

# Future of Work – Reaching Youth

HRMT Workshop

As part of the Capabilities & Communications Task Team

By Nardie Crijns

# Today's Agenda



Why Reaching  
Youth?



Objectives



Findings & Trends



Future Areas of  
Research



# Why Reaching Youth?



# Why Reaching Youth?

- Duty of NSI in stimulating data usage and boosting statistical literacy
- Relation between existing communication strategies and non-traditional media sources
- Diversity, shift in need and digital world
- The youth cohort has a low response rate compared to other groups

Generally generation Y (and beyond) use non-traditional sources, have their own language and are comparatively critical, aware and idealistic. This creates a mismatch with mainstream communication strategies of NSIs

Ergo: youth need to be targeted separately



# An example: New media landscape of an NSI

## What we do

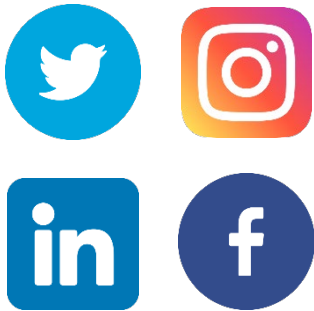
Twitter: 20 tweets / week

Facebook: 5 posts / week

Instagram: 915 posts in total

LinkedIn: 5 - 8 / week

YouTube: 3 - 5 videos / month



## What they do

We (CBS) don't ask



Afix market research (15-19y)  
shows that in 2020:

- 90% uses YouTube
- 82% uses Instagram
- 51% uses Facebook
- 17% uses Twitter

## Do we reach users?

Twitter: 121k followers  
31k impressions / week

Facebook: 8.5k page likes  
2k reach / week

Instagram: 4k followers  
1k reach / week

YouTube: 2,8k subscribed  
4 video's / month?

# Objectives



# Objectives Reaching Youth

- Future of Work & How do we target youth?



## Communication strategy

- Target youth as a separate cohort
- Custom strategy for youth



## Youth as a data user

- How do NSIs boost statistical literacy?
- What research have NSIs done?
- Measurements for effectiveness



## Youth as a data source

- How do NSIs reach youth?
- What approaches or experiments did NSIs explore?
- Validation criteria

# Findings & Trends





# Findings & Trends – Communication Strategy



## Communication strategy

- Target youth as a separate cohort
- Custom strategy for youth

- Only some NSIs see youth as a separate target group and even fewer have a custom strategy in place
- Methods targeted at youth reported by NSIs are overrepresented compared to communication strategies that specify youth



# Findings & Trends – Youth as a data user



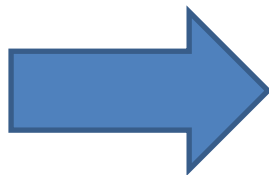
## Youth as a data user

- We utilize various methods and activities to increase statistical literacy
- Most reported section of the survey including lesson materials, statistics competitions, career fairs etc.

- How do NSIs boost statistical literacy?
- What research have NSIs done?
- Measurements for effectiveness



# How do we boost statistical literacy?



- Training and lesson materials at schools
- Career fairs
- Statistics competitions – both national and international
- Open days
- Infographics
- Many more

[Reaching Youth Repository](#)  
available on the UNECE wiki

A collection on the work of NSIs to target youth and boost statistical literacy



# Findings & Trends – Youth as a data user



## Youth as a data user

- How do NSIs boost statistical literacy?
- What research have NSIs done?
- Measurements for effectiveness

- We utilize various methods and activities to increase statistical literacy
- Most reported section of the survey including activities, methods, career fairs etc.
- Highlights
- What are the takeaways?



