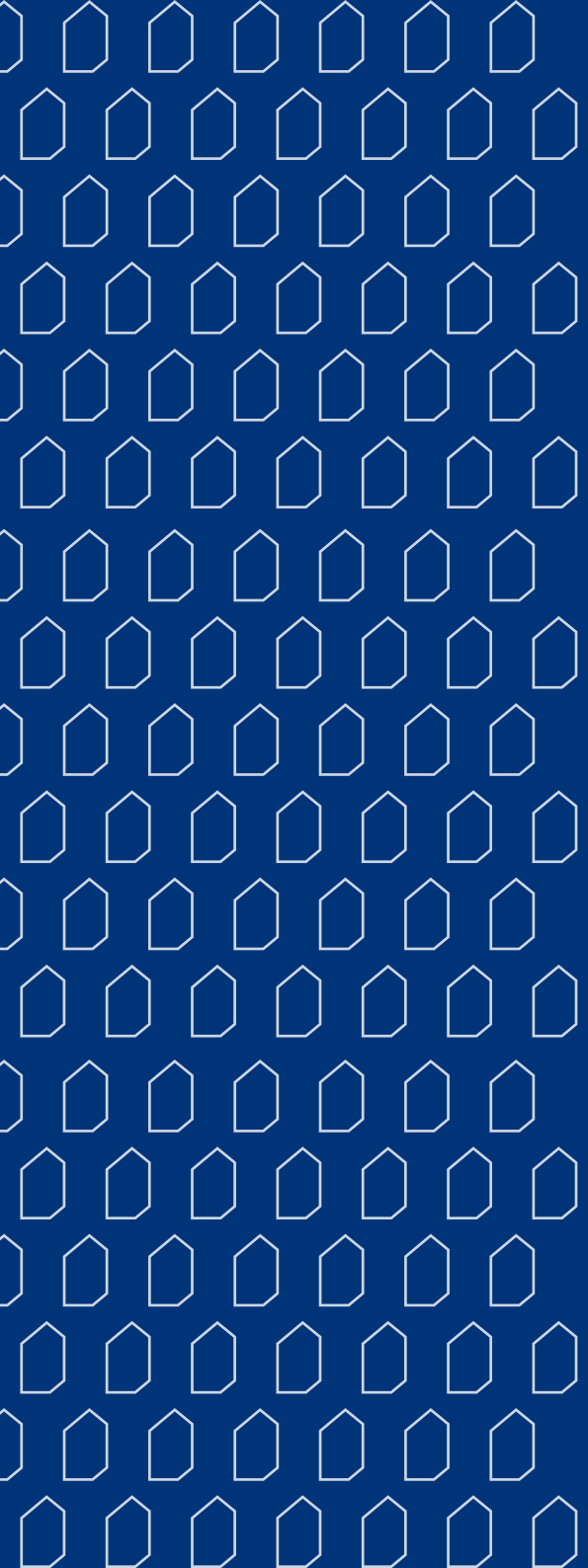


Digital first, but not alone



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What is the Digital Skills Report?

What is the Digital Skills Report?

One task of the Digital and Population Data Services Agency is to support the organisations providing digital support as they organise digital support and develop the competence of digital support persons. The Digital and Population Data Services Agency develops digital support on a nationwide basis. We train and support digital support persons, survey digital competence phenomena and develop digital support operating models in cooperation with digital support actors.

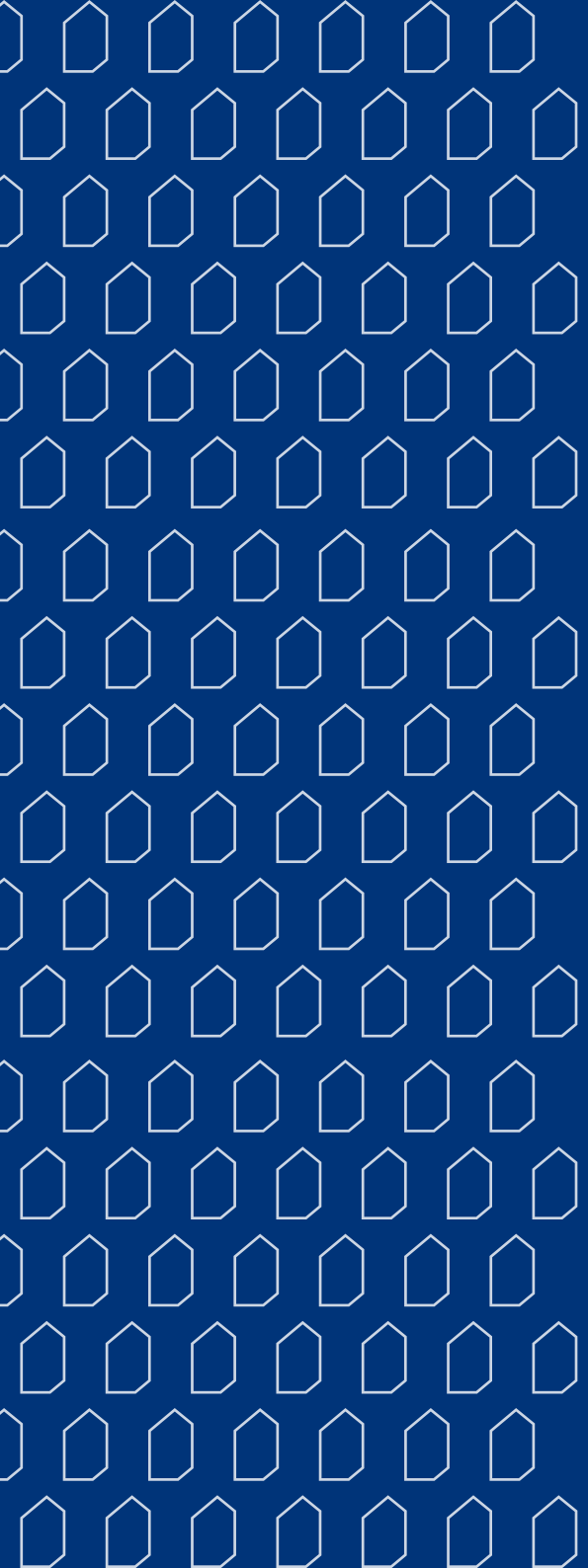
The Digital Skills Report is published by the Digital and Population Data Services Agency and its purpose is to provide information on the development of digital skills among Finns and the need to develop digital support.

The Digital Skills Report is based on the Digital Skills Survey, surveys on a variety of different themes and the research data produced by other actors. The first Digital Skills Report was published in 2022.

Our digital environment is alive and changing. Our everyday digital environment is characterised by frequent updates, improvements, launches and even upheavals. To cope with the changes, Finns of all ages must adapt to them and learn new things. The Digital Skills Report monitors how Finns keep up with the changes in their digital environment and what is required to ensure that everybody is best placed to build a digital everyday life reflecting their own needs.

Terms used in the report

DIGITAL	‘Digital’ means that the matter in question is carried out electronically using digital technology.
DIGITAL COMPETENCE	The skills needed to understand, use and utilise digital devices and services in particular.
DIGITALISATION	A transformation in which digital ICT devices and services are increasingly used in all areas of everyday life.
DIGITAL ENVIRONMENT	Digital devices and services and related phenomena encountered in everyday life.
DIGITAL SKILLS, DIGITAL COMPETENCE	Skills needed to use digital devices and services and to benefit from digitalisation.
DIGITAL SUPPORT	Support in the use of digital services given to individual citizens, businesses and non-government organisations. In Finland, digital support is provided by the public authorities, municipalities, the third sector and private companies. Digital support is available for the needs of a wide range of different target groups. Under section 8 of the Administrative Procedure Act (434/2003), public authorities must give customers advice on the use of the services they provide.
DIGITAL COURAGE	Everyday readiness to try new or changed digital devices, tools and services, to become more skilled in their use or use them regardless of the sense of uncertainty.



Digital Skills Report 2023: Digital first, but not alone

Digital Skills Report 2023: Digital first, but not alone



Together we are more competent.

The following four observations we have made describe the digital competence of Finns in 2023:

- 1. Digital skills are improving in all age groups**
- 2. There is a need for support in the use of digital devices and services**
- 3. Digital support is not available to everyone**
- 4. Support boosts digital courage**

The focus in the Digital Skills Report 2023 is on help and support in an increasingly digitalised world.

It is stated in the Programme of Prime Minister Orpo's Government that Finland will gradually shift to making digital services the primary channel for accessing the services provided by the public authorities. The legislation will be amended so that digital communications will become the primary channel for communications with the public authorities for those who possess the required capabilities. At the same time, it must be ensured that alternative channels for communicating and for accessing services are available for people who are unable to use digital services.

The theme 'Digital first but not alone' will highlight the needs and solutions arising from the prime position of digital channels. As digital services are made the primary channel for public services it is becoming increasingly important to ensure that all Finns have access to the right type of digital support at the right time. It is becoming increasingly important for the public authorities to develop the digital support for their own services. The recommendations listed in the Digital Skills Report 2023 mainly concern the digital support provided by the public authorities for the use of their own services.

INFORMATION BASE OF THE DIGITAL SKILLS REPORT 2023

The Digital Skills Report is based on the indicators taken from a variety of different statistical sources and the surveys carried out by the digital support of the Digital and Population Data Services Agency in 2023.

