Education on Data Privacy

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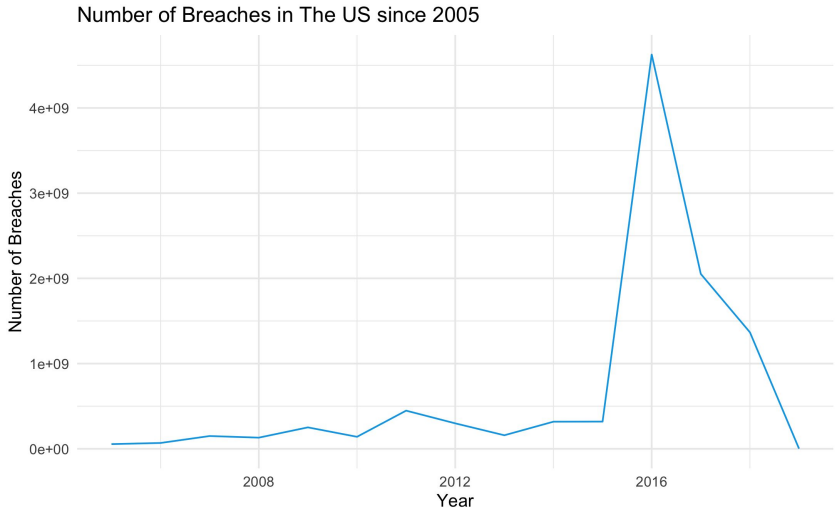
KPMG

Introduction

- To protect personal information, we have The Australian Privacy Act
- Despite great efforts, there are a lot of data breaches
  - The US number of breaches, Privacy Right Org.
- Question of how to improve data privacy

Year.of.Breach	Sum
2019	1314188
2018	1367327295
2017	2051973997
2016	4626238665



Possible Solution and Its Problem

One possible option to tackle this challenge is education. However it is not that simple:

- Do we need it at all?
- Who needs it?
- Who wants or doesn't want it? Why?
- Can we have it?

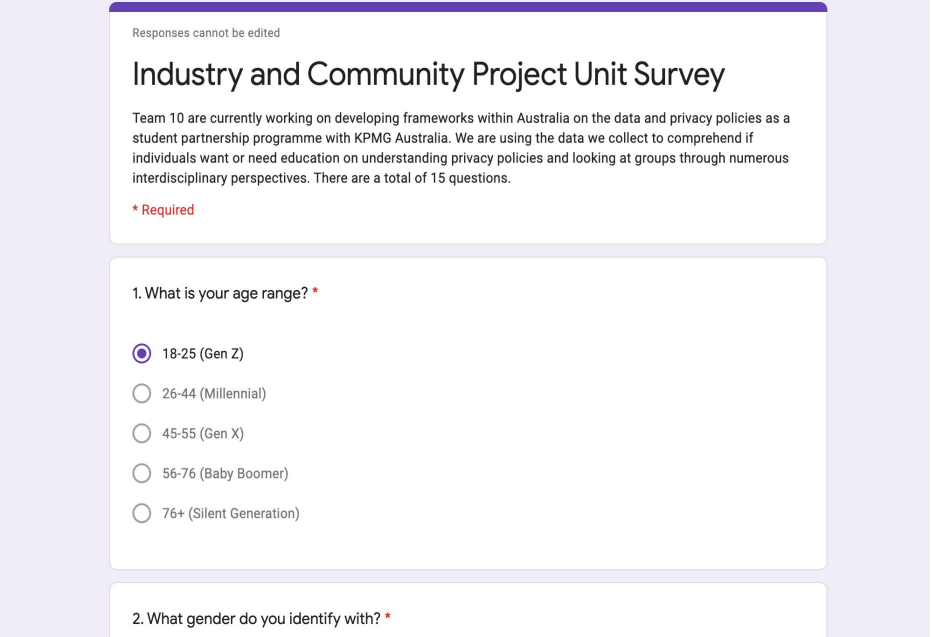
Aim

- Identify groups of people who don’t want or want education on data privacy
- Why some people don’t want education?
- Who needs education?
- Argue that learning data literacy improves data protection

