

# “Are you as good as you think you are?” – Promoting self-assessments with social media

Ingrid Radtke, Skills Norway

# Background: Piaac-study

- ...large number of low achievers on or below level 1 in Norway (out of approx. 5,3 mill inhabitants).
- For the area of literacy it is estimated that 400 000 adults are low achievers while the number for numeracy is 480 000 and for problem solving with ICT even 800 000.

# Challenge

How to reach out to people who are in need for training in basic skills?

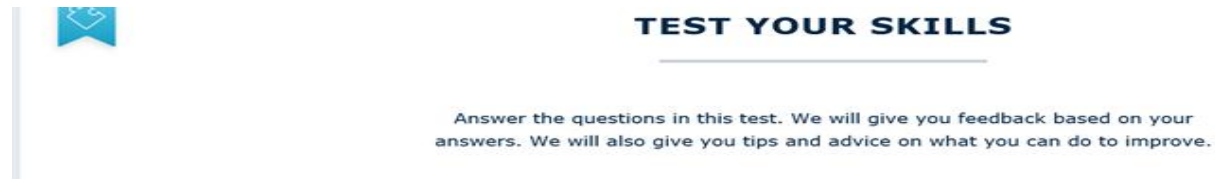
- Are not employed or part of the working-life
- Do not participate in any training or educational programme
- Are not in contact with a job-seeker senter or career guidance

# Project 1: Development of assessments and e-learning

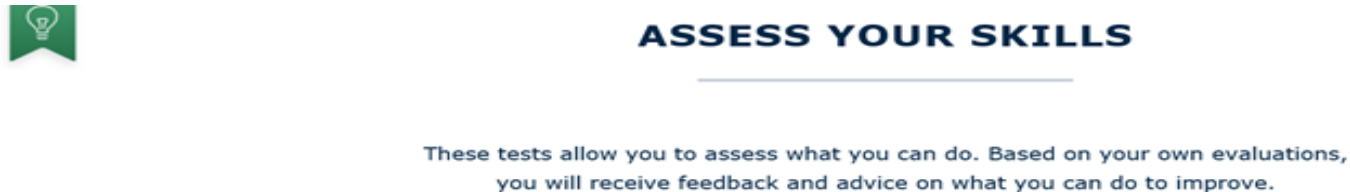
- Simple assessment tools that are open available
- Can be used by everyone and course providers
- E-learning and advice given on what to do else
  
- Three types of tools
  - Screeners in basic skills
  - Selv-assessment in basic skills
  - E-learning

# Three types of tools

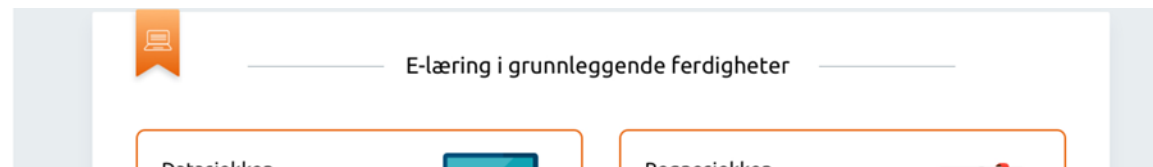
- Test yourself (reading test, calculation, digital skills, oral skills)



- Assess yourself (reading/writing, calculation and digital skills, oral skills)



- E-learning





# TEST YOURSELF

Do you wonder how good you are at reading and writing, numeracy and computing? Here are some simple tools that allow you to test yourself.

Norsk



## TEST YOUR SKILLS



# ADVICE AND TIPS ON HOW TO BECOME BETTER

Did you know that adults in Norway are entitled to receive training in basic skills? Here is some information on who to ask about courses and training. You can also start by doing some exercises at home that will help you improve your basic skills.



## Exercises at home

The Internet is a great place to practise reading, writing, numeracy and computing skills. Skills Norway has some practice exercises that are free for you to do: ...

Åpne 



## Training in the workplace

Do you think that you need training in basic skills at your workplace? Kompetansepluss (Skills Plus) is a grant scheme for training in basic skills. ...

