

PREPARING A STATISTICS COMMUNICATION STRATEGY



**Workshop on statistical data dissemination and
communication
Per Nymand-Andersen,
European Central Bank
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Outline

1 Why communication matters

2 The components of communication

3 Capacity and skills requirements

4 Take aways

***Disclaimer:** The views expressed in this presentation are those of the author and not necessarily those of the European Central Bank (ECB) or the European System of Central Banks (ESCB)*

Change in mind-sets - Communicating statistics



➤ Finding the needle in the hay stack



➤ Multiple sources for similar concepts



➤ Assess methodological differences and impact



➤ Internet & digital interactions



➤ Sentiment based information



➤ Low belief that statistics is used in policy



decisions

Statistics is the “evidence” – for sound decision

Good sustainable decisions

Professional users and citizens

Policy-making

Knowledge-based society

Policy validations

Policy accountability

Policy decisions

Analysis & assessment

Policy options

Statistical and
financial literacy

Analysis & assessment

FACTUAL AND INDEPENDENT COMMUNICATION

Factual and independent communication of statistics is fundamental for creating trust in statistics, policy making and institutions – so what is the challenge ?

The life (cycle) of statisticians

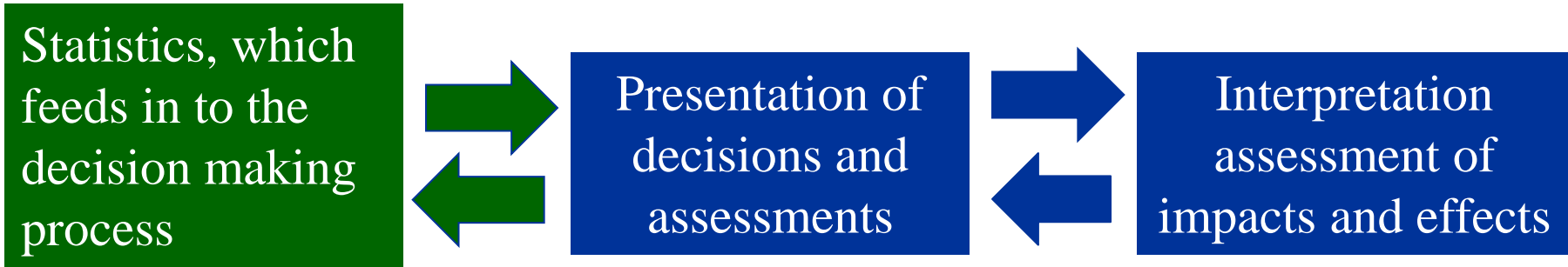


10. Communication of statistics

9. Dissemination of statistics and metadata
8. Analysis & quality assurance
7. Implementation with statistics agents and testing
6. Building IT infrastructures, data dictionary and checks
5. Drafting legal acts
4. Defining concepts, methodology & calculation methods
3. Cost & benefits analysis of collecting new statistics
2. Data availability of the phenomenon
1. Users requests for info for a certain economic phenomenon

Communicating statistics

Does the public and private sector obtain the necessary statistics in a form that leads to behaviour supporting sound, sustainable and documented decisions?



Selection process:

(i) **Simplification**



Simplistic

(ii) **Objective**



Manipulative

Convergence signalling
Feed-back effects and
expectation management

Trade off evaluations

Summarising and messaging
Interpretation and instability
and side effects

Trade off evaluations

Transparency and clarity

Summarising and messaging

Simplicity is the ultimate form of sophistication

Leonardo da Vinci

*We shouldn't abbreviate the truth but rather get a new method of **presentation***

Edward Tufte (professor of political science, statistics, computer science at Yale University)



Communicating statistics

Simplicity

Wealth of information, statistics, intelligence feeding a complex decision making process

