

How to make a story out of statistics: The will and the skill

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The statistical food-chain

- Raw data
- Numbers
- Tables/figures
- Text (elevator "stories")
- Scientific analysis Popular analysis
 Storytelling
 Feature in media

The will and the skill:

- Analysis
- Popularization
- Dissemination



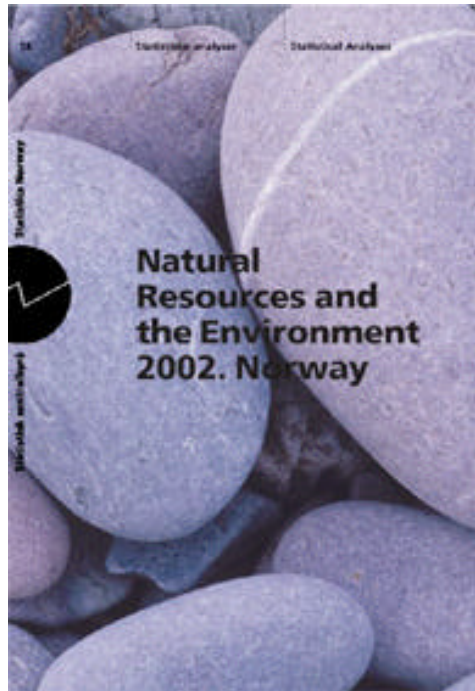
Samfunnsspeilet



Economic Analysis



Statistical Analysis



Statistics Norway's Magazine

The screenshot shows a Microsoft Internet Explorer browser window displaying the Statistics Norway Magazine website. The address bar shows the URL <http://www.ssb.no/english/magazine/>. The website header includes the Statistics Norway logo and navigation links such as "A-Z", "Help", "Queries", "Contacts", and "Norwegian". A main navigation bar features links for "Statistics by Subjects", "StatBank", "Magazine", "Research", "Useful", "Publications", and "About Statistics Norway". The main content area is titled "Statistical Magazine" and includes a search bar and a "Main page" link. The text describes the magazine's content, which is updated with translations from the Norwegian version. Two featured articles are highlighted: "Emissions of particulate matter down since 1990" and "Norway lags behind in broadband use". The first article discusses a decrease in particulate matter emissions from 1990 to 2001, while the second article notes that Norway is behind in broadband technology use compared to other Nordic countries. The browser's taskbar at the bottom shows the "Fullført" (Completed) icon and the "Lokalt intranett" (Local intranet) icon.

Statistics Norway
Statistisk sentralbyrå

Search

A-Z | Help | Queries | Contacts | Norwegian

• Statistics by Subjects • StatBank • Magazine • Research • Useful • Publications • About Statistics Norway

» Main page

Statistical Magazine

The Magazine is continually updated with translations from the Norwegian version, which contains articles on various statistical topics from living conditions and the environment in Norway to international statistics, statistical analysis and results from our research activities.

Emission to air of particulate matter
Emissions of particulate matter down since 1990

Emissions of particulate matter in Norway decreased by 8 per cent from 1990 to 2001. Residential wood burning causes more than 60 per cent of the emissions. Process emissions from manufacturing, road traffic and road dust are other large contributors. The new figures are higher than previous estimates because several emission sources have been included for the first time. (15.09.2003)

» [More here](#)

Indicators for the Information Society
Norway lags behind in broadband use

The Nordic countries are among the forerunners in the use of information and communication technology (ICT) in the population, as well as in the enterprises. Broadband connections were least widespread in Latvia and Lithuania, but Norway also lies behind compared with the other countries in the Baltic Sea Region. We also had the lowest share of female employees in the ICT sector. (14.07.2003)

» [More here](#)

Use of hazardous substances in households

Fullført Lokalt intranett

Daily release

Statistics Norway: Main page - Microsoft Internet Explorer

Adresse <http://www.ssb.no/english/>

Statistics Norway
Statistisk sentralbyrå

A-Z | Help | Queries | Contacts | Norwegian

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From A-Z
Click on first letter of the word you are looking for:

ABCDEF GH
IJKLMN OP
QRSTU VW X
YZ

Deutsch
Français
Español
Portuguès

Quarterly National Accounts, 3rd quarter 2003
Moderate growth in mainland economy
Seasonally adjusted figures from the Quarterly National Accounts show that growth in the mainland economy picked up throughout the summer this year. Gross Domestic Product (GDP) for mainland Norway increased by 0.8 per cent from the 2nd to the 3rd quarter against 0.5 per cent in the previous quarter. (02.12)
[Today's statistics](#)

Balance of payments, September 2003
NOK 16.8 billion in current account surplus
Preliminary figures show a current account surplus of NOK 16.8 billion in September 2003, almost the same as in September 2002. (02.12)
[Today's statistics](#)