Details of the implementation of the surveys can be found at the end of the Digital Skills Report.

Quantitative data sources:

- Digital Security Survey
- Eurostat, ICT usage in households and by individuals
- European Commission, The Digital Economy and Society Index (DESI)

- IMD World Competitiveness Yearbook
- SOSTE ry, Organisation Barometer
- Tortoise-Media, Global AI Index
- Viestintä-Piritta, Tieke, Vitec Avoine, Järjestödiggi
- Finnish institute for health and welfare, School Health Promotion Study
- Statistics Finland, Use of information and communications technology by individuals

Reports containing qualitative and quantitative data:

- Close family members and friends as providers of digital support
- Problems of finding digital support and how to solve them
- Customer experience of digital support
- Immigrant's experience of digitalisation

Digital skills are improving in all age groups

MAIN OBSERVATIONS

Finns are among the most digitally skilled people in Europe and the skills have improved in all age groups over the years. Despite the positive trend, there are still many individuals (especially in the older age groups) who only possess the basic skills or who are even below that level.

Finland is one of the most digitally skilled nations in Europe. According to the figures for 2021, Finland comes second among European countries. In the comparison, a total of 79% of all Finns aged between 16 and 74 had at least basic digital skills.

Digital competence in Finland is assessed with the Digital Skills Indicator used by the European Commission, which is based on the DigComp framework. In the framework, digital competence is assessed from the perspective of competence areas based on five different themes. These areas are further divided into specific skills.

The competence areas are as follows:

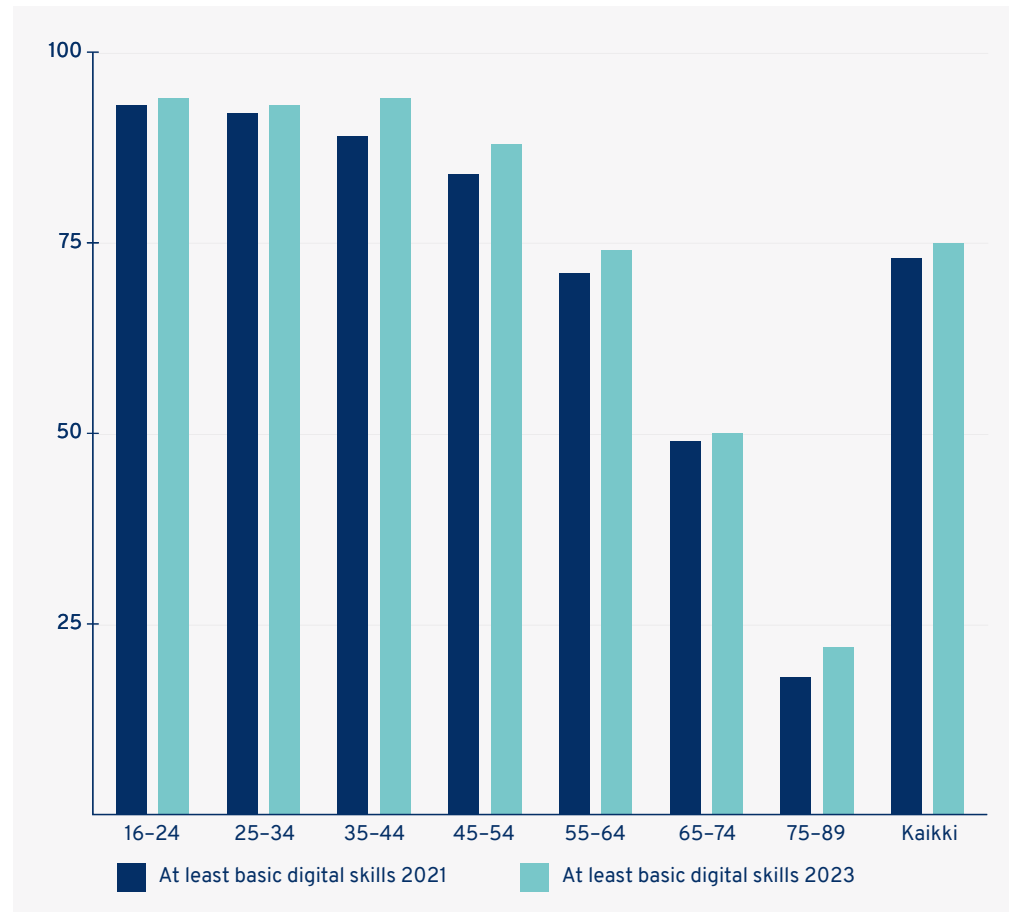
- information and data literacy
- communication and collaboration
- digital content creation
- safety
- problem solving.

Individuals with the basic skills specified in all five areas are considered to possess basic digital competence. If, in some of the areas, an individual possesses above-basic skills, the individual in question is only considered to have basic digital skills if the competence

of the individual does not exceed the basic competence requirements in all five areas. If the competence exceeds the basic level requirements in all five areas, the individual in question is considered to possess above-basic digital skills. However, if any of the areas remains below basic level, the individual in question is considered to possess below-basic digital skills.

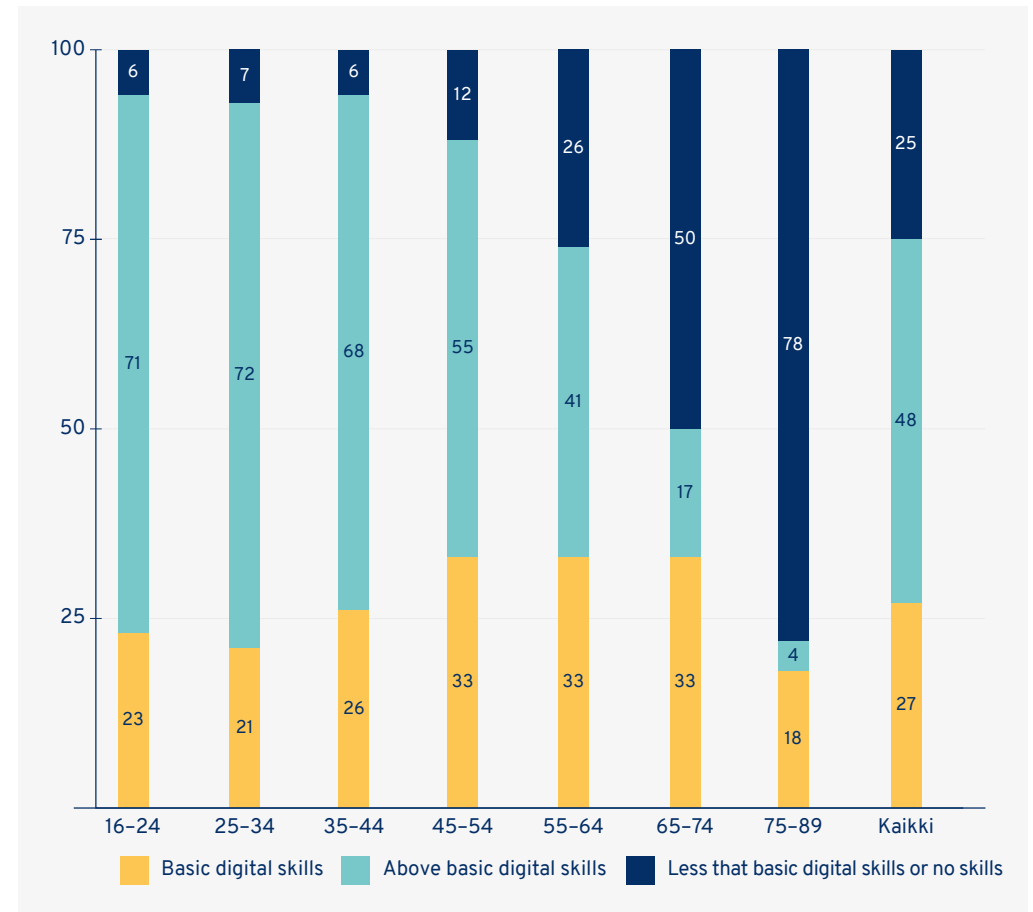
The results of the Digital Skills Indicator published by the European Commission are based on a harmonised annual survey -on information and communication technology usage among individuals aged between 16 and 74, which is carried out in all EU member countries. In Finland, the survey covers the population aged between 16 and 89. National-level competence by age group (up to the age 89) is examined for the first time. The data has been obtained from Statistics Finland and it was collected in 2021 and 2023.

AT LEAST BASIC DIGITAL SKILLS AMONG FINNS 2021 AND 2023



Statistics Finland, Use of information and communications technology by individuals

BASIC DIGITAL SKILLS AND ABOVE BASIC DIGITAL SKILLS AMONG FINNS BY AGE GROUP



DIGITAL COMPETENCE WEAKENS WITH AGE¹

On average, Finns aged between 16 and 89 have really good digital skills; 73% of all Finns possess at least basic skills while 44% have above-basic digital skills. However, the percentage of individuals with digital skills and the proportion of those with basic skills and above-basic skills vary by age group.

