Understanding citizens’ data literacies: thinking, doing & participating with our data

Me and My Big Data Report 2020

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ME AND MY BIG DATA

UNIVERSITY OF LIVERPOOL
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About this report

‘Me and My Big Data’ is a Nuffield Foundation funded collaborative research project between the University of Liverpool, Glasgow University, and Sheffield Hallam University, in collaboration with Good Things Foundation. This project seeks to understand the levels of and variations in UK citizens’ data literacy and develop policy and educational materials to support improving this.

The preliminary analysis presented here is based on a nationally representative survey of UK citizen data literacy carried out during August - September 2019, by Me and My Big Data [1]. These are initial results based on the teams first assessment of the survey data. Percentile response rates to survey questions are accurate and weighted to ensure representativeness. The identification of Digital User types follows a methodology previously established and published by team members [5]. The scoring of users across the three dimensions of Data Citizenship is a novel approach under development by the team. The team will be undertaking further work to test the robustness of these measures. The scores across user types should therefore be taken as indicative rather than definitive. Though they are in strong correspondence with the theoretical expectations of the team.

For more details on the methods see note [1] and www.bit.ly/meandmybigdata

We hope that these initial findings will be useful to both academic and policy colleagues and provide a basis for further discussion, critique and engagement. The team welcomes any thoughts or comments on the results or methods so as to help develop the project and enhance the findings.

Project background

Welcome to our short overview of the preliminary results from our 2019 survey [1] of citizens data literacy. The survey is part of the Me & My Big Data project funded by the Nuffield Foundation. This project addresses the fact that many UK citizens’ lack a robust understanding of the data they are sharing with digital platforms and the uses to which their data is put. The recent (April 2018) Ofcom report [2] points out that most internet users are aware of at least one of the ways in which companies collect information about them, but that only 30% are aware of the breadth and depth of uses. In addition, many citizens do not have the knowledge and skills needed to use publicly available data as part of personal or civic action (Doteveryone, 2018) [3].

This lack of “data literacy” opens citizens up to risks – personal and financial – but also limits their ability to operate as active citizens with meaningful agency in a growingly digital society (Lloyds Bank, 2018)[4]. Importantly, initial deeper analyses of the Ofcom data indicate that digital literacy appears to mirror other indices of inequality (Yates and Lockley, 2018) [5].

Current policy challenges also point to an urgent need to understand and address citizens’ ‘data literacy’ (UNESCO 2018) [6]. These challenges include: regulatory changes (e.g. the new General Data Protection Regulation); public concern over the effects of social media (disinformation, Cambridge Analytics); repeated data breaches; and growing inequities in the uses of digital media. This issue has also been raised in UK government reports (DB1S4 & DCMS 2016) [7], in relation to benefits, risks and regulation of automation and AI for the economy, society, and citizens.

More recently, in April 2019 the Department for Digital, Culture, Media and Sport (DCMS) published the Online Harms White Paper [8], promoting user empowerment. DCMS argues that “Users want to be empowered to manage their online safety, and that of their children, but there is insufficient support in place and they currently feel vulnerable online”. Following these lines, in January 2020 the UK Centre for Data Ethics & Innovation published their review report [9] about online targeting and conclude that “regulators should increase coordination of their digital literacy campaigns”.

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Professor Bridgette Wessels (University of Glasgow)
Dr. Justine Gangneux (University of Glasgow)

This project is funded by the Nuffield Foundation

The Nuffield Foundation is an independent charitable trust with a mission to advance social well-being. It funds research that informs social policy, primarily in Education, Welfare, and Justice. It also funds student programmes that provide opportunities for young people to develop skills in quantitative and scientific methods. The Nuffield Foundation is the founder and co-funder of the Nuffield Council on Bioethics and the Ada Lovelace Institute. The Foundation has funded this project, but the views expressed are those of the authors and not necessarily the Foundation. Visit www.nuffieldfoundation.org

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We have built on prior research [5] to identify 6 types of digital technology users based on the activity they undertake online. The first five of these groups form the focus of this report:

1. Extensive Political Users (10% of users) – High probability of engaging in all forms of digital media use – including political action and communication
2. Extensive Users (20% of users) – High probability of engaging in all forms of digital media use – except political action and communication
3. Social and Media Users (17% of users) – High likelihood of engaging with social media (Social Networking Sites) and entertainment media (e.g., Netflix and YouTube)
4. General Users (no social media) (31% of users) – Lower likelihoods of engaging in most digital media forms but not SNS
5. Limited Users (22% of users) – Limited engagement with all forms of digital media
6. Non-users – Currently non-internet users

Membership of our user types strongly corresponds to key demographics such as:
- Age
- Social class
- Education
- Household composition
- Home ownership

Our two types of extensive users are most likely to be from NRS (National Readership Survey) social Grades A&B, to hold a university level qualification, be a home-owner (mortgage) and under the age of 55. Our Limited users are much more likely to be older adults (55+), be from NRS social grades D&E and lack a university education. Our social and media only users are the youngest group overall, but again also lack a university education and are likely to be from NRS grades D&E.
Visual summary of ‘user types’

Graph of the probability (vertical axis) that each group will undertake (or not) the internet or digital media activity listed (horizontal axis). Probabilities range from 0% to 100% and were established via a Latent Class Analysis (see [1]) of all survey respondents who use the internet or digital media.

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### Digital media user types - demographics

<table>
<thead>
<tr>
<th>Type of User/ Demographic</th>
<th>Age</th>
<th>Education</th>
<th>Children</th>
<th>Home</th>
<th>NRS Social Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extensive Political</td>
<td>Likely to be under 45</td>
<td>Very likely to have a first degree</td>
<td>Likely to have children in the home (1-2)</td>
<td>Buying a home on a mortgage</td>
<td>Likely to be social grade A or B</td>
</tr>
<tr>
<td>Extensive</td>
<td>Likely to be between 16-44</td>
<td>Very likely to have a first degree or Higher</td>
<td>Likely to have children in the home (1-2)</td>
<td>Buying a home on a mortgage or privately renting a property</td>
<td>Likely to be social grade A or B</td>
</tr>
<tr>
<td>Social and Media</td>
<td>Likely to be 16-24</td>
<td>Likely to have GCSEs including Maths and English</td>
<td>Likely to have children in the home – or to be living at parents’ home</td>
<td>Likely to live in rented accommodation (excluding renting from Local Authority, Social Housing and private landlord)</td>
<td>Likely to be social grade C2 and D&amp;E</td>
</tr>
<tr>
<td>General</td>
<td>Likely to be aged 45-64</td>
<td>Likely to have a first degree</td>
<td>Not likely to have children in the home</td>
<td>Buying a home on a mortgage</td>
<td>Likely to be social grade C2 and D&amp;E</td>
</tr>
<tr>
<td>Limited</td>
<td>Likely to be aged 55 and over</td>
<td>May have GCSEs including Maths and English</td>
<td>Not likely to have children in the home</td>
<td>Likely to own outright or to be renting from Local Authority or Social Housing</td>
<td>Likely to be social grade C1, C2 and D&amp;E</td>
</tr>
</tbody>
</table>
The Data Citizenship Model

Data Citizenship: A new data literacy framework

The survey data has been analysed through a new theoretical framework developed by the team. This ‘Data Citizenship’ framework was crafted following a broad literature analysis and the analysis of secondary survey data. The framework consists of three areas:

- **Data Thinking** - Citizens’ critical understanding of data.
- **Data Doing** - Citizens’ everyday engagements with data.
- **Data Participation** - Citizens’ proactive engagement with data and their networks of literacy.

Data Citizenship is a framework that outlines the importance of citizens having a critical and active stand, at the time when society’s datafication and algorithmically-driven decision making has become normalised. As data has become the core element of our cultural, social, political, and economic worlds, data citizenship aims to create a framework that explores links between “data, power, and positionality” [10]. Through data citizenship citizens are encouraged and supported to carry out an individual and collective critical inquiry in order to fully participate in their communities in a way that is meaningful and proactive. We consider these areas of Thinking, Doing and Participating as overlapping (page 11). The following tables (pages 12 to 14) list examples of behaviours and activities identified from prior literature under each these categories.

### Data Thinking

- Data Thinking incorporates critical skills as they view and analyse the world through data. The process of data decoding [11] requires critical data literacy abilities such as understanding the online ecosystem, solving problems with data, communicating using data, and evaluating data-based explanations.