Quarterly Investment Statistics Manufacturing, Mining and Quarrying and Electricity Supply
High activity within electricity supply
Estimates for 2004 are roughly at the same level as the corresponding figures for 2003. Growing activity within electricity supply contributes to maintain the level of investments. (02.12)
[Today's statistics](#)

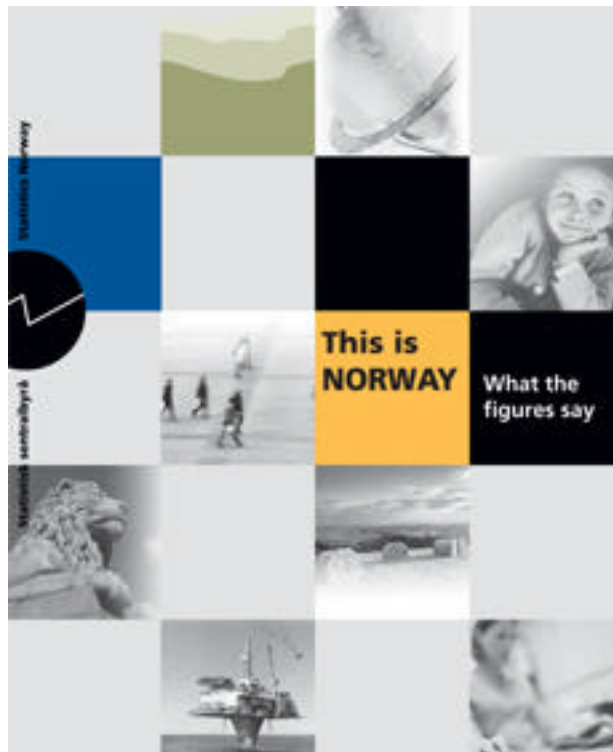
Investment Statistics. Oil and Gas Activity
Stable level of investments from 2003 to 2004
Total investments in oil and gas activities in 2003, including pipeline transportation, are now estimated at NOK 65.9 billion. Total investments for 2004 are now estimated at NOK 63.1 billion. Based on experience, the investments in 2004 seem to be at the same level as in 2003. (02.12)
[Today's statistics](#)

Export of salmon (02.12)