Goal: **To prove that education should be implemented in Australia and to propose initiatives on learning data literacy, especially for those who might not want**

Methodology

- Assigned with individual roles and responsibilities
- 2 Levels of Research
  - Primary Research
    - Conducted a survey
  - Secondary Research
    - Hofstede's Cultural Dimensions
    - Literature Review
- Data Analysis
  - Selective Reduction
  - Manifest Coding
  - R Programming Language, RStudio



Responses cannot be edited

Industry and Community Project Unit Survey

Team 10 are currently working on developing frameworks within Australia on the data and privacy policies as a student partnership programme with KPMG Australia. We are using the data we collect to comprehend if individuals want or need education on understanding privacy policies and looking at groups through numerous interdisciplinary perspectives. There are a total of 15 questions.

* Required

1. What is your age range? *

- 18-25 (Gen Z)
- 26-44 (Millennial)
- 45-55 (Gen X)
- 56-76 (Baby Boomer)
- 76+ (Silent Generation)

2. What gender do you identify with? *

Results/Analysis

Demographics

- Age, Sex, Education

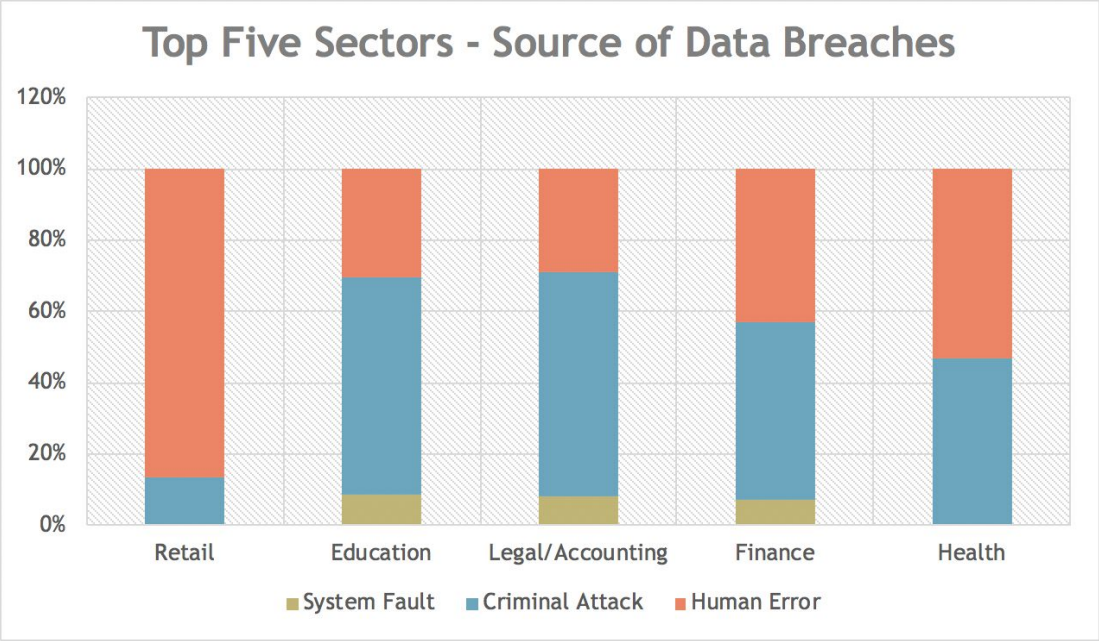
Individualism & Collectivism

Socio-economic

- Income / Education
- Occupation

The Problem Sphere In Australia

The Problem Sphere - Sectors



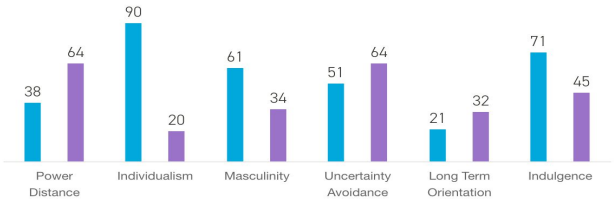
Demographics

- Age:
  - Most Prevalent age group 38 to 42 Years old.
  - Survey: Don't want education
- Education
  - High levels of education attainment = High incidence

