

## CURRICULUM VITAE

### GENERAL INFORMATION **Jaana Kettunen**



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Date of birth: 11/04/1970 | Nationality: Finnish

### EDUCATION AND TRAINING

2016 (expected)	<b>Ph.D. Student, Faculty of Education</b>
	<i>University of Jyväskylä, Finland</i>
	In forthcoming doctoral thesis she study career practitioners ways of experiencing and conceptualizing social media in career services, and the aspects that are seen as critical in the successful use of these new technologies in career services.
2015	<b>Master of Arts (M.A.), in Education, programme of Guidance and Counselling</b>
	<i>University of Jyväskylä Finland</i>
	Certificate of school counselling.
2011	<b>Certificate in Adult Guidance</b>
	<i>Salmia Training and Development Center, Finland</i>
2010	<b>Certificate in Guidance in higher education</b>
	<i>University of Turku, Finland</i>
2007	<b>Certificate in general teaching qualification</b>
	<i>University of Jyväskylä, Finland</i>
	Certificate as a comprehensive school teacher
2004	<b>Certificate in Principal Program</b>
	<i>University of Jyväskylä, Finland</i>
	Principal Preparation Programme gives the eligibility for a principalship as stated in the eligibility qualifications of teaching personnel (Act 986/1998, 2 §)
2003	<b>Master of Arts (M.A.), in Music Education</b>
	<i>University of Jyväskylä, Finland</i>
	Certificate as an secondary and upper secondary music teacher.

## LANGUAGE SKILLS:

Mother tongue Finnish

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Swedish	C2	C2	B2	B1	B2
German	B1	B1	A2	A2	A2

\*) [Common European Framework of Reference for Languages](#)

## MEMBERSHIP OF PROFESSIONAL BODIES:

- IAEVG, International Association for Educational and Vocational Guidance, Member 2011 onwards
- NCDCA, The National Career Development Association (USA), Member 2012 onwards
- EARLI, European Association for Research on Learning and Instruction, Member 2013 onwards
- FERA, Finnish Educational Research Association, Member 2015 onwards

## OTHER SKILLS: (e.g. Computer literacy, etc.)

Digital competence	SELF-ASSESSMENT				
	Information processing	Communication	Content creation	Safety	Problem solving
	Proficient user	Proficient user	Independent user	Proficient user	Proficient user

\*) [Digital competences - Self-assessment grid](#)

Proficient in use of PC, Mac, MS Office, Various web-based learning environments and virtual communities, Social Media applications and environments, webconferencing etc. Development and maintenance of websites and web services, including use of Web 2.0 and social software. Advanced skills in using common data analysis softwares such as Atlas.ti, NVivo and SPSS.

**External examiner:** The University of Aberdeen, U.K (2013 – 2016/17)

**PRESENT POSITION:** Researcher, at the Finnish Institute for Educational Research at Jyväskylä University, <http://ktl.jyu.fi/en>

**YEARS WITH THE FIRM: 15**

## KEY QUALIFICATIONS: (Relevant)

- Experience in qualitative research (interviewing, case study methodology, content analysis, phenomenographic approach)
- Experience in developing user-initiated web-tools in collaboration with end-users
- Experience in working with transnational projects in the field of use of ICT in education and guidance
- Experience in designing and implementing www-based resources in career development and counsellor training including moderation of virtual communities
- Experience in planning, managing and evaluating national and international projects in developing the use of ICT
- Experience in initial and in-service training programmes in the area of use of ICT and social media in education and guidance

## SPECIFIC EXPERIENCE IN THE REGION:

Country	Date: from (month/year) to (month/year)	Description
Finland	1/2009 -	Researcher at the Finnish Institute for Educational Research, University of Jyväskylä. Main task relates on the role of ICT and social media in career services.
EU member states	1/2013 – 09/2015	Engagement on University Network for Innovation in Career Guidance Education NICE II. Supporting the European effort to foster lifelong learning and lifelong guidance, as well as to develop quality and professionalism in career guidance and counselling, forty higher education institutions from almost all European countries have initiated a European network of universities that offer study programs in vocational and career guidance and counselling (Bachelor and Master degrees and other post-gradual degrees).
Nordic and Baltic countries	1/2012 -	Engagement on Nordic Network VALA. VALA is a network of Career counseling and guidance programs at higher education institution in the Nordic and Baltic countries. 14 partner institutions have joined hands and established a network to be able to better prepare career counselors and guidance workers for the diverse clients they need to work with. A main focus will be on the education of those that work with adults.
Czech Republic, Denmark, Finland, Germany, Greece, Italy, Poland, Netherlands, Romania,	1/2010 – 10/2010	Engagement on School and the World of Work network. The central aim of the network “School and the world of work” is to give contributions for improvement of policies, strategies, structures and processes in Europe, to give all young people a chance for a successful pathway from school education to the world of work and employment. The network discovers, analyses, documents, disseminates the casual elements of successful preparation, orientation, guidance, counselling and coaching of young people at the process from the initial

