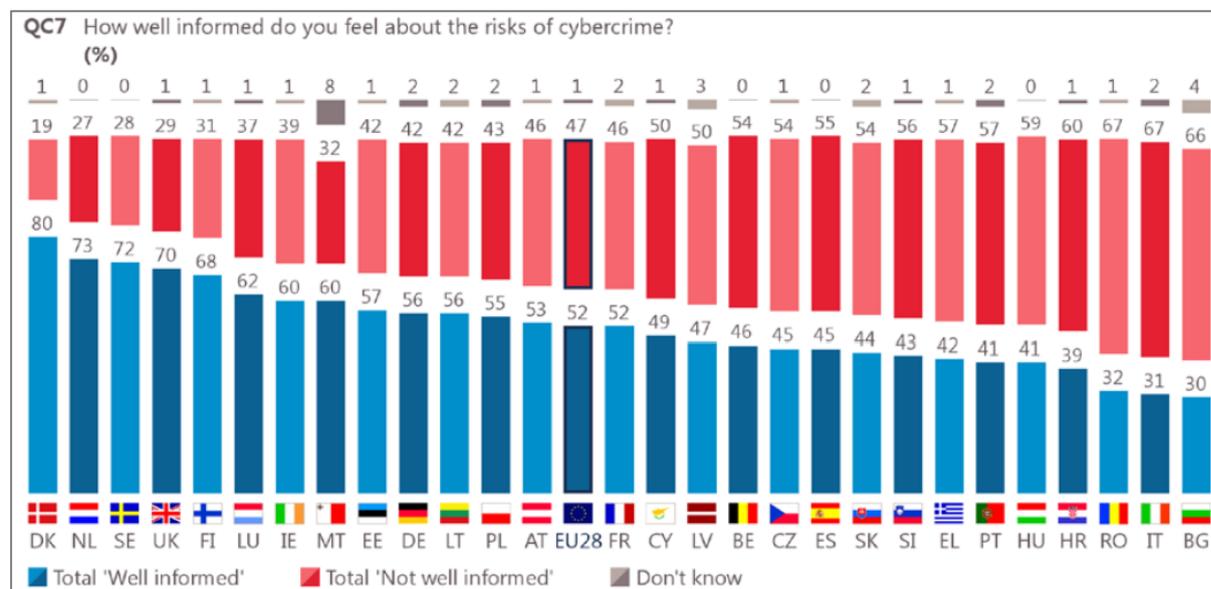


Case study no. 3

Title of Case study / Good practice	EU Citizens' cyber awareness: a case study to reignite your critical thinking
Keywords (meta tag)	Critical thinking
Provided by	IHF asbl
Language	ENGLISH
Case study	

You are requested to comment the following exhibit extrapolated from a recent 2020 Eurobarometer's report, *Europeans' attitudes towards cyber security*.



As indicated by data, there seems to be a concentration of “not well informed” citizens among Mediterranean and Balkan countries, compared to the relatively higher awareness of Northern and Scandinavian ones...how come such a distinct disparity?

With the help of this graph, we wish to stimulate your critical thinking and help you come up by yourself with possible indicators and insights that clarify the phenomenon.

Case questions:

1. Where does this lack of cyber awareness come from?
2. What might be further discriminatory variables?
3. What can be done to improve *laggards'* conditions?

Reference Link (if any)	Own elaboration, inspired by actual EU data.
Type of material	CASE STUDY

(Suggested answers on 2. page)

