Digital social work or e-social work? Towards social work in a digital environment

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Abstract. The goal of this paper is to summarise and remark on contemporary issues of emerging social work in the digital environment, which were accelerated by social distancing during the COVID-19 pandemic. We discuss the concepts of e-social work and digital social work. We debate where the boundaries of social work in the digital environment are and whether it constitutes a new, distinct branch of social work. We investigate the process and barriers to enhancing social workers’ digital capabilities (using the Technology Acceptance Model, SAMR theory, and Digital Natives-Digital Immigrants contexts). We analyse the key advantages and disadvantages of social work in the online setting.

1 Introduction

Processes such as robotization, automation, and digitalization, which were originally associated with manufacturing, logistics, or accounting, are gradually penetrating the service, and helping professions. The use of digital technologies in this area accelerated during the new corona virus pandemic of 2020-2022, when, under the influence of social distancing measures, people were forced to handle many of their matters online, and workers in professions that had previously been unthinkable switched to working from home virtually overnight. Customers who had previously avoided these options have started to use e-banking or shop online. The shift to video chat has changed the processes of both education and social interaction. Finally, communication between loved ones has shifted to online platforms. We live in a mixed online-offline reality, with many, especially young people, seeing digital as primary. Apps are also used for such physical activities as fitness, cooking, or meditation. The internet is not a separate area or zone but is integrated into people’s lives.

Changes have not escaped social workers, for whom the situation has made it impossible to meet clients in person. Social workers in hospices communicate with clients’ loved ones on smartphones. They use tablets to enable clients to communicate with family members from a great distance. Social workers with children and youth connect with clients on their laptops. Counselling social workers are trying to learn the art of counselling via video. Social service directors are convening staff meetings on cloud-based platforms.

The goal of this paper is to summarise and reflect on contemporary issues of emerging social work in the digital environment, which were accelerated by social distancing during
the COVID-19 pandemic. We discuss the concepts of e-social work and digital social work. We debate where the boundaries of social work in the digital environment are and whether it constitutes a brand new, distinct branch of social work. We investigate the process and barriers to enhancing social workers’ digital capabilities. We analyse the key advantages and disadvantages of social work in the online setting.

2 Digital social work and e-social work

With the transition of social work to a digital environment, the terms “e-social work” or “digital social work” have been introduced as a new branch of social work. The term “digital environment” is used as a background for digital actions without naming a specific technology or tool [1].

E-social work can be understood as a field of social work in which individuals, communities, and groups have needs and it is possible to develop intervention programs, conduct research projects, and design public policies to address them [2]. E-social work includes online research, therapy (individual, group, and community), social worker education, and monitoring of social service programs. E-social work is becoming a new specialty in two senses: as a specific area for professional intervention (in topics related to online realities) and as a cross-cutting field that affects the lives of people, groups, and institutions. It includes also the professional activity of social workers (through interventions using new technologies to solve traditional social problems that are being redefined in the technological environment) [2]. E-social work aims to analyse, assess, and act in the online environment by creating strategies to connect with users, determine their needs, create effective intervention dynamics, and empower them in the online setting. The goal is to support a group of people who are considered digital natives in both online and offline settings [3]. E-social work abounds in the following characteristics: It is carried out in a technological setting where IT skills are common; it is rationalised and consequently highly procedural, predictable, and quantifiable; it is mediated and monitored by information technology; it is accessible and subject to supervision and virtual control; and the relationship with clients is exclusively mediated by electronic means. +Previously seen as the sole competence of trained social workers, transactions are now repeated, supplanted, or recreated by technology. The use of IT facilitates the practice of e-social work for workers without traditional social work degree [4].

The term “digital social work” is used, for example, by Castillo de Mesa [5], who says that digital media has the potential to offer interesting opportunities for both practise and research. Pink, Ferguson, and Kelly [6] have attempted to conceptualise digital social work. They argue that even when a social worker visit is conducted only via video call, both the client and the social worker are informed about what is happening in the physical world in everyday life [6]. They prefer the adjective “digital” to the label “virtual”. Similarly, Hine notes that the term “virtual,” which is used to describe exclusively online encounters, is considered by some sociologists to be “no longer helpful” for understanding how the Internet is integrated into everyday life [7]. Vašková and Lovašová use a more appropriate form, social work in virtual environments [8]. Interestingly, Pink, Ferguson, and Kelly developed a blended social work approach under the term “digital social work”. They argue that it is a hybrid form of social work practise that encompasses and precedes the physical, face-to-face home visit rather than is separated from it. According to these authors, social work must embrace a new paradigm of social network-based community in the context of digital social work [6]. Social network interventions create synergistic dynamics that multiply opportunities to improve the quality of people’s social relationships, thereby increasing their social support by increasing their connections, their personal networks, and their support systems, while promoting activities to enhance human potential [9]. Another
designations used by the American National Association of Social Work’s Code of Ethics for Social Work is technology-assisted social work services [10].