Åpne 

## Project 2: Dissemination through social media

- Majority of 5,3 mill inhabitants use social media
- Facebook: More than tre million daily Facebook and Messenger users.
- Instagram: 2,2 millions over 18 have a profil, about 1,1 daily users.

# Social media campaign for numeracy assessment

- Focus on numeracy assessment in the first case
- Easy to communicate visual and contentwise
- Communicates with peoples open or hidden deficits

# Practical

- Engaged communication company for design and content, Siste Skrik
- Subcontracted a media company for the statistic analysis, RE:MEDIA
  
- Development of adverts
- Development of campaign-webpage
- Direction of the campaign towards focus-group
- Analyse of statistics

# Adverts with everyday situations in social media

The screenshot shows a web browser window with the URL [https://www.sisteskriv.no/portfolio\\_page/er-du-sa-god-som-du-tror/](https://www.sisteskriv.no/portfolio_page/er-du-sa-god-som-du-tror/). The browser's address bar and tabs are visible at the top. The main content area displays six social media advertisements from 'Kompetanse Norge'. Each ad features a colorful illustration and a text-based question or challenge. The ads are arranged in two rows of three. The top row includes ads about TV costs, lottery odds, a recipe, and a shopping sale. The bottom row includes ads about milk and a discount card. Each ad has a 'FINN UT MER' button and social media interaction icons (Like, Comment, Share).

**Ad 1 (Top Left):** Kompetanse Norge. Denne TV-en koster 7 990,-. Delbetaling koster 797,- per måned i 12 måneder. Hva lønner seg?

**Ad 2 (Top Middle):** Kompetanse Norge. Berit vant 20 000,- i måneden i 20 år på skrapelodd. Inger vant 4 millioner kroner i pengespill. Hvem vant mest?

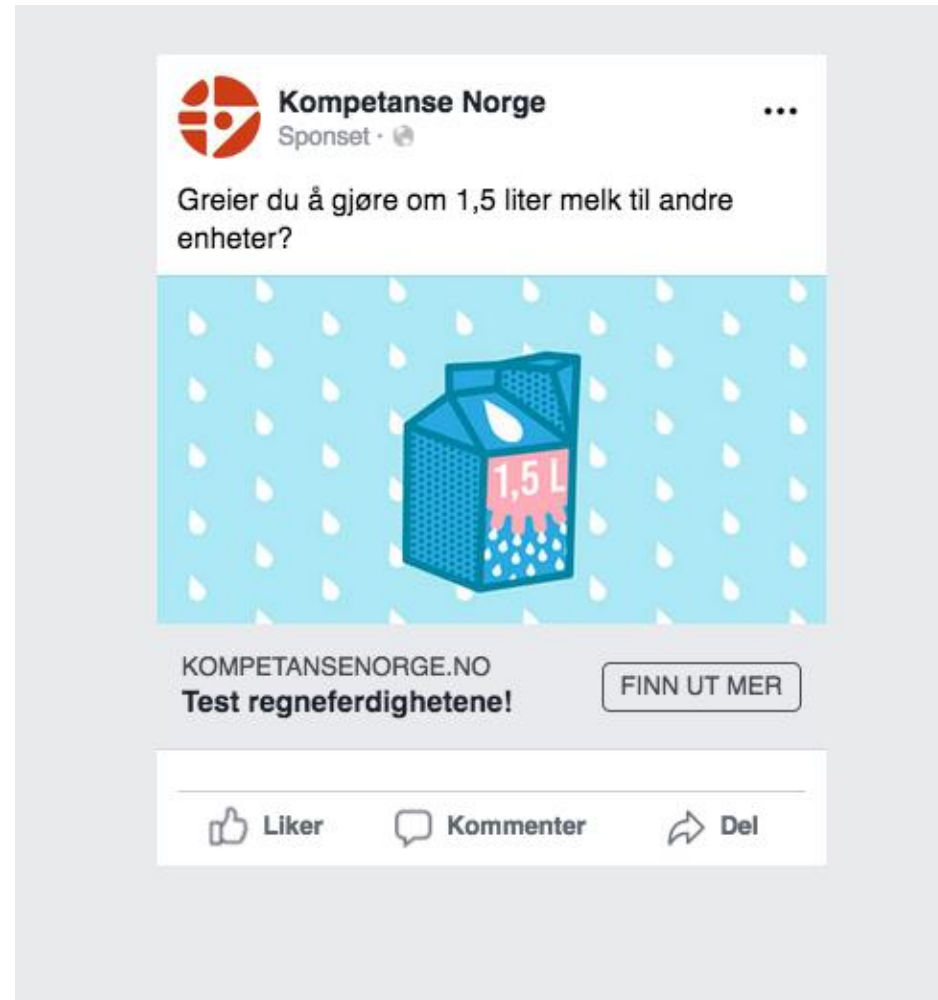
**Ad 3 (Top Right):** Kompetanse Norge. Oppskriften er for fire, men dere er fem. Hvordan beregner du?

