„МОЯТА ИДЕЯ ЗА ДИГИТАЛИЗАЦИЯ В ОБРАЗОВАНИЕТО И БИЗНЕСА”

ШЕСТНАДЕСЕТИ НАЦИОНАЛЕН КОНКУРС МЛАД ИКОНОМИСТ 2020 г.

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# Икономически аспект на дигитализацията

„Дигитализация е процес на преобразуване на информация в цифров формат (т.е. електронен)“[[1]](#footnote-1). Дигитализацията улеснява преработката на данни и производствения процес в множество сектори в бизнеса.

Дигитализацията се изразява и в автоматизация на определени процеси, които в миналото са били извършвани с човешка намеса – отдавна познат феномен. Класически пример за това са банкоматите, на английски език ATM – Automatic Teller Machine, които заменят банковите служители, наречени “tellers”, които до този момент ръчно преброявали банкнотите до желаната от клиента сума. Този ранен пример е последван от редица други и тенденцията продължава и до днес. Процесът на автоматизация на ръчно изпълними функции провокира нуждата от промяна в компетенциите на служителите, които до този момент са изпълнявали вече автоматизираните функции.

Автоматизацията на рутинни операции позволява по-голям брой операции да се извършват за по-кратко време от същия или намален брой заети, като по този начин се увеличава и броят на ефективните заети.

Нека представим агрегирана производствена функция: , където K\* представлява съвкупността от целия физически капитал в икономиката, L – броят заети при равновесен пазар на труда и А е технологичен фактор или в нашия случай това би било дигитализацията и Y\* представлява потенциалният БВП. Следователно, ако увеличим технологичния фактор (дигитализация), то би се увеличил потенциалният БВП.

Също така можем да анализираме и едно училище или университет като една бизнес единица където продукцията (Y) би било „производството“ на ценен кадър. В последствие този ценен кадър би влязъл в друга производствена функция като част от L. Тоест преходът от образование към бизнес е плавен и логичен. Нека го докажем по следния начин:

Нека Ye бъде производството в образованието (е от education) или броят кадри преминали успешно през образователната система (кадри завършили минимум средно образование) и нека Yb бъде производството в бизнеса (b от business) или тази част, която бизнеса допринася за БВП.

Съответно, Le ще бъдат кадри заети в образователния сектор, Ke ще бъде физически капитал използван изцяло от същия сектор. Lb ще бъдат кадри заети в частния сектор, Kb ще бъде физическия капитал използван от частния сектор.

Следователно агрегираните производствени функции биха изглеждали по следния начин:

където φ е коефициент изразяващ до колко дигитализацията се оплзотворява в бизнеса

където ψ е коефициент изразяващ до колко дигитализацията се оплзотворява в образователният сектор.

От тук следва че φ + ψ + η = 1, където η е коефициентът изразяваш оползотворяването на дигитализацията извън частният и образователният сектор. От тук можем да заключим, че φ + ψ ≤ 1

Тъй като не всеки преминал успешно през образователната система си намира работа в частния сектор, тоест взима участие в производството на бизнеса следва че

Lb = µYe , където µ е процентът от хора завършили поне средно образование, работещи в частния сектор. От тук получаваме следната производствена функция в бизнеса:

или

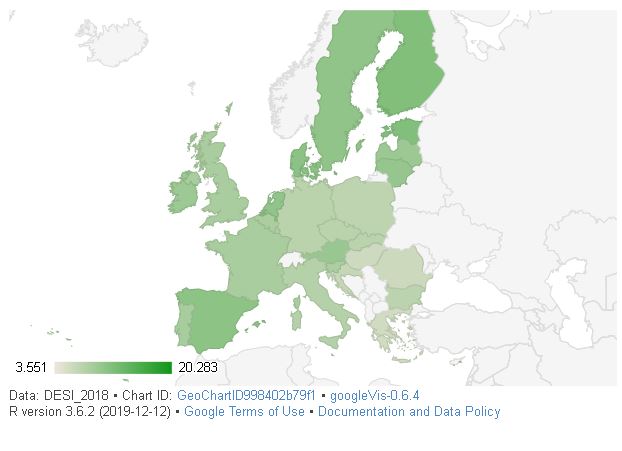
От тук можем да заключим, че повишение в дигитализацията в образованието ще повиши производството в бизнеса И повишаването на цялостното ниво на дигитализация ще повиши производството и в двата сектора. В следващата част от разработката ще се запознаем с индекса на дигитализация и след това ще представим опит за емпирично доказателство на тези твърдения.

