

Lisbon 11-13 October 2023

UNECE Expert Meeting on Dissemination and Communication of Statistics 2023

**Data to see. Stats to hear.
Video and audio for Istat's digital
and social communication**



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- The format of the *socialverse*: digital video and digital audio
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From Internet of Things to Internet to Senses

Technology mainly interacts with two senses, *sight* and *hearing*.

«Revolution of the senses» of Marshall McLuhan:

“All the media, from the phonetic alphabet to the computer, are extensions of the human being which cause profound and lasting modifications to his nature and which transform his environment”.

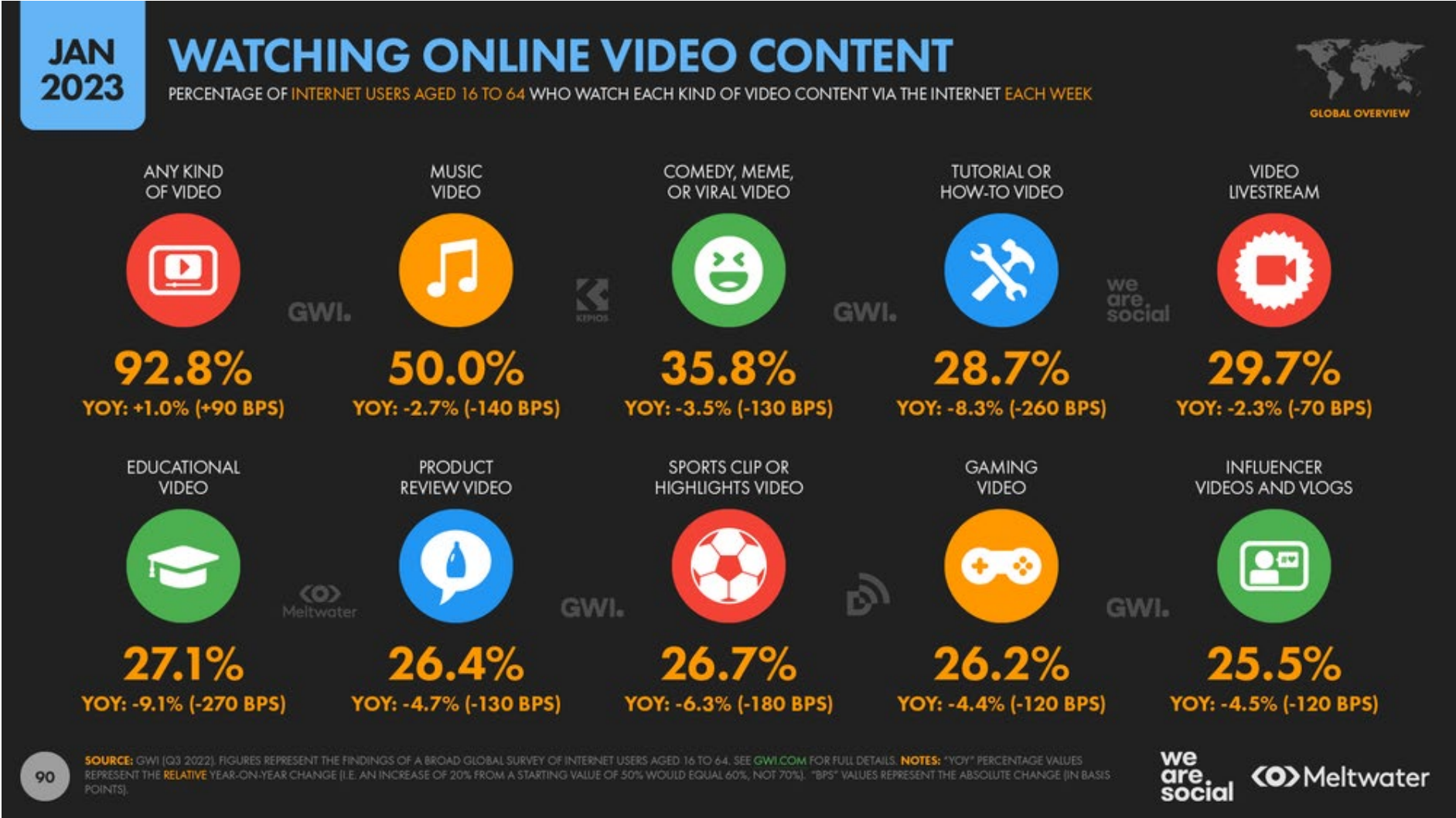


Multisensory social media and the creativity of doing

- ❖ Increasingly *convergence culture*
- ❖ *Authenticity and horizontality* of communication