Search for Names
Calculate the Price Growth

Lokalt intranett

This is Norway

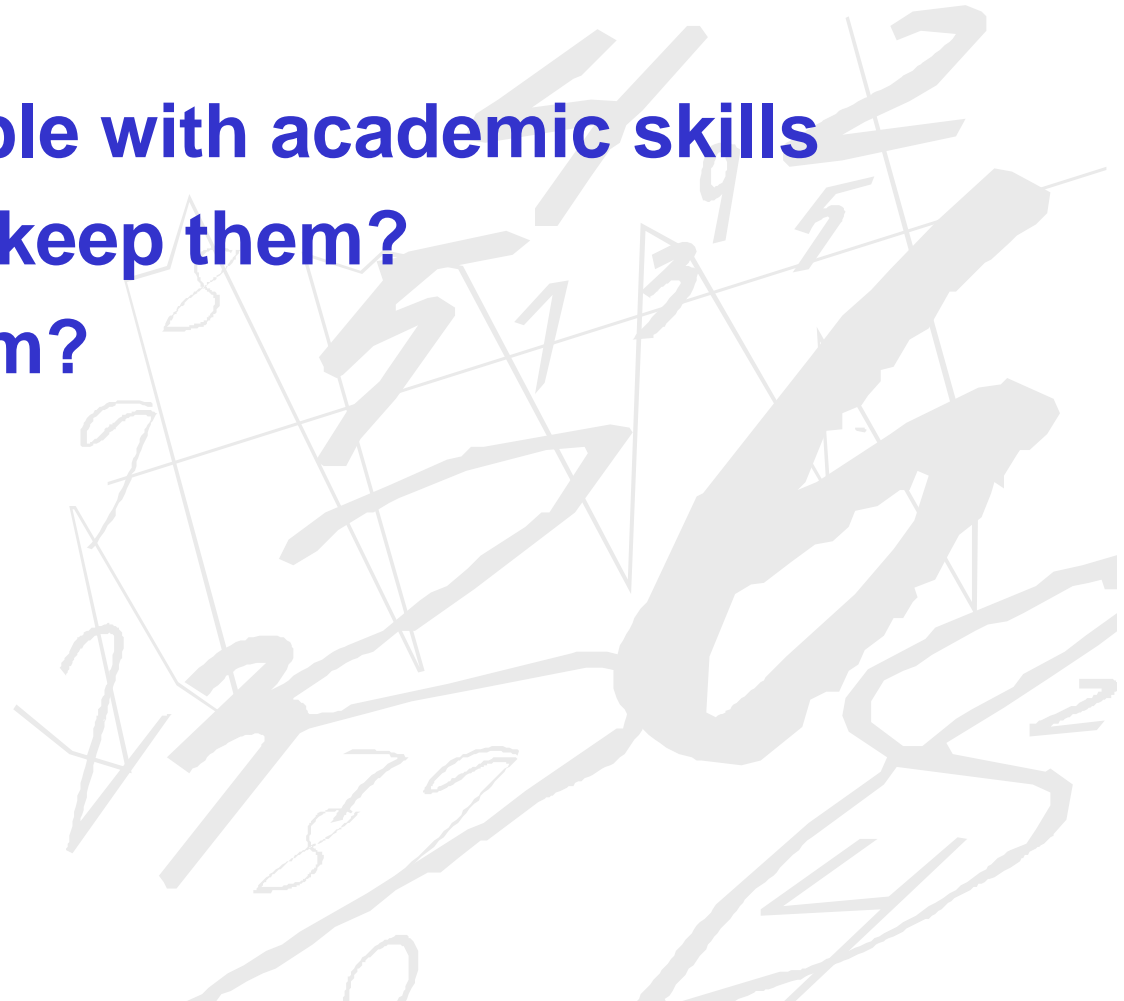


Analysis, the will:

- **Cultural obstacle: The fear of interfering with politics**
- **Cultural obstacle: Numbers first - analysis second**

Analysis, the skill:

- Recruiting people with academic skills
- But how do we keep them?
- And retrain them?

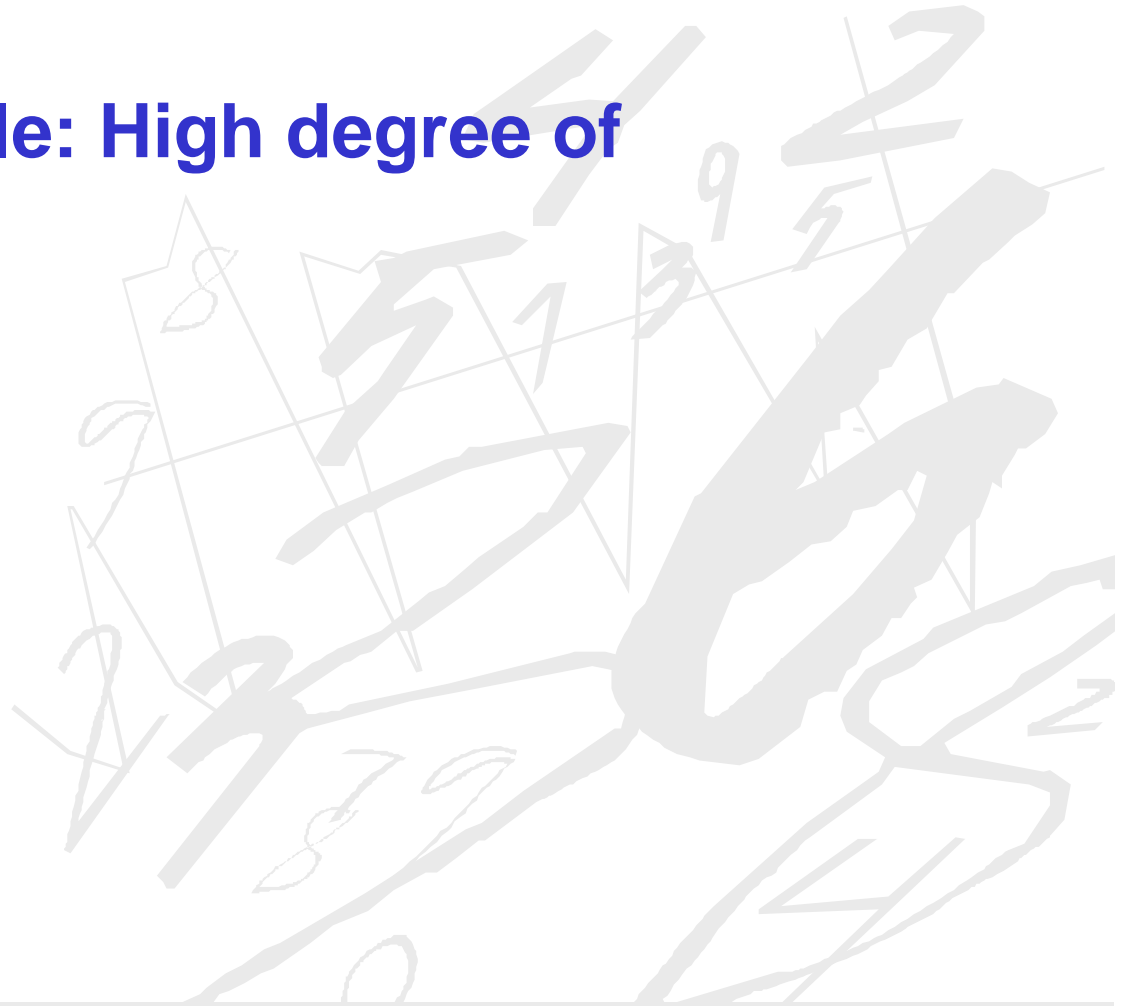


Popularization, the will:

- **Cultural enemy: Pedantic culture: "Shouldn't we add one more footnote?"**
- **Cultural enemy: Criticism. "I found three errors in your last article."**

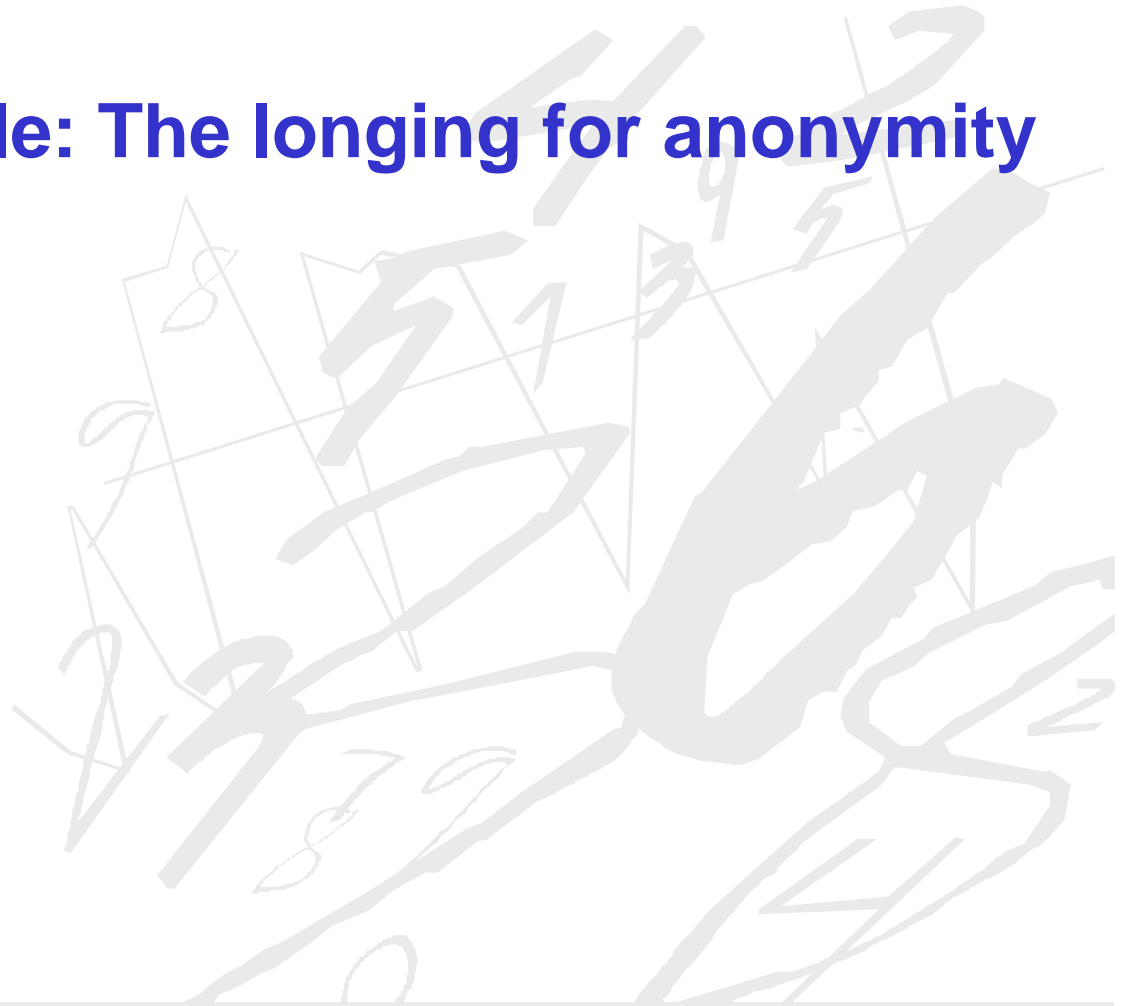
Popularization, the skill:

- **Cultural obstacle: High degree of specialization**



Dissemination, the will:

- **Cultural obstacle: The longing for anonymity**



Building counter-cultures:

- **Rewarding the brave ones**
- **Setting new standards**
- **Having a management that works as a good example**

Important dilemmas

- **Popularization vs. precision**
- **Quality assurance vs. timeliness**
- **Journalists, editors or statisticians: Who should be in control?**
- **Journalists or statisticians: Who should do the writing?**
- **The reward in the end**