Най – резкият скок в нивото на дигитализация се наблюдава при създаването и популяризирането на смартфона. Този скок създаде нов стандарт в технологическото развитие. Нови изисквания се зародиха в публичния и държавния сектор. Всеки подобен технологически скок предполага повишаване на стандартите в обществото. Подобни промени стават факт, когато търсенето рязко изпреварва предлагането. Пример за това е индустриалната революция през втората половина на 18 век и началото на 19 век, където памукът става все по-популярен, но търсенето изпреварва предлагането.[[2]](#footnote-2)

# Индексът на дигитализация (Digital Economy and Society Index)

Индексът на дигиталната икономика (DESI) е съставен индекс, който обобщава показатели, свързани с развитието на дигитализацията в Европа и проследява развитието на държавите-членки на ЕС в областта на дигиталната конкурентоспособност.

Към 2018 ситуацията в Европа изглежда по следния начин:



*Графика 1*

*Източник: Създадена авторска графика по данни за DESI, чрез R Studio*

През 2009 година в съобщение[[3]](#footnote-3) на Комисията е подчертана нуждата от „устойчиви резултати в областта на иновациите“. Част от целите, изложени от Комисията, са възможността на ЕС да не изостава в развитието в световен план, да бъде повишена ресурсната ефективност и да бъдат създадени работни места за висококвалифицирани кадри. ЕК очертава шест ключови главни базови технологии: нанотехнология, микро- и наноелектроника, фотоника, усъвършенствани материали, биотехнология. Според доклад на Комисията от 2016 г. Европейският съюз е на първо място в света по развиване на нови технологии (27% от патентите в областта на главни базови технологии произлизат от ЕС), но изостава драстично в тяхното прилагане в приложен аспект.

Изложени са няколко проблеми, стоящи в основата на това изоставане. Един от тях е свързан с несъответствието на учебните програми с нуждите на пазара в областта на новите технологии и дигитализацията, което води до липса на квалифицирани кадри в ключови развиващи се индустрии и възпрепятства техния напредък**.** Според данни на ЕК от 2013 до 2025г. 953 000 икономически субекти с умения в технологичната сфера и областта на главните базови технологии ще са необходими, за да задоволят търсенето на пазара на труда в рамките на Европейския съюз. Множество учебни програми не съумяват да подготвят кадри за нуждите на пазара, тъй като са специализирани в определена сфера (например управленска или технологична – тук очертайте по-добре контраста, защото така казано не изключва дигитализацията), докато в процеса на дигитализация са необходими кадри с интердисциплинарни знания и подход.

Сред подходите за решаване на този проблем са добавянето на технически дисциплини в учебните програми на нетехническите специалности и интегриране на икономически и управленски дисциплини в техническите специалности, както и подкрепа на иновациите в образованието и дигитализация на методите на преподаване с цел използване на възможностите и подчертаване на важността на информационните и комуникационни технологии (ИКТ). Несъответствието между търсенето и предлагането на пазара на труда в сферата на технологиите, оказващо негативен ефект върху развитието на бизнеса като цяло, породено от забавянето в адаптацията на учебния процес и учебното съдържание е пример за връзката между дигитализацията в образованието и бизнеса.

