



Digital Literacy in Russian Regions

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Всероссийское исследование Индекс Цифровой грамотности

Результаты

Digital Literacy in Russian Regions



Acronis



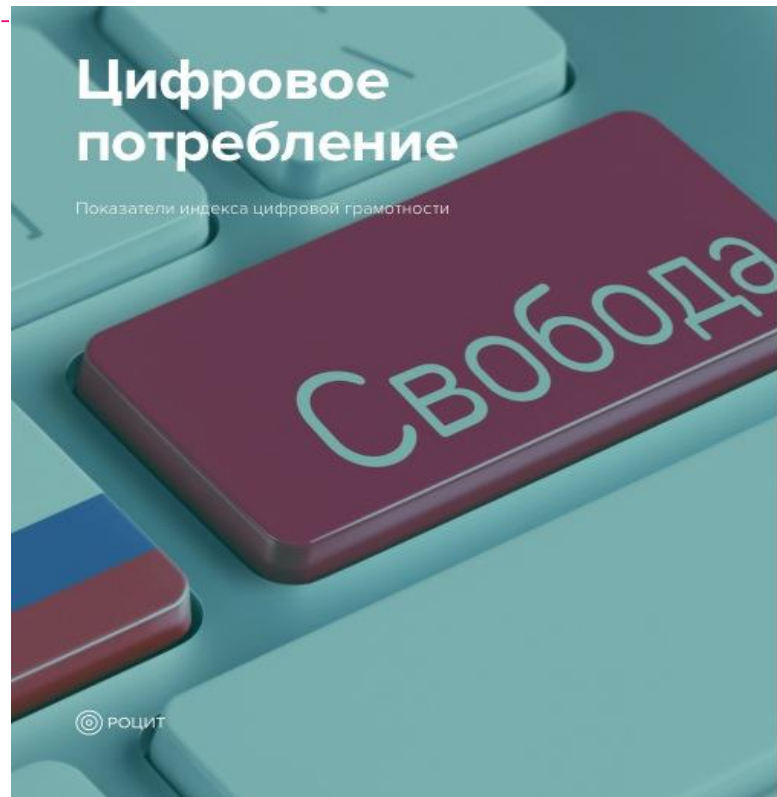
РАЭК

Theoretical framework

- ▶ P. Gilster “Digital Literacy”, 1997
- ▶ H. Jenkins, J. Hartley, 2009
- ▶ “MediaSmarts” – The model of digital literacy by Canadian’s Center for digital and media literacy
- ▶ “Digital Future” – the “Contemporary Poland” project (Fundacja “NowoczesnaPolska”), 2011

Digital Consumption

- ❖ The desktop internet penetration
- ❖ The mobile internet penetration
- ❖ The availability of personal digital devices
- ❖ The number of online media
- ❖ The consumption of social media
- ❖ The consumption of digital public services
- ❖ The consumption of news via internet



Digital Competences

Цифровые компетенции

Показатели индекса цифровой грамотности

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- ❖ Competence of search information in Internet
- ❖ Competence of using mobile devices
- ❖ Competence of using social media
- ❖ Competence of financial operation in Internet
- ❖ Competence of consumption goods and services in Internet
- ❖ Competence of critical perception of information
- ❖ Competence of multi-media content creation

Digital security

- ❖ Ability to secure personal information
- ❖ Ability to secure the computer and information
- ❖ Attitude to software piracy
- ❖ Attitude to media content piracy
- ❖ Level of communication culture in social networks
- ❖ Ethical norms in the placement of digital content



