



DEVELOPING DIGITAL DATA LITERACY

Module 3 Communication & Collaboration



Introduction

D3 - A project to integrate open data, digital skills & democratic engagement in schools



open data charter

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DEVELOPING DIGITAL DATA LITERACY

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- Open data allows users to store and distribute resources with almost no cost.
- **OER**: openly licensed contents offered in the public domain, that can be freely copied, reused, modified, redistributed, making education more equitable and collaborative.
- Integrating open data in traditional educational programs can help students develop those competencies which are deemed necessary for their future.





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- In 2012 UNESCO released the **Paris OER Declaration**, inviting governments to provide their citizens with open educational resources, created with public funds.
- In 2013, G8 leaders approved the **G8 Open Data Charter**, laying the basis for the creation of the **International Open Data Charter (2015)**: an international collaboration between governments and organizations working to open up data and achieve better solutions to the most urgent policy challenges
- As written in the Charter (point 5.d): it is key to “Engage with schools and post-secondary education institutions to support increased open data research and to incorporate data literacy into educational curricula”.



If you want to be effective in the communication of your data, you should consider some basic questions:

- **Why** do you want to communicate with the community?
- **Who** do you want to communicate it to?
- **What** do you want to communicate?
- **How** do you want to communicate it?
- **Whom** should you contact and what should you do in order to use those channels?



Identify the
PURPOSE
of your
communication



Select your
AUDIENCE



Define the
MESSAGE
to communicate



Choose your
CHANNELS



Decide how you
DISTRIBUTE
your message



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- **Your message is not only content:** it is language, a reflection of your mood and its presentation through a specific design.
- Educating about a **responsible use** of open data tools for communication requires strong efforts to prevent any danger and abuse.
- **Parents and teachers** should collaborate to make youngsters aware of hidden risks, adopt appropriate preventive actions and choose effective ways to intervene, by acquiring useful information on privacy, copyright and on the possible consequences of online actions.





References

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