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”
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
• 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
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