The results show that, on average, Finns aged under 45 have really good digital skills and that most individuals in this age group possess above-basic digital skills. However, the number of individuals with digital skills already starts to decline in the age group 45 and at the same time, the percentage of persons with only basic digital skills of all individuals with digital competence starts

to increase. The older the respondents, the lower the proportion of persons with digital skills in their age group and the weaker the digital skills in the age group on average. Only half of the individuals aged between 65 and 74 have at least basic digital skills and most of them only possess basic skills. Only 22% of those aged between 75 and 89 possess at least basic digital skills and nearly all of these persons have only basic skills. The results for the individuals in the oldest age group are partially explained by the fact that about one third of them do not use the internet.

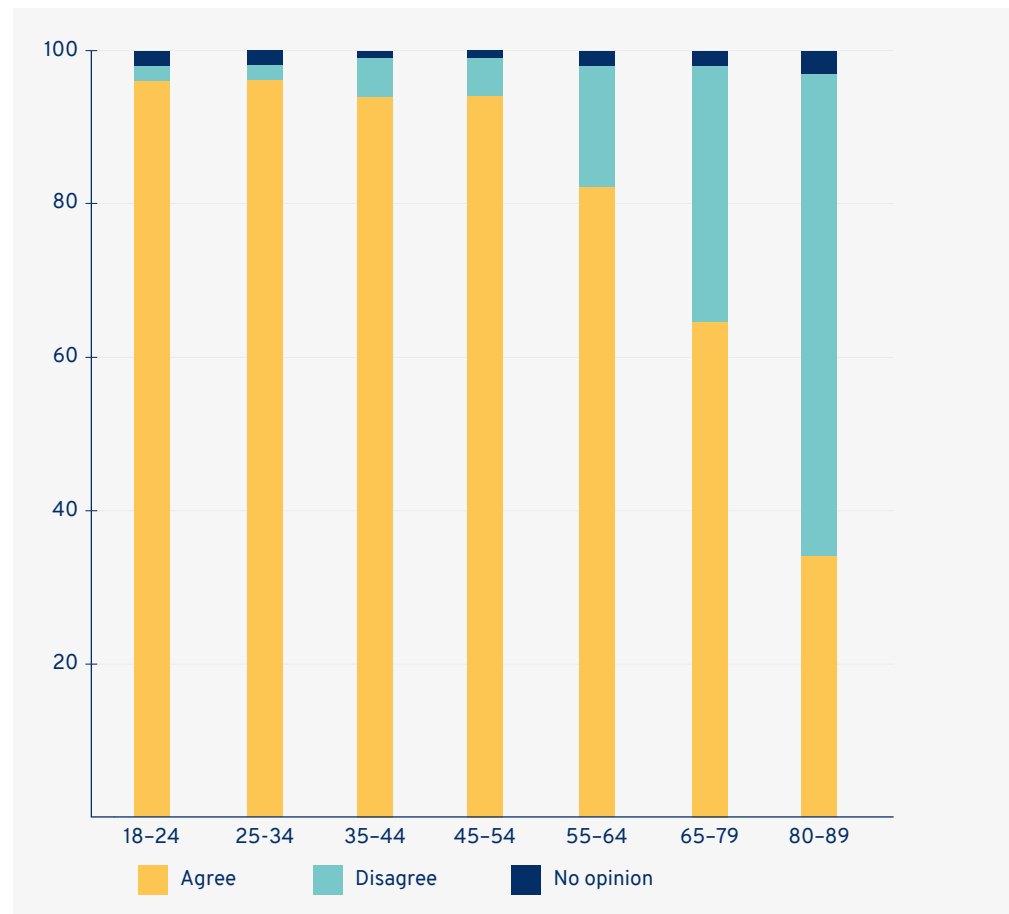
However, when we compare these results with the findings of the survey conducted two years ago, we can see that digital competence among Finns has improved in all age groups (also among the elderly).

EXPERIENCE RELATED TO ONE'S OWN SKILLS²

In the telephone survey carried out in 2023, we asked Finns to assess their own digital skills in relation to others. The respondents were asked to assess their own experience of whether their own digital skills are at the same level as the digital skills of other Finns. Based on the results, people in most age groups feel that their own digital skills are at least as good as those of other Finns.

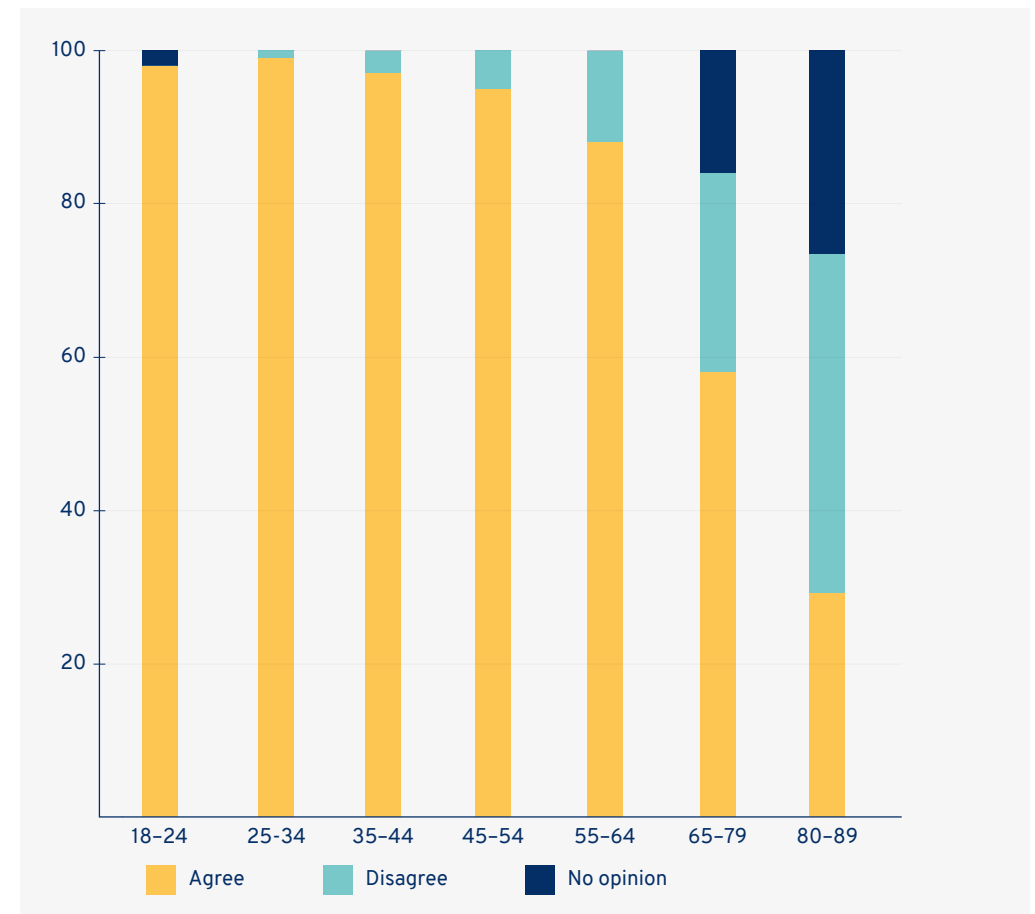
When asked whether they believe that their skills will also be adequate in five years' time, most respondents were quite confident about the adequacy of their own skills.

‘I AM AS SKILLED IN THE USE OF THE INTERNET AND DIGITAL SERVICES AS FINNS IN GENERAL’



Digital and Population Data Services Agency, Digital Skills Survey

‘I BELIEVE THAT I CAN KEEP MY SKILLS UP TO DATE OVER THE NEXT FIVE YEARS’



There is a need for support in the use of digital devices and services

MAIN OBSERVATIONS

Support in the use of digital devices and services is needed on a continuous basis. People give each other digital support in small and large matters every day and as part of person-to-person relationships. As our daily lives are becoming increasingly digitalised, the help required and provided on an everyday basis also becomes digitalised. The need for support in the use of digital devices and services is not limited to any single age group or gender. Digitalisation will not stop or become ready. People of all ages must learn new things in order to keep up with the change.

Most Finns have access to online services. We welcome digital devices and services that make our daily lives easier and boost economic productivity. They are widely available in all areas of life. Finland is one of the top countries in Europe in the digitalisation of public services and the services provided by government agencies. Digital public services are also extensively used.³

- 97% of all Finnish households have an internet connection.⁴
- 73% of all Finns have at least basic digital skills.⁵

People living in a highly digitalised society must engage in lifelong learning and keep their digital skills up to date. Despite a high level of digitalisation and digital competence, support for digitalisation is needed and it is

also widely available. Digitalisation makes everyday life easier but it also creates new needs for assistance.

- 36% of all Finnish frequently need help in the use of digital devices.⁶

ALMOST EVERY FINN HELPS THEIR CLOSE ONE WITH DIGITAL MATTERS

- 89% of all Finns help close family members and friends in digital matters⁷
- 42% of all Finns have requested help from close family members or friends in matters concerning digital devices or services during the past 12 months

The support provided by private individuals to each other plays an important role in maintaining and developing digital skills in Finland.

3 Eurostat 2022 Digital Economy and Society Index
4 Eurostat: European Union survey on ICT usage in Households and by Individuals.
5 Statistics Finland, Use of information

and communications technology by individuals 2023
6 Digital Skills Survey 2023 of the Digital and Population Data Services Agency
7 Close family members and friends as providers of digital support 2023 – survey conducted by the Digital and Population Data Services Agency

Almost all Finns help close family members and friends in the use of digital devices and services. Digital support is usually given to close family members but also to friends and neighbours. Digital support has become a form of everyday help provided as part of close human relationships: as our everyday life has become digitalised, the help provided in the everyday context is also becoming digitalised.

