**ODI Learning Persona**

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| <Name> **<Role>**  **I’ve been in this role <years>**  *“I want to...”*  **<name> is responsible for...**  *“I majored in …… and now work in data”* Goals  * Goal #1 * Goal #2 * Goal #3 | Data pain points and ambitions: Pain points:   * Pain point #1 * Pain point #2   Ambitions:   * Ambition #1 * Ambition #2  Who I talk to about data: *“People always come to me for ...”*   * I love talking to … about data because … * I hate talking to … about data because … * I wish people wouldn’t have to keep asking me about...  [Data literacy and skills strengths](#_q9zyvi3lcc86) **I know how to:**   * <verb> ….. * <verb> ….. * <verb> …..  [Data literacy and skills weaknesses](#_q9zyvi3lcc86) **I need to improve how to:**   * <verb> ….. * <verb> ….. * <verb> ….. | Some ways <name> learns: *“My best learning experience was when...”*  Learns best by:   * Learn best by… * Learn best by… * Learn best by...   *“My least favorite learning experience was when...”*  Learns least by:   * Learn least by… * Learn least by… * Learn least by...  [Current data literacy level](#7r7ixh6x7yrx) Level ... |

**Remember: Everything you answer should be in some way related to the data aspect of the person's role.**

# ODI Data Literacy levels (draft v0.3)

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| **Level** | **Criteria** | **Example for an individual** |
| **Below Level 1** | Able to recall a single piece of specific information as presented in a graph or chart. Not required to understand the structure or meaning of the data. | When looking at a graph, I can identify that one bar is higher than the other. |
| **Level 1** | Able to understand the meaning of information or data presented to you.  Able to explain what a simple graph means. | Fewer people vaccinated with this type of vaccine are being hospitalised if they catch COVID than if they were vaccinated with the other vaccine. That shows this vaccine is more effective than that vaccine.  This graph shows how case numbers are reducing. |
| **Level 2** | Able to consider where the information has come from and how this impacts the message being presented.  Able to paraphrase and make low level inferences from data and how it is presented.  Able to interpret data to state a new fact or existing one in a new way. | This Facebook post is suggesting this vaccine causes X symptoms, but it is Facebook, so maybe I should check against other sources.  COVID rates are rising in the UK, but not equally across the country. The third wave appears to be spreading from Bolton where case rates are in excess of 600 cases per 100,000. This is about 20x that of the average region in the UK. |
| **Level 3** | Able to question the validity of claims, such as a misleading graph, and can spot fake news.  Able to interrogate data and information from a variety of sources.  Able to understand wider context and subtleties, and some limitations or bias in how data is collected, used and shared. | The major newspapers are reporting COVID cases in different ways, but as they should be getting their sources from the government portal, I will look there for my data. However, it’s clear that the latest figures aren’t yet complete as they are much lower than the previous days.  The government is claiming that the delta variant is spreading among the young. This is why they are pushing for vaccination. Interestingly if you look at the latest data in the government portal, you find this is true but cases are also rising rapidly in men aged between 85-90 who should have been double vaccinated a few months ago. Wonder if there is something in this to suggest a top up dose is needed? |
| **Level 4** | Able to evaluate the methodology behind how the data was collected and interpreted and what impact that has on the conclusions drawn.  Able to bring together data from different sources or collected with different methodologies to draw new conclusions and make informed decisions about current or future direction. | COVID test and case data is collected from self-reported lateral flow tests as well as PCR tests that are reported by the lab they’re processed in. Not everyone will report a lateral flow test, so the real number of tests carried out will be higher, and also the number of positive cases will be higher than reported. Lateral flow tests are also not 100% effective so it is very impossible to have COVID and never realise it, which means that the cases figure is higher than reported.  Given the available data about COVID case numbers, what is happening with government restrictions and historic flu case data, I can predict what COVID rates will do over winter, despite the lack of media headlines on the topic. |
| **Level 5** | Able to synthesize or create original ideas based upon a thorough evaluation of a broad range of data/information sources combined with specialist knowledge.  Able to recognise your own biases and limitations, as well as those already present in the data/information resulting from how it was originally collected or interpreted. Also able to recognise what biases or limitations that might result in, including deeper societal biases that might not have been corrected for, and take appropriate steps to mitigate for that bias. | Evaluating the various approaches to track and trace from around the world, looked at the positives, negatives and mitigating factors in order to create appropriate recommendations for what we might do in another pandemic. |

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# ODI Data Skills framework