# Емпирично доказателство на връзката между дигитализацията в образованието и бизнеса

![A picture containing outdoor, parking, group, lot

Description automatically generated](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAaQBpAAD/4RD+RXhpZgAATU0AKgAAAAgABAE7AAIAAAARAAAISodpAAQAAAABAAAIXJydAAEAAAAiAAAQ1OocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAEtpcmlsIFNwaXJpZG9ub3YAAAAFkAMAAgAAABQAABCqkAQAAgAAABQAABC+kpEAAgAAAAMyOAAAkpIAAgAAAAMyOAAA6hwABwAACAwAAAieAAAAABzqAAAACAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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# DESI в България

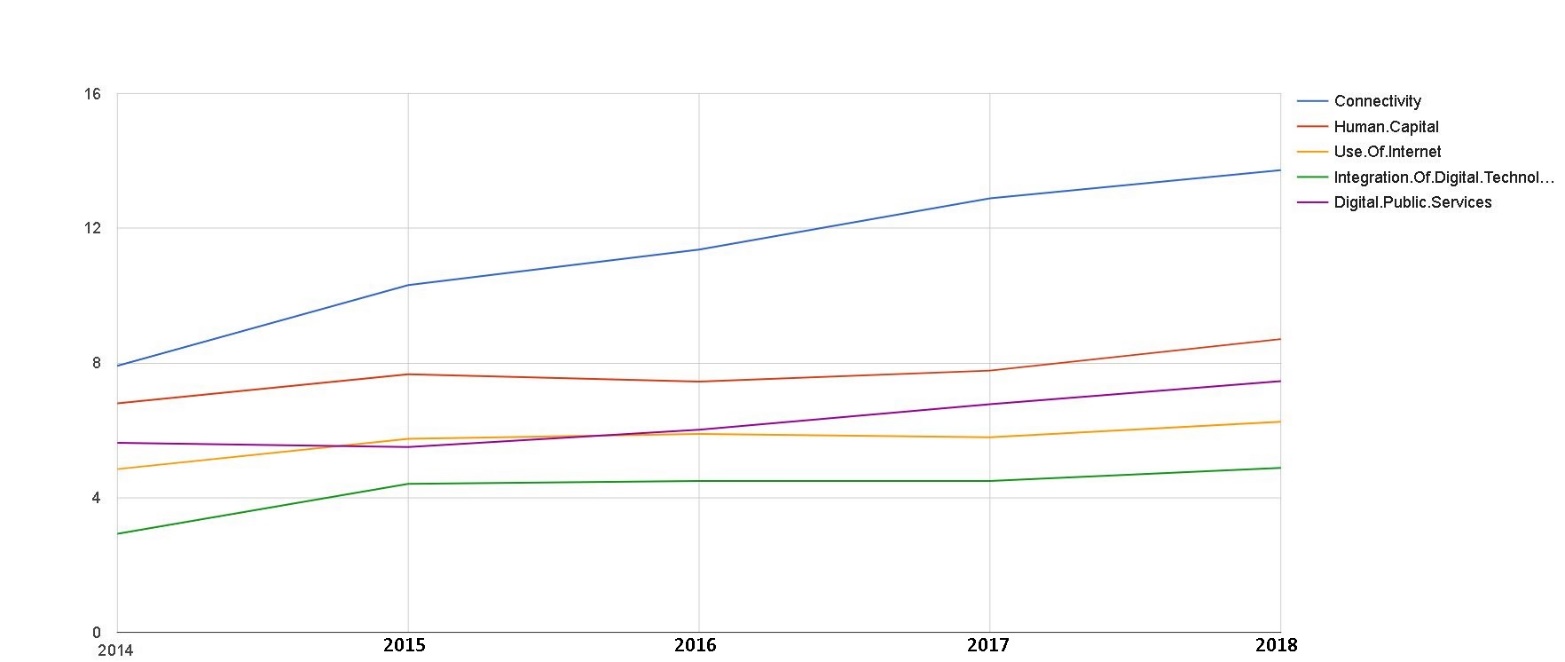
Нека разгледаме движението на индекса на дигитализация (DESI) и неговите елементи в България. Ще проследим поведението на всеки елемент и ще се опитаме да обясним как се развива дигитализацията във времето.

