ICT&S Center
Advanced Studies and Research in Information
and Communication Technologies & Society
University of Salzburg

Professional Intergenerational
Cooperation and Mentoring

Pro**Me**

**UNIVERSITÄT**
SALZBURG

# ProMe: A Theoretical Framing for Online Mentoring

*Neureiter, K., Leemans, C.., Tscheligi, M.*

AAL
AMBIENT ASSISTED LIVING

# **1** **Starting Point**

**Starting point:**

- Use professional formal and tacit knowledge of older adults
- Enable meaningful occupation
- Enhance well-being and quality of life

**Opportunities for professional occupation**

- Voluntary engagement
- Mutually beneficial relationship
- Mutual respect
- Shared responsibility

# **2 The Project**

**ProMe – Professional Intergenerational Cooperation and Mentoring**

Development of a platform that allows

- Taking over different mentoring roles => engaging in different types of professional collaboration
- Provide different opportunities for informal communication (Video/Text-Chat, Email, Blogs)
- Allow access from existing social platforms (e.g., Xing, LinkedIn)

# 2 The Project

**Research Goals**

- Investigate in what way collaborative processes can be supported trough an online platform
- Explore the potential of the platfrom to develop and enhance social capital

# 2 The Project

**Current Activities**

- Literature Research
  - Socio-psychological aspects of knowledge sharing
  - Supporting collaborative processes technologies
- Workshops with potential end users
  - Investigate expectations, motives, needs
- Expert Interviews
  - Define roles for collaboration (Coach, Mentor)
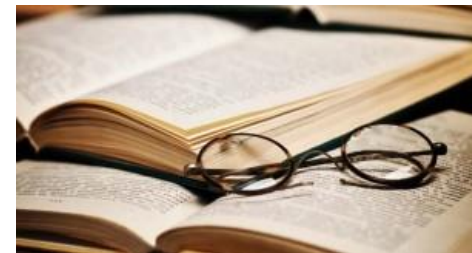
# **3** **Three forms of collaboration**

## **Collaboration**

- Cooperative Arrangement
- Working towards a common goal
- Psychological Contract

"... a set of individual beliefs or set of assumptions about promises voluntarily given and accepted in the context of a voluntary exchange relationship between two or more parties."

*Denise Rousseau 1995*

# **3** **Three forms of collaboration**

**Mentoring**

- Developmental relationship
- Focus on career development and personal growth
- Holistic view on the person
- Duration: open ended

**Professional Network Learning**

- Community of practice
- Sharing expertise
- Facilitating collaboration processes in a group

**Coaching**

- Experiential individualized development process
- Improvement of a person's skills, knowledge and job performance
- Duration: short period

# **4** **Supporting collaboration**

**Social Presence & Media Richness Theory**

=> Valuable instruments to describe a medium's capability to reproduce information

- Social Presence: *"being present with somebody else""*
- Media Richness: *"the goal of any communication is the resolution of ambiguity & reduction of uncertainty"*

# **5 Framing of three support roles**

- Clearly define expectations and obligations with respect to collaboration roles and make them visible for the users on the platform

  => Introduce forms of collaboration for users

- Provide information of requester and supplier to support the process of deciding for a certain form of collaboration

  => Provide user Profiles

- Provide functionalities that support different forms of collaboration

  => e.g., Mentor: reduce perceived distance by enhancing social presence on the platform

# **5 Conclusion & Next Steps**

- Collaboration as collective arrangement, requires clearly defined expectations and obligations
- Functionalities allow users to enage in different collaborative relationships

Next Steps:

- "Design Workshops" – bring together different perspectives (Coach, Coachee, potential end users, designer, … ) and develop first design sketches
- Evaluation of desing sketches with potential end users

# Open Questions

# **Contact**

**HCI & Usability Unit**

**ICT&S Center, University of Salzburg**

**Sigmund-Haffner-Gasse 18**

**5020 Salzburg, Austria**

**Katja Neureiter**

**katja.neureiter@sbg.ac.at**

**Univ. Prof. Dr. Manfred Tscheligi**

**manfred.tscheligi@sbg.ac.at**