Ordinary people help each other in everyday digital matters and for this reason, much of the actual need for digital support remains hidden. Many people only turn to close family members or friends after they have first tried to solve the problem themselves. Outsiders or experts are only contacted if close family members or friends cannot help.

DIGITAL SUPPORT - SMALL AND LARGE ACTS OF EVERYDAY LIFE

Finns are quite happy to turn to their close family members and friends when they need

” *I have helped my friends and neighbours in many matters such as snow clearing, and now I also give help in digital matters. Over the years, it has become a natural part of my daily life.*

help in using digital devices and services and want to enhance their own digital skills. It is easy to ask close family members or friends for help as providing help is part of a relationship between two individuals. Close family members and friends know the people asking for help and how to give the help. The help given by a close family member or friend is a demonstration of genuine warmth and it also enhances the experience of receiving the help.

Giving help is also rewarding to the person giving the assistance. People helping their close family members and friends in digital matters appreciate the opportunity to help and to see how the help benefits the other party. Providing help may boost the helper's self-confidence: it was nice to feel that people trusted me in this matter more than others and valued my expertise.

Helping may also be intellectually rewarding to the person providing the assistance. Some of them feel that solving IT-related problems is interesting and inspiring. As you teach others you also learn new things yourself. In fact, helping close family members and friends in the use of digital devices and services may enhance the digital skills and capacity of both the person receiving the help and the person providing it.

Supporting close family members and friends bring people closer to each other by providing a welcome (additional) reason to do things with other people and contact or meet them.

Helping each other, which also includes digital support, strengthens the bond between individuals: I need you and you need me.

FINNS OF ALL AGES NEED SUPPORT TO LEARN NEW DIGITAL SKILLS

The elderly are the group facing the most serious digital-related skill challenges in Finland but improving digital competence is not an issue limited to any particular age group. Individuals seeking help to improve their digital competence can be found in all age groups. For example, many working people and people in working age rely on the help provided by their close family members or friends.

- 62% of all Finns in pension age (65+) say that they often or always need help when trying to learn new things digitally.⁸
- 26% of adult Finns in working age (18–64) say that they often or always need help when trying to learn new things digitally.⁸
- 45% of all digital support customers are

aged between 74 and 84.⁸

Digitalisation and the skills it requires will never be ready. Digitalisation is a phenomenon characterised by development, updates and occasional upheavals in both working life and leisure time. The dangers lurking in the internet and ensuring one's own wellbeing also require vigilance and up-to-date digital security skills.

Digitalisation can only be available to everyone as a tool making daily life easier if all individuals have equal opportunities to develop and maintain their digital competence. Moreover, averages are not the whole story: we should not forget the Finns who find it difficult to use digital devices and services.

” *There are many vital digital skills that we old people need and everybody should practice them. It's like learning to read or write.*

” *My daughter is eight years old and she teaches me how to use a phone and digital services.' Interviewee aged 47*



PERSPECTIVE

Many people are afraid that everything becomes digitalised. Is the fear justified?



Pekka Rehn
Deputy Director General, Digital
and Population Data Services Agency

I have been involved with digitalisation in one way or another for my entire working career. I have seen the growth of digital competence, both at the level of ordinary citizens and society at large, since the 1990s.

I was involved in the design and construction of Finland's first online banks at a time when digital services were genuinely new to all of us. When new services were developed and made part of our daily lives, training people was also a key priority. Building trust and encouraging the users were already important considerations in those days.

Today, most of us know how to use digital services and want to use them. Last year, 4.2 million Finns logged into digital services. What does this huge figure mean in practice? Does it mean that here in Finland, digital devices and services are already considered a natural part of our daily lives? Or does it mean that Finns have superior digital skills?

Despite all this, many people in Finland are worried about the priority given to digitalisation in the Government Programme. I often hear people ask whether we will ultimately become a society where all services, including those provided by government agencies, are only available

through digital channels. There is every reason to talk about the downside of digitalisation and highlight the issues concerning accessibility and inclusion. We must ensure that nobody is left behind even if the way in which our society works is changing.

In the near future, the priority given to digitalisation will mainly mean the disappearance of unnecessary paper mail. We are excellently placed to switch to a digital mailbox as a means of receiving messages sent by government agencies. However, at the same time, we must also provide the option of face-to-face services when they are needed or preferred. It is clear that support for using the services provided by government agencies (digitally or face to face) will always be needed and offered.

There is no reason to be afraid! Let us take care of each other and join forces to build a society where face-to-face services are also valued.

Digital support is not available to everyone

MAIN OBSERVATIONS

Digital support provided by close family members and friends has its limits. Not everyone has family members or friends that are able or willing to help. People are sometimes reluctant to help close family members or friends in digital matters as it can create negative feelings and be a source of stress. Some of the persons helping family members and friends in digital matters wish that these people would seek more help from other sources. Finns are not particularly well aware of the digital support offered by government agencies and the third sector (such as organisations). Moreover, few people are aware that the public authorities must give support in the use of the services they provide.

Even though digital support provided by close family members and friends is common it is not equally accessible to everyone. At the same time, the ability to use digital services is becoming increasingly important for managing daily life. Finns consider it important that digital support should also be provided as a service so that it is available to everyone whenever it is needed. At the moment, few people know where to get digital support. People do not always find digital support when they need it.

- 89% of all Finns consider it important that digital support is provided as a public service so that it would be available to everyone whenever it is needed. (=Describes your experience well or fairly well).⁹

” *My wife and I often ask ourselves how other people in our age can cope. What would happen if I passed away? How would my wife manage after that? Together we are independent.*

- 65% of all individuals providing close family members and friends with digital support are unaware that in Finland, government agencies must support citizens in the use of the services they provide. This obligation also covers digital services.¹⁰
- For 4% of Finns, turning to experts is the most common way of learning new digital skills.¹¹

⁹ Digital and Population Data Services Agency, Digital Skills Survey 2023

¹⁰ Digital and Population Data Services Agency, Close family members and friends as providers of digital support 2023

¹¹ Digital and Population Data Services Agency, Digital Skills Survey 2023

SUPPORT PROVIDED BY CLOSE FAMILY MEMBERS AND FRIENDS HAS ITS LIMITS¹²

Not everyone has family members or friends that are willing or able to help. If an individual needs a great deal of help, providing digital support may become a burden for the support person, especially if this person also has other concerns. Moreover, people find it problematic to provide help in digital services on an all-round basis. Help in financial matters, in particular, may be considered questionable.

Some of the people providing close family members and friends with digital support wish that they would not be the sole source of help. The digital skills of the persons providing the assistance are not necessary significantly better than the skills of those in need of the help. Many of the persons

assisting close family members and friends in digital matters also need digital support themselves.

- 30% of those helping close family members and friends in digital matters wish that these people would also seek support from other sources.
- 43% of the persons providing close family members and friends with digital support also need digital support themselves.

PEOPLE ARE INSUFFICIENTLY AWARE OF DIGITAL SUPPORT SERVICES¹³

- 11% of all Finns have requested help from customer services of government agencies in matters concerning digital devices or services during the past 12 months

- One per cent of all Finns have requested help from the digital support provided by organisations in matters concerning digital devices or services during the past 12 months
- 65% of the persons supporting close family members and friends in digital matters were unaware that in Finland, government agencies must support citizens in the use of the digital services they provide.

Few people enhance their digital skills for the future as many of the situations where digital support is required involve a specific matter or service. Such situations come up in everyday life. Many people are reluctant to take the trouble to seek digital support even when they need it.

In Finland, government agencies have an obligation to support citizens in the use of the services they provide. Support must also be provided in the use of digital services. However, few people are aware of the obligation of the public authorities to give advice and for this reason, people may not know how to seek official help for digital problems.

People also feel that support for the use of digital services provided by the public authorities is poorly available. The support may be difficult to identify because organisations provide it in different ways and it is often ‘hidden’ as part of other advice or customer service. Moreover, in many cases, information on digital support is only available in digital channels. If the person requiring help has very limited digital skills, using the support may be difficult.

Support for the use of digital devices and services is also needed outside the sphere of public services. Some people may seek digital support because they want to improve their skills in using digital devices, for example. Libraries and adult education centres have become well established as providers of digital support in many municipalities. Many people know them as places where digital support is available even if they have not needed/used those services. At the same time, many people in need of digital support are unaware that libraries and adult education centres are the places where help is available.

The information on the sources of digital support varies and the path to digital support is not smooth or uniform. Digital support should be easily accessible: in the

” ***I think that as our society is becoming digitalised and all important matters are managed digitally, it should be communicated to the service providers that it is their obligation to provide the support. In other words, government agencies should officially provide support for using the services.***

channels and physical locations where the people in need of it spend time and where the need for digital support is experienced. This would allow the providers of the support to find people that are usually difficult to reach.

PREJUDICES PREVENT PEOPLE FROM SEEKING DIGITAL SUPPORT

Many people know that digital support is available but feel that the support does not meet their needs. Some of the people in need of the support do not even want to seek help. This attitude arises from strong feelings, resistance and rebellion towards digital services. Attitudes prevent people from seeking digital support.