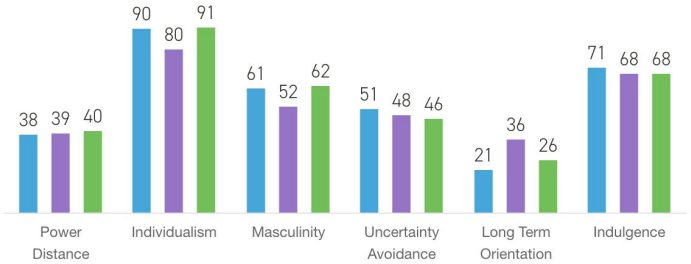
Industry	Average Age	Sex %	Size	Education
Finance	39 yrs	48.1%F 51.9%M	823,000	50% Bachelor Degree 24% Cert 3 or Higher 23% No Post School Education 3% Other
Health	42 yrs	79%F 21%M	801,000	48% Bachelor Degree 32% Cert 3 or Higher 16% No Post School Education
Retail	39 yrs	55%F 45%M	1,189,100	16% Bachelor Degree 26% Cert 3 or Higher 53% No Post School Education
Education	38 yrs	73.2%F 26.8%M	261,585	65% Bachelor Degree 19% Cert 3 or Higher 13% No Post School Education
Legal/Accounting	38 yrs	51.5%F 48.5%M	259, 211	63% Bachelor Degree 19% Cert 3 or Higher 16% No Post School Education

Individualistic & Collectivistic

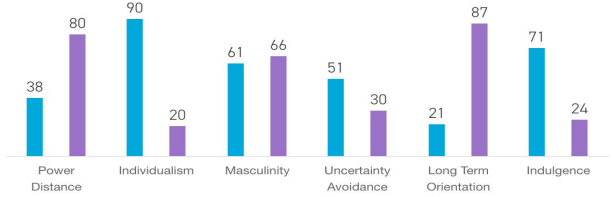
Thailand



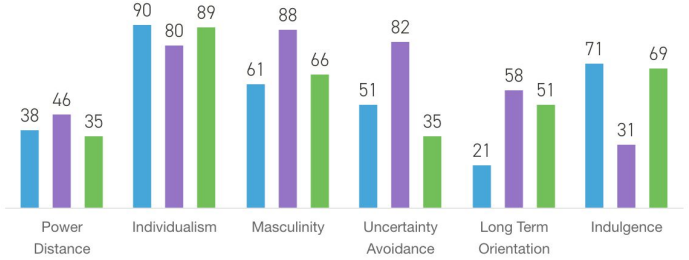
United States and Canada



China



UK and Hungary

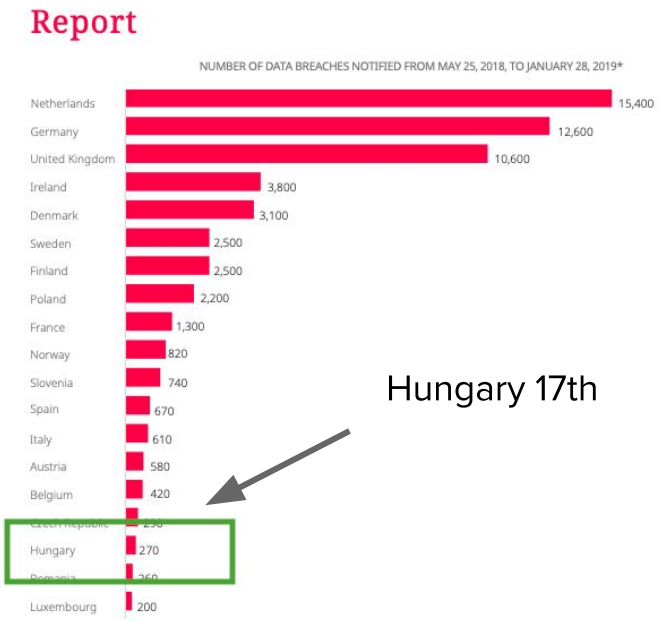


Individualistic & Collectivistic

	COUNTRY	DATA THEFT	POPULATION	RATIO
	U.S.	6 billion	326 million	19
	South Korea	229 million	51 million	4.5
	Canada	91 million	37 million	2.5
	United Kingdom	140 million	66 million	2.1
	Australia	50 million	25 million	2

