

# Statistical literacy portal: more than a learning platform

*Maria J. Vinuesa*

**Workshop on Statistical Data Dissemination and Communication  
(The Hague, Netherlands, 5 – 7 October 2016)**



“Statistical thinking will one day be as necessary for efficient citizenship as the ability to read and write.”

H G Wells (1886-1946)



# Statistical literacy portal: more than a learning platform

Introduction to



What we mean by “more than a learning platform”

“Explica” as a Marketing tool

How videos help to promote values of official statistics

Conclusion



## Statistical literacy portal: more than a learning platform

**Introduction to**



What we mean by “more than a learning platform”

“Explica” as a Marketing tool

How videos help to promote values of official statistics

Conclusion



## 1. Introduction to:



World Statistics Day



2010: INE started to work on a **Statistical Literacy initiative**

## Objectives

- help people to **become familiar** with some basic concepts and so **enhance** the proper use of statistical information
- **raise awareness** of the statistical activity undertaken by the INE

## 1. Introduction to:



### Characteristics

- addressed to teenagers and adults
- no distinction between teachers and pupils
- very focused on visual ([IneDifusion](#) Channel)
- modular structure

**iria** Participants in INE surveys

**INEbase** The statistical information

- + Agriculture and environment
- + Science and technology
- + Demography and population
- + Economy
- + Industry, energy and construction
- + Labour market
- + Standard and life conditions (CPI)
- + Services
- + Society

International data  
Statistical compilation  
Economic indicators. IMF

**iCal** Calendar 2016

<< M T W T F S S >>

September

|    |    |    |    |    |    |    |   |
|----|----|----|----|----|----|----|---|
|    |    |    |    | 1  | 2  | 3  | 4 |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |   |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |   |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |   |
| 26 | 27 | 28 | 29 | 30 |    |    |   |

**2016** Public employment called

41 vacancies: Graduate Body in Statistics  
31 vacancies: Higher Body of Statisticians

Quality and Good Practice

**más INE** Digital magazine

**Explica** Territorial Statistics

CPI in one click Names and surnames How many people live in ..?

**e** Elections to the Parliament of País Vasco  
Elections to the Parliament of Galicia on 25 September 2016

**Consumer Price Index (CPI).INE-Spain**

220.000 prices  
12 groups  
500 products

Access to all our videos

**News flash**

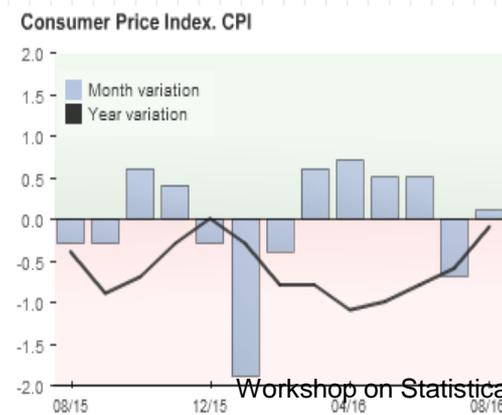
- 15 Sep 16. Monthly statistical bulletin. MSB
- 15 Sep 16. Outward FATS
- 15 Sep 16. Inward FATS in Spain
- 14 Sep 16. Annual Spanish National Accounts. 2012-2015 Accounting Series
- 14 Sep 16. Passenger Transport Statistics. PT
- 13 Sep 16. Consumer Price Index. CPI.

More detailed information

More news

| Indicator                | Period              | Value    | Variation (%) |
|--------------------------|---------------------|----------|---------------|
| CPI                      | 2016M08             | 102.936  | -0.1          |
| EAPs Employed (thou.)    | 2016Q2              | 18,301.0 | 2.43          |
| EAPS Unemployment rate   | <sup>1</sup> 2016Q2 | 20.00    | -2.37         |
| GDP                      | <sup>2</sup> 2016Q2 | 102.0    | 3.2           |
| Total population (thou.) | <sup>3</sup> 2016   | 46,438.4 | -0.02         |

1. Value as a %. The variation is the difference as compared with the rate for the same period the previous year
2. Chained-linked volume measures, referring to the year 2010. Seasonal and calendar effects adjusted data
3. Population Figures at 1st July 2016. Provisional data



¿Qué es **e**xplica?