Methodology



WCIOM

survey, 1600
face-to-face
interview, 18+

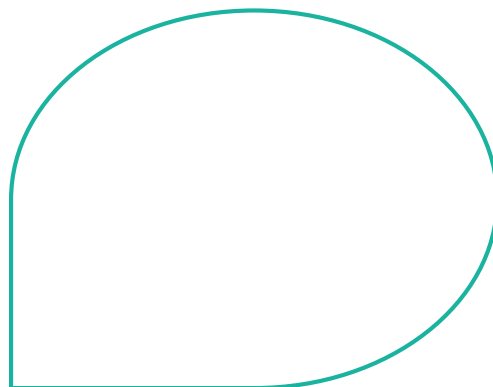


РОСКОМНАДЗОР



TNS

Rosstat



Одноклассники

DCA
Data Centric
Alliance

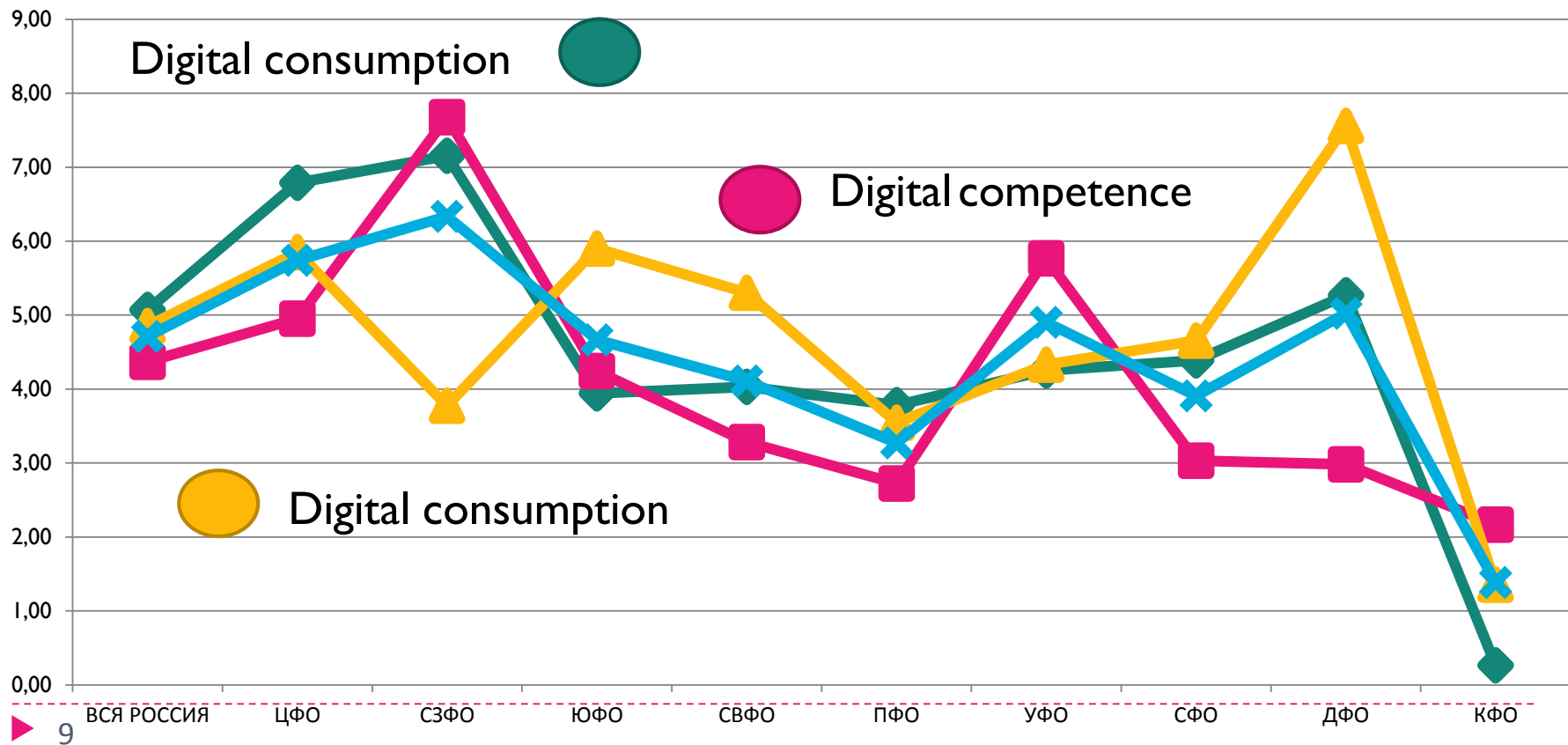


Index of Digital Literacy



Results

 Digital literacy



North-Western Federal District

8,23
million internet users

6,46
Digital literacy index

7,29
Digital consumption

7,89
Digital competence

3,78
Digital security

Maximum rate in
social network's
consumption and
competence of digital
devices's use

Every ten pay taxes by
Internet (double the
average rate)

Leaders: Saint-
Petersburg,
Arxangelsk region

Outsider: Neneckii AD



Far East Federal District

3,38
million internet users

5,17
Digital literacy index

5,59
Digital consumption

3,10
Digital competence

7,56
Digital security

Leaders: The republic of Yakutia
Outsider: Khabarovsk region

25% different payment
by Internet –
maximum rate

50% don't use media
content piracy



Volga Federal District

Leaders: Perm region

15,22
million internet users

Outsider: Respublika Tatarstan

3,30
Digital literacy index

15% paymants for the
apartment by Internet

3,81
Digital consumption

10% make
appointment to the
doctor by Internet

2,76
Digital competence

5% use Internet for
news

3,55
Digital security



Some figures

Use internet governance



10%

Россиян используют приложение интернет-банкинга.

Use internet banking



19,5%

Россиян пользуются электронными государственными и услугами.



33,5%

Россиян обращаются к интернету в качестве источника новостей почти каждый день.

Use internet as information resource every day



91%

Населения (18+) России имеет мобильный телефон или смартфон.

Have mobile or smart phone (18+)



25%

Пользователей уверены в своей цифровой безопасности на 100%

Confident in digital security





Thank you for your attention!

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