

Digital Literacy and Datalockers: A Research Agenda

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Abstract

Purpose: By learning how to navigate a new device, website, webtool or phone application (known as an 'app'), users acquire vital digital literacy skills that can also help to familiarise them with a new conceptual knowledge area [1] [2] such as personal data privacy and consumer behaviour [3] [4] [5] [6] [7] [8] [9] [10] --- and the 'wicked problems' it is thought to incorporate [11] [12]. Datalockers [13] [14] mitigate the consumer-facing side of wicked privacy problems by empowering buyers with microscale market leverage [5] [7] [8] [9] [15]. The primary aim of the paper is, therefore, to (1) report on Surrey's research involving datalockers secured by the Hub-of-All-Things (HAT) and (2) consider how the outcomes of this intervention might inform future attempts at tackling wicked privacy problems. The paper subsequently explores how we might deploy HAT datalockers amongst social actors who are either unaccustomed to the idea of personal data entrepreneurship and/or reluctant updaters, with analogue mindsets [4] [10].

Methods/Approach: Experiments with the Hub-of-All-Things (HAT) represent an opportunity to firstly observe *familiarisation* with microlevel privacy data trading amongst digitally literate individuals, and secondly, consider whether this trading alters the value constructs, and notions of money users adhere to [16] [17] [18]. *Originality/Value:* We use the analogy of wicked problems to explore the privacy paradox and the potential for its deamplification using datalockers. In reviewing our field work with datalockers, we revisit Thaler's notion of mental accounting, to see how it relates to the study of data privacy dynamics. As an extension of this approach, we then consider how mental accounting relates

to digital literacy and the familiarisation processes that may lead some users of datalockers to become fully fledged data entrepreneurs.

Lastly, we consider the implications of limited digital literacy for consumers acting in personal data markets and thus, the possibility of being left behind, either because of a lack of access or through choice. Concerning the latter, we introduce the notion of 'analogue mindsets' to help address how reluctant users of digital spaces might respond to the emergence of data entrepreneurialism. *Findings:* Our analysis will draw on preliminary observations from the Surrey HAT Lab [6].

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