Blended social work is a continuum between face-to-face and online practice, combining face-to-face encounters with online interventions, either synchronous or asynchronous. It thoughtfully integrates online and face-to-face practices by creatively considering the foundations of practice and reorganising traditional contact while considering the needs and assumptions of the client [11]. The term “blended social work” is used extensively to refer to a hybrid form of social work education.

We believe that both terms, e-social work, and digital social work, refer to the same reality, but we do not think that it is necessary to establish a new separate field of social work because only the environment is new. All the activities mentioned for both e-social work and digital social work are familiar to us from the offline environment. Even though we do social work digitally, we touch people’s real-life experiences. While using digital technologies, we use or modify existing social work methods and techniques for the needs of the online environment, so we think that the term describing reality can be social work in the digital environment. Anyway, professional debates on this topic are still ongoing and, to date, it is not possible to predict the outcome.

3 Adapting social work to the digital environment

In the course of social work practice, social workers need innovation in their practises in the light of changing society. Sometimes they have a negative attitude towards digital technologies and resist their use in social work. We identify the following reasons for lagging in the adoption of technology in social work:

Financial reasons: social service providers are not typically wealthy entities, and their spaces appear unfashionable in comparison to corporate or bank spaces. Their budgets usually do not allow for the purchase of modern technology. There are also financial reasons on the part of the staff, which is poorly paid in the CEE region compared to other professions requiring a university degree.

1. Reasons of perceived usefulness: in relation to the use of computers in the past, some social workers think that digital technologies are not useful for direct work with clients and they only create extra administrative tasks.

2. Reasons for education and skills: One social worker stated that if she knew how to use technology, she would not be doing social work but in IT. Social workers receive a lot of training and supervision. Digital skills’ training is often forgotten by employers. Social workers can be divided into digital natives and digital immigrants because of their relationship to digital technology. Young people nowadays who were exposed to a continual stream of digital information since birth are known as “digital natives.” Computers and the internet are a natural part of their lives. Digital natives see the world through different eyes: what is new to digital immigrants is something normal and inseparable from their lives. Digital immigrants were born and raised before the advent of the digital era and the mass use of the internet. They had to learn to use technology as if they were learning a new language or a new skill [12]. There are also some social workers somewhere in between these two types, and even among digital natives and digital immigrants, there are those with different attitudes towards modern technology. However, this division helps to explain the tension between younger and older social workers in relation to their use of technology and to enable the preparation of both groups for working with apps.

Bullock and Colvin use the Technology Acceptance Model (TAM) developed by Davis, which is derived from the theory of reasoned action by Fishbein and Ajzen [13], to describe the integration of technology into social work practice. The TAM postulates that an
individual’s technological acceptance behaviour is the result of the individual’s emotional response to a technological innovation. TAM shows the relationship between perceived usefulness (U), perceived ease of use (EOU), behavioural intentions of use (BI), and actual system use. The TAM assumes that users’ technology acceptance behaviour is based on the influence of two key determinants: The U and the EOU. U focuses on the impact of technology use on overall organisational processes and outcomes, while EOU is primarily concerned with the level of complexity of technology use [13]. More simply, if a social worker perceives a tool to be useful, she/he is more motivated to use it. If the social worker perceives the technology as easy to use and intuitive, then he or she tends to adopt it sooner. Bullock and Colvin state that social workers often view technology as a complex system that contributes to a weakening of the client-worker relationship. Sometimes they resist using technologies that are primarily focused on data collection because they perceive these technologies as neither improving clients’ quality of life nor creating more effective services [13].