It may be difficult to admit that one needs help. Shame and even fear of the public authorities may contribute to this attitude. The willingness and need to enhance one's digital skills may be outweighed by a negative attitude, fear and shame. If the feelings of shame and fear could be mitigated, many people would be able to use the opportunities offered by the digital world.

Prejudices and lack of information are also an obstacle to seeking digital support. People who know little about digital support often view the service with caution or even with suspicion. Digital support provided by commercial actors has an especially poor reputation: the services are considered expensive and the advice is seen as general in nature, offering poor value for money. The fact that commercial providers also try to persuade elderly people to buy devices or services that they do not need causes additional concern.

Libraries are among the few places that people supporting their close family members and friends in digital matters can recommend to the persons they are helping. Familiarity and reliability make the digital support offered in libraries more attractive but such matters as the level of privacy

protection in the library premises may not satisfy everybody.

Negative attitudes towards digital support services are not always based on personal experiences but on what people hear from their friends. However, they have an impact on whether people are prepared to refer family members or friends to digital support services provided by outsiders.



PERSPECTIVE

Digital support and opportunities for learning basic digital skills must be available in all parts of Finland and to all those interested in them



Päivi Ahosola
Senior Specialist, Office of the Ombudsman for Older People

The Ombudsman for Older People receives messages from elderly citizens describing the difficulties they are facing in a digitalised society. Insufficient opportunities for learning basic digital skills is one of the problems. You can only use digital services safely when you master the basic skills.

Digital skills are unevenly distributed among the people over the age of 70. More than 80% of the highly educated use e-services themselves. Among the elderly with only basic education, the figure is only 36% and for those with secondary education 49%.

Many elderly individuals say that they would like to learn digital skills but they are unfamiliar with the digital vocabulary, selecting the right devices is difficult and they do not trust their own ability to learn. Moreover, it often happens that when you have got off to a good start in your learning, the applications change.

In Finland, the aim is to give priority to digital channels in the services provided by government agencies. This goal can only be achieved if better opportunities for learning and maintaining basic digital skills are provided.

Libraries support the learning of basic skills. Peer instructors in pension age working for organisations provide digital

support to the elderly in many locations. Adult education centres and companies also offer digital guidance. The Public Service Info of the Digital and Population Data Services Agency also plays an important role but its task would be easier if the elderly had better basic digital skills.

Digital support does not reach everybody. Availability of the support varies regionally and hundreds of thousands of people are left outside digital services. For example, many elderly people hand over their means of electronic identification to others so that they could manage their own matters. This should not be the case.

According to the Ministry of Finance, digital support is available but more clarity is needed in the organisation and especially in the coordination of the support. There is also a need for an actor with overall responsibility for the support system. The Ministry recommends that a report on digitalisation in the education sector should be prepared. It is important that the training and guidance in digital skills provided to the elderly is also discussed in the report.

We propose that the municipal education and cultural services assume responsibility for the coordination of digital support at local level. In this manner, digital support could better reach the elderly (including the individuals with lower education) and organisations could focus on providing actual digital support.

Support boosts digital courage

MAIN OBSERVATIONS

Digital support customers feel that the support is top class. It has a significant impact on their daily lives. The recipients of the support are satisfied with the help that they have received and would also recommend digital support to others. The support helps them to cope better with their daily lives. Digital support also enhances people's ability to solve problems independently and boosts their digital courage. Responding to the need, encountering the customer in the right manner and trust in privacy are the basic elements of effective digital support.

People use digital support when they are unfamiliar with digital services or want to improve their digital competence. Many people turn to close family members and friends for help but there is also demand for a wide range of digital support services. In fact, many communities and organisations have assumed or been given responsibility for digital support tasks during the digital transformation. Public authorities, wellbeing services counties, municipalities, the third sector and private companies each provide digital support to their own target groups.

Digital support customers have been extremely grateful for the help that they have received and for the availability of a service such as digital support. Many of them praise the practical digital advice that they have received, digital support persons as individuals and the atmosphere at digital support sessions.

- In 93% of the digital support situations, the problem facing the customer could be solved in full or in part¹⁴.
- Net promoter score 77¹⁵.

HIGH-QUALITY DIGITAL SUPPORT HAS AN IMPACT¹⁶

Successful digital support generates a positive experience, which extends from the support situation well into the individual's everyday life. In an inspiring atmosphere, an individual is also encouraged to bring up other issues with the digital support person.

The recipient of digital support becomes more digitally courageous and is prepared to test their skills in their daily life and becomes more interested in digital matters. The experience is often so positive that many individuals are willing to use digital support services again.

¹⁴ Digital and Population Data Services Agency, Customer experience of digital support 2023

¹⁵ It is interpreted that a positive NPS figure is a good result and it is generally thought that a result above 50 is excellent.

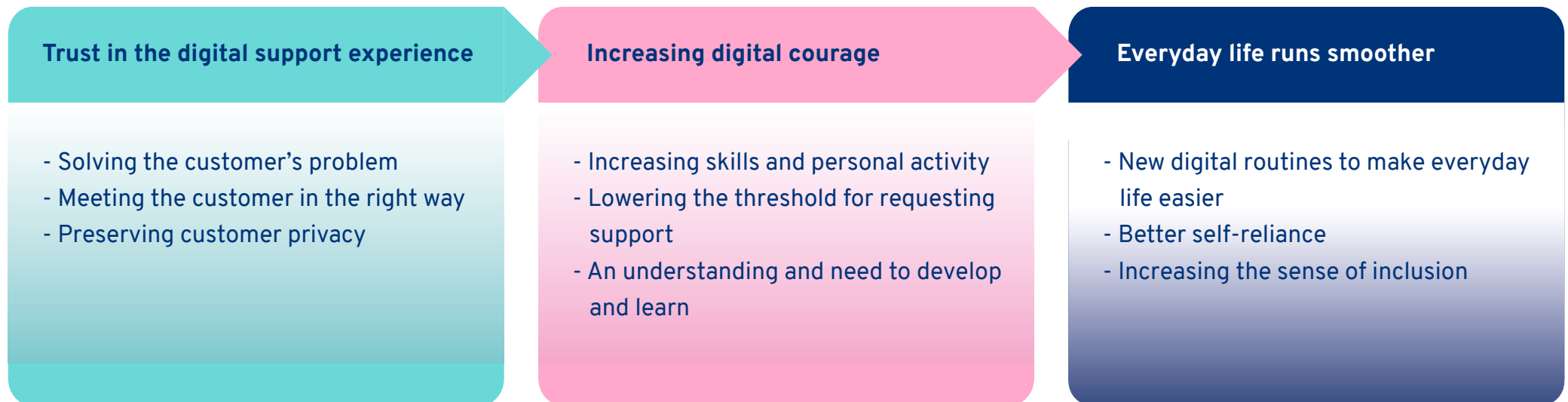
¹⁶ Digital and Population Data Services Agency, Customer experience of digital support 2023

- 36% of the recipients of digital support said that they sought digital support without first trying to solve the problem themselves or without asking a friend for advice.
- 48% first tried to solve the problem without outside help.
- After the digital support situation, 18% of the support recipients were convinced that they could solve the problem without outside help.
- 55% estimated that they would try and probably be able to act independently in the future.
- 73% of all digital support recipients would at least try to solve the problem without help in the future.
- Only 7% said that they would like to solve the problem in collaboration with somebody else or ask somebody else to do it on their behalf even after receiving digital support.

Digital support is a matter of trust. In digital support provided by a close family member or a friend, trust is often present from the outset. In digital support provided by an expert or a volunteer, a relationship of trust is created as the support situation progresses.

Responding to an individual's request for help, encountering the customer in the right manner and trust in privacy are the key basic elements of digital support, regardless of who provides the support.

THE EFFECTIVENESS OF SUCCESSFUL DIGITAL SUPPORT



Typical features of a good digital support encounter

THE CUSTOMER EXPERIENCE OF DIGITAL SUPPORT

IS STRENGTHENED BY

- successful solution of the customer's problems
- competent digital support persons
- friendly service, digital support person inspires trust
- relaxed atmosphere
- cost-free digital support
- consideration of the customer's needs
- learning of new things
- exceeding of expectations
- gratitude and concrete help for everyday life.

IS WEAKENED BY

- failure to solve the customer's problem
- a digital support person that does not inspire trust
- difficult vocabulary
- rapid pace
- interruptions resulting in distractions
- lack of personal support for the customer in group guidance.



PERSPECTIVE

Customer-oriented digital support jointly provided by professionals and experts by experience



Maija Isaksson



Piritta Puttonen

Both authors work as senior specialists in the wellbeing services county of Vantaa and Kerava, and in the sub-project Neuvonnan ja asiakasohjauksen kärki (Spearhead of advice and customer guidance) of the Residents are important project.

In 2022, fewer than one in five of all senior citizens in Vantaa and Kerava used digital social welfare and healthcare services. There was a clear need for digital support.

This marked the start for the development and piloting of digital support as part of the Asukkaan asialla (Residents are important) development project in the Vantaa-Kerava wellbeing services county. We started to pilot low-threshold digital support for the elderly focusing on social welfare and healthcare services. We also arranged a digital support event for senior citizens in cooperation with the Laurea University of Applied Sciences, City of Vantaa, City of Kerava and the wellbeing services county.