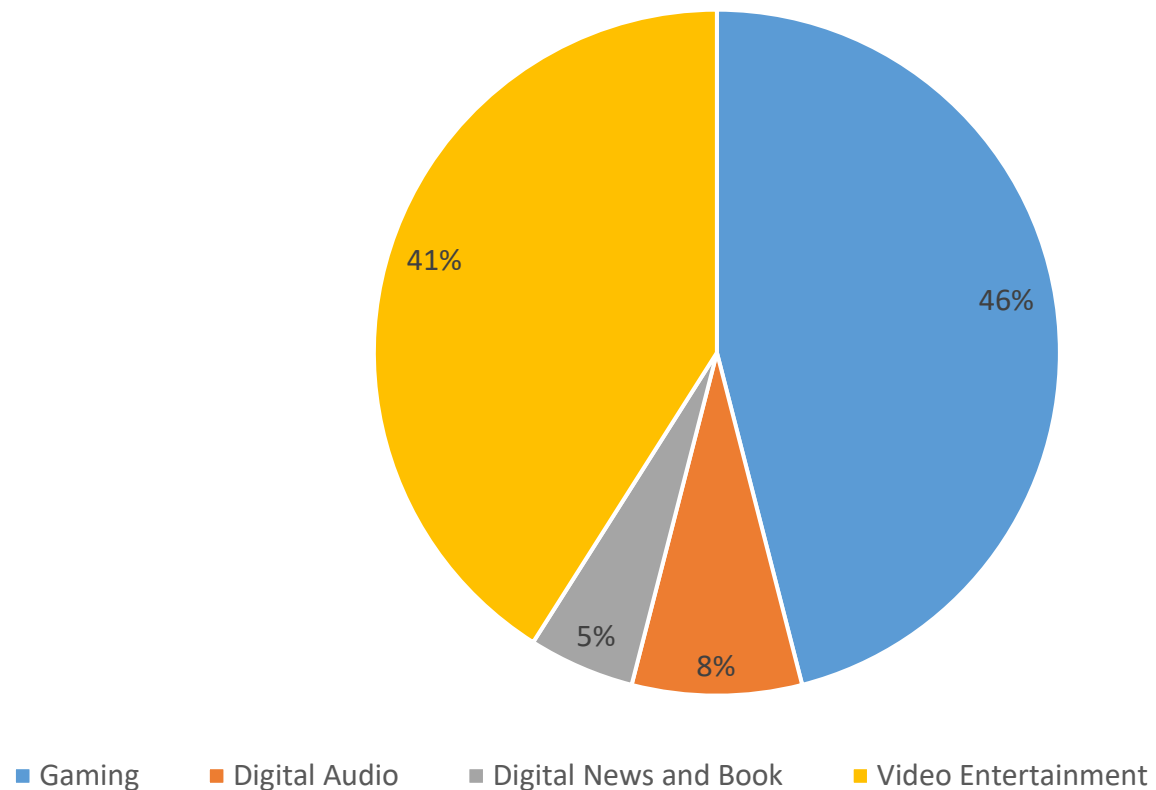


The format of the *socialverse*: digital video and digital audio



The perfect storm of digital consumption

The distribution of consumer spending in Italy 2022



Source: Osservatorio Digital Content del Politecnico di Milano

Video and Audio for official statistical communication

The social media strategy for statistical communication, in a hybrid and convergent media ecosystem, has focused more and more, also on the basis of this reflections, on video content on Instagram, on an ever greater strengthening of the institutional channel YouTube and on an audio experiment on Twitter, with the #IstatSpaces.

These are information contents that bring users closer together and actively involve them, according to the relational, conversational and sharing paradigm (Ducci, 2009; 2017; Lovari 2013; 2016).

