

# Methods and results from the survey on why don't Australians trust their org data?

Data is a vital part of the daily operations and strategic decisions for many organisations in Australia. But do the leaders of these organisations trust the data and analytics they use? How developed are the data governance frameworks and data strategies in Australian organisations? Do the same organisations understand the value of the data they collect or own?

Data Agility, Flinders University and AIIA conducted this study to investigate Australian leaders' approach to data and explore whether Australian Leaders trust the data and analytics they use for decision-making in their organisations.

Additionally, this project investigated whether there is a causal relationship between Australian leaders' approach to data (data trust, data strategy) and openness to embracing advanced technologies like Artificial Intelligence.

Survey conducted by **DataAgility**  **Flinders University**  **aiaa**  
australian information  
industry association

# Research Methodology

## **Description of the study**

This project will investigate Australian leaders' approach to data and explore whether Australian Leaders trust the data and analytics they use for decision-making in their organisations. Additionally, this project will investigate whether there is a causal relationship between Australian leaders' approach to data (data trust, data strategy) and openness to embracing advanced technologies like Artificial Intelligence. This project is jointly conducted by Flinders University and Data Agility information management firm.

## **Purpose of the study**

The purpose of the study is as follows:

1. To investigate whether Australian Leaders trust the data and analytics they use for decision-making in their organisations
2. To investigate how do Australian Leaders perceive data strategy in their organisations?
3. To investigate how do Australian Leaders value the data and the risks associated with it?
4. To investigate how Australian Leaders' perception towards data trust, data strategy, data value and risk influence their expectations regarding AI's (Artificial Intelligence) impact on the efficiency and growth of their organisations.

## **Benefits of the study**

The benefits of the research project are as follows.

1. Understanding Australian Leaders' perceptions regarding data strategy, and trust will help ascertain data architecture and the data-driven culture present in Australian organisations.
2. Understanding Australian Leaders' perceptions regarding data strategy, and trust will help researchers to propose relevant intervention mechanisms to promote data-driven culture in Australian organisations.
3. Understanding Australian Leaders' perceptions regarding data strategy, trust and their expectations regarding AI's (Artificial Intelligence) impact on the efficiency and growth of their organisations will help researchers to propose a suitable framework to build AI capability development in Australian organisations.

## **Ethics committee approval**

The project has been approved by Flinders University's Human Research Ethics Committee (HREC project ID 6100).

## **Data storage**

The information collected will be stored securely on a password protected computer and/or Flinders University & Data Agility servers throughout the study. Any identifiable data will be de-identified for data storage purposes unless indicated otherwise. All data will be securely transferred to and stored at Flinders University for five years, after publication of the results. Following the required data storage period, all data will be securely destroyed according to university protocols.

## **Statistically significant survey**

Definition of leader = Manager or high level of seniority

As per the 2016 Census there were 1.39 million managers in Australia. We've estimated there are 1.5 million leaders in 2022 across the private and public sectors.

Population size = 1,500,000

Confidence Level = 95%

Margin of Error = 10%

Therefore our survey would need a minimum of 97 respondents for the data to qualify for the above attributes.

We reached 109 respondents, therefore our sample size and data is statistically significant.

## **Cross-sectional survey**

Cross-sectional surveys are an observational research method that analyses data of variables collected at one given point of time across a sample population or a pre-defined subset. The survey data from this method helps the researcher understand what the respondent is feeling at a certain point in time. It helps measure opinions in a particular situation.

## **Unbiased questions**

The core aim of the survey is accuracy of feedback. So we made sure to avoid leading questions, loaded questions, double-barreled questions, absolute questions and confusing questions.

We used scales, ratings and open-ended questions to make them objective.

## **Survey data collection method**

We used an online questionnaire administered via Google forms through our network and advertising.

We also used SurveyMonkey's panel of Australian leaders as the second group of participants.

We used this combination of survey administration to ensure better and wider sample coverage to reduce coverage error.

## **Data analysis**

We used cross-tabulation to draw parallels between the different research parameters, such as industry and by seniority.

If you have inquiries about this study's methodology, please reach out to:

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