### Data Doing

- Data Doing incorporates practical skills involving data handling and data management. Data Doing advocates that, for example, social media users should be provided with the abilities to identify and highlight the source of the information they share with others.

### Data Participation

- Data Participation examines the collective and interconnected nature of data society. Through Data Participation, citizens seek opportunities to exercise their rights as well as to contribute to and shape their collective data experiences. Examples of Data Participation might include a person who actively contributes to online forums, uses open data for the benefits of their community, helps others to set up a secure password, engages in privacy or misinformation debates or takes steps to protect their personal information.

<table>
<thead>
<tr>
<th>Data Thinking</th>
<th>Data Doing</th>
<th>Data Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Thinking incorporates critical skills as they view and analyse the world through data. The process of data decoding [11] requires critical data literacy abilities such as understanding the online ecosystem, solving problems with data, communicating using data, and evaluating data-based explanations.</td>
<td>Data Doing incorporates practical skills involving data handling and data management. Data Doing advocates that, for example, social media users should be provided with the abilities to identify and highlight the source of the information they share with others.</td>
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</tr>
</tbody>
</table>
### Data Thinking

<table>
<thead>
<tr>
<th>Area of expertise</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness of data protection rights</td>
<td>Being aware of local (UK) or international data protection laws. For example, the European Union General Data Protection Regulation</td>
</tr>
<tr>
<td>Communicating with data</td>
<td>The ability to refer to, contextualise and use data for communication (e.g. providing evidence to validate an argument, on social media, in research)</td>
</tr>
<tr>
<td>Critical data analysis (e.g. data bias, cultural contexts)</td>
<td>The ability to consider, examine and discuss data bias, methodological errors, inaccurate data visualisation</td>
</tr>
<tr>
<td>Data safety (e.g. skills to manage and control ‘digital traces’)</td>
<td>The ability to consider and implement data protective steps when using data (e.g. using private browsing features or more secure browsers and search engines, setting strong passwords)</td>
</tr>
<tr>
<td>Privacy</td>
<td>The ability to consider and implement privacy-protective behaviour when using data (e.g. using avatars, deleting tweets every couple of weeks)</td>
</tr>
<tr>
<td>Problem-solving using data</td>
<td>The ability to search for, identify and use data for solving problems (e.g. open data projects, local council-related issues)</td>
</tr>
<tr>
<td>Understanding Data Society (impact, procedures and power-dynamics)</td>
<td>The ability to understand the way data economy works (e.g. how platforms are funded, what are cookies, broadly what algorithms do)</td>
</tr>
<tr>
<td>Understanding of data collection</td>
<td>The ability to understand the different data collection practices of different institutions (e.g. governments, advertising organizations, data brokers) as well as different databases (e.g. NHS, local government voters registers, data brokers)</td>
</tr>
</tbody>
</table>

### Data Doing

<table>
<thead>
<tr>
<th>Area of expertise</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessing</td>
<td>The ability to search for, identify and access services, websites and data</td>
</tr>
<tr>
<td>Assessing</td>
<td>The ability to evaluate data quality and credibility (e.g. fact-checking, checking sources of social media posts)</td>
</tr>
<tr>
<td>Interpretation</td>
<td>The ability to interpret different data formats (e.g. graphs, infographics, interface features)</td>
</tr>
<tr>
<td>Data creation</td>
<td>The ability to create data in different formats (e.g. creation of a blog post, social media post/hashtag, presentation, spreadsheet)</td>
</tr>
<tr>
<td>Data citation</td>
<td>The ability to cite data sources (e.g. text references, images sources)</td>
</tr>
<tr>
<td>Data Management</td>
<td>The ability to store, encrypt and manage data in a safe and secure way</td>
</tr>
<tr>
<td>Data Visualisation and Manipulation</td>
<td>The ability to represent data in different ways (e.g. using infographics)</td>
</tr>
<tr>
<td>Data Deletion</td>
<td>The ability to delete data (e.g. deletion of cookies, browsing history, remove data from old devices)</td>
</tr>
<tr>
<td>Ethical use</td>
<td>The ability to use data ethically (e.g. not sharing someone else’s personal data, not manipulating or mis-quoting data, anonymising people’s identity)</td>
</tr>
</tbody>
</table>
We propose that ‘Data Citizenship’ provides digital inclusion researchers, policy makers and practitioners with a useful and flexible framework to examine skills and critical thinking required by active digital citizens. We have therefore explored each area of our framework through a national survey. The survey sought to cover the breadth of issues identified in the framework. The survey questions clustered together in themes but also overlap in line with the framework. For example, practices of sharing information via social media, ethical data handling, helping others with their privacy settings or fact-checking. We also explored attitudes and concerns about citizens’ data sharing practices. The survey also explored understanding of the economy and ecology of digital media. Importantly we asked if and how people engage with others in regard to data thinking and data doing – for example giving or asking for help. We call this ‘networks of literacy’ - how people engage with others, where and with which media to gain an understanding or skills to engage with digital media in a manner that fits their needs.