Primeros pasos

Estadísticas oficiales

Estadística y mucho más

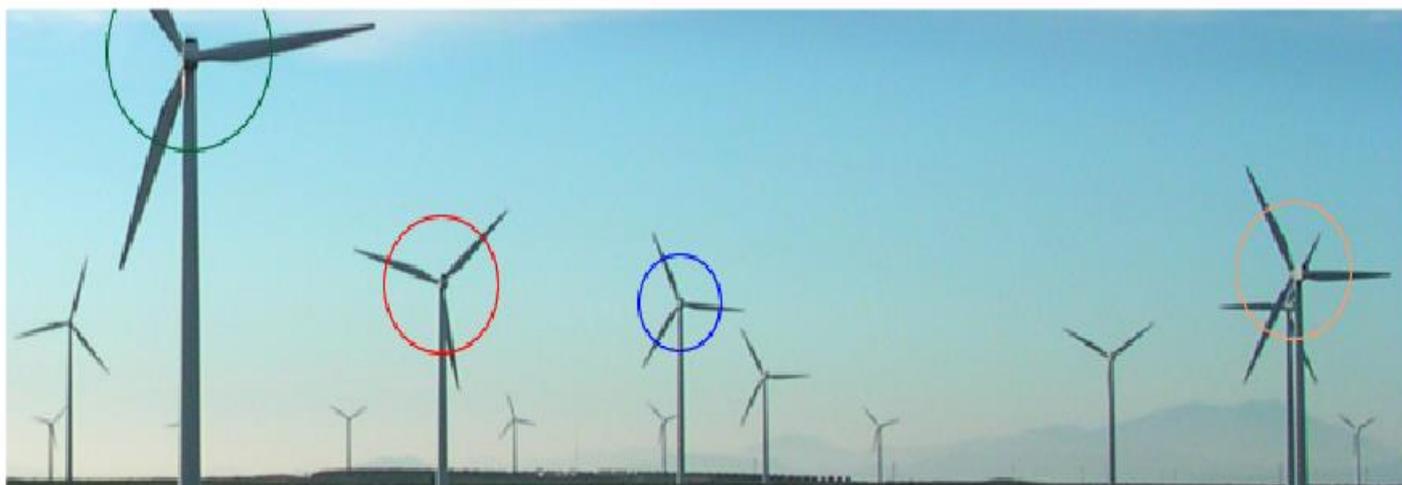
Juega con nosotros

Un poco de historia

Olimpiada Estadística

[Tu opinion nos interesa](#)

[Visita de centros de enseñanza a las Delegaciones del INE](#)



## Bienvenido al portal divulgativo del Instituto Nacional de Estadística

En este portal puedes encontrar videos, presentaciones, test, curiosidades que te mostrarán la actividad y la ciencia Estadística de una forma más sencilla. Te proponemos algunos ejemplos

### ¿Se puede predecir el azar?



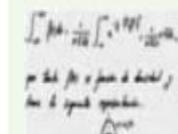
Inténtalo con este juego basado en el cálculo de probabilidades

### Píldoras estadísticas



Colección de videos breves con explicaciones de conceptos

### Introducción a la Estadística



Una guía básica para acercarte a la Estadística:  
**Primera parte**

## Statistical literacy portal: more than a learning platform

Introduction to  **Explica**  
te ayudamos con la Estadística

**What we mean by “more than a learning platform”**

“Explica” as a Marketing tool

How videos help to promote values of official statistics

Conclusion

## What we mean by “more than a learning platform”

1. Partnerships which promote Official Statistics
2. Recognition by the Spanish media: Award
3. Taking into consideration public opinion
4. Inside INE

# What we mean by “more than a learning platform

## Partnerships which promote Official Statistics

- a) Autónoma University of Madrid:  
a group of **students works** in “Explica”.



