mobile phones

  – Smart phones

  – Mobile devices (e.g., iPad)

Coping with Overwhelming Information

- Use a model that helps clients limit the scope of information by linking Web site content with specific client goals

- Use a model that helps practitioners provide appropriate support for clients using Web sites or social networking resources

Model for Client Web-Site Use

- Three goals for client use of Web sites

  1. Help the client to ***understand*** the nature of his or her problem

  2. Assist the client to ***act*** in ways that help to solve his or her problem

  3. Help the client to better ***cope*** with problems that cannot be completely solved

Understand the Problem

- Help the client to *understand* the nature of his or her problem

  - Review a portion of a Web site that explains what many individuals experience when they have a specific problem

Act to Solve the Problem

- Assist the client to *act* in ways that help to solve his or her problem

  – Review a portion of the Web site that provides descriptions of specific counseling interventions

Cope with Problems Not Yet Solved

- Help the client to better *cope* with problems that cannot be completely solved

    - Review a portion of the Web site that provides personal statements of individuals who have experienced, and coped with, similar problems

    - Participate in a virtual support group for clients with similar problems by reading and posting messages on a limited access bulletin board

Four-Step Counseling Model

- A four-step counseling model can help clients effectively use a Web site in completing homework

  1. Screening

  2. Recommending

  3. Orienting

  4. Follow-up

Screening

- Purpose

  - Determine the likelihood that using Web-based assessments, information resources, and opportunities for interaction with others will help the client in problem solving

Recommending

- Purpose

  - Suggest specific Web-site content to increase the likelihood that the client will use the resources that are appropriate for his or her needs

Orienting

- Purpose
    - Help ensure that the client makes effective use of a Web site by promoting a realistic understanding of the potential benefits, limitations, and functioning of the site in relation to his or her needs

Follow-Up

- Purpose
  - Help ensure that clients have appropriately used Web-site assessments, information sources, and opportunities for interacting with others, to meet their previously identified needs

Ethical Issues

- Quality of resources and services offered on the Internet

- Individuals' readiness for use of Internet-based self-help resources

- Availability of user support when needed

- Credentials of resource and service providers on the Internet

Ethical Issues

- Lack of practitioner awareness of local conditions and events

- Confidentiality and user privacy on the Internet

- Equality of access to Internet-based career resources and services

- Inappropriate practitioner self-disclosure on social networking sites

Promising Developments

- Careers Innovation Group

  – Brings together academics from UK higher education institutions working with employers and service providers to discuss and develop leading-edge ideas for careers work

Promising Developments

- Recent publications

  - Careers Information, Advice & Guidance: the digital revolution and repositioning of labour market information

  - Careering through the Web: The potential of Web 2.0 and 3.0 Technologies for Career Development and Career Support Services

  - The Internet: A Guide to Using the Internet in Career Planning

For Additional Information

http://www.career.fsu.edu/techcenter

Thank You