



On data literacy in the context of rational ignorance – some evidence from the Eurobarometer survey

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Outline

- What is data literacy and why is it important
- Judgment of the economy and cognitive bias
- Rational ignorance as the main issue behind the data privacy policies

On data literacy

- Official statistics as a public good
- Accountability in the absence of evaluation
- Responsibility beyond data production

On data literacy

- What is data literacy – derive, analyze, interpretate
- Numbers vs. Personal experience
- Knowing through seeing – sometimes informative infographics may not be enough
- The Ivory Tower of data

Average European Jane's characteristics

- Tend not to trust the information on social networks (54%), yet participates actively in those platforms (56%)
- Uses internet (85%) , but not for learning activities (18%)
- Main activity in internet: finding information on goods and services (65%)

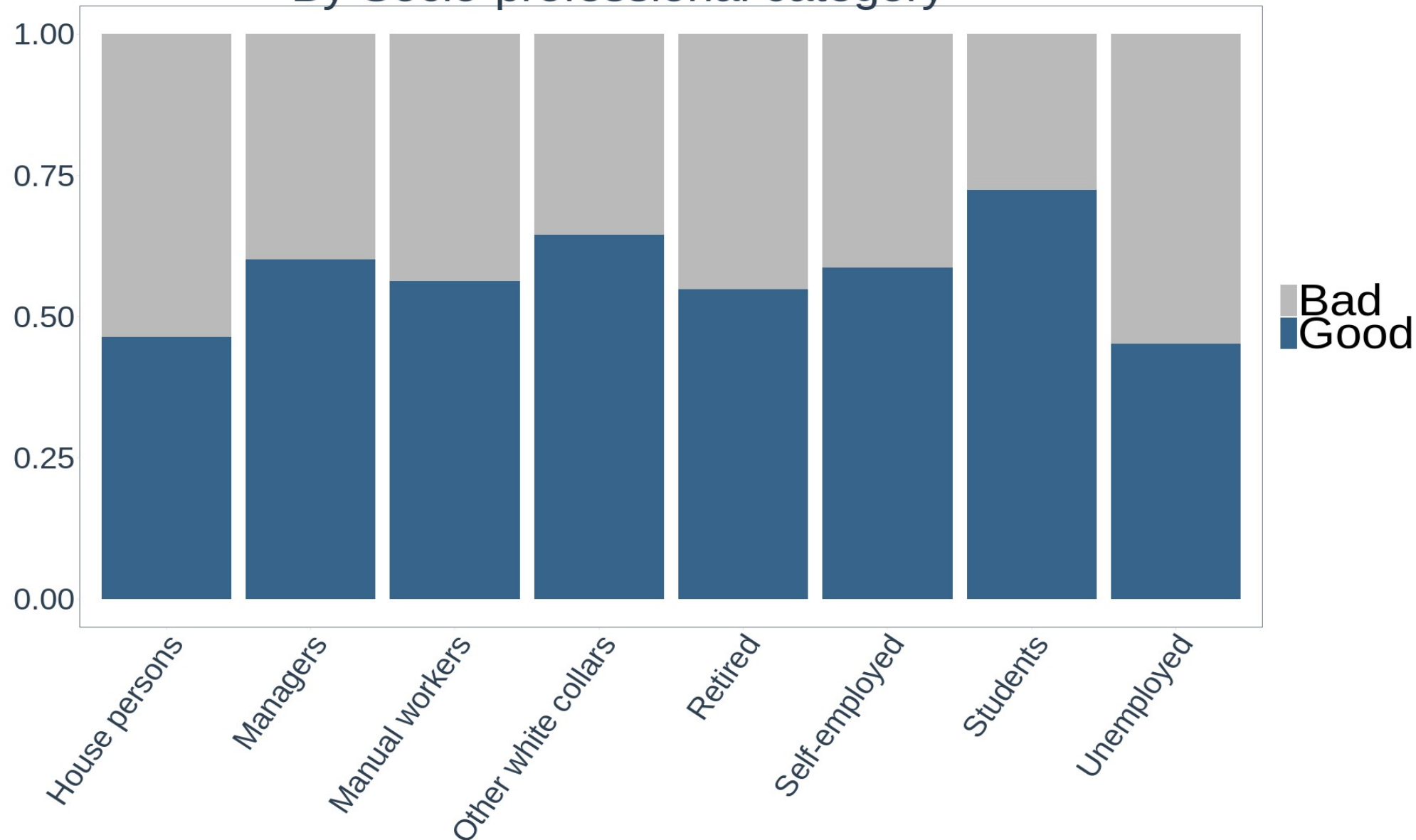
Average European Jane and news

- Admits that fake and ambiguous information is a problem, but things that it is mostly up to the journalists to tackle it
- Trusts media when it is printed, not when it is online (63%:47%)