Therefore they respond to three characteristics:

- ❑ **Information**
- ❑ **Humanization**
- ❑ **Relationship**



The institutional YouTube Istat channel

In 2022 the videos on the institutional channel obtained **2,518,483** views. An enormous growth if we consider that the previous year they had been just **466,630**.



#TheWeekInIstat on Instagram

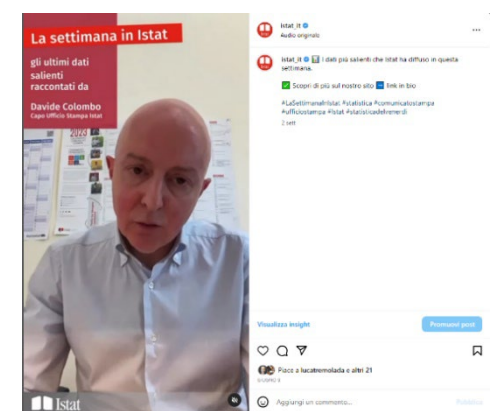
The data of these months demonstrate a high level of involvement in the product in question, with peaks of **6,000 views** on **LinkedIn**.

The total impressions obtained is more than **55,000** while the total views are around **10,000**.

A total of **45 reels** have been posted to date.

These were played **59,163 times**, reached nearly **42,000 accounts**, and garnered **1209 likes**. (Source Instagram Insights)

The interesting element is that, through this content, non-followers of Istat are intercepted.

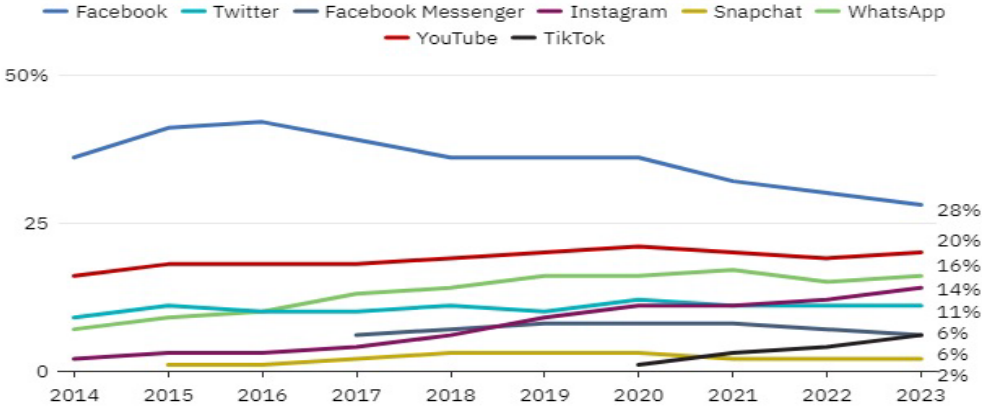


Information on Instagram: statistics?

Instagram is a place where public opinion is formed and consolidated today.

2014–2023

Average of selected countries



Q12B. Which, if any, of the following have you used for news in the last week? Base: Total sample in each country-year in UK, USA, Germany, France, Spain, Italy, Denmark, Finland, Japan, Australia, Brazil, and Ireland ≈ 2000. Note: No data from Australia or Ireland in 2014.

Source: Digital News Report 2023

#IstatSpaces on Twitter

Audio-based spaces that allowed live conversations to be activated on some economic topics of interest (inflation, GDP and income redistribution) but also contents of promotion and dissemination of statistical culture, such as the Statistics Olympics and publishing products such as "Noi Italia 2023", which, in the 13 events held so far, have obtained almost 2000 tuned.

Twitter Audio Spaces totaled 15,900 views and more than 600 interactions.