The survey has found that levels of data literacy vary across these three dimensions according to our user types. Though there are only a few respondents who scored highly on all ‘positive’ measures:

- Our two types of ‘Extensive users’ are the most likely to show strong data thinking – especially about data security and to understand key aspects of how digital platforms work and share data.
- Our ‘General users’ show lower levels of data thinking but are the most sceptical and concerned about data sharing.
- Both our ‘Social and media users’ and our ‘Limited users’ show low levels of data thinking.

A similar pattern holds for data doing and participation – with our ‘Extensive users’ being most likely gather and utilise data for personal, or civic use/action. Interestingly our ‘General users’ score more highly on participation potentially as a result of helping each other engage with digital media.

The following sections set out the key findings for each ‘user type’ and highlight some key characteristics of each group.
Extensive Political Users

User Profile: Extensive Political

Most likely to check privacy policies
61% have read the privacy policy of a website/app

Least likely to trust the news
65% do not trust news websites and apps
62% (approx) do not trust information on offline media (e.g., newspapers, magazines)

Likely to help others with their data literacy
45% have explained or shown others how to stay safe online, for example by showing them how to change their privacy settings; 60% have helped others with data or security in some way; 42% have used their knowledge to fact-check things online.

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Most likely to look up information during everyday conversations
65% have looked online to verify information during conversations with friends or family.

Least likely to trust tech companies to protect their personal information
90% do not trust social media companies to protect their personal information; 60% do not trust their Internet and phone network providers to protect their personal information.

Most likely to proactively use data
24% have gathered information or data from more than one online source for community action or charity work; 38% gathered these for activities like sports clubs or religious groups; and 16% for political activity.

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User Profile: Extensive Political

<table>
<thead>
<tr>
<th>Extensive Political Users</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
</tr>
<tr>
<td><strong>Education</strong></td>
</tr>
<tr>
<td><strong>Children</strong></td>
</tr>
<tr>
<td><strong>Home</strong></td>
</tr>
<tr>
<td><strong>NRS Social Grade</strong></td>
</tr>
</tbody>
</table>

Average data thinking score for the pin

Average data doing score for the pin

Average data participation score for the pin
88% think that it is not acceptable for companies to sell their information to other companies, 61% think it’s not acceptable for companies to build a profile of them as consumers and what they like or don’t like

54% believe that it is acceptable for companies to use personal data to personalise their experience of apps and websites

75% believe it is not acceptable for companies to influence opinions and behaviours using personal data with around 83% indicating that it is not acceptable to track their online behaviour over time

75%-80% trust the UK government agencies, the police and the NHS to protect their data

(but) only 28% trust broadcasters (e.g. the BBC and ITV) with their data

55% trust their employers to protect their personal data

60% do not trust their Internet and phone network providers to protect their personal information

90% do not trust social media companies to protect their personal information

65% do not trust news websites and apps they use regularly, 82% (approx) do not trust information they read offline (e.g. newspapers, magazines)

60% do not trust their friends posts on social media

In terms of confidence in doing privacy related activities, 61% find and read the privacy policy of a website/app

43% believe that there is no point in changing privacy settings because companies will be able to get around these settings anyway

Approximately 35% agree that changing privacy settings online takes too much time and effort

70% believe that Internet providers do not make it easy for people to change their privacy settings.