Slovakia and Spain		education to a further pathway in profession and the world of work.
EU member states	12/2009 – 12/2012	Engagement on University Network for Innovation in Career Guidance Education (NICE). Forty higher education institutions from almost all European countries have established a European network of universities that offer study programs in vocational and career guidance/counselling, supporting the European effort to foster lifelong learning and lifelong guidance, as well as developing quality and professionalism in guidance and counselling.
Finland	1/2009 – 12/2011	Researcher at the ESF-funded project titled Development of Guidance and Working Life Skills in Higher Education. Responsible for investigating how social media is used in career guidance and how it could be used when supporting working life skills in higher education.
Finland	9/2005 – 2/2008 (ongoing)	Project manager on the Web-based resource-centre for period of work experience- project
Finland	01/2000 –12/2008	Head of the Peda.net Schoolnet. Developing user-initiated tools in collaboration with users, In-service teacher training, research and development services concerning the use of information and communication technologies in teaching.

#### PROFESSIONAL EXPERIENCE RECORD IN THE REGION:

Date:	From 01/2009 ->
Location	Finland
Company	Jyväskylä University, Finnish Institute for Educational Research
Position	Researcher
Description	Researcher at the Finnish Institute for Educational Research, University of Jyväskylä. Main task relates on the role of ICT and social media in career services.
Date:	From 1/2009 to 12/2011
Location	Finland
Company	Jyväskylä University, Finnish Institute for Educational Research
Position	Researcher
Description	Researcher at the ESF-funded project titled Development of Guidance and Working Life Skills in Higher Education. Responsible for investigating how social media is used in career guidance and how it could be used when supporting working life skills in higher education.
Date:	From 09/2005 to 02/2008
Location	Finland
Company	Jyväskylä University, Finnish Institute for Educational Research
Position	Project manager
Description	"TET-tori" –project. (Web-based resource-centre for period of work experience comprehensive school, grades 7-9), <a href="http://www.peda.net/tet">http://www.peda.net/tet</a> )

Date:	From 01/2000 – 12/2008
Location	Finland
Company	Jyväskylä University, Finnish Institute for Educational Research
Position	Head of the Peda.net Schoolnet
Description	Developing user-initiated tools in collaboration with users, In-service teacher training, research and development services concerning the use of information and communication technologies in teaching.
Date:	From 01/2000 – 12/2008
Location	Finland
Company	Jyväskylä University, Finnish Institute for Educational Research
Position	Head of the Peda.net Schoolnet
Description	Developing user-initiated tools in collaboration with users, In-service teacher training, research and development services concerning the use of information and communication technologies in teaching.

## OTHERS:

Jaana Kettunen is a Researcher at the Finnish Institute for Educational Research of the University of Jyväskylä, Finland. In her work she has been focusing on the design and pedagogical use of information and communications technology (ICT) in learning and working environments. She has extensive experience on training, supporting and working with practitioners throughout Finland and Europe. Her research interest is on the role of ICT and social media in career guidance. Her research interest is on the role of ICT and social media in career guidance. It is both theoretical and practical: it aims at the development of theory-based and evidence-informed pedagogical practices. Her current research focuses on the career practitioners' ways of experiencing and conceptualizing social media in career services, and aspects that are seen as critical in the successful use of these new technologies in career services. Recently her research has also looked into the role of ICT in relation to national lifelong guidance policies.

Until 2008 she was responsible for developing and maintaining a virtual resource centre "TET-tori" for Finnish guidance practitioners. Web-service is to assist students, parents, study counsellors and companies by offering information about an introduction-to-working-life period and further education, especially with regard to initial vocational study programmes in upper secondary education. She is still responsible in maintaining the nationwide service.

She has considerable experience of working with practitioners throughout Finland and is experienced in national and international projects. She has had consultancy role in various in-service programmes in the area of use of ICT in teaching and guidance from comprehensive education to higher education in Finland. She has also done short time consultancy work for projects in Croatia and in Bosnia and Herzegovina.

## PUBLICATIONS:

### Peer reviewed scientific articles

**Kettunen, J., Vuorinen, R., & Ruusuvirta, O. (2015).** European Lifelong Guidance Policy Network representatives' conceptions of the role of information and communication technologies related to national guidance policies. *International Journal for Educational and Vocational Guidance*. Advance online publication <http://dx.doi.org/10.1007/s10775-015-9313-7> Final draft versio of the article.