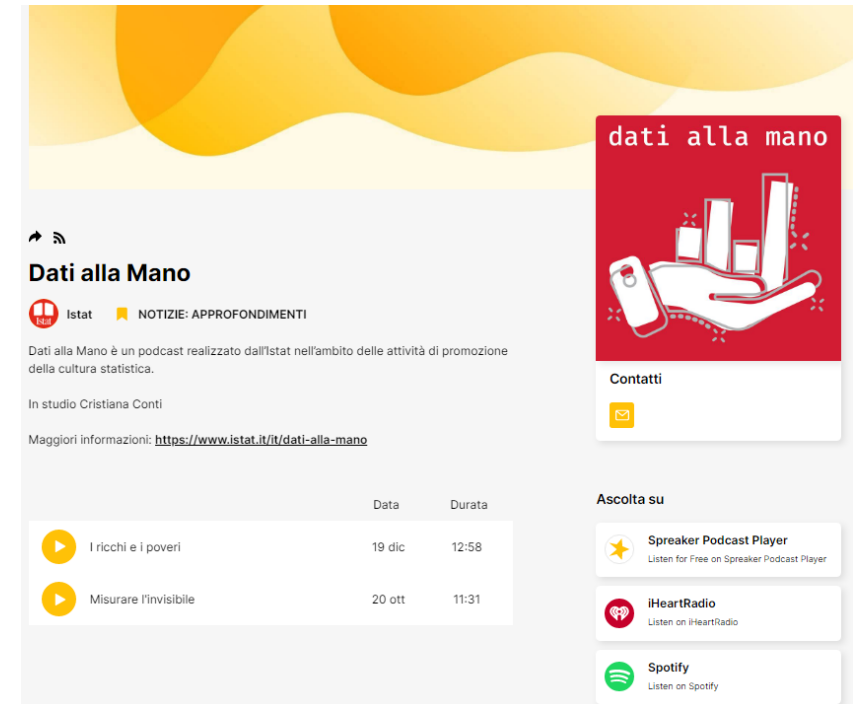
Podcast «Dati alla mano» why and how

Why did we decide to produce podcasts?

Because listening to podcasts (and also to audiobooks) is growing in Italy, it grew a lot especially during the pandemic period.

According to Spotify, in 2021 the Italian podcast catalog grew by 89 percent, a higher average than the rest of the world

(We still don't have official data on this but much evidence testifies to the exponential growth of listeners and producers. That's why Istat is expanding the questionnaire of a survey on citizens and leisure time. So we will have data collected on a sample of 24 thousands household)



Dati alla Mano

Istat NOTIZIE: APPROFONDIMENTI

Dati alla Mano è un podcast realizzato dall'Istat nell'ambito delle attività di promozione della cultura statistica.

In studio Cristiana Conti

Maggiori informazioni: <https://www.istat.it/it/dati-alla-mano>

	Data	Durata
I ricchi e i poveri	19 dic	12:58
Misurare l'invisibile	20 ott	11:31

Ascolta su

- Spreaker Podcast Player
Listen for Free on Spreaker Podcast Player
- iHeartRadio
Listen on iHeartRadio
- Spotify
Listen on Spotify

Podcast «Dati alla mano» why and how

From 2020 onwards some Institutions in Italy - for example, the Constitutional Court- have also begun to produce podcasts.

There was therefore scope for official statistics to present statistical information **in the form of a narrative**. Moreover, the path had already been taken by Eurostat, so it was a question of finding a style and tone appropriate to the Italian audience.



Podcast «Dati alla mano» why and how

How did we begin to produce podcasts?

At the end of 2022 we produced two prototypes to be submitted to the management

Two microphones

A (partially) silent room

A free software (Audacity)

An old free music cd

A theme song recorded at my music school

Two subjects (NOE and Poverty)

Three interviewed colleagues

...the prototypes have been approved and published online on the website.



Podcast «Dati alla mano» why and how

Finally a professional set-up!

In 2023 we made a contract with a company that provides us with :

- recording room
- remote direction
- post-production
- sound design

...but the piano music recorded at my music school is still being used



Something challenging

The information that shows the least degree of narrativity is that based on numerical data