Only 20% don’t mind sharing their data with companies in return for free services (e.g. Facebook, Twitter)

60% don’t want to share their data, but feel they have no choice to access their services (e.g. Facebook, Twitter)

40% mainly read websites and apps that seem to share their values and opinions with 40% reported to make an effort to view news websites which are different political perspectives to their own

Extensive users are most likely to (40%) try to make an effort to view social media posts with a different political perspective to their own

65% looked online to verify information during a conversation with friends or family

45% explained or shown others how to stay safe online, for example by showing them how to change their privacy settings. 80% Helped others with data or security in some way

42% encouraged or shown others how to fact-check things online, for example by conducting other searches

24% have gathered information or data from more than one online source for community action or charity work. While 38% gathered these for activities like sports clubs or religious groups. And 16% for political activity

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24% have gathered information or data from more than one online source for community action or charity work. While 38% gathered these for activities like sports clubs or religious groups. And 16% for political activity
**Extensive Users**

Most likely to fact-check and verify information with nearly 60% having reported using various ways to verify information online.

Most likely to help others with their data literacy. 47% have explained or shown others how to stay safe online, for example by showing them how to change their privacy settings; 65% have helped others with data or security in some way; 43% have encouraged or shown others how to fact-check things online.

Most likely to fact-check and verify information with nearly 60% having reported using various ways to verify information online.

Most likely to understand privacy settings. 80% disagree with the statement that changing privacy settings online takes too much time and effort.

Most likely to make an effort to reach beyond their echo-chamber. 40% try to view news websites with different political views, approx 38% try to make an effort to view social media post with different political perspective to their own.

Most likely to look up information in everyday situations. 70% have looked online to verify information during a conversation with friends or family.

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@meandmybigdata bit.ly/meandmybigdata #meandmyBIGDATA
**User Profile: Extensive**

### Extensive Users

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td>Likely to be between 16-44</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td>Very likely to have a first degree or higher</td>
</tr>
<tr>
<td><strong>Children</strong></td>
<td>Likely to have children in the home (1-2)</td>
</tr>
<tr>
<td><strong>Home</strong></td>
<td>Buying home on a mortgage or privately renting a property</td>
</tr>
<tr>
<td><strong>NRS Social Grade</strong></td>
<td>Likely to be NRS social grade A, B or C1</td>
</tr>
</tbody>
</table>

**Average data thinking score**

- For full
- For part

**Average data doing score**

- For full
- For part

**Average data participation score**

- For full
- For part
Data Thinking

• Around 85% indicate that it is not acceptable to track their online behaviour over time
• As many as 95% believe it is not acceptable for companies to sell information or their data to other companies
• 95% say that it is not acceptable for companies to influence their opinions using data
• (BUT) Around 50% state that it is acceptable for companies to target them with advertising, information or other content
• (with) approx. 45% indicating that it is acceptable for companies to tailor prices for products and services; and to personalise experience of apps and websites
• 80% trust the UK government agencies (e.g. HMRC, the Department of Work and Pensions) the Police and the NHS to protect their personal information
• (only) 40% trust the British broadcasters (e.g. the BBC or ITV) to protect their personal data
• While as many as 85% trust their employers to protect their personal information
• Only 5% trust their school, college and university to protect their data (95% do not trust)
• 40% trust their mobile phone services to protect their personal information
• 30% trust internet providers and online retailers with their personal information
• 90% do not trust social media companies to protect their personal information
• 50% do not trust the news websites and apps they use regularly, 80% do not trust information they read offline (e.g. newspapers, magazines)
• 60% do not trust their friends posts on social media

Data Doing

• Approx.40% believe that there is no point in changing privacy settings because companies will be able to get around these settings anyway
• The majority (80%) are happy with the time and effort needed to change privacy settings online
• 70% believe that Internet providers do not make it easy for people to change their privacy settings
• Only 18% don’t mind sharing their data with companies in return for free services (e.g. Facebook, Twitter)
• 65% don’t want to share their data, but feel they have no choice to access their services (e.g. Facebook, Twitter)
• 45% mainly read websites and apps that seem to share their values and opinions with 60% reported to make no effort to view news website which are different political perspectives than their own
• However, extensive users are most likely to (40%) try to make an effort to view social media posts with a different political perspective to their own
• 70% look online to verify information during a conversation with friends or family
• 47% explained or showed others how to stay safe online, for example by showing them how to change their privacy settings. 65% helped others with data or security in some way
• 43% encouraged or showed others how to fact-check things online, for example by conducting other searches
• 18% have gathered information or data from more than one online source for community action or charity work. While 33% gathered these for activities like sports clubs or religious groups. And 13% for political activity