**Ad 4 (Bottom Left):** Kompetanse Norge. Greier du å gjøre om 1,5 liter melk til andre enheter?

**Ad 5 (Bottom Middle):** Kompetanse Norge. Med utgangspunkt i prisene på kortene, hvor mange dager må du i bakken for at et sesongkort lønner seg?

**Ad 6 (Bottom Right):** Kompetanse Norge. Test regneferdighetene!

# Exsample – redo units



A screenshot of a Facebook post from the page 'Kompetanse Norge'. The post is sponsored, as indicated by the 'Sponset' label. The text of the post asks, 'Greier du å gjøre om 1,5 liter melk til andre enheter?' (Can you convert 1.5 liters of milk to other units?). Below the text is a blue graphic with a pattern of white raindrops. In the center of the graphic is a blue milk carton with a white label that says '1,5 L'. Below the graphic, the URL 'KOMPETANSENORGE.NO' is displayed, followed by the text 'Test regneferdighetene!' and a button labeled 'FINN UT MER'. At the bottom of the post, there are three interaction options: 'Liker' (with a thumbs-up icon), 'Kommenter' (with a speech bubble icon), and 'Del' (with a share icon).

**Kompetanse Norge**  
Sponset · 🌐

Greier du å gjøre om 1,5 liter melk til andre enheter?

KOMPETANSENORGE.NO  
**Test regneferdighetene!** [FINN UT MER](#)

Liker · Kommenter · Del

# Pricing before and after sale



**Kompetanse Norge**  
Sponset · 🌐

Greier du å regne ut før- og nåpris når det er salg i butikkene?



KOMPETANSENORGE.NO  
**Test regneferdighetene!**

FINN UT MER

Liker Kommenter Del

# Campaign-website

← → ↻ Ikke sikker | www.erdusågodsdutror.no

## Er du så god som du tror?

Are you as good as you think you are?

Det er lett å glemme det vi en gang har lært, iallfall om vi ikke praktiserer jevnlig. Så om vi var drivende gode til å regne før, er det ikke sikkert vi er like gode i dag. En enkel regnetest gir deg en pekepinn på om det kanskje er på tide med en liten oppfrisking, et kurs eller videreutdanning, som du kan ha glede av både jobbmessig og privat.

Take the maths test

Exercise with e-learning

Take more tests and self-assessments

TEST DEG SELV



Ta regnetesten og se hvordan det står til!

Her kan du øve deg på grunnleggende regning!