Индексът на дигитализация се състои от 5 елемента: Свързаност (Connectivity), Човешки капитал (Human Capital), Използваемост на интернет (Use of Internet), Интеграция на дигиталните/цифровите технологии (Integration of digital technologies) и Цифрови обществени услуги (Digital Public Services). Според доклада на Европейската комисия за България петте елемента имат следните разширени значения:

|  |  |
| --- | --- |
| Свързаност (Connectivity) | Фиксирана широколентова свързаност, мобилна широколентова свързаност и цени |
| Човешки капитал (Human Capital) | Използване на интернет, основни и специализирани умения в областта на цифровите технологии |
| Използване на Интернет (Use of Internet) | Използване от гражданите на съдържание, съобщителни връзки и онлайн трансакции |
| Внедряване на цифрови технологии (Integration of digital technologies) | Цифровизация на стопанската дейност и електронна търговия |
| Цифрови обществени услуги (Digital Public Services) | Електронно управление и електронно здравеопазване |

*Таблица 1*

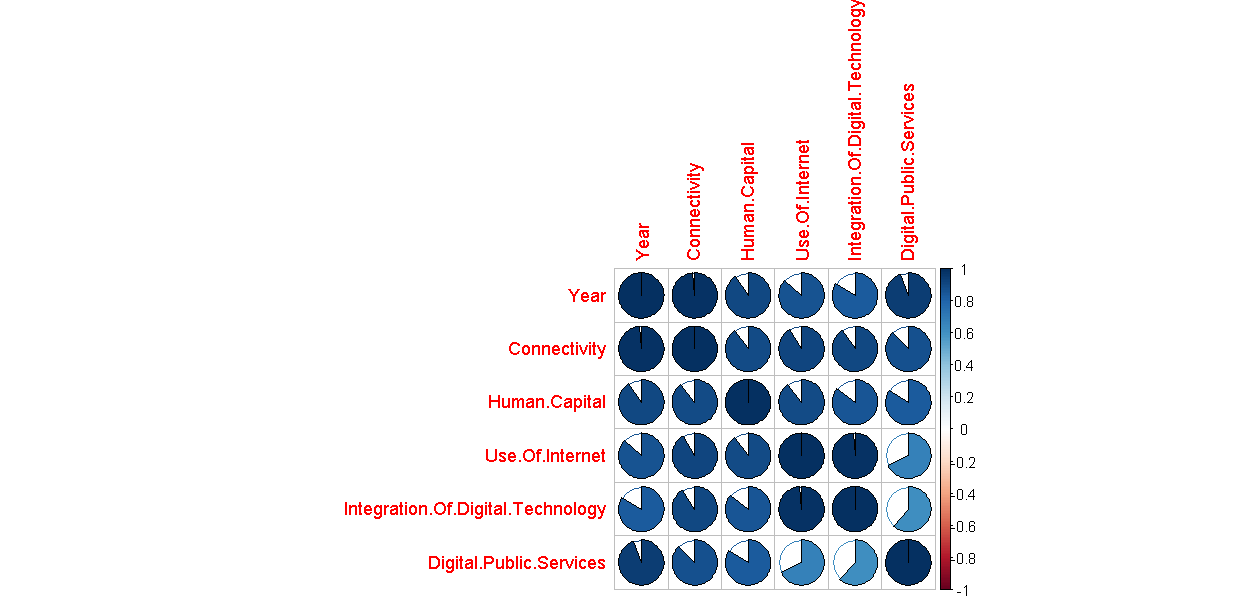
*Източник: Индекс за навлизането на цифровите технологии в икономиката и обществото (DESI) за 2018 г. Доклад за България*



*Графика 2*

*Източник: Създадена авторска графика по данни за DESI*

Графика 2 представя динамиката на елементите на DESI в България в периода 2014-2018 г. На графиката ясно се вижда, че най-бързо развиващият се фактор е свързаността. Най-слаборазвитият компонент е интеграцията на дигиталните/цифровите технологии. За да проследим взаимовръзката между елементите, нека разгледаме графиката с корелациите.



