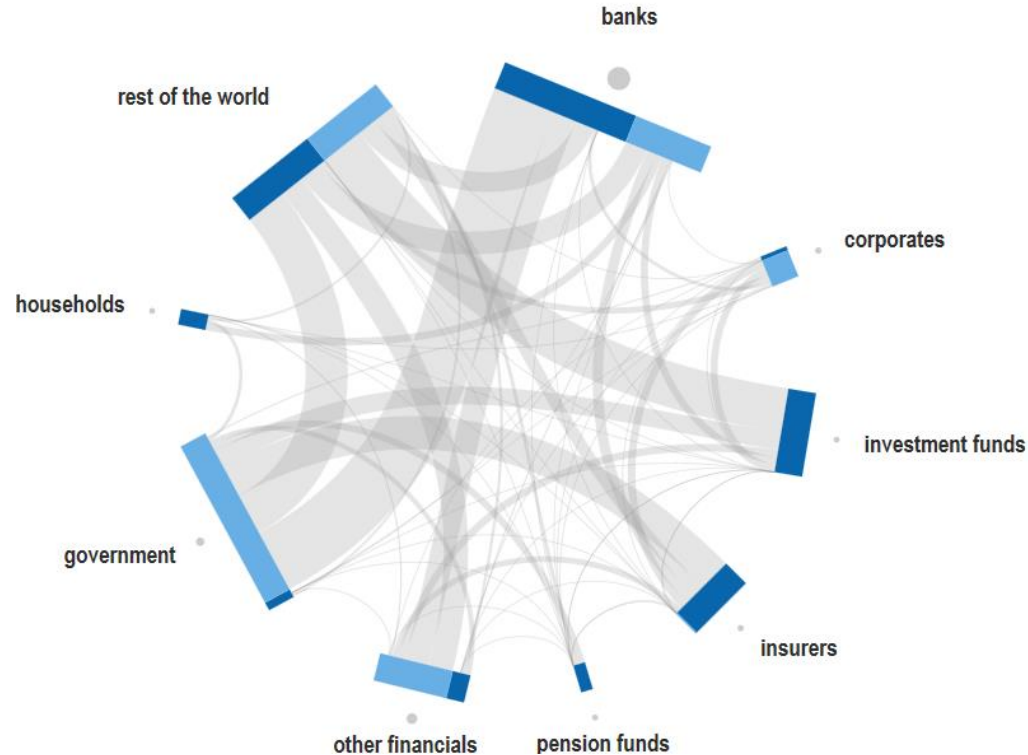




VISUALISATIONS - PART OF A DIGITAL COMMUNICATION STRATEGY



Workshop on statistical data dissemination and communication

Per Nymand-Andersen, European Central Bank

28-30 June 2017

1 Visualisation – Part of a strategy

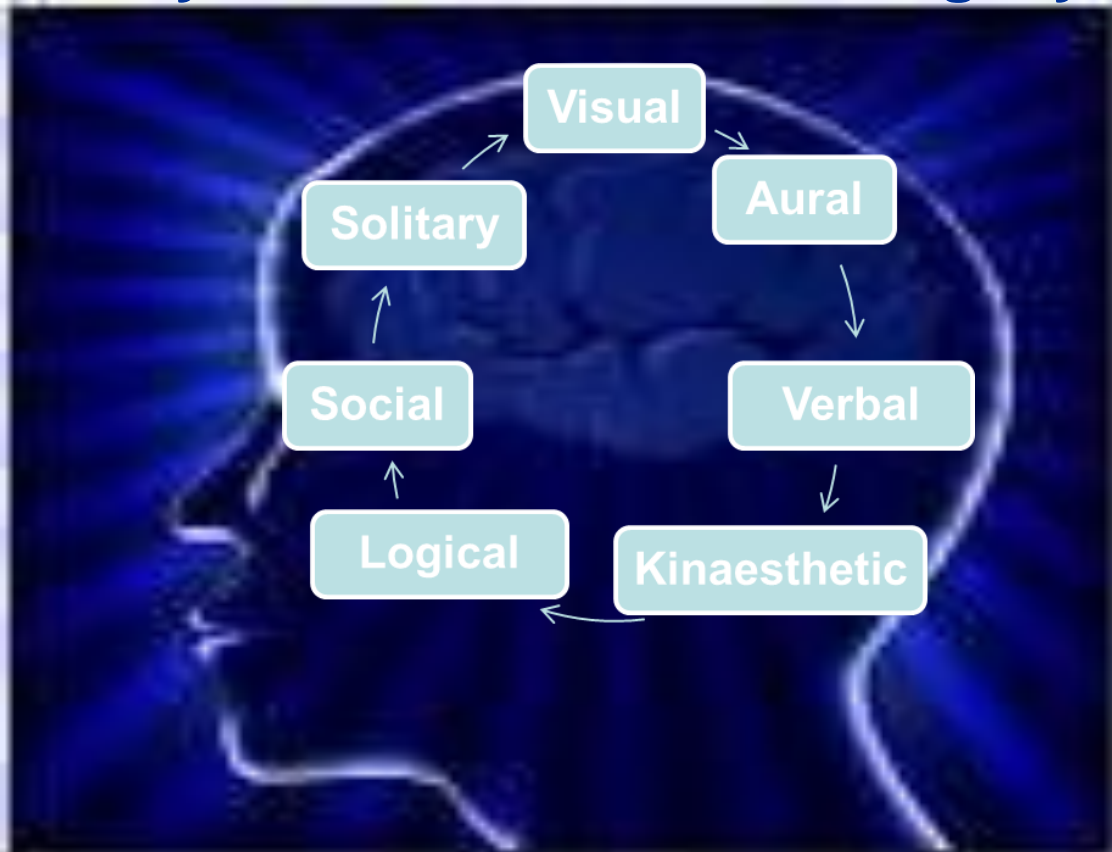
2 Our statistics – Walk the talk

3 Take aways

***Disclaimer:** The views expressed in this presentation are those of the author and not necessarily those of