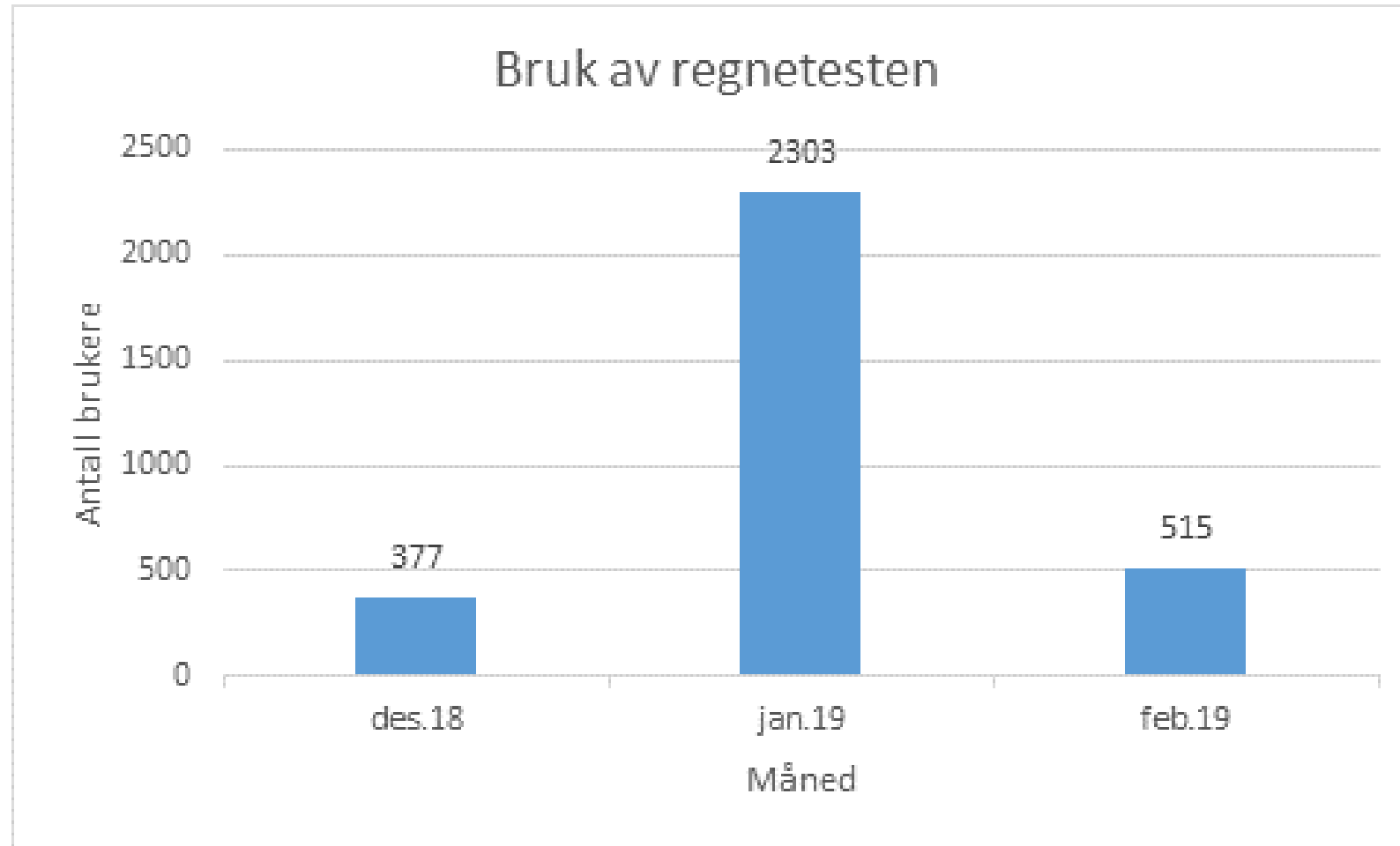
Ta flere tester og selvvurderinger her!

Advice on what to do else.