Data Participation

• 45% trust the UK government agencies (e.g. HMRC, the Department of Work and Pensions) the Police and the NHS to protect their personal information
• (only) 40% trust the British broadcasters (e.g. the BBC or ITV) to protect their personal data
• While as many as 85% trust their employers to protect their personal information
• Only 5% trust their school, college and university to protect their data (95% do not trust)
• 40% trust their mobile phone services to protect their personal information
• 30% trust internet providers and online retailers with their personal information
• 90% do not trust social media companies to protect their personal information
• 50% do not trust the news websites and apps they use regularly, 80% do not trust information they read offline (e.g. newspapers, magazines)
• 60% do not trust their friends posts on social media

Extensive

Extensive
User Profile: Social and Media Users

Most likely to feel powerless when it comes to data management: 70% feel that they have no choice but to share data in order to use online services.

Least likely to trust the news: 90% do not trust news websites and apps; 95% do not trust offline news.

Most likely to trust information their friends post on social media: 55% state that they trust their friends posts on social media.

Least likely to fact-check: only 18% reports taking steps to verify information.

Most likely to trust tech companies: 35% trust search engines; 18% trust social media companies to protect their personal information.

Most sceptical about the usefulness of privacy settings: 50% believe that there is no point in changing privacy settings with 40% saying that it takes too much effort to change privacy settings.

Social and Media Users

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### Social and Media Users

#### User Profile: Social and Media Users

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#### Social and Media Users

- **Average data thinking score** for user
- **Average data doing score** for user
- **Average data participation score** for user
Data Thinking

- 85% indicate that it is not acceptable to track their online behaviour over time
- 62% believe it is not acceptable for companies to sell information or their data to other companies
- 70% believe it is not acceptable for companies to build profiles of them as consumers (of what they like and do not like)
- 50% say that it is not acceptable for companies to sell their data to other companies or to influence their opinions using data
- (BUT) around 38% state that it is acceptable for companies to target them with advertising, information or other content, and 40% indicate that it is acceptable to tailor prices and services, and to personalise your experience of apps and websites.

More likely to trust their friends' content on social media (55%) than the news (do not trust online news 90%, offline news 95%)

- 66% trust the UK government agencies (e.g. HMRC, the Department of Work and Pension), nearly 75% trust the Police, and nearly 80% trust the NHS to protect their personal information
- (only) 38% trust the British broadcasters (e.g. the BBC or ITV) to protect their personal data
- 40% trust their employers to protect their personal information
- Nearly 38% trust their mobile phone services to protect their personal information
- 35% trust internet providers and online retailers with their personal information
- 35% trust search engines to protect their personal information
- 18% trust social media companies to protect their personal information
- 90% do not trust the news websites and apps they use regularly, 95% do not trust information they read offline (e.g. newspapers, magazines)

Data Doing

- 50% believe that there is no point in changing privacy settings because companies will be able to get around these settings anyway
- 40% indicate that changing privacy settings online takes too much time and effort
- 70% believe that Internet providers do not make it easy for people to change their privacy settings
- 25% social and media users don’t mind sharing their data with companies in return for free services (e.g. Facebook, Twitter) (largest proportion among all groups)
- (but) also Approx. 70% don’t want share their data, but feel they have no choice to access their services (e.g. Facebook, Twitter)

Data Participation

- 10% mainly read websites and apps which share their values and opinions with 95% reported to make no effort to view news website which are different political perspectives than their own
- Only 30% are likely to make an effort to view social media posts with a different political perspective to their own
- 30% looked online to verify information during a conversation with friends or family
- 10% explained or showed others how to stay safe online, for example by showing them how to change their privacy settings. 22% helped others with data or security in some way
- 8% encouraged or showed others how to fact-check things online, for example by conducting other searches.
- 5% have gathered information or data from more than one online source for community action or charity work. While 10% gathered these for activities like sports clubs or religious groups. And 3% for political activity.
User Profile: General (no social media)

Most likely to view online tracking as unacceptable
95% believe it is not acceptable for companies to influence opinions and behaviours using personal data with around 90% indicating that it is not acceptable to track their online behaviour over time.