We took the idea for the piloting directly from the health centre where the need for unhurried digital counselling for the elderly had been identified. We launched the activities in cooperation with the project partner and general advisory service of the City of Vantaa. We were soon joined by the trained experts by experience from KAP Vantaa, under whose guidance the activities will continue until the end of the year.

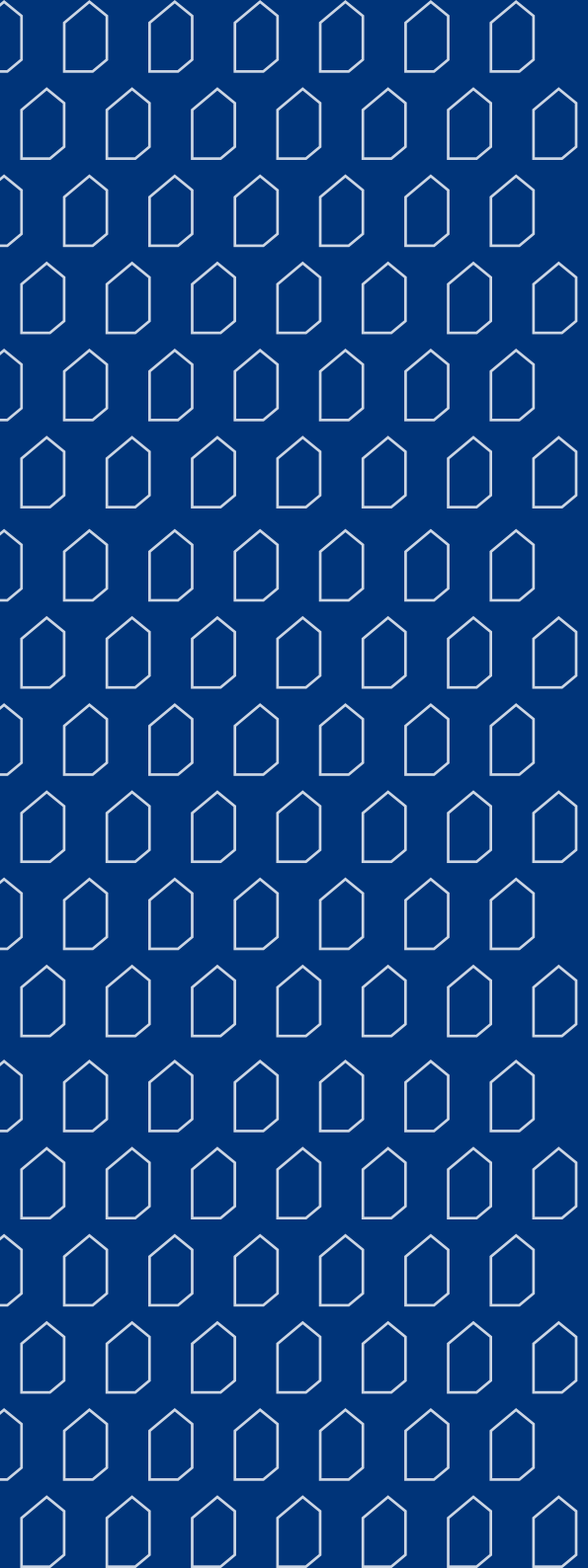
The pilot project has been a success and there has been a clear need for low-threshold digital support. We have received thanks for unhurried encounters and easy-to-un-

derstand personal advice. In addition to discussing concrete problems, the elderly have also been able to talk about the anxiety caused by global digitalisation with experts by experience. These discussions have been considered particularly useful. Digital support customers have also expressed the hope that the activity should continue and be expanded.

During the Week of the Elderly, we arranged a digital support event for senior citizens, the popularity of which surprised us all. It attracted a total of 150 senior citizens interested in digital support. Nearly all (93%) visitors giving feedback said that they would participate in a similar event again. The speeches held at the event and the digital support provided at digital support points received special thanks. At the event, the participants were also able to learn more about local organisations and other actors.

The development of digital support will continue and we hope that important experiences and more extensive networks will allow us to offer digital support on a broader basis.

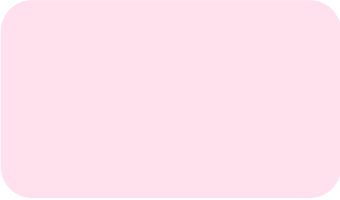
One aim of the Residents are important project has been to make services more customer-oriented and more accessible. The purpose of the advice and customer guidance is to increase the use of digital service channels.



Recommendations


Recommendations

Digital systems can only be made the primary service channel if digital support is continuously developed in accordance with the needs of different target groups.



Digital support is needed by both digitally skilled individuals and those outside the digital environment. It is important to ensure that everybody is equally well-placed to use public services in the manner they want if digital channels become the primary means of using public services and official decisions will no longer be sent as paper mail.

At the moment, citizens are insufficiently aware of the obligation of the government agencies to provide advice on the use of their services. The close family members and friends providing digital support and individuals in need of the support feel that the digital support provided by the public authorities is difficult to find and reach. The reasons include inadequate service hours for face-to-face



advice, distant location of the service point and findability of the digital support provided online and by phone.

When the service is evaluated it is important to listen to the customers' own experiences. Measuring the customer experience is a key tool in the human-oriented development of the services. At the moment, the customer experience of digital support is measured in many different ways. The information collected is not commensurate, which makes it more difficult to develop digital support and verify its effectiveness.

RECOMMENDATION 1:

Findability of digital support provided as part of public services should be improved

We recommend that the findability of digital support provided as part of public services should be improved. As digital channels are becoming the primary means of using public services, it should be examined in more detail how government agencies fulfil their obligation to provide advice as part of digital services and how they meet citizens' need for the support. It should also be examined how digital support provided as part of public services can be found, how people are referred to it and how it relates to general customer service.

The Digital and Population Data Services Agency will support public services in the development of their own digital support by setting up a network of authorities to develop digital support. The aim of the network is

- to increase awareness of the role of digital support as part of the transition to digital priority
- to support the quality and uniformity of the digital support provided by government agencies.

RECOMMENDATION 2:

Customer experience of digital support should be measured regularly and on a uniform basis

We recommend that the customer experience of digital support should be measured regularly and on a uniform basis. Measuring the customer experience on a regular basis is key to developing digital support and to also ensuring its effectiveness in the future.

The Digital and Population Data Services Agency will support public services in the transition to digital priority by creating a general set of indicators for measuring customer experience of digital support. The set of indicators will be developed in cooperation with digital support actors on the basis of experiments.



Appendix

Indicators

Digital Skills Indicator and DigComp

Quality Tools

- Quality of digital services, quality tools of the Digital and Population Data Services Agency
- Security of digital services, quality tools of the Digital and Population Data Services Agency

Implementation of the surveys used as a basis for the Digital Skills Report 2023

Indicators

Society and organisations

Data from different sources have been collected during autumn 2023. The data collection years used in the sources were 2021, 2022 or 2023, depending on the survey cycle. For all indicators, it was not possible to obtain data or the data were not comparable with previous years, for example due to changes in the questions. No comparative data are provided for these indicators.

Public services	Indicator	2022	2023	Description
	Digital public services for citizens	Finland's score 89.8/100 (fourth among European countries)	Finland's score 91.62/100 (fourth among European countries)	The extent to which a service or information concerning service for citizens is provided online and via a portal. Services that are offered fully, partially or not at all online. European Commission: The Digital Economy and Society Index (DESI).
	Digital public services for businesses	Finland's score 92.5/100 (seventh among European countries)	Finland's score 100/100 (first among European countries)	The extent to which a service or information concerning service for businesses is provided online and via a portal. Services that are offered fully, partially or not at all online. European Commission: The Digital Economy and Society Index (DESI).
	Pre-filled forms	Finland's score 89.9/100 (third among European countries)	Finland's score 89.81/100 (third among European countries)	Amount of data that is pre-filled in public service online forms. European Commission: The Digital Economy and Society Index (DESI).
	Public digital services are considered to be of high quality	No comparable data available	4.09/5	Average customer assessment of public digital services over the past 12 months. Quality tools of the Digital and Population Data Services Agency.
	Support available for the use of digital services	No data available	Finland's score 96.3/100 (fifth among European countries)	The extent to which support is available for the use of digital services, including cross-border support. European Commission, the Digital Economy and Society Index (DESI)
	Public services meet information security and data protection requirements	No comparable data available	91,30%	How well do national digital services meet information security and data protection requirements? Quality tools of the Digital and Population Data Services Agency.
	No challenges experienced in using public websites	No data available	50.63%	How many of internet users aged 16–74 have not encountered challenges when using a website or smartphone application of authorities. Eurostat, ICT usage in households and by individuals, E-government, "Problems experienced when using e-government websites".