# What we mean by “more than a learning platform

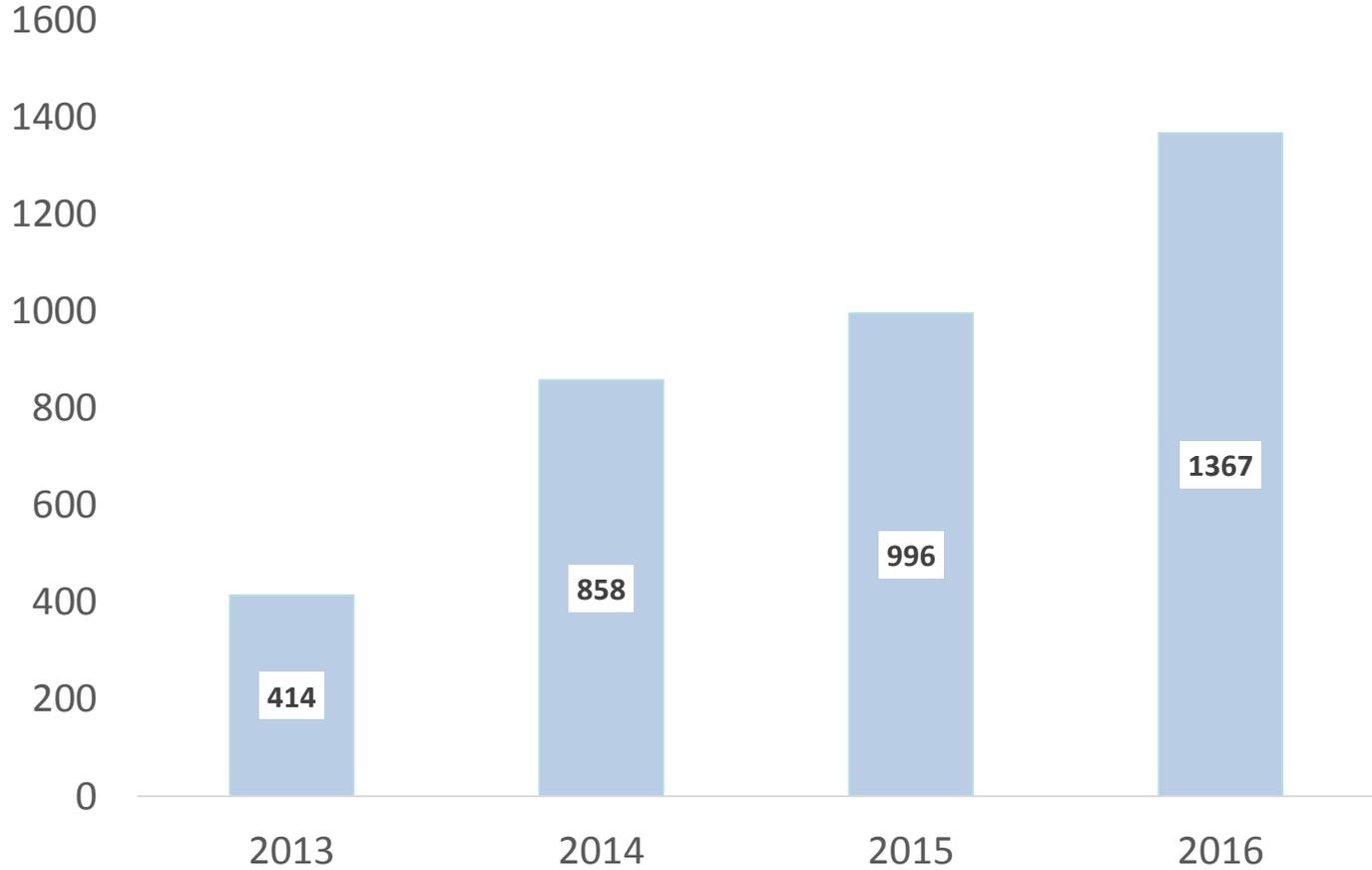
## Partnerships which promote Official Statistics

b) Complutense University of Madrid and the Spanish Society of Statistics and Operations Research: **the Statistics Olympics**. It is an **award** competition in statistics, which aims to:

- promote curiosity and **interest in statistics**
- encourage teachers in the **use of new materials** (by promoting the use of real data)
- show the **role of statistics** in various aspects of society
- promote teamwork and collaboration.



### Students



## Statistics Olympics



# What we mean by “more than a learning platform”

## Recognition by the Spanish media: Expansion Award

“it brings official statistics closer to the non-expert public and, specially to the education community.”

“Explica tries to increase statistical culture in society by allowing a better use of information”

# What we mean by “more than a learning platform”

Taking into consideration public opinion

- **School Visits**



- **"Your opinion is important to us"**



## 2. What we mean by “more than a learning platform”

### 4) Inside INE

- profound change in the level of organisational culture
- transformation in the way professionals at the INE think:

not only in disseminating statistical information, but also in teaching it



Together

Everyone

Achieves

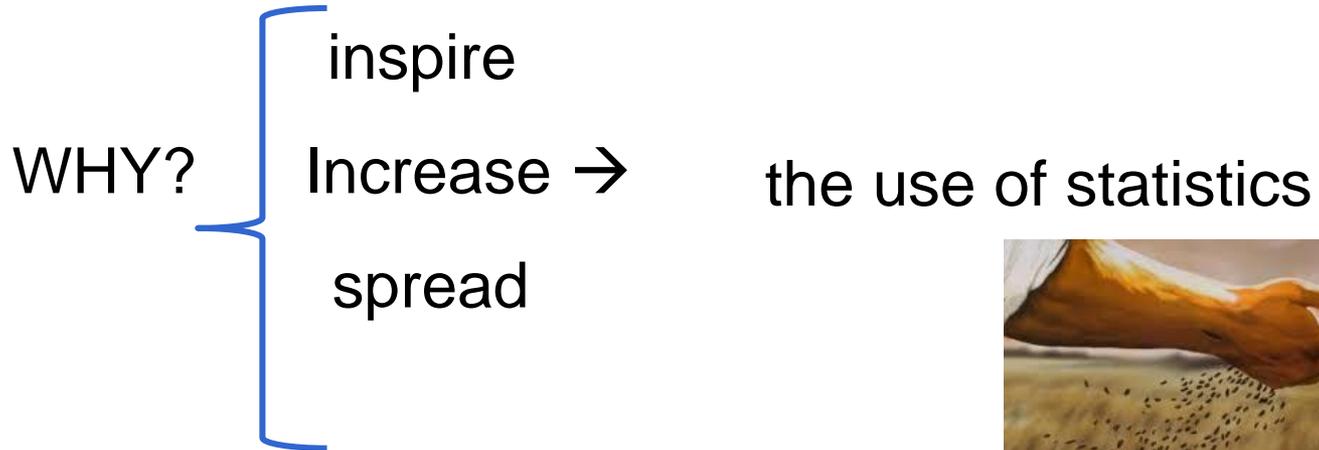
More



### 3. “Explica” as a *Marketing tool*



*Marketing is the process of creating **awareness** among users of our products and services.*



## Statistical literacy portal: more than a learning platform

1. Introduction to 
2. What we mean by “more than a learning platform”
3. “Explica” as a Marketing tool
- 4. How videos help to promote values of official statistics**
5. Conclusion



## 4. How videos help to promote values of official statistics

[What is the European Statistical System](#) promotes the **values and quality** of ESS

helps to increase the **visibility and image** of the ESS, while increasing **users' trust** in official statistics.

[Quality principles at INE-Spain](#)

highlight the importance of the principles of the Code and at the same time we **promote the Code**.

[Statistics are about everyone](#)

conveys the idea that official statistics are a **public good with useful data**. It is intended to increase the **awareness of our production**.



## 4. How videos help to promote values of official statistics

### [A day in figures](#) and [If Spain were a village](#)

show the usefulness of official statistics in reflecting the society in which we live

### [Statistical Secrecy](#) and [Microdata files](#): **Statistical pills**

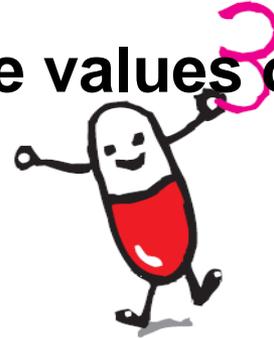
## 4. How videos help to promote values of official statistics

Experience +  
Users feedback +  
Studies +   
“Less is More” principle

We decided to produce  
shorter videos



## 4. How videos help to promote values of official statistics

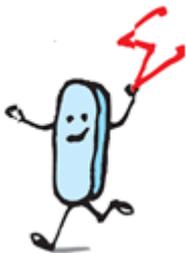


### 4.1 What is a statistical pill?

It is a micro video (of less than 60 seconds) which shows certain knowledge related to a Statistical topic

Basic statistical concepts (proportions, rates, [...](#))

Official Statistics definitions and procedures.





¿Qué es **Explica**?

Primeros pasos

Estadísticas oficiales

Estadística y mucho más

Juega con nosotros

Un poco de historia

Olimpiada Estadística

- Ajuste estacional y efecto calendario (1:25) / *Seasonal adjustment and calendar effect* (1:27)
- Brecha de género (0:48) / *Gender gap* (0:48)
- Cesta de la compra del IPC (1:00) / *Shopping basket CPI* (1:00)
- Esperanza de vida (0:54) / *Life expectancy* (0:53)
- Ficheros de microdatos (1:06) / *Microdata files* (1:06)
- Índice de precios de consumo: IPC-IPCA (1:18) / *Consumer Price Index: CPI-HICP* (1:19)
- Medidas relativas / *Relative measures*
  - Números índices (2:38) / *Index numbers* (2:50)
  - Proporciones (0:46) / *Proportions* (0:51)
  - Tasas (1:10) / *Rates* (1:15)
  - Variaciones temporales (1:54) / *Time changes* (2:05)
- Muestras y marcos estadísticos (1:21) / *Statistical samples and frameworks* (1:21)
- Pirámides de población (0:53) / *Population Pyramids* (0:54)
- Población vinculada (0:48) / *Linked population* (0:48)
- Saldo migratorio (0:29) / *Net migration* (0:29)
- Secreto estadístico (0:45) / *Statistical secrecy* (0:49)