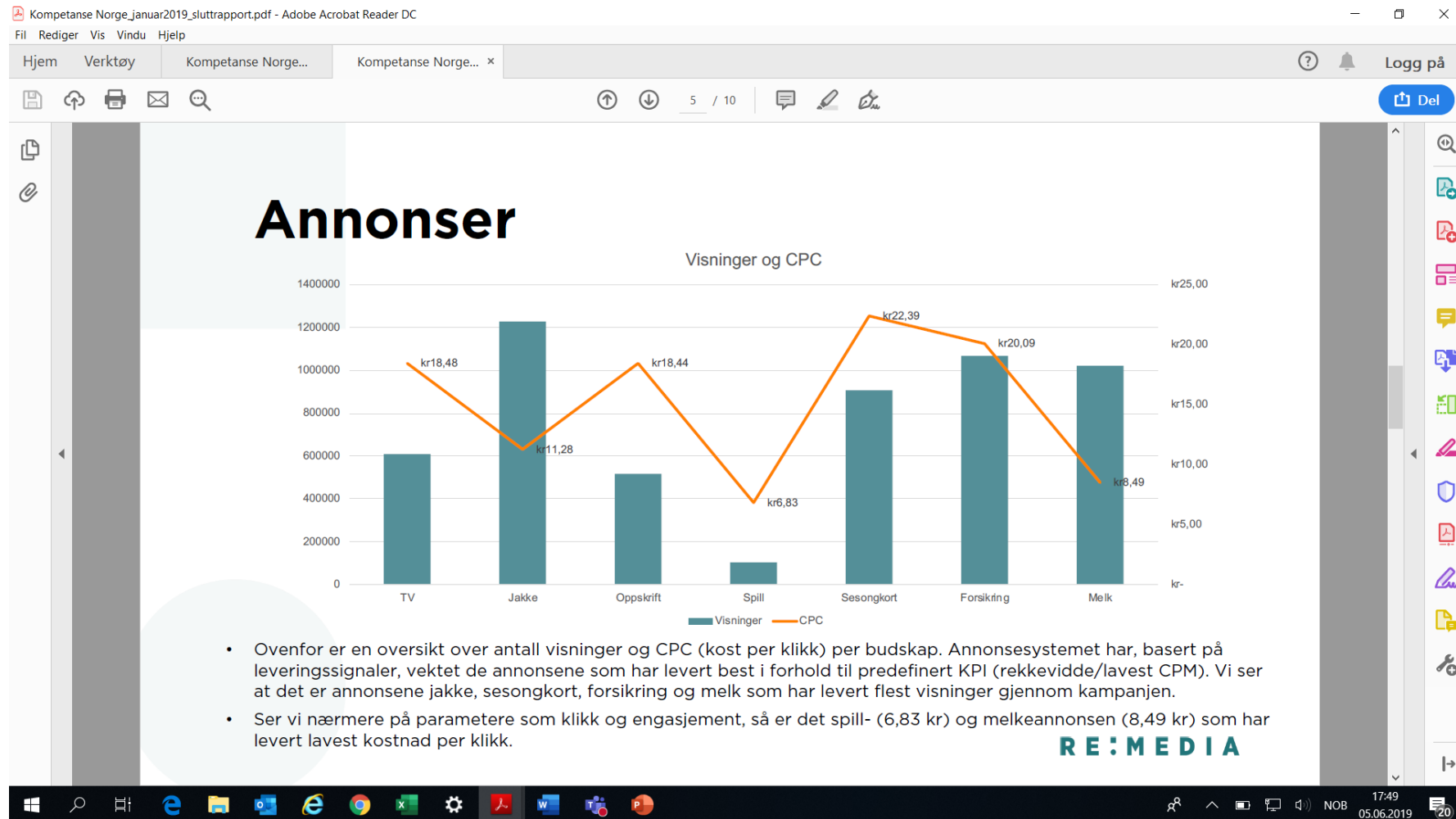
# Reach out of the campaign

- 5 336 400 views of adverts throughout 4 weeks of campaign
- Reached out to over 1 million within the focus group, between 30 – 65 years old
- 12 195 klick on the webside of the campaign-webside

