

Statistical literacy as a marketing tool

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Context for official statistics

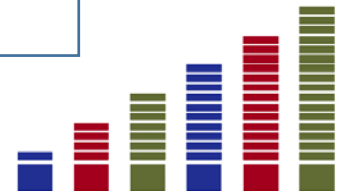
- New information providers (fast data, visualization, flexibility)
- Need of improve communication and even marketing about official statistics to maintain presence and relevance to users



Statistical literacy could be of help



*“We will make sure we deliver information in an interactive and easily comprehensible way, **and improve statistical literacy of European citizens and institutions** by guiding them through the deluge of data and information from various origins”*



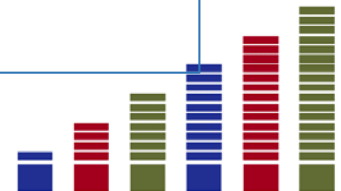
Statistical literacy,... what for?

*"Statistical Literacy' is the **ability to understand and critically evaluate statistical results** that permeate our daily lives-coupled with the ability to appreciate the contribution that statistical thinking can make in public and private, professional and personal decisions"* **K. Wallman**

Projects of statistical literacy should include at least three fundamental aspects:

- Basic understanding of concepts and statistical methods
- Encouraging the appropriate use of the information to reach valid conclusions and take adequate decisions.
- Communicating the differential values of official statistics by emphasizing their independence, reliability and quality.

Users with an improved knowledge of statistics would demand high quality products to base their decisions, so promoting statistical literacy means that official statistics are being promoted.

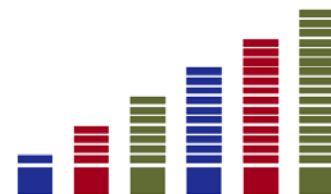


Spanish Statistical Literacy Project: more than a learning platform



Some features in common across statistical literacy portals:

- Use of less formal language
- Importance of design, gamification
- External partnerships
- Students of the first/secondary educational levels as a target audience.