The process of implementing technology in social work is explored by the SAMR (Substitution, Augmentation, Modification, and Redefinition) theory proposed by Puentedura [14]. In the Substitution component, technology acts as a direct substitute for the tool without functionally changing the activity. An example in a social work setting is the recording of role-plays in advance instead of playing them in class. In the Augmentation component, the technology acts as a direct replacement of the tool with functional change. For example, recording a role-play and then using editing software to shorten the recording to five minutes. In the case of Modification, the technology allows for a significant design change, for example, recording role-playing on video but also using an editing tool to highlight the skills used. Finally, Redefinition involves technology creating an entirely new role. In this case, it is recording the role-play, editing, annotating, and then embedding it on a website for public sharing [14].

To understand the possible transfer of technology to social work, Castillo de Mesa [15] presents models of digital adaptation, transformation, and disruption. In the digital adaptation model, social workers adopt online services and applications to improve client-related activities as well as collaborate with other professionals. They cannot stay out of the digital evolution and must quickly adapt to the new online reality. Digital media support a complementary type of mass socialisation that is widespread and prominent in society, so social work should not overlook such opportunities. Social media is particularly useful in responding to unexpected emergencies, such as humanitarian crises or terrorist attacks, where the timely dissemination of information is crucial. Social media has also become a means of expressing and recognizing social rights, social justice, and the fight against oppression, and has enabled individuals and movements to transcend geographical boundaries. The second model, digital transformation, involves the digitization of services, processes, and products. It is the process of improving existing services and processes by digitising data. Some of the examples include automating manual steps, upgrading to new technologies, improving time efficiency, etc. Such projects involve substantial improvements in the way existing tasks are performed [15]. The third model is the disruption model, in which the way we understand certain services changes completely. A new approach emerges that departs from established models and promotes new services, processes, and products that have never been seen before. Digital disruption enables the emergence of new entities that develop digital innovations with combined effects on structures, practices, and beliefs [15].

López Peláez, Pérez García and Aguilar-Tablada Massó [2] propose the following recommendations for social work practice in online environments:
1. Social workers should be trained in the use of new technologies. In addition, specific programs need to be designed to enable them to carry out their work in a digital society,
to analyse the online climate of opinion, to develop online strategies, and to make use of available applications.

2. Social workers must also be involved in the design, development, and implementation of new technologies in their field of work, as their participation can improve the availability and performance of applications.

3. Social workers must participate in the design and development of undergraduate and graduate degree programmes to ensure that future social workers receive training in new technologies and social work in online environments.

4. Ethical debates around new technologies and social work need to be addressed. We need to redefine and rethink our commitment to confidentiality, considering the characteristics of new technologies [2].

Social workers are not just routine professionals who perform the tasks they are asked to do. They are reflexive professionals who do their work and innovate at the same time. This idea applies to most social work interventions, even those involving technology. From this perspective, any seeming reluctance of social workers to engage too optimistically with technology in everyday practice can be seen as healthy if we focus on improving the use of technology and its relevance to social work. An attitude of “innovation through resistance” is arguably more appropriate to the social work context than an uncritical fascination with technology [16]. Developing social workers’ digital competencies is also useful in their private lives to enable them to participate fully in society. For example, a short viral video is addressed at a gathering of friends, and thanks to this competence, a person can view and react to it.

Technology innovation in our context is integrating ever-evolving solutions to achieve social work objectives, not only creating platforms and products that will change frequently. Technologies can be used in ways that were not previously thought of; they offer ways to transform how social workers see and address social issues. There are technologies for which it has not yet been discovered how to integrate them into our problem-solving skill set. Thus, the opportunity for practice is not the methods or technologies themselves, but what these technologies might mean for the field of social work [17].

4 Social work practises in a digital environment

Experiencing feelings of closeness, intimacy, and the quality of a relationship with another person does not have to be subordinate to time or space. Virtual communities and online support groups help to create a higher level of trust and of digital intimacy. The internet and virtual space have become a natural part of everyday life. Therefore, it is also necessary to look at social work practise with new intent and consider the importance of this phenomenon [8]. Digital inclusion processes towards learning digital skills to increase mutual support and strengthen bonds must be part of group and community social work practices [18].

The first social work services appeared on the Internet as early as 1982 in the form of online self-help support groups [19]. The notion that communication technologies are a tool that promotes knowledge and skill acquisition, thus are valuable for social work practice, dates to 1991 [20].