# Findings & Trends – Youth as a data source



## Youth as a data source

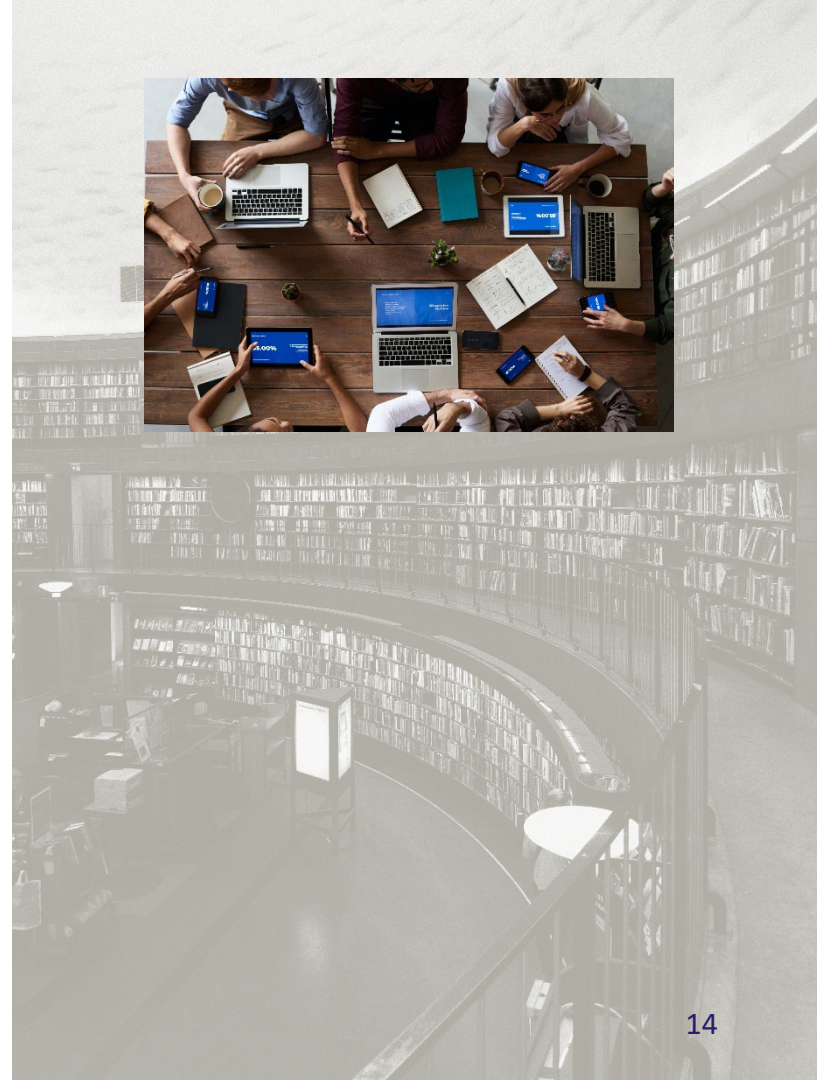
- How do NSIs reach youth?
- What approaches or experiments do NSIs explore?
- Validation criteria

- A variety of modes and channels
- Low response rate
- Some experiments are conducted, however there are limitations
- Legislation and other barriers are often in place when targeting youth
- Concrete information on validation criteria is often missing



# Room to grow

- Market research – especially from the viewpoint of the NSI
- International collaboration





# Room to grow

- Measure data or information used by youth
- Sets of methods to implement with regards to budget, time or other resources
- What potential growth do you see?



# Room to grow

- More experimentation and information on what modes or channels work best to obtain data form youth
- Universal guidelines
  - How to deal with legislation and other barriers
  - Development of new methods and protocols





# Future Areas of Research



# Future Areas of Research

- Future subjects
- Worthwhile to share resources and methods in an international context
- How do we keep in touch?



Youth is our next [ ]





# Future of Work – Reaching Youth

Keep in touch:

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As part of the Capabilities & Communications Task Team



# Backup slides



# Common Examples

- National and international statistics competitions
- Social media channels
- Job & Career fairs
- School learnings & training academies
- Open days / Office visits / School visits

# Uncommon

- International partnerships
  - At the School of Open Cohesion Project
  - Statistical development Institutional cooperation
- Custom Applications
- Job shadow days
- Focus and discussion groups
- Experiments
- Partnerships with influencers





# Rare

- Statistics usage in exams
- First evidence of teachers and youth reaching out to NSIs