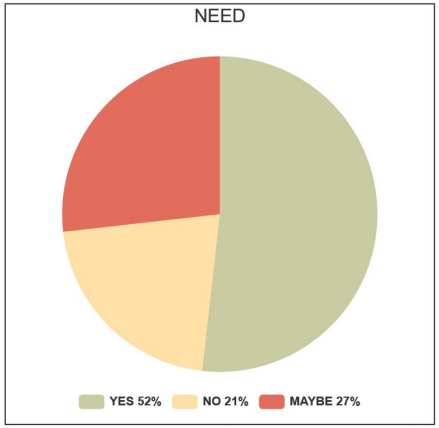
Hungary's + others' solution

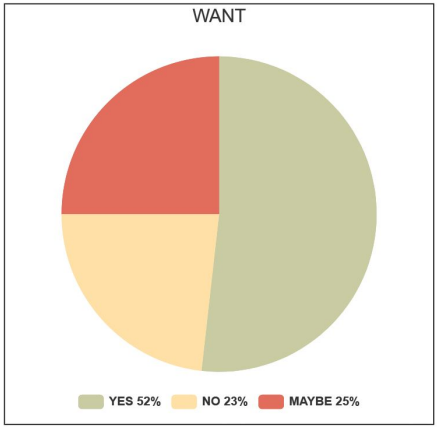
- Hungarian Digital Education Strategy (2016)
  - How to teach data literacy to people of different backgrounds.
- 'More Right for Your Personal Data' Magazine, France
  - Magazine to raise awareness on data privacy
- 'You decide' campaign, Norway
  - Website that release resources on online protection



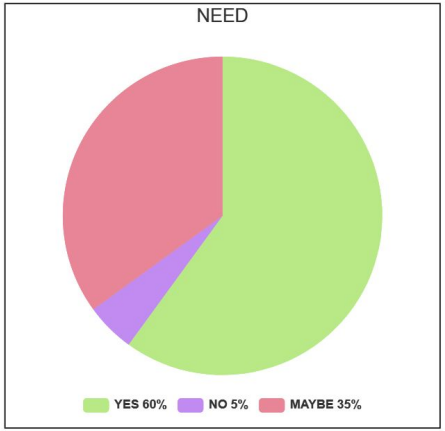
Socio-economic (income / education) ("Income | Department of Education, Skills and Employment", 2020)

