



The holistic approach

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The truth

- Ask not
- ‘what is the truth’
- but
- ‘what is the story’

Holistic

- Can a story tell more than the sum of the statistics put in to it?
 - Data from different sources
 - Data from different subject areas
 - The big picture
 - More vivid
 - Easier to understand

Devils

- Even if we can do it are we creating . . .
 - Entrenched attitudes
 - Differing methodologies
 - Apples and pears
- . . . a monster?
 - Will it be too general to be accurate?

Identifying our aims

- Who?
 - Readers
 - Writers
- Why?
 - Purpose
 - The best way?
- What?
 - People
 - Relevant
 - Topical
 - Unusual
 - 'So what?' test

Sources

- Suitable data
 - Sushi or stew
- Reliable data
 - Apples, pears or edible fruit?
- Other sources
 - Official only? Or
 - Independent too

Champions

- Who should be the authors
 - Know your audience
 - Speak the language of your audience
- Writers
 - Training
 - Write as people speak
 - Start with the main point
 - Every sentence relevant to audience
 - Stay simple, but don't patronise
 - Only one idea per sentence

Breaking the castle walls

- Castle mentality is divisive and can destroy 'the big picture'
 - Working together
 - Recognising the need
 - Cross-cutting
 - Part of the job-description
 - Empowerment

Selling the bigger picture

- Who's interested?
 - Going the extra mile
 - Balancing statistical credibility with news
- Avoiding a fog of figures
 - Too many figures can frustrate
- Keeping the big picture in focus
- Finding new media
 - The wonder of the web
 - Death of the press release?

Conclusion

- The bigger picture - can we do it? . . . Yes, but . . .
- Mountains
- to climb



Mountains

- We need to change culture and attitudes
- We must not be naive
- Breakdown the barriers of mistrust
 - from statisticians
 - from journalists
- Better education, better training and more understanding
- Can build greater TRUST