Suggested answers

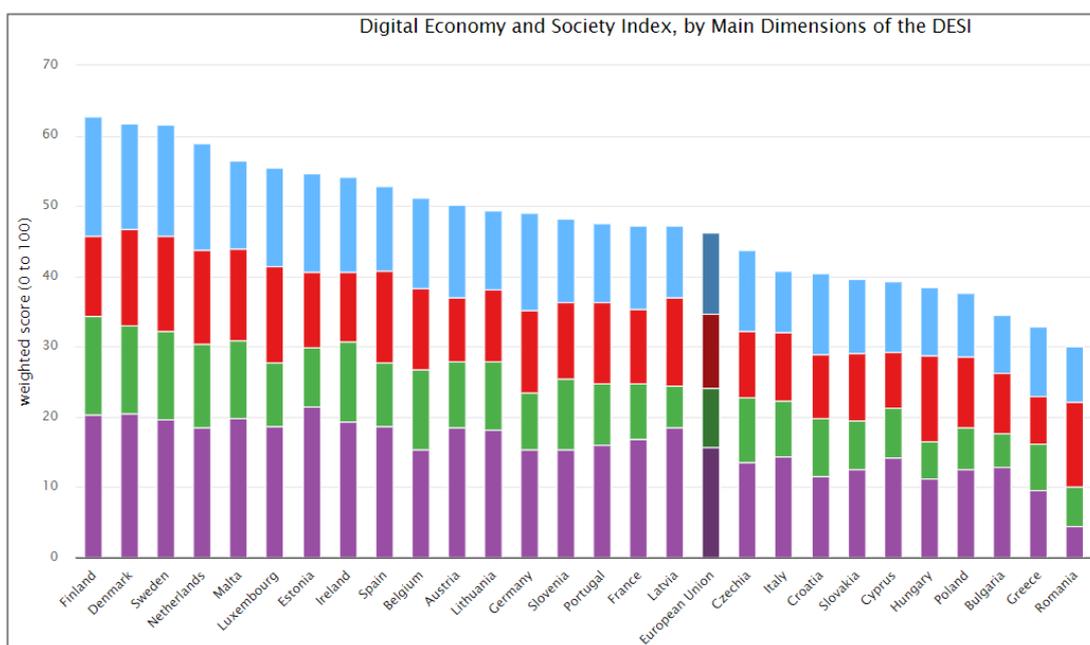
To solve this exercise, you really need to make a couple of extra efforts so as to intercept potential skills-gap and needs-assessment that contribute in generating the phenomenon as you saw. This is a typical case in which you are requested to come up with robust conclusions on a given scenario without the possibility to rely on further exhaustive background information.

Most of times, in business environment, your decisions will move through uncertainty and you must be able to trust your guts, reasoning skills and perceptions.

The impact of the output generating from this process, will be based on the care and attention to details you've invested on gathering, assessing, evaluating and further processing inputs that orientate your judgment.

Where does this lack of cyber awareness come from?

First of all, cyber awareness is a direct function of digital literacy. If we cross match data from Eurobarometer with other EU reference(s), we will notice that Countries at higher cyber awareness are the same at higher digitalisation rates (direct correlation):

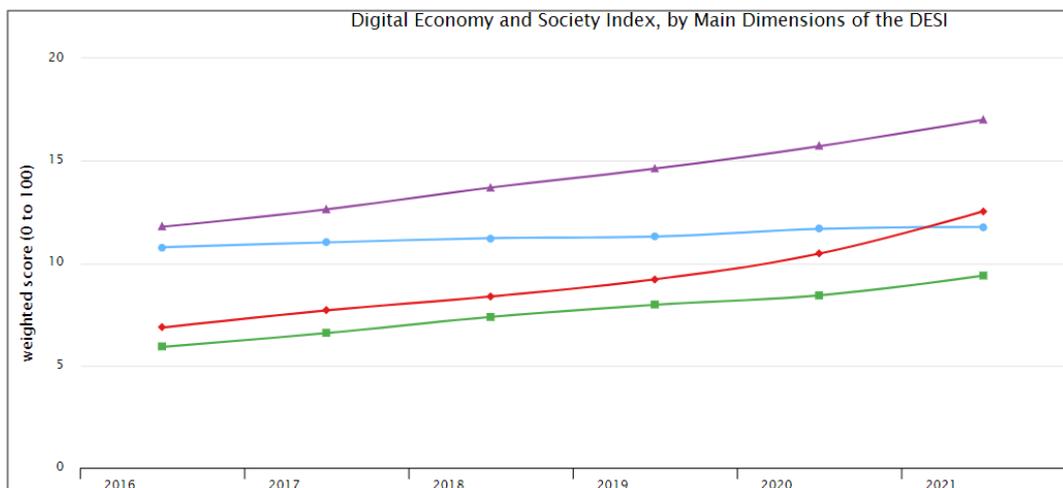


Source: DESI 2020, Digital Economy and Society Index

Blue: Human Capital; Red: Connectivity; Green: Integration of Digital Technologies; Violet: Digital Public Services

What might be further discriminatory variables?