There have been dozens of research papers on digital technologies in social work abroad. López Peláez, Perea García and Aguilar-Tablada Massó mapped 70 available articles on digital technologies in social work. Regarding the type of ICT intervention, most articles (52%; 38 studies) dealt with social work practice, followed by social work education (23%; 17 studies) and social work research (10%; 7 studies). Most of the papers report that the use of ICT in social work practice can serve as an incentive to encourage clients to engage in service [2].
Reamer [21] uses the term “digital landscape” to characterise the different communication channels in an online environment. He defines online counselling, telephone counselling, video counselling, self-service web-based interventions, social media, SMS counselling, and cyber-therapy. To Reamer’s division of the digital landscape, we would like to add another channel: mobile or computer applications. In the case of online, telephone, SMS, and video counselling, the communication partner is a social worker, therapist, or crisis intervention worker. In the case of apps or self-service interventions, it is a virtual dialogue between the client and the author of the content; the client is guided to self-help.

Another case is client communication, in which the communication partner is not a human but a “machine”. A chatbot is a tool that allows a client to have a conversation with users, simulating a conversation with a human, and providing automatic answers to the most common questions. This technology allows the user to have a conversation without having to be answered by a real worker, making it available around the clock [22]. These tools are usually added to websites, apps, social media, or chat applications (e.g., Viber). Chatbots can help with part of the conversation by answering the most common questions. Only if they cannot respond to the client can they “connect” them to a live agent. In social work, chatbots can help people with dementia, provide information on how to maintain good sexual health or help in the prevention of depression.

In the upcoming 10 years, technologies have the potential to profoundly alter and enhance the practise of social work. Social transformation will be made possible by incorporating technology into social work and fostering innovation in practise through ICT. Technology integration can produce a practise that promotes adaptable, on-demand, individualised, and personalised services. There is a lot of potential for advantages in practise when certain technologies, like games, gamification, mobile applications, social media, robotics, the “quantified self,” and wearable technology, are combined [17].

R. Jackson [23] developed a basic overview of platforms for social work in the online environment. It lists social networking and chat applications, professional networking, multimedia, blogs and articles, tools for personal work, and platforms for professional and interdisciplinary collaboration. We would like to complement this overview with another platform: video conferencing software that enables live collaboration between colleagues, meetings, and live communication with clients.

5 The benefits and drawbacks of social work in a digital setting

Social work in-person services is limited by location, office hours, and cost per point of contact. Social work can significantly reduce these barriers by integrating IT. This enables people to receive services via the internet, mobile phones, chat, social media, games, and virtual reality environments [17].

Social work in an online environment creates new opportunities and facilitates access for several client groups: people in remote rural locations, people who do not have access to public transport or own a car; clients who do not leave their homes (e.g., due to an anxiety disorder); people who need or prefer typing to spoken communication or face a limiting disability. The online service is also convenient for people who cannot take time off work at standard times and therefore benefit from later consultations. Using the division of clients into digital natives and digital immigrants, by social work in digital environments we can reach new clients from among the natives.

New programmes and apps customise content based on user data and provide a personalised intervention experience. Mobile devices allow for constant access, can be programmed with the use of notifications, can record, and evaluate current information, and can deliver interventions at set times [17].
Cook and Zschomler explored the benefits of social work in digital environments with children and families. The shift to virtual visits to clients’ homes has allowed social workers to be more responsive to family needs. During the pandemic, workers used a quick video call in response to a text message from a parent. This was a “little and often” approach. Many social workers described having a better understanding of families’ daily lives despite the physical distance. Prior to lockdown, many workers spent much of the day travelling to and from home visits. After the need to travel was removed, some workers expressed feeling more energised and focused on their interactions and noted that they were able to be available to more families. They stated that online communication encouraged greater openness with young clients. Some social workers reported improved relationships with parents when families were able to communicate with their social worker via text instead of a scheduled visit. Some workers felt that children and families fared better without frequent face-to-face visits from the workers [24]. To overcome feelings of distance during online home visits, social workers’ creativity is more important than ever. Social workers recited poems, played games, used toys as props, and experimented with backgrounds and emoticons. When workers gained a child’s interest, they used a variety of creative strategies to gather information. They asked children to give them a “tour” of the house using their mobile phones, encouraging children to show them different objects. These strategies helped social workers initiate interactions during which they could begin to understand the children’s experiences and their daily lives. Alongside this, workers sent printed copies of the working materials, which were then used as a focal point in subsequent online interactions [24].