the European Central Bank (ECB) or the European System of Central Banks (ESCB)*

The need for visual communication

Everyone has a mix of learning styles

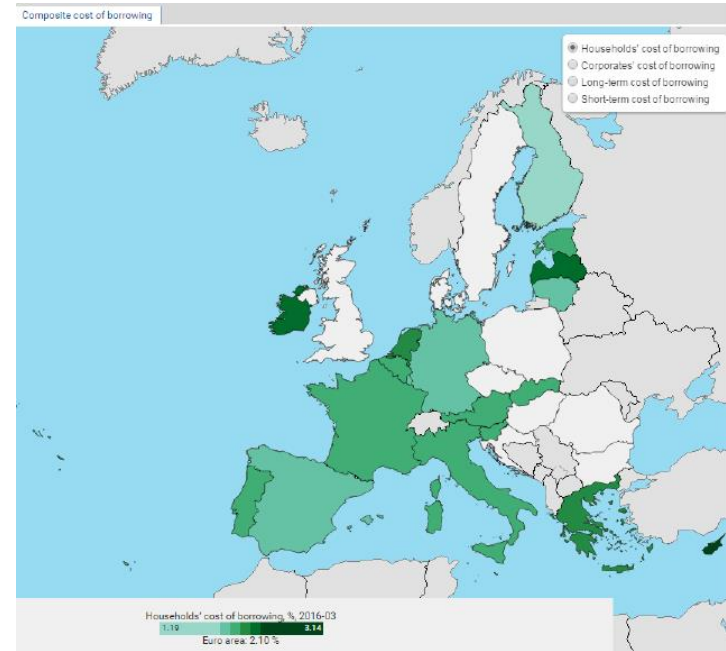


- Visual** - Pictures, images
- Aural** - Sound and music
- Verbal** - Words, speech and writing
- Kinaesthetic** - body, hands and sense of touch
- Logical** - logic, reasoning and systems
- Social** - groups or with other people
- Solitary** - alone and use self-study