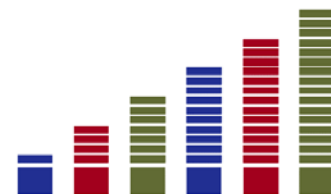


Spanish Statistical Literacy Project: more than a learning platform

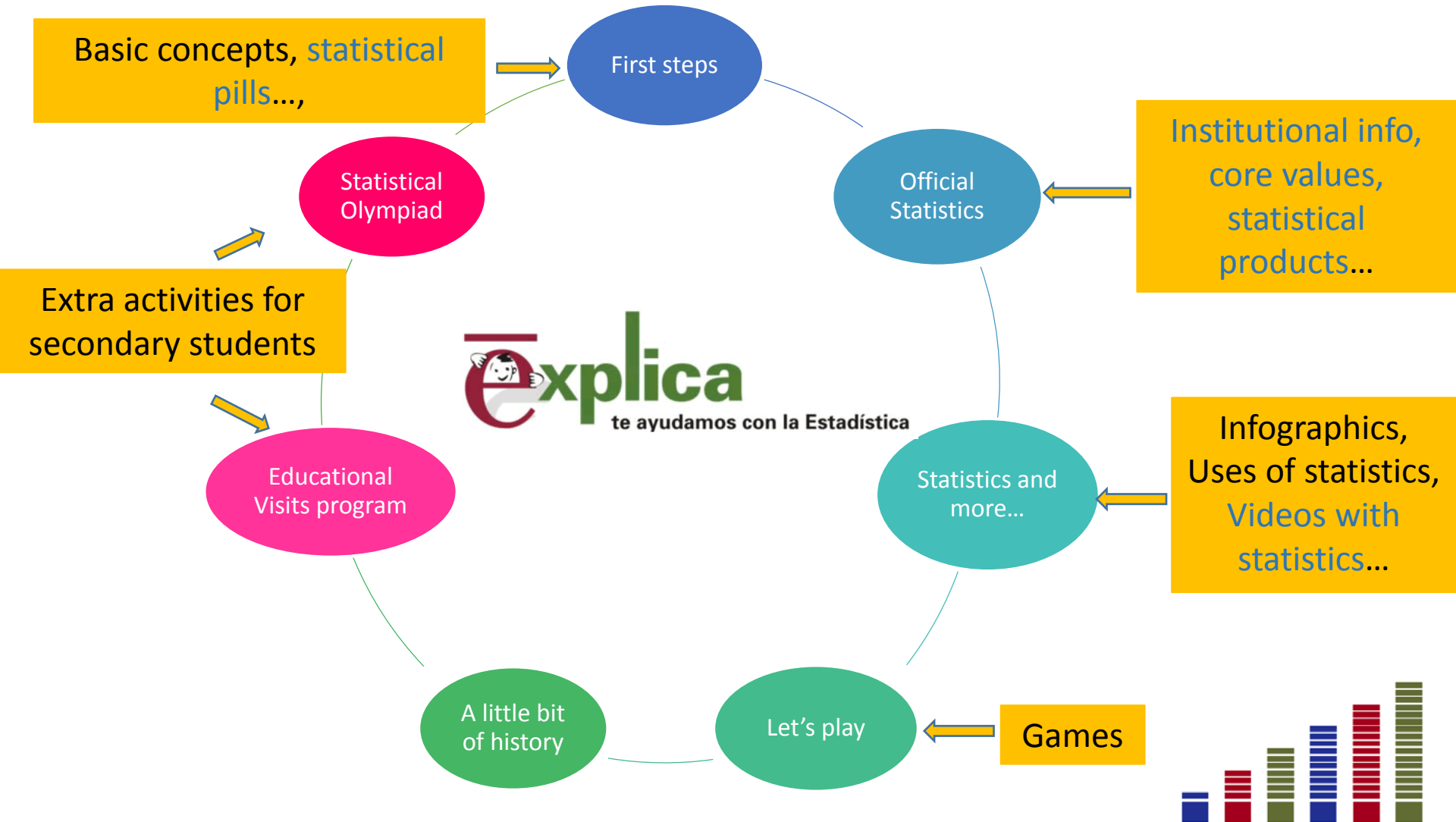


... and some differential values:

- **Target users:** Beyond teachers and students
- **Contents:** Basic statistical concepts + products + official statistics values (quality, statistical confidentiality, impartiality...)
- **Communication tools:** Great importance of videos
- **Activities:** Involving users in competitions, visits...



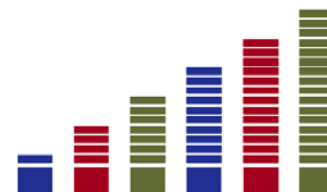
Spanish Statistical Project: more than a learning platform



Use of videos to promote statistics. Some examples



INEDifusion

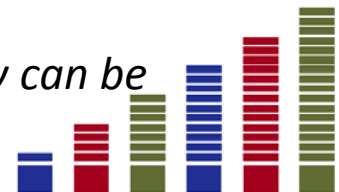


Achievements



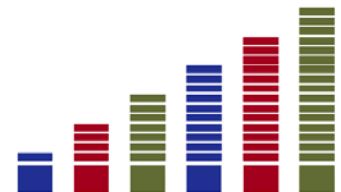
- Educational visits: More than 4000 students attended (5 years period)
- Statistical Olympiads: 1300 students participating (last year)
- More than 285000 views of videos
- Awarded in 2015 as one of the “Best 50 digital ideas” by the newspaper *Expansion*
- Recognized as a good practice in the last Peer Review exercise:

“INE has developed the web portal Explica which is an attractive pedagogical system with the objective to educate users in statistics; increase their understanding of statistics, how statistics are developed and how they can be used”.



Conclusion

Investment in statistical literacy is beneficial for empowering users to appreciate the values on which official statistics are produced.



THANK YOU

