

Between Media Datalization and Statistical Literacy: China's logic

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In recent years, the media datalization has gradually become a popular trend, with the expansion of official statistics fields and the change of media ecology, More and more statistics data entered public life with the help of media, affecting or even to some extent dominating the behavior choices and mood swings of the public, providing a new path to enhance public statistical literacy. This paper, based on the analysis of the driving forces and operation logic of media datalization, proposes two modes of statistical literacy measurements, and examines interactions around media datalization and statistical literacy. The authors argue that without statistical literacy as a prerequisite, the room for media datalization to play a role will be greatly narrowed down; and without the existence of the media datalization, the efforts to improve statistical literacy will be tremendously limited.

Key Words: Statistics data, media dissemination, media datalization, statistical literacy