Media Training Session

UNECE Workshop on Disseminating, Communicating and Using Gender Statistics in Kazakhstan
Astana, 29 – 31 May 2017

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Agenda

1 Telling a reliable story: The role of the media as a multiplier for Official Statistics
2 Basic statistical know-how
3 Getting the message across
4 Discussion
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4 Discussion
1 Telling a reliable story: role of the media as a multiplier for Official Statistics

- Research, investigation and ethos
- Media: the fourth estate - stabilization in democratic societies
- Reliable data sources
  - Have no political or financial interest
  - Offer transparency of methodology
- ‘Citation is reputation’ for both journalists and Official Statistics
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4 Discussion
2 Basic Statistical know-how

- Absolute numbers and relative frequencies
- Shares
- Rankings
2.1 Absolute and relative frequencies

- Absolute frequencies
  - Show the real “number” (countable)
  - Give an impression of the overall dimension

- Relative frequencies
  - Show the value in proportion to the base population (calculated) (e.g. per 100,000 women)
  - Facilitate comparison between sex, age groups, periods...
  - The basic population must always be noted!
2.1 Absolute and relative frequencies

Absolute frequency of breast cancer morbidity cases

Relative frequency of breast cancer morbidity cases per 100,000 women

2.2 Shares

- Show structural changes
- Facilitate *comparisons* between characteristics (sex, age group...)
- Are always based on the base population, which can vary, (e.g. share of women among employed people in Kazakhstan)

- Percent or percentage points? Be aware of the difference:
  - If a share increases from 20% to 25 % = 5 percentage points
  - If it would increase by 5% = 21 % (5% of 20 = 1)
2.3 Rankings

- Rankings are often used to measure and illustrate differences (e.g. between countries, regions...)
- Hypothesis and statistical methodology must be transparent
- Rankings are ok with official statistical data (e.g. number of inhabitants or share of unemployed women by regions, etc...)
- Take care with rankings in politics and sports which are not based on reliable statistical methodology (e.g. Olympic games)
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- GENDER EQUALITY is the story!
- Analyze: what is the table or chart about (headline, subheading, unit, time period)?
- Is the source trustworthy (no political/commercial interest)?
- What did you expect, what is unexpected?
- What does this result mean in terms of gender equality?
- Start reasoning
4 Practical exercise

Gender Pay Gap Kazakhstan 2011

- What is the message of this chart?

Women in Kazakhstan earn less than men

On average, if a man earns 1,000 Tenge, a woman earns 630

Wages of women in Kazakhstan are even lower than two thirds of men’s wages.
4 Implications from a gender perspective?

- What should the values be like?
- What is the gender role of women? How could this influence the situation?
- Why do women earn less?
- What does it mean for the daily life of women?
- How does the gap influence the future of women?
- What could change the situation?

5 Discussion

- What conclusions do you draw from this short introduction in the field of statistics?
- How could the Committee on Statistics support your daily work?
- Further needs or suggestions?
THANKS FOR YOUR ATTENTION AND ANY QUESTIONS?
Additional slides
4 Practical exercises - 2

Distribution of employed population by sectors of economy and sex in 2015

- Women: 4,177,800 people
  - Agriculture, forestry, and fishery: 17.1%
  - Industry and constructions: 11.5%
  - Service sphere: 71.4%

- Men: 4,460,000 people
  - Agriculture, forestry, and fishery: 18.9%
  - Industry and constructions: 52.1%
  - Service sphere: 29.1%

4 Practical exercises - 2

- The service sector is the biggest economic sector in Kazakhstan.
- Around three out of four employed women in Kazakhstan work in the service sector.
4 Practical exercises - 2

- What kind of jobs belong to the service sector?
- Why do women choose jobs in this sector more often than men?
- What about the wages in the service sector?
- How does this fact contribute to gender construction?
- What could change the situation?