ICT-enabled services do not preclude face-to-face social work. Digital technologies allow social workers to decide whether to provide a text-only intervention or to extend face-to-face intervention to include text messaging with the client [25].

Digital intimacy is created during virtual visits by social workers to clients’ homes. For some children, parents, and other family members, this communication is intimate, meaningful, and helpful [26].

During the pandemic, the wearing of facemasks was compulsory in many European countries, they prevented social workers and clients seeing each other. One advantage comes to mind in this context: during online connection from home, there is no need to wear a mask and non-verbal communication and emotions are more clearly readable.

In the field of social pathology, many negative phenomena take place online (e.g., sexting, cyberbullying, grooming), so it is useful if the social worker’s help is available in the same environment.

On the other hand, social work in a digital environment is associated with a wide range of disadvantages. Cook and Zschomler [24] found that, in online work, there is a risk of social workers becoming “static both personally and professionally.” The distance between social workers and families created by online work has significant implications for workers’ assessment of clients. Almost all social workers interviewed spoke of difficulties in reading body language and subtle social cues online. The sensory experience of the home, the atmosphere, and the emotions that are part of a face-to-face home visit are partially lost in virtual visits. Workers were concerned that they were more likely to overlook hidden risks to children, particularly as they could not be sure that they were truly talking to them alone without the presence of adults in the room. Virtual home visits have additional risks in terms of confidentiality and security. In cases of domestic violence, workers do not know whether the call has been monitored by the abuser and, if so, whether this puts the caller at further risk. It is clear to social workers that some topics are not appropriate to discuss online. They are aware that virtual communication, with its limitations, can disadvantage and potentially re-traumatize parents and children if not handled sensitively and carefully. Practitioners in the research reported a marked difference between virtual visits where they
had a previous relationship with the family and those where the first contact was made online [24]. The digital divide is another barrier to social work in digital environments. Many families cannot afford the costs associated with video calls or do not have a reliable internet connection. For families who were not deemed ‘high risk’ enough for a necessary face-to-face visit, this meant they were less able to contact and receive support from their social worker [24].

According to Stofle, distance counselling is inappropriate for the following clients: clients with suicidal tendencies, as such cases require immediate live communication with a therapist; people with less acute suicidal ideation; and people with thinking disorders, whose treatment requires a higher intensity than is offered in online counselling [27].

Digital technologies allow social workers to work at any time, but they need to be reminded not to work around the clock and reminded that they have the right to ‘switch off’, even when using technologies that support continuous connectivity [23].

A related disadvantage for the social worker is the use of online services by clients during the social worker’s off-hours. We have known situations where a social worker contacts a client in the evening and the client is anxious the next morning because the social worker did not respond to the client during the night.

The use of technology in social work tends to be documentation and administration intensive. Technology tends to be reliable, but sometimes the human factor fails, and the social worker may send an email or text message to the wrong recipient or may forget to delete a previous communication from a forwarded email.

6 Conclusion

All social work tasks online are recognisable to us from the offline setting. We interact with people’s real-life experiences even if we conduct social work online. We do not think that this is a new discipline of social work because we are utilising digital technologies to adapt or use already existing social work methods and approaches for the needs of the online world. Regardless, there are currently ongoing professional discussions about this issue, and as of now, it is impossible to anticipate the outcome. Online social work necessitates learning new skills, adopting new working methods, and assimilation into a new culture [4]. The field will truly advance when it supports traditional practise by leveraging technology to meet clients’ needs in a flexible and efficient manner [17].

The changes activated by the COVID-19 pandemic are expected to remain in society even after the pandemic has fully reverberated. We believe that digital technologies will likewise become an essential and mandatory element of social work practice, which will also need to be understood as a hybrid practice, integrating digital practises such as video calls, chat, and self-service web interactions with face-to-face interactions. It is therefore essential to pay attention to the development of social workers’ digital literacy during their undergraduate studies, as well as their acceptance of technology in practice. At the macro level, social work should take measures that bridge the digital divide of vulnerable target groups, and at the micro level, it should help clients to understand technology and encourage them to use internet-connected devices in their daily lives.

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