Promoting competitiveness	Indicator	2022	2023	Description
	Funding for technological development is readily available	Finland's score 8.11/10 (first in global rankings)	Finland's score 7.69/10 (third in global rankings)	Funding for technological development is readily available. IMD World Competitiveness Yearbook 2023, variable 4.2.13 'Funding for technological development: Funding for technological development is readily available'.
	Government action to utilise artificial intelligence	Finland's score 85.99/100 (eight in global rankings)	Finland's score 82.7/100 (15th in global rankings)	Depth and coherence of government action to commercially utilise artificial intelligence and machine learning. Tortoise-Media: Global AI Index (sector Government Strategy).
	Development and application of technology are supported by the legal environment	Finland's score 8.11/10 (first in global rankings)	Finland's score 8.28/10 (first in global rankings)	Development and application of technology are supported by the legal environment. IMD World Competitiveness Yearbook 2023, variable 4.2.12 'Development & application of tech. Development and application of technology are supported by the legal environment'.
	Companies are very good at using digital tools and technologies to improve performance	Finland's score 8.00/10 (fourth in global rankings)	Finland's score 7.72/10 (fifth in global rankings)	Companies are very good at using digital tools and technologies to improve performance. IMD World Competitiveness Yearbook 2023, variable 3.1.10 'Use of digital tools and technologies Companies are very good at using digital tools and technologies to improve performance'.
	Digital transformation in companies is generally well implemented	Finland's score 7.49/10 (fourth in global rankings)	Finland's score 6.83/10 (15th in global rankings)	Digital transformation in companies is generally well implemented. IMD World Competitiveness Yearbook 2023, variable 3.5.06 'Digital transformation in companies: Digital transformation in companies is generally well implemented'.

Companies	Indicator	2022	2023	Description
	Cyber security is being adequately addressed by corporations	Finland's score 7.94/10 (third in global rankings)	Finland's score 7.92/10 (third in global rankings)	<p>Cyber security is being adequately addressed by corporations.</p> <p>IMD World Competitiveness Yearbook 2023, variable 4.2.17 'Cyber security: Cyber security is being adequately addressed by corporations'.</p>
	Associations know how to manage information security	No comparable data available	47%	<p>How many of the associations responding to the survey feel that they know how to manage information security.</p> <p>Viestintä-Piritta, Tieke, Vitac Avoine, Järjestödiggi.</p>
	Associations know how to manage data protection	No comparable data available	50%	<p>How many of the associations responding to the survey feel that they know how to manage data protection.</p> <p>Viestintä-Piritta, Tieke, Vitac Avoine, Järjestödiggi.</p>
	Digital intensity in companies at least at a basic level	82%	89.5%	<p>The indicator describes the extent to which EU companies have digitised. It measures the use of different technologies in companies (all sectors except the financial sector). Based on 12 different variables, four levels are calculated for the indicator, and three of the highest levels (companies with a low, high or very high level of digital intensity) are included in the comparison. Companies with 10–249 employees are included. The benchmark monitors the achievement of the Commission's Digital Decade target.</p> <p>European Commission, The Digital Economy and Society Index (DESI).</p>

Organisations	Indicator	2022	2023	Description
	Digital competence in nationwide organisations	75%	No data available	How many of the respondents to the survey on social welfare and health care organisations feel that they are at least fairly experienced users of digital devices and services. Soste, Organisation barometer.
	Digital competence in local-level associations	37%	No data available	How many of the respondents to the survey on social welfare and health care organisations feel that they are at least fairly experienced users of digital devices and services. Soste, Organisation barometer.
	Associations know how to use the data that they collect	18%	20%	How many of the associations responding to the survey feel that they know how to use the data that they collect. Viestintä-Piritta, Tieke, Vitac Avoine, Järjestödiggi.
	Associations know how to arrange online meetings	45%	60%	How many of the associations responding to the survey feel that they know how to organise online meetings. Viestintä-Piritta, Tieke, Vitac Avoine, Järjestödiggi.
	Competence as a hindrance to the utilisation of technology	41%	No data available	How many respondents feel that skills are a barrier to the use of technology in their organisation? Viestintä-Piritta, Tieke, Vitac Avoine, Järjestödiggi.

Indicators

Individuals and households

Digital skills	Indicator	2022	2023	Description
	At least basic digital skills	No comparable data available	75%	<p>Individuals with at least basic digital skills according to the requirements of the following five criteria: information, communication, problem solving, contentcreation software and security.</p> <p>Statistics Finland, Use of information and communications technology by individuals.</p>
	Basic digital skills	No comparable data available	27%	<p>Individuals with basic digital skills according to the requirements of the following five criteria: information, communication, problem solving, content-creation software and security.</p> <p>Statistics Finland, Use of information and communications technology by individuals.</p>
	Above-basic digital skills	No comparable data available	48%	<p>Individuals with above-basic digital skills according to the requirements of the following five criteria: information, communication, problem solving, contentcreation software and security.</p> <p>Statistics Finland, Use of information and communications technology by individuals.</p>
	Digital service users that are able to use digital services and devices independently and can guide and assist others.	No comparable data available	58%	<p>How many of the respondents feel that they are able to use digital services and devices independently and can guide and assist others.</p> <p>European Comission, The Digital Economy and Society Index (DESI).</p>
	I do coding or programming at least on a monthly basis	9.20%	9.30%	<p>How many of 8th and 9th graders do coding or programming at least on a monthly basis.</p> <p>Finnish institute for health and welfare, School Health Promotion Study.</p>
	Use of public digital services	92%	97.03%	<p>Individuals aged 16-74 who used the internet in the last 12 months to interact with public authorities via websites or mobile apps.</p> <p>Eurostat: European Union survey on ICT usage in Households and by Individuals.</p>

Connections	Indicator	2022	2023	Description
	People who have never used the internet	2 %	2 %	People who have never used the internet. Eurostat, European Union survey on ICT usage in Households and by Individuals.
	Has used the internet	96.98 %	97.68 %	How many of Finns aged 16–74 have used the internet in the past year. Eurostat: European Union survey on ICT usage in Households and by Individuals.
	Households with internet connection	97 % (third among European countries)	98 %	Households with internet connection. Eurostat: European Union survey on ICT usage in Households and by Individuals.

Security	Indicator	2022	2023	Description
	Secure use of digital services and devices	No comparable data available.	91%	People who felt that their ability to securely use digital services and the devices needed to use them is good or very good. Digital Security Survey of the Digital and Population Data Services Agency.
	The digital operating environment is considered secure	85%	85%	People who felt that their daily activities in the digital environment were secure. Digital Security Survey of the Digital and Population Data Services Agency.
	Concern about improper handling of data	59%	60%	People concerned about incorrect or unfavourable handling of the data they entered into services. Digital Security Survey of the Digital and Population Data Services Agency.
	Concern about becoming a victim of a scam or cyber attack	57%	55%	People who were concerned about becoming a victim of a cyber attack or digital scam where money or important information could be lost. Digital Security Survey of the Digital and Population Data Services Agency.

Assessing the accuracy of information	Indicator	2022	2023	Description
	Has received scam or phishing emails	83%	79%	People who have received scam or phishing emails. Digital Security Survey of the Digital and Population Data Services Agency.
	Has noticed attempts to influence work or opinions	16%	11%	People who felt that an attempt had been made to influence their opinions in the digital world or through personal contacts. Digital Security Survey of the Digital and Population Data Services Agency.
	Has received scam or phishing text messages	No data available	63%	People who have received scam or phishing text messages. Digital Security Survey of the Digital and Population Data Services Agency.

Perception	Indicator	2022	2023	Description
	Perception that you do not have the same access to digital services as others	No comparable data available	16%	How many of the respondents feel that they are less skilled users of the internet and digital services than Finns in general. Digital Skills Survey of the Digital and Population Data Services Agency.
	Perception that you have the same access to digital services as others	No comparable data available	45%	How many of the respondents feel that they have the same access to the internet and digital services as Finns in general. Digital Skills Survey of the Digital and Population Data Services Agency.
	Perception that you have more or less the same access to digital services as others	No comparable data available	37%	How many of the respondents feel that they have the same access to the internet and digital services as Finns in general. Digital Skills Survey of the Digital and Population Data Services Agency.
	Perception of your own adaptability to change	No comparable data available	82%	How many of the respondents believe that they can keep up with the advances in digitalisation at least fairly well over the next five years. Digital Skills Survey of the Digital and Population Data Services Agency.
	Perception of your own problem-solving ability in digital services	No comparable data available	36%	How many of the respondents feel that they often need help with the internet or digital devices. Digital Skills Survey of the Digital and Population Data Services Agency.
	Perception of your own motivation to learn new things	No comparable data available	51%	How many of the respondents are not interested in new digital devices and services but are willing to learn them if they are useful. Digital Skills Survey of the Digital and Population Data Services Agency.
	Difficulties experienced with devices you use in your studies	8%	9.2%	How many of 8th and 9th graders experience difficulties with the devices they use in their studies. Finnish institute for health and welfare, School Health Promotion Study.
	I have found that I was online even though I did not really feel like it	37.9%	38.6%	How many of 8th and 9th graders have found that they were online even though they did not really feel like it Finnish institute for health and welfare, School Health Promotion Study.

Digital Skills Indicator ja DigComp

In the Digital Skills Indicator (DSI), digital skills are measured separately for five competence areas and the overall digital skill level of an individual is calculated on their basis. In DSI, the skill level in the five competence areas is calculated on the basis of the types of the IT and internet uses corresponding to the competences of the model; for example, does an individual possess basic level competence. To put it more simply, the more types of IT and internet use an individual masters, the better skills they possess.

The DSI is based on the DigComp framework. In the DigComp framework, skills are assessed from the perspective of competence under five different themes.¹

The competences used are as follows:

- information and data literacy
- communication and collaboration
- digital content creation
- safety
- problem solving.