Research shows that

- approximately **65 per cent** of the population are **visual learners**
- the brain processes **visual information 60,000 faster than text**
- **90 per cent of information** that comes to the brain is visual

Our Statistics – Collaborate and visualise the narrative



Euro area statistics

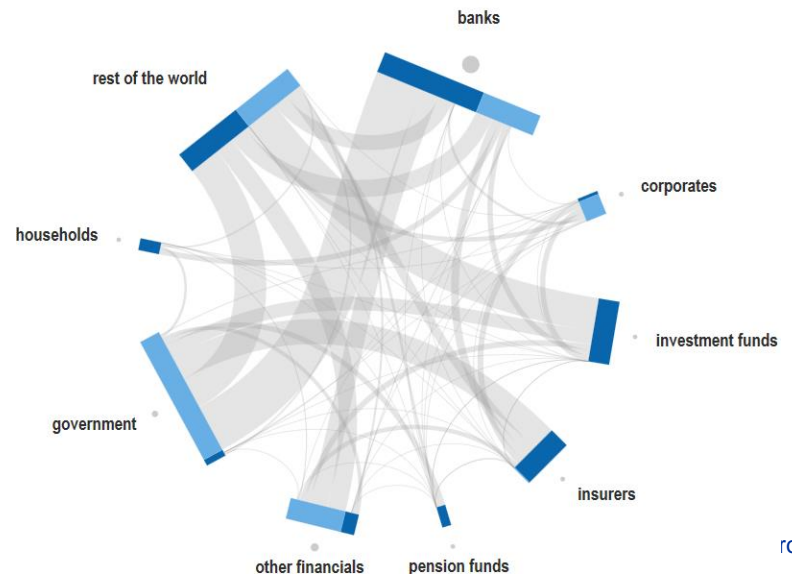
Bank interest rates - Loans

Households | Corporates | Composite cost of borrowing

Hover mouse over table headings for detailed indicator definition.

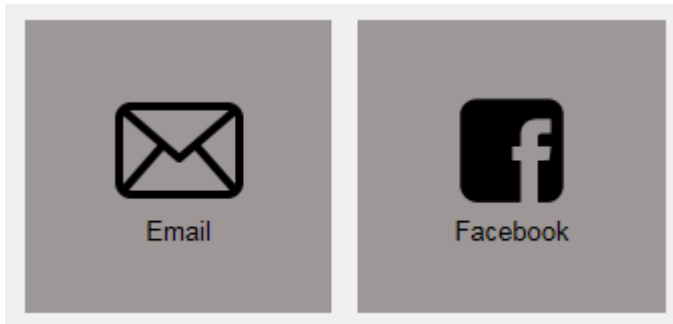
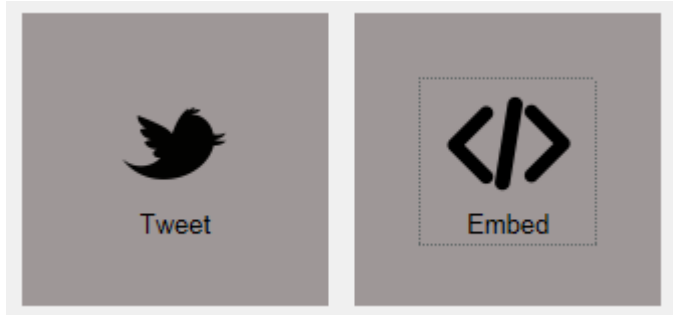
Select indicator: Large loans; x ≤ 1Y, %, 2016-02

Country	Value
Netherlands	0.96
Luxembourg	1.01
Italy	1.08
Germany	1.2
France	1.28
Finland	1.3
Euro area	1.32
Belgium	1.49
Austria	1.57
Spain	1.74
Lithuania	2.1
Ireland	2.22
Slovenia	2.27
Estonia	2.43
Slovakia	2.53
Latvia	2.74
Portugal	3.11
Cyprus	3.88
Malta	4.37
Greece	4.83



Effective distribution channels

Share/embed for re-use in digital media, 3rd party websites, tweets and blogs



Please select [embed individual chart](#) or continue below for embedding the full webpage.

