

Reaching out to non-advanced users: Eurostat's Education corner

Romina Brondino and Nina Jere (Eurostat)

romina.brondino@ec.europa.eu

Abstract

With the spread of new technologies and sources of information, it is more and more important for citizens to understand data presented in the media, on the internet and elsewhere. Making official statistics easier to grasp is a key element of improving statistical literacy in society.

Eurostat has developed a range of statistical literacy products to promote statistical understanding and make statistics more accessible for non-advanced users, such as students, teachers and all those who want to learn more about statistics. These resources include explanatory tools, interactive products and data visualisations.

To make these tools easily available, Eurostat has developed an Education corner section on Eurostat website, centralising all statistical literacy products, including resources in different languages developed by national statistical offices. This section and the products it promotes have also recently been revamped (some are still being revamped) to comply with the new brand identity of Eurostat and improve user experience. This will strengthen the recognition of Eurostat dissemination products and enhance trust of users in official statistics.

The paper will outline Eurostat's approach to statistical literacy, strategies to target non-advanced users at European level, and present the main tools and products of the Education corner. Brand alignment will be shown in a case study.