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

• 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

Communication strategy
• Target youth as a separate cohort
• Custom strategy for youth
Findings & Trends – 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.

Youth as a data user

• 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

• 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?

Youth as a data user
• How do NSIs boost statistical literacy?
• What research have NSIs done?
• Measurements for effectiveness
Findings & Trends – Youth as a data source

- 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

Youth as a data source

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

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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