- Analysis
- Assessments
- Policy options



Factu
al

Presentation

Presentation of statistics

- Supportive of decisions
- Expectation management
- Convergence signalling

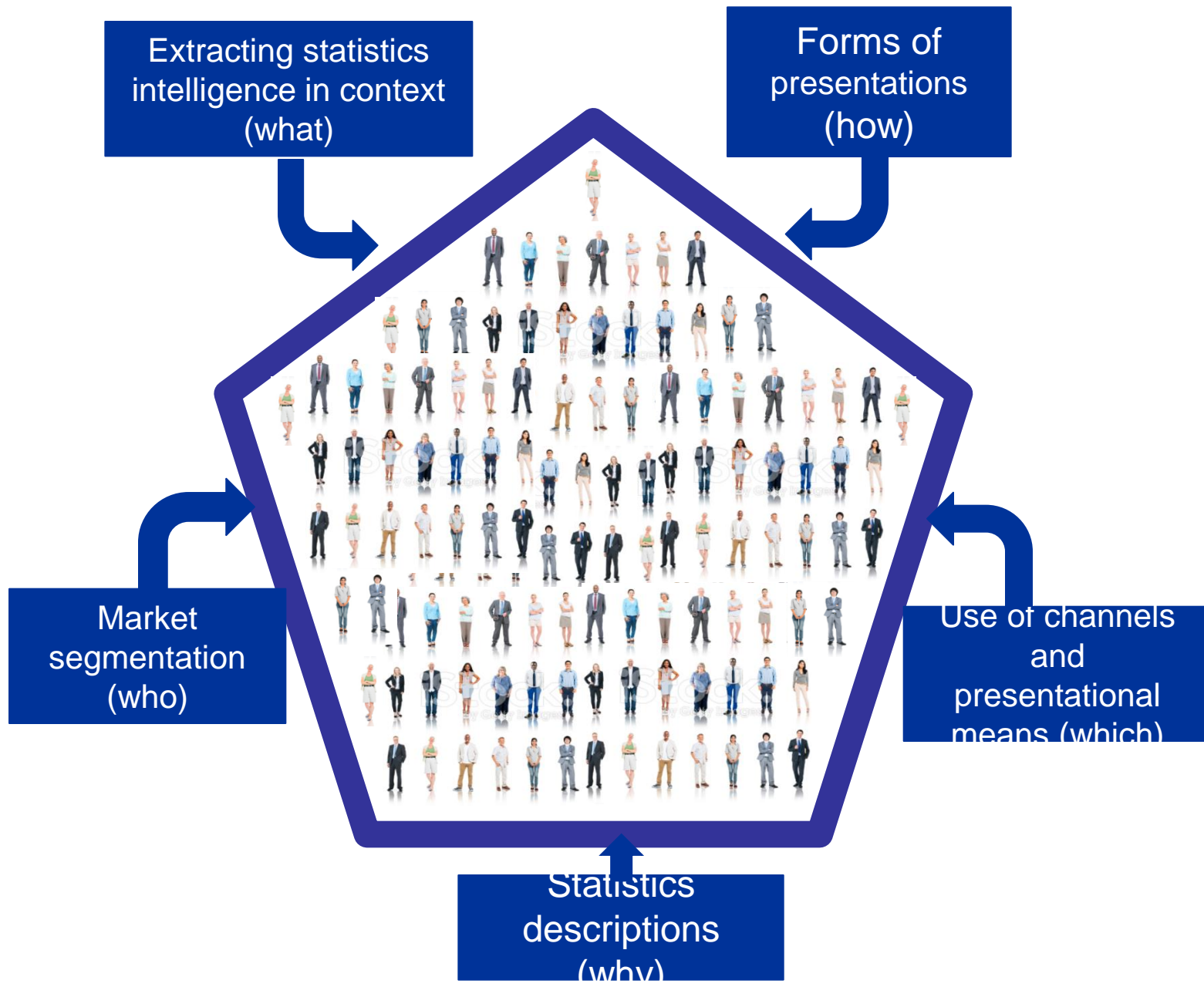
- Using key messaging
 - Extracting relevant information
- Visualisation & descriptive statistics
 - Presentation, curiosity, re-use



- supporting Sustainable decisions
- Documented policy making
- assisting the Acceptance process
- Transparency & Accountability
- building institutional Trust &
- Knowledge based society

- *Communicating statistics is a strategic asset and a fundamental and mandatory statistical task contributing to transparency and accountability within our society*

The components of communicating statistics



Capacity and skills of an statistician – Swiss knife

Providing **facts** and **figures** of the **structure** and **dynamics** of our society for **decision making**



10 core skills of a statistician

1. **Economics** - Understanding of the economic phenomena
2. **Statistics** – Statistics methodology and concepts
3. **Research** - Modelling, algorithm and errors terms
4. **Lawyer** - Drafting legal regulations and guidelines
5. **IT** - Building infrastructures, programming and databases
6. **Project management** – Planning, implement and testing
7. **Detective** – quality assurance, detecting errors and validity
8. **Coordinator** – country knowledge, agents
9. **Analyst** – Analysis results, reliability and enhancements

❖ Items in “red” are educational skills and in “green” capacity skills;

❖ Blue requires business intelligence, design and communication

training

Take aways

1. **Communicating statistics** is a **strategic asset** and a fundamental statistical task for building **trust** in **statistics, institutions and society**
2. **Capacity building and new skills are required** to communicate statistical narratives and to obtain greater outreach and re-use
3. Synergies among statistics agents to prepare a **statistics communication strategy**