**Kettunen, J.**, Vuorinen, R., & Sampson, J. P. (2015). Practitioners' Experiences of Social Media in Career Services. *The Career Development Quarterly*, 63, 268-282. <http://dx.doi.org/10.1002/cdq.12018>

**Kettunen, J.**, Sampson, J.P., & Vuorinen, R. (2015). Career practitioners' conceptions of competency for social media in career services. *British Journal of Guidance & Counselling*, 43, 43-56. <http://dx.doi.org/10.1080/03069885.2014.939945>

Bimrose, J., **Kettunen, J** & Goddard, T. (2015). ICT – the new frontier? Pushing the boundaries of careers practice. *British Journal of Guidance & Counselling*, 43, 8-23. *British Journal of Guidance & Counselling*, 43, 8-23. <http://dx.doi.org/10.1080/03069885.2014.975677>

**Kettunen, J.**, Vuorinen, R., & Sampson, J. P. (2013). Career practitioners' conceptions of social media in career services. *British Journal of Guidance & Counselling*, 41, 302-317. <http://dx.doi.org/10.1080/03069885.2013.781572>

Vuorinen, R. & **Kettunen, J.** (2012). Expanding CGC Professionals' Understanding of ICT. In C. Schiersmann, B. Ertelt, J. Katsarov, R. Mulvey, H. Reid, & P. Weber (Eds.), *NICE Handbook for the Academic Training of Career Guidance and Counselling Professionals* (pp. 184-188). Heidelberg: Heidelberg University.

Vuorinen, R., Sampson, J. P., & **Kettunen, J.** (2011). The perceived role of technology in career guidance among practitioners who are experienced Internet users, *Australian Journal of Career Development* 20(3), 39-47.

## **B. A non-refereed scientific articles (in english)**

**Kettunen, J.**, & Vuorinen, R. (2015). The Role of Emerging Technologies. In *ICCDPP 2015 : Building the Talent Pipeline and Providing Youth with Hope for the Future. The seventh International Symposium on Career Development and Public Policy* (pp. 1-5). <http://www.is2015.org/wp-content/uploads/2015/05/Emerging-Technologies.pdf>

**Kettunen, J.** (2012). TET-tori - Web-based resource-centre for period of work experience. In M. Iacob (Ed.), *Good practices in the use of ICT in providing guidance and counselling* (pp. 33-34). Bucharest: Institute of Educational Sciences.

## **RECENT RESEARCH PRESENTATIONS:**

Kettunen, J. & Vuorinen, R, 2015. *The role of ICT in relation to national lifelong guidance policies*. Paper presented at the IAEVG International Conference 21.9.2015.

Kettunen, J., Sampson, J.P., Jr.; & Vuorinen, R. 2015. *Varying understandings of social media and competency for social media in career services*. Paper presented at the IAEVG International Conference 20.9.2015. Japan, Tsukuba.

Kettunen J. 2015. *Career Practitioners' Varying Understandings of Social Media and Competency for Social Media: Research questions by dissertation and by sub-studies*. European Doctoral Programme in Career Guidance and Counselling (ECADOC) Summer School. 1.7.2015. France, Paris.

- Kettunen, J. & Vuorinen, R. 2015. *The Role of Emerging Technologies*. The seventh International Symposium on Career Development and Public Policy, ICCDPP symposium 16.6.2015. USA, Des Moines.
- Kettunen, J. 2015. *The experienced role of ICT in career guidance services in the Nordic region*. Nordic Network for Adult (NVL) meeting. 13.4.2015. Norway, Oslo.
- Kettunen, J. 2014. *Career Guidance and new technology*. Fagsamling for de fylkesvise karrieresentrene 2014. 11.11.2014. Norway, Tromsø.
- Kettunen J. 2014. *The role of ICT in national lifelong guidance policies*. Italian EU presidency conference: 5th European Conference on Lifelong Guidance Policies. 20.10.2014. Italy, Rome
- Kettunen J. 2014. *Career Practitioners' Varying Understandings of Social Media and Competency for Social Media: A phenomenographic study*. European Doctoral Programme in Career Guidance and Counselling (ECADOC) Summer School. 17.9.2014. Italy, Padova.
- Kettunen, J. 2014. *Practitioners' Conceptions of Competency for Social Media in Career Services*. Paper presented at EARLI SIG 9 Phenomenography and Variation Theory Conference. 1.- 3.9.2014. United Kingdom, Oxford.
- Kettunen, J., Sampson, J. P., Jr., & Osborn, D. 2014. *Helping Career Practitioners Make Better Use of Social Media in Career Services*. Paper presented at National Career Development Association (NCDA) Global Career Development Conference 20.6.2014. USA, Long Beach.
- Kettunen, J., Sampson, J.P., Jr., & Vuorinen, R. 2014. *Career Practitioners' Conceptions of Competency for Social Media in Career Services*. Paper presented at the IAEVG International Conference 6.6.2014. Canada, Quebec.
- Bimrose, J., Goddard, T., Kettunen, J., Sampson, J. P., Jr., & Vuorinen, R. 2014. *Integration of ICT within Career Development & Guidance Practice*. Symposium at the IAEVG International Conference. Canada, Quebec.
- Kettunen, J. 2013. *How do career practitioners' experience social media in career services?* Årsmøde 2013 for studie- og erhvervsvejledere ved de videregående uddannelser. 28.11.2013. Denmark, Odense.