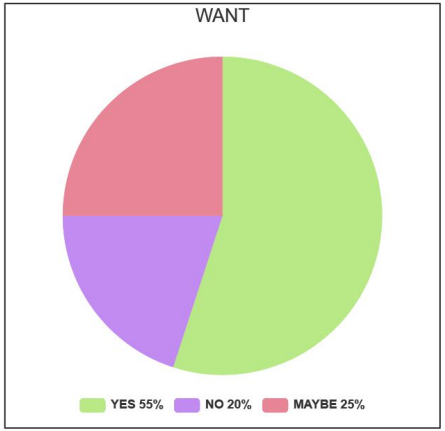
LOW-INCOME





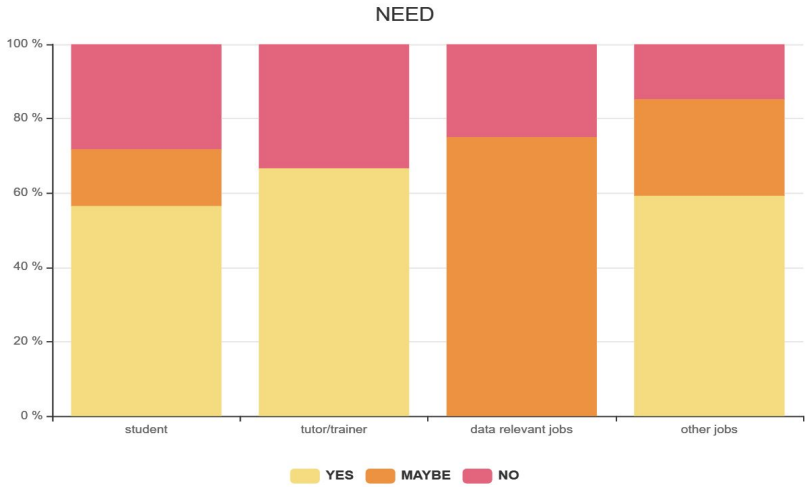
HIGH-INCOME

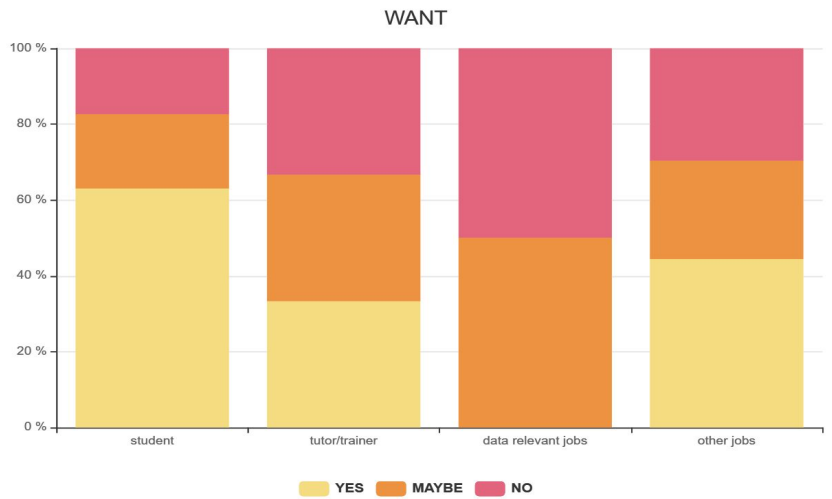




- Both **high-income** and **low-income** group are **willing** and **need** to be educated - survey
- **Low-income** group **need** education **more** than the high-income group - (mannan, 2020) (madden, 2020)

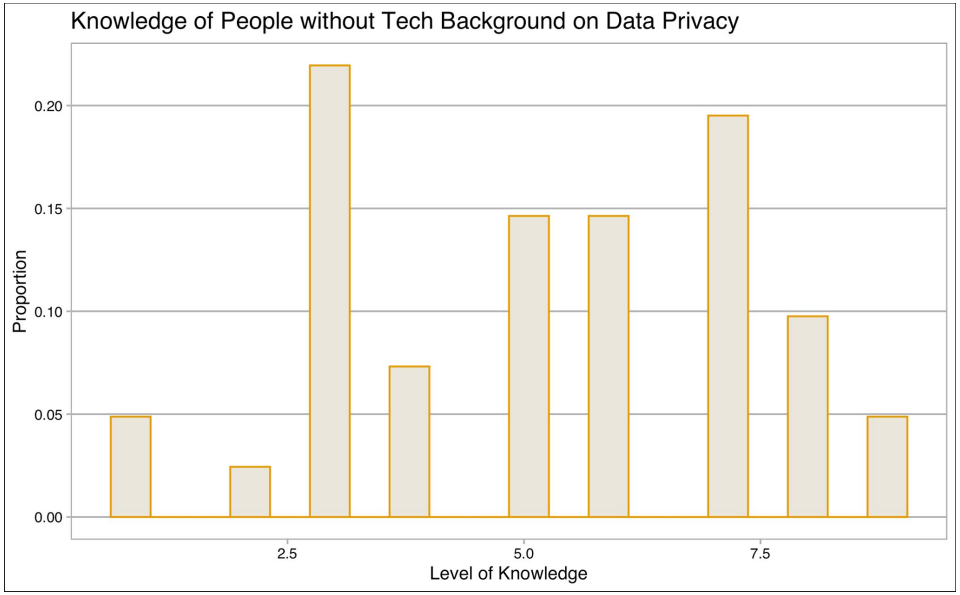
Socio-economic (occupation)