Distribution of the Judgement of the Situation of the European Economy

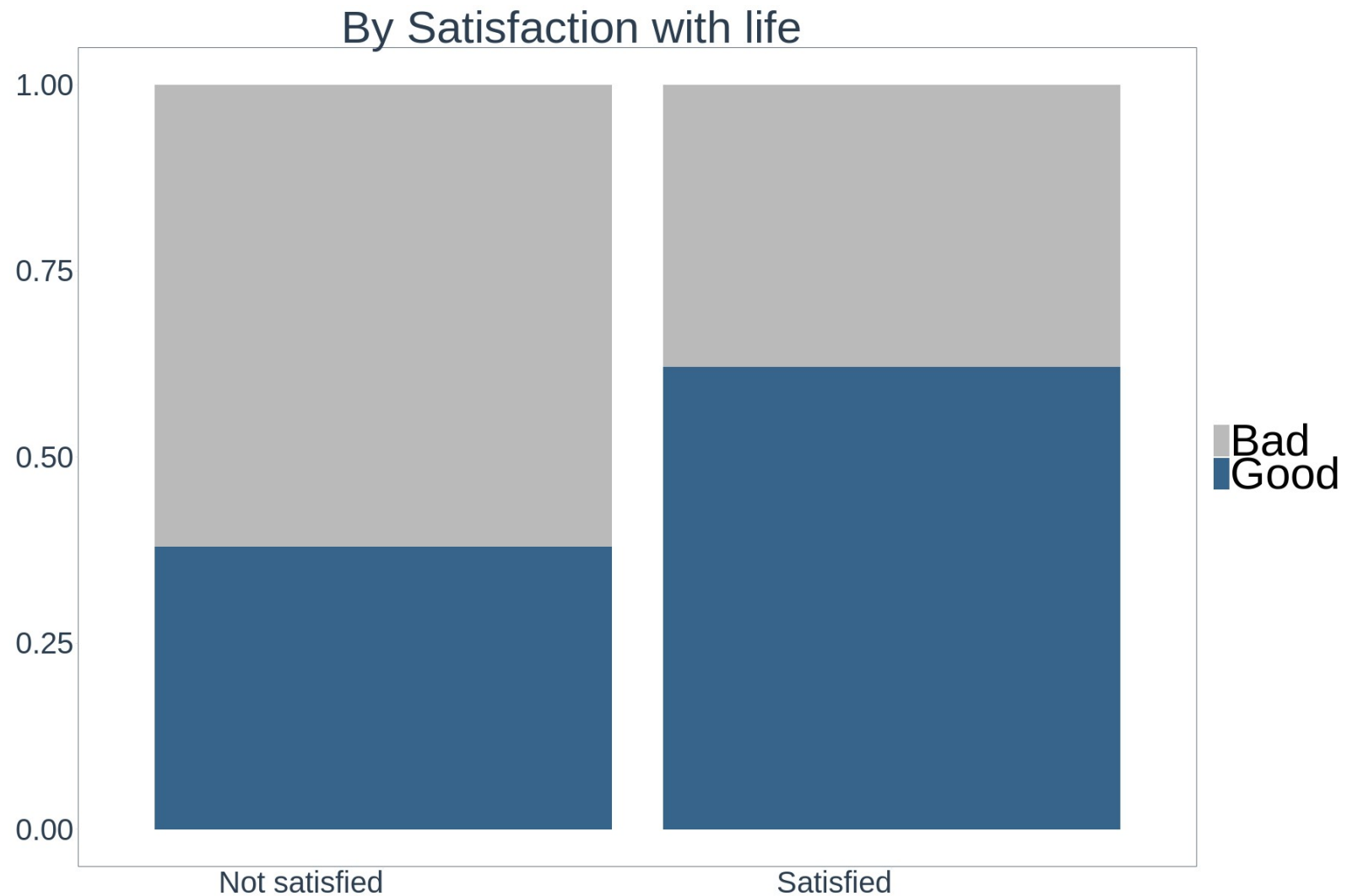
Eurobar 89

By Socio-professional category



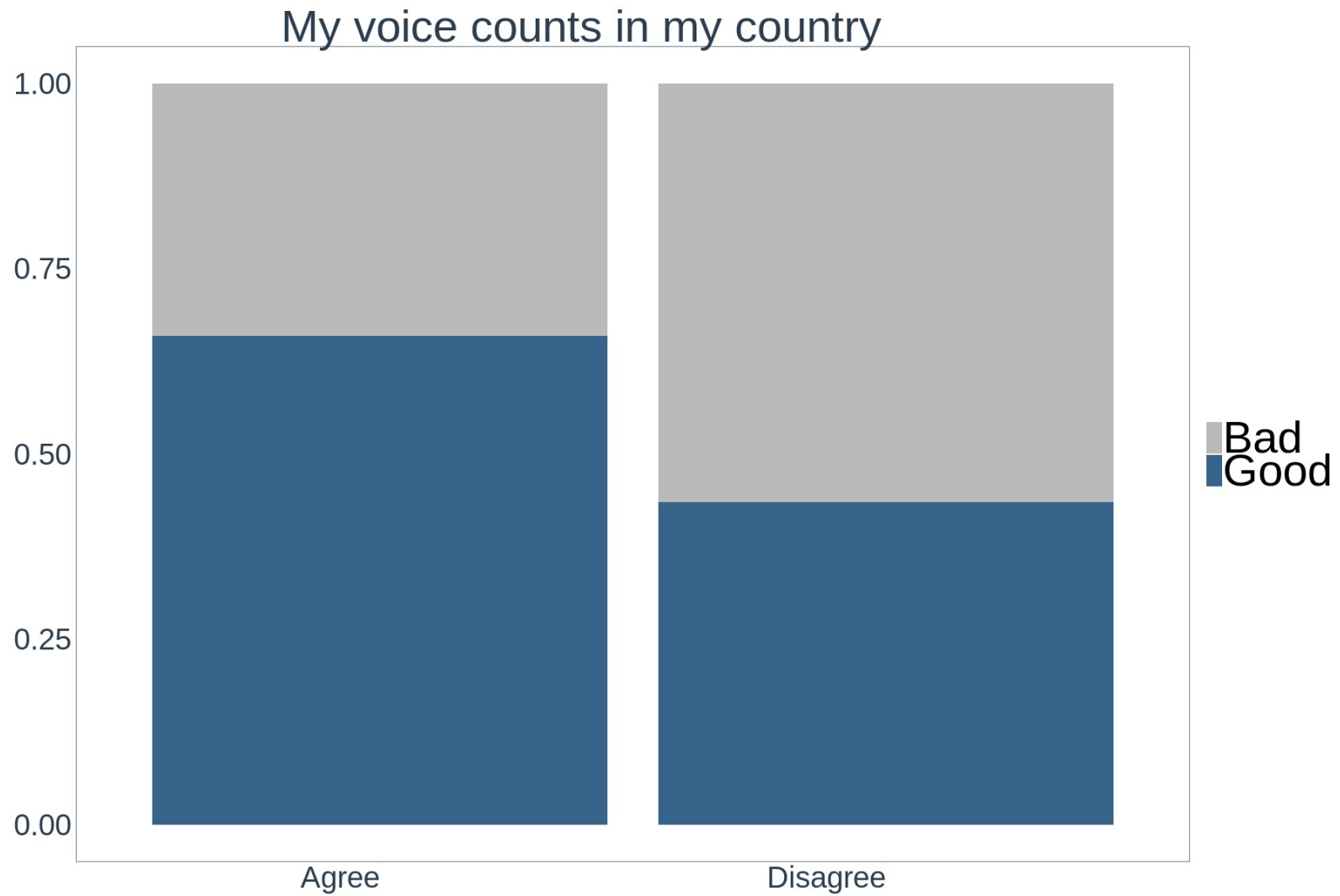
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Distribution of the Judgement of the Situation of the European Economy

Eurobar 89



On Rational ignorance

- When it is rational to be ignorant
- Anthony Dawns' idea on the average voter
- Cost for obtaining information vs. expected return

On Rational ignorance

- The expected return of voting in elections should be higher than the one from being economically and socially aware
- The cost for being data literate is higher than the cost for reading all party manifestos
- It is easier to evaluate complex phenomena based on personal experience

Going back to average Jane

- Unemployment rate vs. personal occupation
- GDP vs. family's living condition
- Average income vs. personal monthly income

To sum up

- There is no full data evaluation without a data literate end users
- It may be the case that for those end users it is rational to be ignorant towards data interpretation
- There is no solution to this problem so far, so I would be happy to exchange ideas on that matter

Thank you very much for your attention and I am
looking forward to your questions!