Digital Literacy in Russian Regions

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ISA 2016, RC 14, Sociology of communication
Digital Literacy in Russian Regions
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 “NovoszesnaPolska”), 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

- 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+

TNS
Rosstat

Одноклассники
DCA Data Centric Alliance
Index of Digital Literacy

- Digital competence
- Digital consumption
- Digital security
Results

Digital consumption

Digital literacy

Digital competence

Digital consumption
### North-Western Federal District

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet users</td>
<td>8,23</td>
</tr>
<tr>
<td>Digital literacy index</td>
<td>6,46</td>
</tr>
<tr>
<td>Digital consumption</td>
<td>7,29</td>
</tr>
<tr>
<td>Digital competence</td>
<td>7,89</td>
</tr>
<tr>
<td>Digital security</td>
<td>3,78</td>
</tr>
</tbody>
</table>

- **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, Arkhangelsk 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

15,22 million internet users

3,30
Digital literacy index

3,81
Digital consumption

2,76
Digital competence

3,55
Digital security

Leaders: Perm region

Outsider: Respublika Tatarstan

15% paymants for the apartment by Internet

10% make appointment to the doctor by Internet

5% use Internet for news
Some figures

Use internet governance

- 10% of Russians use mobile applications for internet banking.
- 19.5% of Russians use public electronic government services.
- 33.5% of Russians use the internet as a daily source of news.

Have mobile or smart phone (18+)

- 91% of the population (18+) has a mobile phone or smartphone.
- 25% of users are confident in the digital security of their mobile devices.

Use internet banking

Use internet as information resource every day

Confident in digital security
Thank you for your attention!

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