## Statistical literacy portal: more than a learning platform

1. Introduction to 
2. What we mean by “more than a learning platform”
3. “Explica” as a Marketing tool
4. How videos help to promote values of official statistics
- 5. Conclusion**



## 5. Conclusion

Trough **Explica**

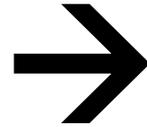
reach **new users**

increase the **visibility** of our statistical operations

**enhance statistical literacy**

## Conclusion

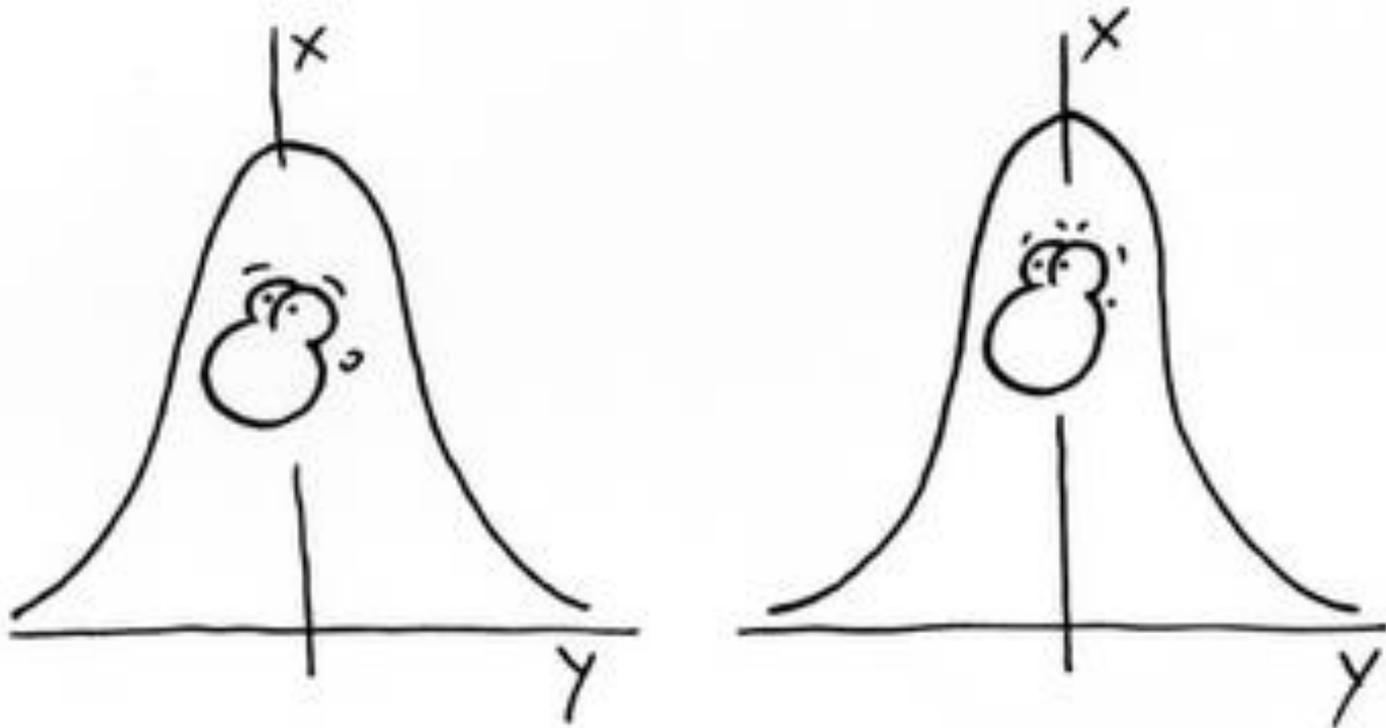
**Promoting  
statistical  
literacy**



**Official  
Statistics  
are being  
promoted**



# Thank you for your attention!



"I always feel so normal, so bored, you know. Sometimes I would like to do something... you know... something... mmm... Poissonian."

**Thank you for your attention!**