But

Storytelling was our commitment in the podcasts

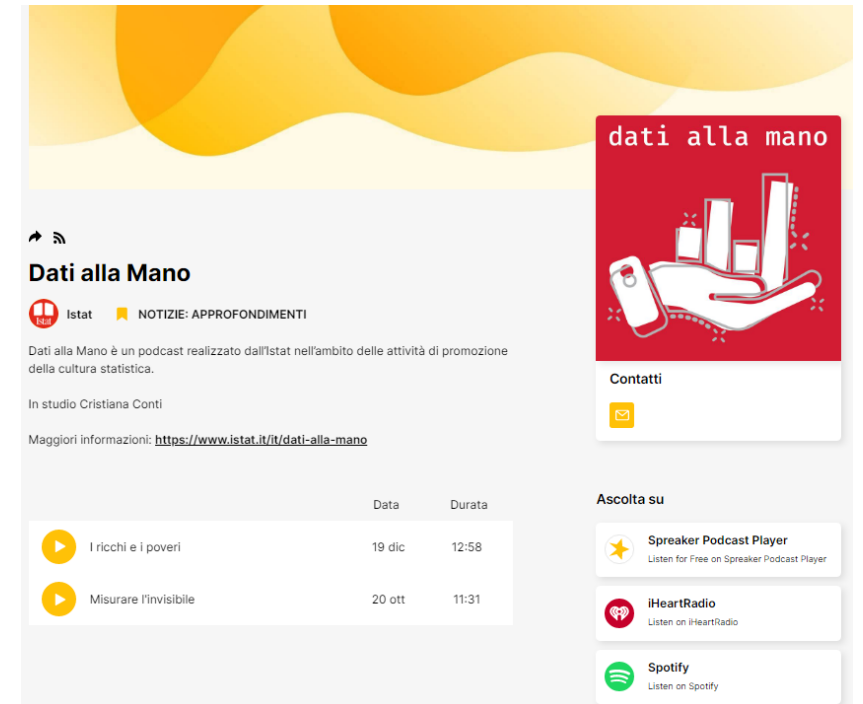
After NOE and poverty we talked about:

- Demography
- Gender stereotypes
- Water
- Made in Italy
- Labour and Wages



Podcast «Dati alla mano»

From the beginning of the campaign, then from the spread of the first podcast downloads were **3,400**.





Dati alla Mano

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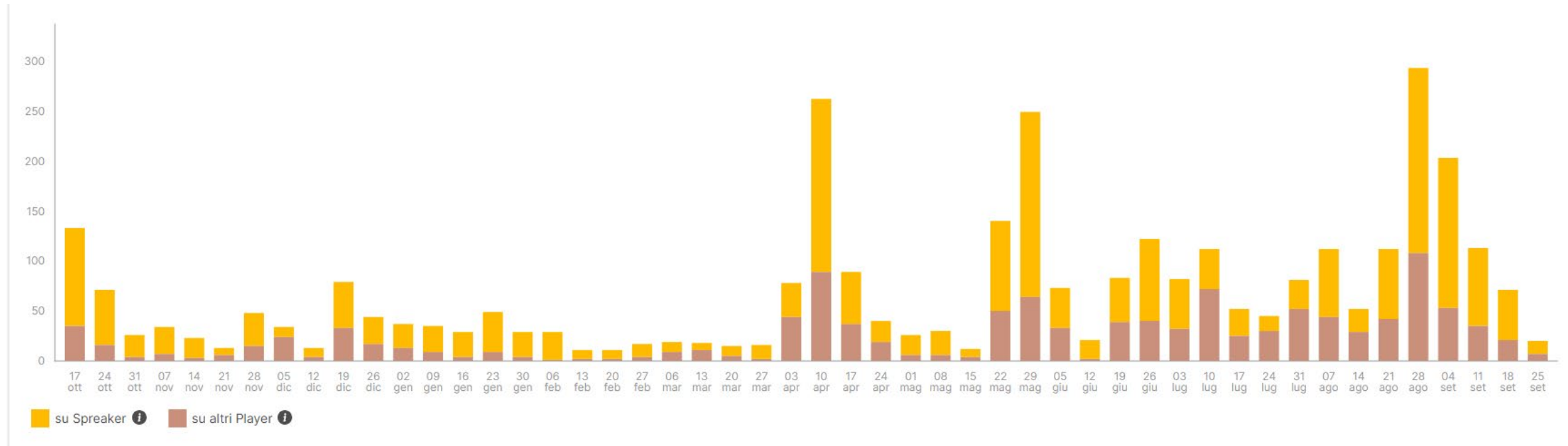
Contatti



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Listen on Spotify

Data to the Hand



Source: Spreaker Analytics

Thanks

GIOVANNI PRATTICHIZZO | prattichizzo@istat.it

CRISTIANA CONTI | crconti@istat.it