

Investigate the influence of curated and communicated data on social behaviour

Activity one: Read and understand:

Data literacy

Develop skills to interpret and analyse data.

Data literacy involves the ability to read, understand, create and communicate data as information. It's essential for analysing how curated and communicated data can shape social behaviours. Understanding data sources, statistical methods and data visualisation techniques is crucial for interpreting data accurately.

An important step in data literacy is developing skills to read charts, graphs and datasets and understanding statistical concepts to draw accurate conclusions.

Timeframes

Study data across different periods for comprehensive insights.

The influence of data on social behaviour can vary significantly over different timeframes. Short-term data might reflect immediate reactions, while long-term data can indicate more stable trends. Recognising these differences helps in understanding the transient versus lasting impacts of data on behaviour.

Timeframes refer to the periods over which data is collected and analysed. Recognising how data trends change over short and long timeframes helps in making more informed predictions about social behaviour.

Signals impacting on behaviour

Identify key indicators that influence behaviour.

Signals are pieces of information or data points that can influence social behaviour. For instance, trending topics on social media, news reports and public opinion polls serve as signals. Understanding these signals requires analysing their sources, credibility and the context in which they appear.

Data swamps

Learn data management to avoid disorganised data.

A data swamp is a disorganised data repository, where the stored data is difficult to retrieve or analyse. This can lead to misleading conclusions if not properly managed. Avoiding data swamps involves implementing good data governance practices, ensuring data quality and maintaining clear documentation.

Avoiding data swamps involves learning appropriate data management practices and ensuring data is clean, relevant and well-documented.

Educating users

Promote ethical and effective data communication.

Educating users about data involves teaching them to critically evaluate data sources, understand the context of data and communicate findings effectively. This includes raising awareness about the ethical use of data, privacy concerns, and the potential impacts of data on social behaviour. Effective education ensures that users can leverage data responsibly to make informed decisions. This includes ethical considerations, such as privacy and data protection, ensuring data is used responsibly to influence social behaviour positively.

Activity two: questions and reflection

Consider the following questions in context of the data sources you processed in your recent assessment task.

1. With the use of examples, explain in detail how analysing data over both short-term and long-term periods provide a more comprehensive understanding of social behaviour trends?
2. With the aid of examples describe in detail types of signals (for example social media trends, news reports) most significantly influence social behaviour, and why?
3. Evaluate key practices for maintaining clean, well-documented data to avoid creating a data swamp. Explain why these practices are important?
4. Explain why is it important to teach ethical considerations, such as privacy and data protection, when educating users about data literacy and communication?