STATISTIC IN ILLUSTRATION ART
Statistics Dissemination for Young People

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Expert Meeting on Dissemination and Communication
of Statistics (11-14 October 2021)
Introduction

Building statistical literacy

Statistical anxiety
How to build statistical literacy in children and adolescents, especially during the Covid-19 pandemic?
Methodology
Before the Pandemic

School Visit
The use of illustrations in communicating science:

- “Seasonal Adjustment Comics” Yuniarti & Faris (2018)
Illustration Assets

Men and Women Character Illustration with Indonesian Traditional Cloth
Tools
Step by Step Illustration Infographic

Steps
1. Make the theme, story or message clear
2. Infographic sketch and final result
3. Consider your audience
4. Make it visually appealing
5. Consider the size
6. Consider simplicity
7. Use your data effectively
8. Consider the impact
1. Make the theme, story or message clear

Theme: Key Statistics
Socio-economic indicators in Indonesia provinces
2. Infographic sketch and final result

Infographic Sketch

Final Result
3. Consider your audience

Target Audience: Children/Young People

Infographic with Papuan Traditional Cloth Illustration

- Total Area: 319,036 km²
- Population: 4,303,707
- Population Density: 14 people/km²
- HDI: 0.44
- Sex Ratio: 114
- Poverty: 26.64%
- GDP: 198.928 Trillion Rp
- Unemployment Rate: 4.28%
- Labor Force Participation Rate: 72.16%

Source: Papua Province in Figures 2021 (BPS - Statistics Indonesia)
Make it visually appealing

North Maluku Infographic with Color Palette

Color

Color Harmony

Color Palette
5. Consider the size

6. Consider simplicity

Infographics for Dummies
Beegel (2014)

North Sumatera Province
Infographic Illustration
7. Use your data effectively

8. Consider the impact
Storytelling

Comic Illustrations

Big Data Comic Illustration
Results (1)

RB BPS Facebook Fanpage
(Bureaucratic Reform of Statistics Indonesia)

122 shares
123 reactions
200 impressions
Results (2)

Instagram Personal Account of BPS Employee @komikfaris

459 likes
11 comments
3 shares
17,627 accounts reached
Results (3)

BPS Facebook Fanpage
20 days (July 9th -29th, 2021)

368 reactions
308 likes
5 loves
6 comments
49 shared
17,496 people reached
Lesson and Discussion

We found that the visual storytelling using illustration infographic and comic successfully increase awareness the readers about statistics. Social media also helps to facilitate infographic and comic illustration content to reach readers without having to meet them in person.

The weakness of this study: Age limit for social media users (above 13 years old).

For children under the age of 13, it is indeed more effective if we meet and teach them directly through interesting games as did BPS before the COVID-19 pandemic.

But for now, this cannot be done until the core pandemic can be more controlled.
Conclusion

The study shows that improving statistical literacy through illustration infographic and comics are noteworthy approach and it has been accepted widely by kids and adolescents using social media.
References


Root-Bernstein, R.S. et al. (2011) ArtScience: Integrative collaboration to create a sustainable future. Leonardo 44, 192


THANK YOU