Category

Data & AI

Data Literacy for Open Data, Transparency & Public Reporting Playbook

Publishing public data that informs rather than misleads the people reading it

- Practitioner
- Intermediate
- Template Included

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- 3 minute(s)

Overview

A framework for building data literacy specifically for open data and public reporting teams — context-appropriate presentation for non-expert audiences, avoiding misleading defaults in public dashboards, and appropriate documentation of methodology and limitations for public data releases.

Isn't publishing raw data transparently sufficient for good open

data practice? Raw data availability is necessary but not sufficient — public audiences often lack the technical background to interpret raw data correctly, and thoughtful presentation, context, and limitation documentation are what actually make open data genuinely

informative rather than technically available but practically misleading.

What's the most common data literacy gap specifically in open data

and public reporting? Publishing dashboards or datasets with default views or visualizations that non-expert audiences are likely to misinterpret — a technically accurate but poorly contextualized presentation can mislead public audiences even without any intent to deceive.

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