Less likely to use data in their everyday lives
17% have gathered information or data from more than one online source for community action or charity work; 21% gathered these for activities like sports clubs or religious groups; 5% for political activity.

Likely to be sceptical about the usefulness of privacy settings
70% believe that Internet providers do not make it easy for people to change their privacy settings; 38% believe that there is no point in changing privacy settings because companies will be able to get around these settings anyway.

Might fact check
51% looked online to verify information during a conversation with friends or family; 28% encouraged or showed others how to fact-check things online, for example by conducting other searches.

Generally help others with their data literacy
42% helped others with data or security in some way; 28% explained or showed others how to stay safe online, for example by showing them how to change their privacy settings.

Less likely to use data in their everyday lives
17% have gathered information or data from more than one online source for community action or charity work; 21% gathered these for activities like sports clubs or religious groups; 5% for political activity.

More likely to be sceptical about the usefulness of privacy settings
70% do not trust their friends posts on social media.

Likely to help others with their data literacy
42% helped others with data or security in some way; 28% explained or showed others how to stay safe online, for example by showing them how to change their privacy settings.

Might fact check
51% looked online to verify information during a conversation with friends or family; 28% encouraged or showed others how to fact-check things online, for example by conducting other searches.

General (no social media) Users

More likely to be sceptical about the usefulness of privacy settings
70% believe that Internet providers do not make it easy for people to change their privacy settings; 38% believe that there is no point in changing privacy settings because companies will be able to get around these settings anyway.

Likely to help others with their data literacy
42% helped others with data or security in some way; 28% explained or showed others how to stay safe online, for example by showing them how to change their privacy settings.

Might fact check
51% looked online to verify information during a conversation with friends or family; 28% encouraged or showed others how to fact-check things online, for example by conducting other searches.

General (no social media) Users

Less likely to use data in their everyday lives
17% have gathered information or data from more than one online source for community action or charity work; 21% gathered these for activities like sports clubs or religious groups; 5% for political activity.

More likely to be sceptical about the usefulness of privacy settings
70% do not trust their friends posts on social media.

Likely to help others with their data literacy
42% helped others with data or security in some way; 28% explained or showed others how to stay safe online, for example by showing them how to change their privacy settings.

Might fact check
51% looked online to verify information during a conversation with friends or family; 28% encouraged or showed others how to fact-check things online, for example by conducting other searches.

General (no social media) Users
User Profile: General (no social media)

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Data Thinking

- Around 97% think that it is not acceptable for companies to sell their information to other companies, 78% think it’s not acceptable for companies to build a profile of them as consumers and what they like or don’t like.
- Only 38% believe that it is acceptable for companies to use personal data to personalise their experience of apps and websites.
- (But) 95% believe it is not acceptable for companies to influence opinions and behaviours using personal data with around 90% indicating that it is not acceptable to track their online behaviour over time.
- 78% trust the UK government agencies, the police and the NHS to protect their data.
- (But) only 35% (approx) trust the broadcasters (e.g. the BBC and ITV).
- 58% trust their employers to protect their personal data.
- 75% do not trust their Internet and phone network providers to protect their personal information.
- 90% do not trust social media companies to protect their personal information.
- 58% do not trust the news websites and apps they use regularly, 78% (approx) do not trust information they read offline (e.g. newspapers, magazines)
- 70% do not trust their friends posts on social media.