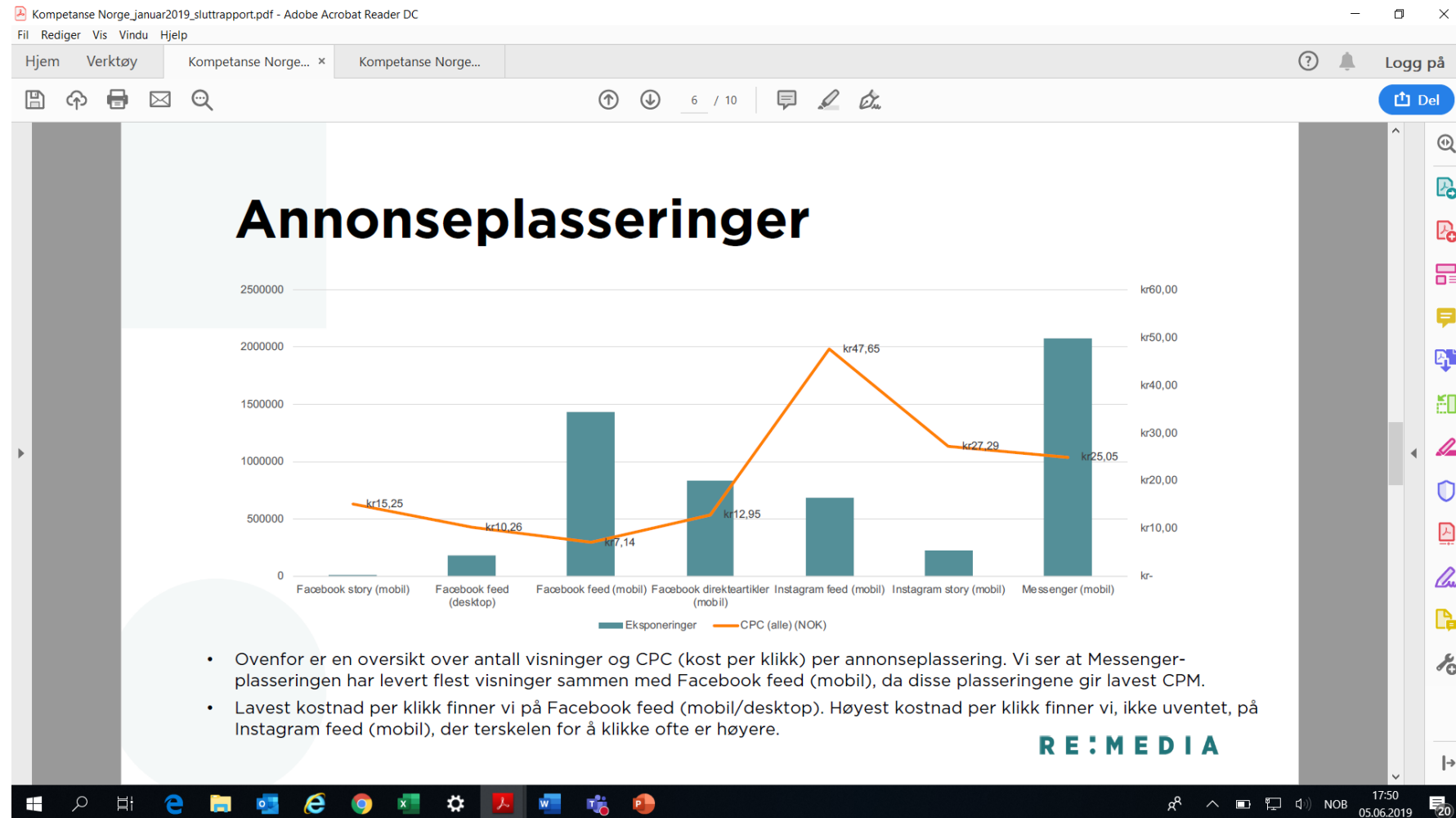
# Statistics, users of the numeracy test.



# Analyses of web-statistics, costs per click



# Statistics on cost per click, social media



# Conclusion

- New and interesting experience.
- Difficult to keep up attention over a longer time, actions need to be repeated regularly.
- Lower costs by developing parts of the campaign by ourselves.

<https://www.kompetansenorge.no/test-deg-selv/>

Thank you for your attention!