*Графика 3*

*Източник: Модел по данни за DESI, създаден с помощта на RStudio[[4]](#footnote-4)*

Графика 3 показва корелациите между отделните елементи на индекса на дигитализация. Забелязва се изключително силна корелация между интеграцията на дигиталните технологии и използването на интернет. Колкото повече се увеличава потреблението на интернет, толкова повече се увеличава и интеграцията на дигиталните технологии, и обратното – в случай, че интернет свързаността изостава, технологичната интеграция ще я последва. Наблюдава се силна връзка между интеграцията на технологиите и човешкия капитал поради необходимостта от квалифицирани кадри, чиито умения да позволят цифровизацията на процеси в бизнеса. Тази зависимост е още едно доказателство за взаимовръзката на дигитализацията на бизнеса и образователната система, която следва да подготвя участници в пазара на труда, които да способстват развитието на дигиталните технологии..

# Добри практики, свързани с дигитализацията в образованието и бизнеса:

* Обективна система за оценяване чрез алгоритъм:

Пример за това е платформата Moodle. В нея има широк набор от инструменти за създаване на изпити, които са обективни и щадящи преподавателите, тъй като заменят ръчното проверяване – време, което могат да инвестират в изследователска дейност или развиване на лекционния материал. Тази система на изпитване е обективна и ефективна. С напредването на технологиите се оптимизират, за да могат по-добре да отговарят на нуждите на образователната система.

* Text-to-speech онлайн лекции:

В множество университети по света (например Johns Hopkins University) се прилага този подход. Той е ефективен за големи групи от учащи (1000+), тъй като улеснява преподавателите и студентите могат да преглеждат отново и отново лекциите, което им позволява да усвояват материала, следвайки индивидуален ритъм.

* Прилагане на макроалгоритъм в предприятията, работещи с MS Office (VBA – Visual Basic for Applications):

Ексел има записваща функция, която автоматизира обичайните процеси в едно предприятие (като създаването на документи и тяхното попълване, преместване на файлове от една папка в друга и автоматичното изпращане на имейли, препращане и отговаряне), която не изисква програмистки умения. Автоматизацията на монотонни административни процеси позволява на предприятието да пренасочи служителите си към изпълнение на по-сложни задачи, изискващи интердисциплинарен подход, които биха подобрили ефективността на работа. В този контекст дигитализацията повишава общата факторна производителност, позната от производствената функция, като автоматизацията е част от A, а служителите, улеснени от възможностите за автоматизация на рутинни операции – AL, са ефективни заети. Повишаването на А провокира и повишаване в производството Y.

* Интернет на нещата в производството

Един подход за дигитализация на предприятия е използването на Интернет на нещата (Internet of things (IoT)) в производството. Това би позволило на ръководството да получава информация за количеството продукция, състоянието на производственото оборудване, методите на производство – данни, на база на които могат да се взимат своевременни управленски решения.

Дигитализацията е многостранен процес, който дава своето отражение в множество икономически и социални сектори. Тя позволява увеличаване на производството и ефективността и е тясно свързана с навлизането на технологиите в образователните практики. Съществуват предизвикателства пред навлизането на цифровите технологии, свързани с обучението на квалифицирани в сферата кадри, осигуряване на материална база за обучението както в Европа, така и по света – в развиващи се и развити страни. Добрите практики в тази насока доказват положителния ефект, който дигитализацията има върху образованието и бизнеса.

# Източници

Дават се източниците първо на кирилица, после на латиница и се подреждат по азбучен ред.

* Индекс за навлизането на цифровите технологии в икономиката и обществото (DESI) за 2018 г. Доклад за България (<https://ec.europa.eu/digital-single-market/en/scoreboard/bulgaria>)
* Данни от Евростат, Световната банка
* Digital Economy and Society Index (DESI) (<https://ec.europa.eu/digital-single-market/en/desi>)
* European Commission KETs Report (<https://ec.europa.eu/growth/content/final-report-skills-key-enabling-technologies-europe-0_en>)
* Eric Bond, Sheena Gingerich, Oliver Archer-Antonsen, Liam Purcell, Elizabeth Macklem. The Industrial Revolution – Innovations

1. Collins English Dictionary [↑](#footnote-ref-1)
2. The Industrial Revolution – Innovations, [↑](#footnote-ref-2)
3. European Commission KETs Report [↑](#footnote-ref-3)
4. Колкото по – запълнено е кръгчето, толкова по – силна е корелацията между двете величини по хоризонтала и вертикала. [↑](#footnote-ref-4)