Data Doing

- 38% believe that there is no point in changing privacy settings because companies will be able to get around these settings anyway.
- 30% indicate that changing privacy settings online takes too much time and effort.
- 70% believe that Internet providers do not make it easy for people to change their privacy settings.
- 18% don’t mind sharing their data with companies in return for free services (e.g. Facebook, Twitter).
- but also approx. 68% don’t want share their data, but feel they have no choice to access their services (e.g. Facebook, Twitter).
- 37% mainly read websites and apps which share their values and opinions with 62% reported to make no effort to view news websites which have different political perspectives than their own.
- Only 28% are likely to make an effort to view social media posts with a different political perspective to their own.
- 50% looked online to verify information during a conversation with friends or family.
- 28% have explained or shown others how to stay safe online, for example by showing them how to change their privacy settings, 42% helped others with data or security in some way.
- 28% have encouraged or shown others how to fact-check things online, for example by conducting other searches.
- 17% have gathered information or data from more than one online source for community action or charity work. While 21% gathered these for activities like sports clubs or religious groups. And 5% for political activity.

Data Participation

- 37% mainly read websites and apps which share their values and opinions with 62% reported to make no effort to view news websites which have different political perspectives than their own.
- Only 28% are likely to make an effort to view social media posts with a different political perspective to their own.
- 50% looked online to verify information during a conversation with friends or family.
- 28% have explained or shown others how to stay safe online, for example by showing them how to change their privacy settings, 42% helped others with data or security in some way.
- 28% have encouraged or shown others how to fact-check things online, for example by conducting other searches.
- 17% have gathered information or data from more than one online source for community action or charity work. While 21% gathered these for activities like sports clubs or religious groups. And 5% for political activity.
User Profile: Limited Users

Least likely to search for alternative news sources
90% reported to make no effort to view news websites which have different political perspectives than their own.

Least likely to fact-check and verify information
only 5% report taking steps to verify information.

Least likely to trust the news
85% do not trust the news websites and apps they use regularly. 90% (approx) do not trust information they read offline (e.g. newspapers, magazines).

Most likely to be opposed to online tracking
97% think that it is not acceptable for companies to sell their information to other companies, 83% think it’s not acceptable for companies to build a profile of them as consumers and what they like or don’t like.

Limited Users

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User Profile: Limited Users

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**Age**: Likely to be aged 55 and over

**Education**: May have GCSEs including Maths and English

**Children**: Not likely to have children in the home

**Home**: Likely to own outright or to be renting from Local Authority

**NRS Social Grade**: Likely to be social grade C1, C2, D or E
## Data Thinking

- Around 97% think that it is not acceptable for companies to sell their information to other companies, 83% think it’s not acceptable for companies to build a profile of them as consumers and what they like or don’t like.
- Only 20% believe that it is acceptable for companies to use personal data to personalise their experience of apps and websites.
- Only 95% believe it is not acceptable for companies to influence opinions and behaviours using personal data with around 90% indicating that it is not acceptable to track their online behaviour over time.

## Data Doing

- 42% believe that there is no point in changing privacy settings because companies will be able to get around these settings anyway.
- 38% indicate that changing privacy settings online takes too much time and effort.
- 80% believe that internet providers do not make it easy for people to change their privacy settings.

## Data Participation

- 15% mainly read websites and apps which share their values and opinions with 90% reported to make no effort to view news websites which are different political perspectives than their own.
- Only 13% likely to make an effort to view social media posts with a different political perspective to their own.
- 18% looked online to verify information during a conversation with friends or family.
- Only 5% have encouraged or shown others how to fact-check things online, for example by conducting other searches.
- 3% have gathered information or data from more than one online source for community action or charity work. While 5% gathered these for activities like sports clubs or religious groups. And 1% for political activity.
There are two groups that stand out to us and which we feel need further manage privacy controls. We will be running focus groups based around the demographics of our user groups to explore the issues in greater qualitative depth. Design of educational materials and policy workshops to explore routes to developing citizens data literacy. Focus group work will be complete in spring 2020 with a report following shortly after. Development of supporting educational materials will take place in summer and autumn of 2020.

1. Critical Research undertook the survey work. Critical have both specific and extensive experience of using internet and digital media focused research having undertaken survey work for the O2m media literacy research programme. Critical utilised in-home survey work, using a computer-assisted personal interviews methodology. The survey quote sample was sourced from UK Geographics and broken into sampling points using Census 2011 Output Areas (OA). 125 sampling points were used to achieve a maximum of n = 1500 interviews. These points were selected to be a representative cross section of UK addresses. Quotes were set to be reflective of the UK internet using population by age, gender, and household socio-economic group, and ethnicity.