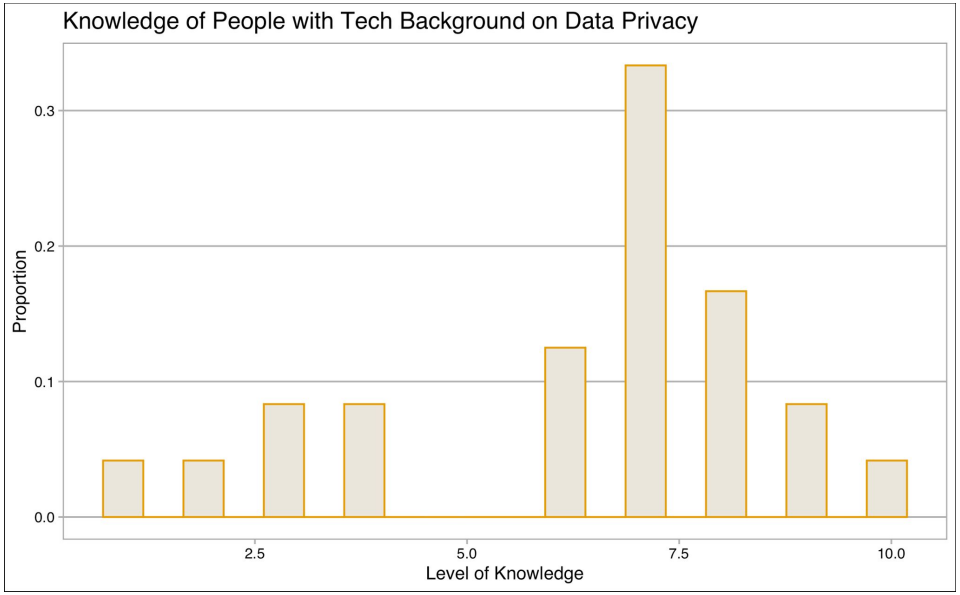




- **Against**: people whose **jobs rely on the data** and **have technology background** tend to have **passive attitudes** to education
  - Benefit from data (Kalkbrenner, A.,2018)
  - Tech background
- **For**: Most **young students** and people whose **jobs are not relevant with data directly** have **positive attitudes** to education on data privacy.

Socio-economic (technology background)

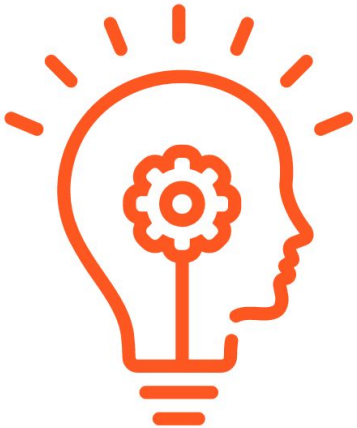




- Average point for **non tech** is **5.2**/10
- Average point for **tech** is **6.3**/10
- The data shows that the **gap** is **not big**, and **tech background** is **not sufficient** to make people feel more confident

Conclusion

- Education can diminish data breaches
- There is a need for education on data privacy regardless of background
- People who think there is a need for learning, also want to learn in general
- But not everyone:
  - Elderly people
  - Teacher
  - Middle age
  - Possible health Practitioners



Recommendation

- Proposal of Australian Digital Education Strategy
- Further research on how to train certain people
- Other initiatives
  - You decide campaign, Norway
  - More Right for Your Personal Data Magazine, France

Thank you! Time for Q&A!

Link to Reference

https://docs.google.com/document/d/198v1fZ5JiMAEy-BuwJ2afL2_Qzf8Qdkn7jZQlDTphLk/edit