The competences are divided into individual skills used as a basis for assessing whether a person only possesses basic competence (only one or two skills under one theme) or whether the competence is above basic level (more skills than required for basic level).

INFORMATION AND DATA LITERACY

Persons that are considered to possess basic level competence possess one of the skills listed below (DigComp 2.0):

- Finding information about goods or services
- Seeking health-related information
- Reading online news sites, newspapers or news magazines
- Activities related to fact-checking online information and its sources

¹ Euroopan komissio, The European Digital Competence Framework 2019

COMMUNICATION AND COLLABORATION

Persons that are considered to possess basic level competence possess one of the skills listed below (DigComp 2.0):

- Sending/receiving emails
- Telephoning/video calls over the internet
- Instant messaging
- Participating in social networks
- Expressing opinions on civic or political issues on websites or in social media
- Taking part in online consultations or voting to define civic or political issues.

DIGITAL CONTENT CREATION

Persons that are considered to possess basic level competence possess one or two of the skills listed below (DigComp 2.0):

- Using word processing software
- Using spreadsheet software
- Editing photos, video or audio files
- Copying or moving files (such as documents, data, images or video) between folders, devices (via email, instant messaging, USB or cable) or on the cloud
- Creating files (such as documents, images or videos) incorporating several elements such as text, pictures, tables, charts, animation or sound
- Using advanced features of spreadsheet software (functions, formulas, macros and other developer functions) to organise, analyse, structure or modify data
- Writing code in a programming language.

SAFETY

In safety, protection of devices, content, personal data and privacy in digital environments is assessed. The ability of the individual to protect physical and psychological health, and their awareness of digital technologies for social wellbeing and social inclusion is assessed. The individual's awareness of the environmental impact of digital technologies and their use is also evaluated.

Persons that are considered to possess basic level competence possess one or two of the skills listed below (DigComp 2.0):

- Managing access to one's own personal data by checking that the website where the respondent provided personal data was secure
- Managing access to one's own personal data by reading privacy statements before providing personal data
- Managing access to one's own personal data by restricting or refusing access to one's own geographical location
- Managing access to one's own personal data by restricting access to profile or content on social networking sites or shared online storage
- Managing access to one's own personal data by prohibiting the use of personal data for advertising purposes

- Changing one's own internet browser settings to prevent or limit cookies on any of the respondent devices.

PROBLEM SOLVING

In problem solving, the ability to identify needs and problems, and to resolve conceptual problems and problem situations in digital environments is assessed. The ability to use digital tools to innovate processes and products and to keep up-to-date with the digital evolution is also assessed.

Persons that are considered to possess basic level competence possess one or two of the skills listed below (DigComp 2.0):

- Downloading or installing software or apps
- Changing settings of software, app or device
- Online purchases (in the last 12 months)
- Selling online
- Used online learning resources
- Internet banking
- Looking for a job or sending a job application.

Quality tools

QUALITY OF DIGITAL SERVICES, QUALITY TOOLS OF THE DIGITAL AND POPULATION DATA SERVICES AGENCY

Target group	Type of organisation	Number of services	Number of organisations	Average score
Citizens	Municipality	21	8	4.38
Citizens	Regional or state	34	10	3.92
Businesses and non-government organisations	Municipality	14	6	4.23
Businesses and non-government organisations	Regional or state	38	13	4.18
Authorities	Municipality	2	2	3.63
Authorities	Regional or state	9	5	4.48

The data was taken from the quality tools of the Digital and Population Data Services Agency on 23 November 2023. Quality tools are tools that an organisation can use to assess and monitor the quality and use of its services. Quality tools are a new service and they are expected to attract more users in the coming years. The following target group breakdown used in the Suomi.fi Finnish Service Catalogue is also used for the quality tools: 1) citizens, 2) businesses and non-government organisations, 3) authorities. The main target groups of citizens, and businesses and non-government organisations are divided into sub-target groups. The type of organisation providing the service (municipal, regional or state organisation), the number of services and the number of organisations providing services are also used as grouping criteria.

The average for all customer feedback is 4.09.

SECURITY OF DIGITAL SERVICES, QUALITY TOOLS OF THE DIGITAL AND POPULATION DATA SERVICES AGENCY

Target group	Type of organisation	Number of services	Number of organisations	Average for self-assessment (x/100)
Citizens	Municipality	6	3	96.15
Citizens	State	6	3	95.83
Businesses and non-government organisations	Municipality	4	3	100
Businesses and non-government organisations	State	8	3	89.17
Authorities	Municipality	1	1	100
Authorities	State	3	1	66.67

The data was taken from the quality tools of the Digital and Population Data Services Agency on 23 November 2023. Quality tools are tools that an organisation can use to assess and monitor the quality and use of its services. Quality tools are a new service and they are expected to attract more users in the coming years. Using the self-assessment tool, organisations can evaluate the security of their own digital services. The following target group breakdown used in the Suomi.fi Finnish Service Catalogue is also used for the quality tools: 1) citizens, 2) businesses and non-government organisations, 3) authorities. The main target groups of citizens, and businesses and non-government organisations are divided into sub-target groups. The type of organisation providing the service (municipal or state organisation), the number of services and the number of organisations providing services are also used as grouping criteria.

The average for all self-assessments is 91.30.

Implementation of the surveys used as a basis for the Digital Skills Report 2023

The Digital Skills Report is based on the following surveys conducted by the digital support of the Digital and Population Data Services Agency in 2023:

DIGITAL SKILLS SURVEY 2023

The Digital Skills Survey, carried out for the second time in 2023, is a telephone survey conducted to map the digital skills and digitalisation-related experience of Finns.

- Respondents: Finns aged between 18 and 89
- 1,103 respondents
- Samples based on age and gender were used to ensure that the responses were

representative of the population as a whole. Corrective weighting was used to ensure that the results accurately reflect the population distribution of mainland Finland by age, gender and residential area.

- Catibus consumer interview survey conducted by telephone
- Two rounds of weekly interviews were conducted in the survey to reach the targeted number of respondents (N=1000). The survey also included a sample of 100 persons for individuals aged over 80
- Response time was about 10 minutes
- The data was collected by Kantar Public Oy.

CLOSE FAMILY MEMBERS AND FRIENDS AS PROVIDERS OF DIGITAL SUPPORT

The purpose of this survey was to understand the role of digital support provided by Finns to each other as private persons in relation to other digital support. The aim was also to identify ways to support close family members and friends as providers of digital support.

- The survey is based on group discussions (N=24) and an online survey (N=1000) among Finns of different ages providing close family members and friends with digital support.

- A total of 24 men and women of different ages from different parts of Finland took part in the qualitative group discussions (in Finnish and Swedish).
- All participants were regularly providing a close family member or friend aged over 55 with advice on the use of digital devices or services.
- The quantitative data was collected in the M3 online panel of Bilend Oy in April and May 2023.
- A total of 1,138 Finnish adults participated in the survey and of them, 1,000 were supporting close family members or friends in digital matters.

PROBLEMS OF FINDING DIGITAL SUPPORT AND HOW TO SOLVE THEM

The purpose of the digital support findability survey was to improve understanding

of the findability of digital support from the perspective of the person in need of digital support and the support provider. The data was collected between February and October 2022.

Data collection:

- A total of 37 persons, both digital support persons and persons in need of digital support, participated in the survey. The interviews were conducted by Teams. Target groups: young people moving to their first home, social welfare and healthcare professionals and small entrepreneurs.
- Observations and a research review were used to determine how the elderly find digital support.
- A total of 19 digital support developers also participated in a workshop arranged to find ways to improve the findability of digital support.

CUSTOMER EXPERIENCE OF DIGITAL SUPPORT 2023:

The aim of this survey was to understand how digital support customers perceive the support that they receive and what are the needs that digital support currently responds to. For the first time, the customer experience of digital support is examined by combining data collected in a variety of different organisations. At the same time, we also wanted to develop the measurement of digital support customer experience. The survey is based on customer feedback on digital support collected during a two-week period (2–15 May 2023) in different parts of Finland.

Data collection:

- The qualitative data consisted of observations (7 offices) and interviews (N=28).

- Customer feedback form prepared by the digital support of the Digital and Population Data Services Agency was used to collect feedback at digital support points (N=124)
- Other digital support customer data (N=755)

IMMIGRANTS, EMPLOYMENT AND DIGITALISATION 2023

The aim of the survey was to understand immigrants' experience of a digitalised Finnish society and the potential challenges and support needs arising from digital competence, especially from the perspective of employment.

- The survey is based on interviews with immigrants (N=31) and a telephone survey (N=240).
- A total of 31 Russian, Estonian, Arabic, Somali and Kurdish speakers participated in face-to-face and Teams interviews. The interviews were conducted in the interviewees' native language.
- Most of the interviewees were working-age individuals who had lived in Finland for 1–5 years and had not found work.
- Based on the interviews, we produced language versions of the Digital Skills Survey 2023 in Russian, Estonian and Arabic, and the aim was to have 100 respondents in each of them so that each language group would be comprehensively represented.
- The survey was conducted as a telephone survey in summer 2023, and it attracted a total of 240 respondents. The data was collected by Kantar Public.

The annual Digital Skills Report provides a comprehensive picture of Finns' digital skills and digital support needs. Digital Skills Report is based on variable surveys and research. First Digital Skills Report was published in 2022.

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