It might be easy to assume that these differences in IT embracement are effect of the availability of infrastructures. Although this is true, it is also a very limiting perception. If we start to look into the evolution over time of each specific variable, connectivity and public digital infrastructure became more and more largely common. A stagnation effect is observed upon the Human Capital factor...symptomatic of the fact that knowledge, skills and cultures did not match up with the on-going technological development – at least, not for all countries.



Source: idem

This is proved also by another important index aimed at investigating how EU economies, societies and organisations react – and adapt to – technological development.

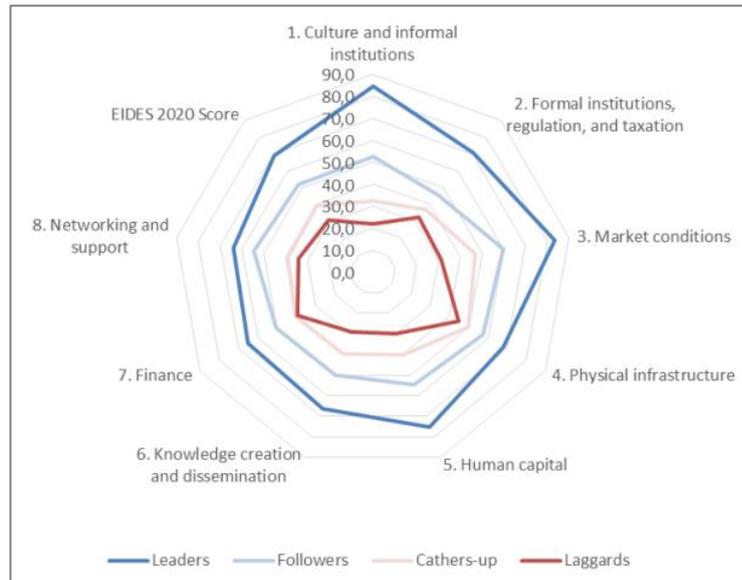
Country	Culture and informal institutions	Formal institutions, regulation and taxation	Market conditions	Physical infrastructure	Human capital	Knowledge creation and dissemination	Finance	Networking and support	EIDES 2020 score
Denmark	94,4	78,0	93,9	100,0	76,9	70,6	60,4	71,3	78,3
Sweden	95,6	73,0	100,0	57,7	90,6	64,9	70,1	60,6	74,5
Netherlands	99,2	67,6	78,0	81,6	76,7	86,6	67,6	57,7	70,4
United Kingdom	79,2	68,6	96,0	60,8	76,1	72,9	87,5	56,1	69,7
Finland	92,6	72,9	66,1	55,9	100,0	62,5	72,7	58,2	69,6
Germany	74,5	62,1	89,0	70,9	56,0	83,1	57,2	57,8	64,7
Luxembourg	75,4	86,5	54,9	58,4	59,0	43,7	62,0	80,0	63,7
Ireland	65,4	56,7	90,7	59,2	64,8	46,3	42,2	71,2	61,1
Leaders	84,5	70,7	83,6	68,0	75,0	66,3	65,0	64,1	69,0
Belgium	60,4	43,7	76,4	47,7	54,1	62,4	50,6	63,2	56,1
France	50,4	47,4	68,9	60,4	45,9	66,2	60,7	55,4	55,3
Austria	66,2	58,4	49,4	62,7	56,2	61,6	46,8	43,6	54,0
Estonia	55,7	51,8	46,3	80,9	62,7	33,1	51,7	51,3	53,2
Spain	42,4	36,0	54,9	56,2	52,2	39,8	53,1	61,3	47,5
Malta	41,3	37,3	63,6	36,8	56,2	35,9	40,5	51,7	46,9
Followers	52,7	45,8	59,9	57,4	54,5	49,8	50,6	54,4	52,2
Lithuania	40,9	39,0	53,9	57,9	42,0	32,8	34,2	49,2	43,8
Czech Republic	40,9	33,3	66,4	48,1	44,9	53,0	43,2	32,6	42,8
Slovenia	37,5	37,5	51,7	59,2	46,1	44,7	34,2	33,8	41,7
Poland	29,1	31,3	52,9	46,0	33,7	39,1	48,4	39,4	37,9
Portugal	23,0	39,5	35,2	51,0	40,8	36,4	43,2	43,0	36,9
Italy	22,6	31,1	44,9	48,5	33,2	44,9	43,2	43,0	36,2
Cyprus	32,1	46,6	23,5	39,3	41,0	25,4	37,5	30,7	35,4
Catchers-up	32,3	36,9	46,9	50,0	40,3	39,5	40,6	38,8	39,3
Hungary	21,9	29,6	49,2	50,0	32,9	36,8	38,8	33,8	34,3
Latvia	31,4	35,2	28,2	52,1	34,5	22,0	47,4	34,7	34,3
Slovakia	27,2	26,3	45,8	38,0	30,4	37,8	38,1	29,8	33,1
Croatia	16,6	34,8	35,3	44,7	32,3	25,5	42,0	34,6	30,8
Romania	19,9	37,9	19,4	58,7	22,0	29,2	35,5	35,7	29,5
Greece	18,3	28,6	26,7	30,2	33,1	26,8	40,5	32,4	27,5
Bulgaria	17,0	35,7	15,3	39,0	25,0	24,1	33,0	37,7	26,9
Laggards	21,7	32,6	31,4	44,7	30,1	28,9	39,3	34,1	30,9
EU27 and UK average	49,0	47,4	56,3	55,4	50,7	46,7	49,4	48,2	48,4

