

ISI Side Event at the 51st Session of the UN Statistical Commission

Effective Communication of Statistics

Monday, 2 March 2020, 13:15 – 14:30 pm, Conference room D

The International Statistical Institute (ISI) is an international professional society whose mission is to lead, support and promote the understanding, development and good practice of statistics worldwide, by providing the core global network for statistics. This is reflected in its slogan 'Statistical Science for a Better World'.

Participants of the 51st Session of the UN Statistical Commission are invited to attend the ISI Side Event on 'Effective Communication of Statistics'.

All national statistical offices face the challenge of modernising the communication of statistics. We have brought together a group of panellists who will approach the topic from different perspectives.

Moderator:

Ada van Krimpen, ISI Director

Panelists:

- John Bailer, ISI President and University Distinguished Professor, Department of Statistics, Miami University, Oxford, Ohio: 'Telling the statistics behind the stories and the stories behind the statistics'
- Rob Bumpstead, Chief of Staff to the UK National Statistician: 'Effective Communication, the UK experience and perspective'
- Mike Ackermans, Director of Communications, Statistics Netherlands: 'Communicating statistics: how to make official statistics relevant to public debate'

Abstract of session:

Agencies continue to report the results of surveys and analyses of registries. The volume of information has increased with the data revolution era. How are we presenting the results of our work? Do we convey the distribution of responses? The uncertainty inherent in our studies? Do our target audiences / consumers understand what we are producing? Do we have a responsibility to develop the statistical literacy of our audiences?

In addition many other data producers have emerged who have a broad range of tools and techniques of communicating their products. These tools and techniques are advanced and attractive, as the alternative data producers have more financial possibilities and fewer restrictions than national statistical offices.

Another feature of the data revolution is the proliferation of data users, who are not only more numerous but also more diverse in terms of proficiency in understanding and interpreting data. NSOs therefore need to analyse the user groups in order to provide products that satisfy the needs and interests of various groups. As a result of the analysis they need to design a broad range of products. Also, they need to improve statistical literacy among their users; a more literate audience can assess the quality of products from various sources better and make better decisions based on statistics.

How to compete with alternative data producers and how to design the presentation and the communication of statistical products is a key issue in the context of management and modernisation of statistical systems. The aim of the ISI side event is to discuss this with various actors.

Participation:

The event is open to all UNSC participants. In case you would like to take part in the event, we kindly ask you to fill in the [Google Form](#) to share with us your key interests and questions. Communication challenges and issues that you describe will be used as part of the discussion in this event. All participants are invited to join the panellists to share best practices during the discussion.

In case you have any questions please contact Ada van Krimpen, an.vankrimpen@cbs.nl

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