

1-3A Visualising Inequalities in Lifewide Literacies in Glasgow

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We will present our work 'Visualising Lifewide Literacies' in Glasgow, an IAA funded project using Urban Big Data Centre (UBDC) data from the integrated Multimedia City Data Project (iMCD). Big secondary data are increasingly being used by social scientists to address global societal challenges, yet the statistical approaches to interpret this data are not always made clear to the general public, community groups, citizen activists and key policymakers. Yet, it is these non-academic groups who can often make the most difference in society.

Therefore, the team worked closely with social enterprise organisations in prototyping a range of 'touchable' objects which represent 'literacies' in a number of domains (mainly- health, eco and financial), in the socio-spatial urban context of Glasgow. These objects were piloted with BA Community Development students, and presented to the public at Science Sunday and ESRC Festival of Social Science (Ikea). The objects include a laser cut wooden interactive map of Glasgow, which visualised the relative mean scores of Health, Eco and Financial literacies in the local authorities. The second object was a digital quiz, which participants could take part in, and they received a token for the correct answer. Finally, participants were invited to create their own literacy person, by attaching limbs to the central badge, representing the literacy skills they see as their strengths (e.g. reading/writing, maths, science, arts, cultural, digital, foreign language, and political literacies). Over 150 badges were created at Science Sunday, allowing us to present current work at UBDC, and offer the opportunity to win a school visit from our team to discuss the importance of wider literacies in later life success.

We are confident that increasing the scope, diversity and resulting inclusivity of representing data engages a wider audience, starting the 'literacies conversation' in schools and at home.

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