Source: EIDES 2020

Again, results from EIDES (European Index of Digital Entrepreneurship Systems) corroborates findings from DESI and provide for a very interesting lens to interpret Eurobarometer's highlights.

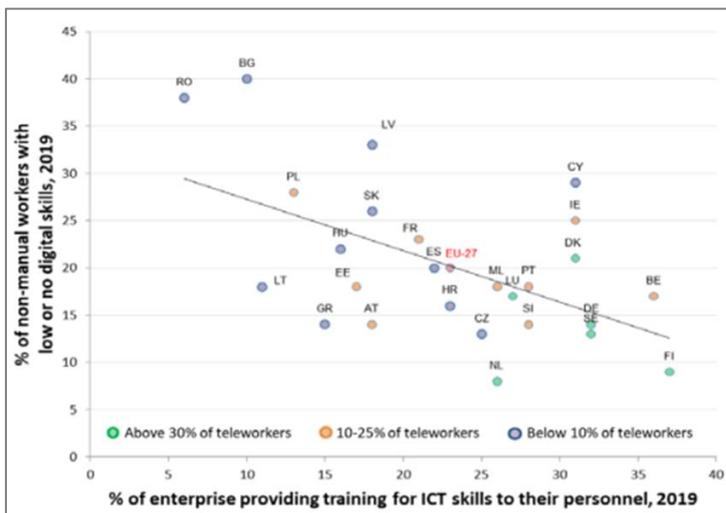


It is confirmed that Human Capital and Culture represents both two fundamental pillars of digital literacy, and consequently, cyber awareness. Not surprisingly, the EU countries at lowest scores on these two dimensions are all ranking at the bottom of the Eurobarometer chart.



Source: *Idem*

There is also another important factor to consider, if we wish to wide event further the scope and scale of this analysis.



Northern countries’ national industry is typically capital and knowledge-intensive, while Mediterranean and Balkan industries are dominated by labour-intensive markets. Of course, compared to the latter, capital and knowledge intensive industries are much more IT driven; and as such, people working in this fields are subject to specific capacity building programmes – which in turn increases skills and competences

of human capital.

Source: Eurostat

What can be done to improve laggards’ conditions?

Preliminary conclusion → based on the above, education and training seems the key settings to work on to improve the cyber resilience of EU citizens.