Select your preferences and paste the embed code into your website or blog.

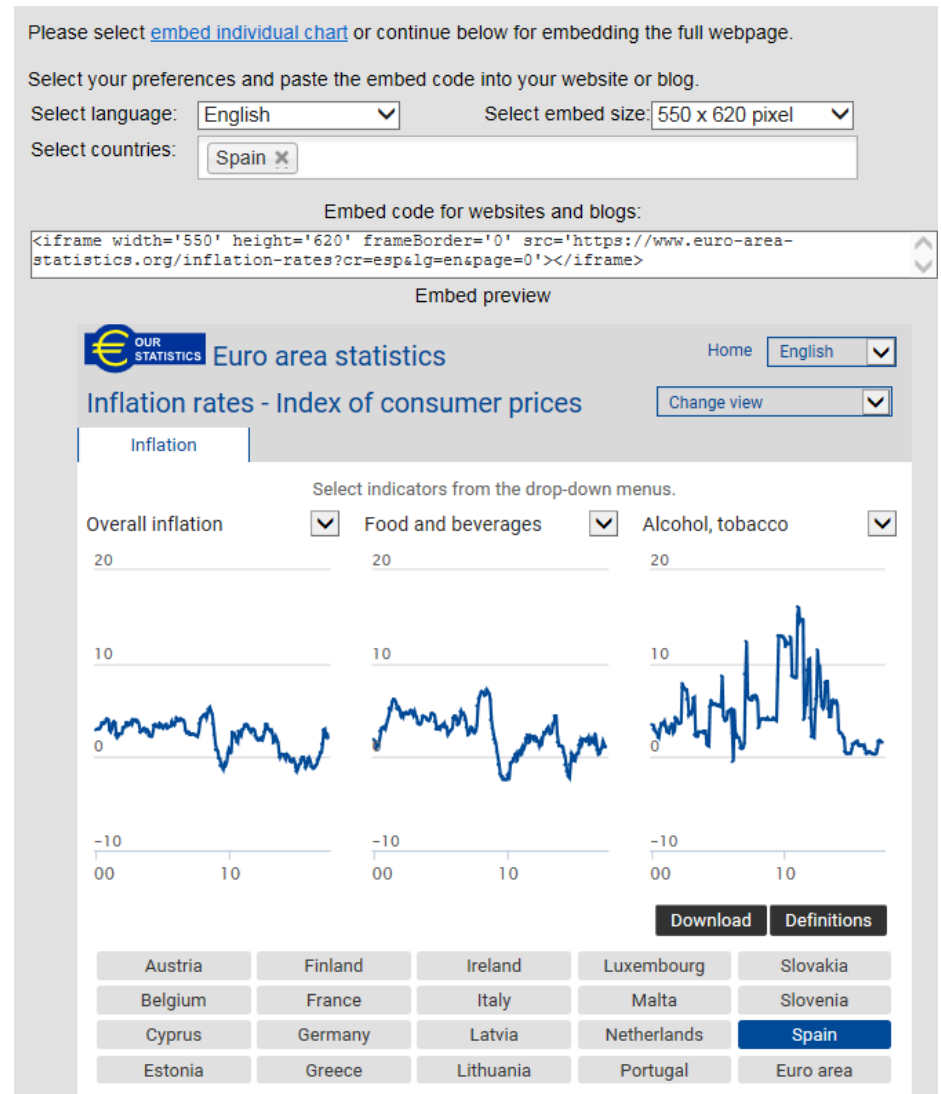
Select language: Select embed size:

Select countries:

Embed code for websites and blogs:

```
<iframe width='550' height='620' frameborder='0' src='https://www.euro-area-statistics.org/inflation-rates?cr=esp&lg=en&page=0'></iframe>
```

Embed preview



The screenshot shows the "Euro area statistics" website. The main heading is "Inflation rates - Index of consumer prices". There are three line charts showing inflation rates for "Overall inflation", "Food and beverages", and "Alcohol, tobacco". The x-axis for all charts represents time from 00 to 10. The y-axis ranges from -10 to 20. Below the charts are buttons for "Download" and "Definitions". At the bottom, there is a grid of country buttons: Austria, Finland, Ireland, Luxembourg, Slovakia, Belgium, France, Italy, Malta, Slovenia, Cyprus, Germany, Latvia, Netherlands, Spain (highlighted), Estonia, Greece, Lithuania, Portugal, and Euro area.

Effective distribution channels

el Periódico Economía (ES)



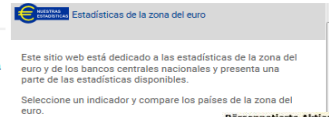
DATOS ECONÓMICOS El crédito al consumo en España, entre los más caros de la UE

Las estadísticas de la zona euro incluyen ya información sobre préstamos y sector exterior

EL PERIÓDICO / BARCELONA

MIÉRCOLES, 2 DE MARZO DEL 2016 - 14:01 CET

El coste del crédito en España es sensiblemente mayor que en la mayoría de los países de la zona euro, según se recoge en la web desarrollada por el Banco Central Europeo (BCE) y los bancos del Eurosistema que incluye las estadísticas de los países del euro y a la que recientemente se han incorporado nuevos indicadores. Los últimos son los referidos a créditos-saldos y flujos netos- que acompañan a los de tipo de interés, así como los relativos al mercado exterior, que pueden consultarse desde hoy.



Finanz-links (DE)

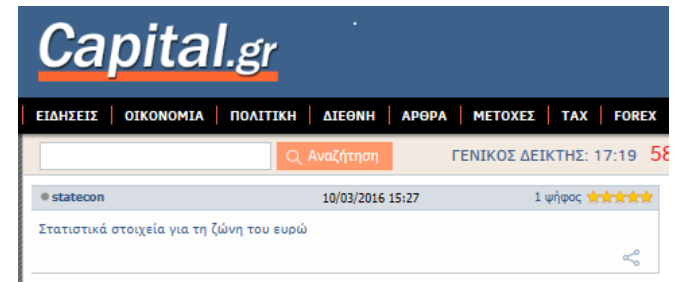


Het nieuws wordt al maanden gedomineerd door de vluchtelingencrisis, 'Keulen' en gedoe rondom AZC's. We zouden bijna vergeten dat die andere crisis - de eurocrisis - nog lang niet voorbij is, ook al horen we daar weinig meer over. Hoe staan de zaken ervoor?



Follow the money (NL)

Capital (GR)



Verslo Zinios (LT)



Effective distribution channels

Example: elEconomista.es
and Makronom.de

Embeds “our statistics” and
writes the narrative

elEconomista.es

Miércoles, 3 de Diciembre de 2014 Actualizado a las 14:24

Indicadores Europa

Portada Mercados y Cotizaciones Empresas Economía Tecnología Vivienda Opinión/Blogs Autonomías Kiosco eE

Datos Macro Indicadores Países Calendario Notas económicas

IBEX 35 ▼ -0,29% EURUSD ▲ +0,22% I. GENERAL DE MADRID ▲ +0,33% DOW JONES ▲ +0,73% ECO10 ▲ +0,08% EURIBOR ▲ +0,91% BRENT ▲ +2,98%

¿Por qué España y Grecia se recuperan? El problema es la deuda, no la deflación

La eurozona no debe ocultar el problema real, el elevado endeudamiento, mirando hacia la deflación como si fuera el principal riesgo al que se enfrenta Europa.



STATISTIK

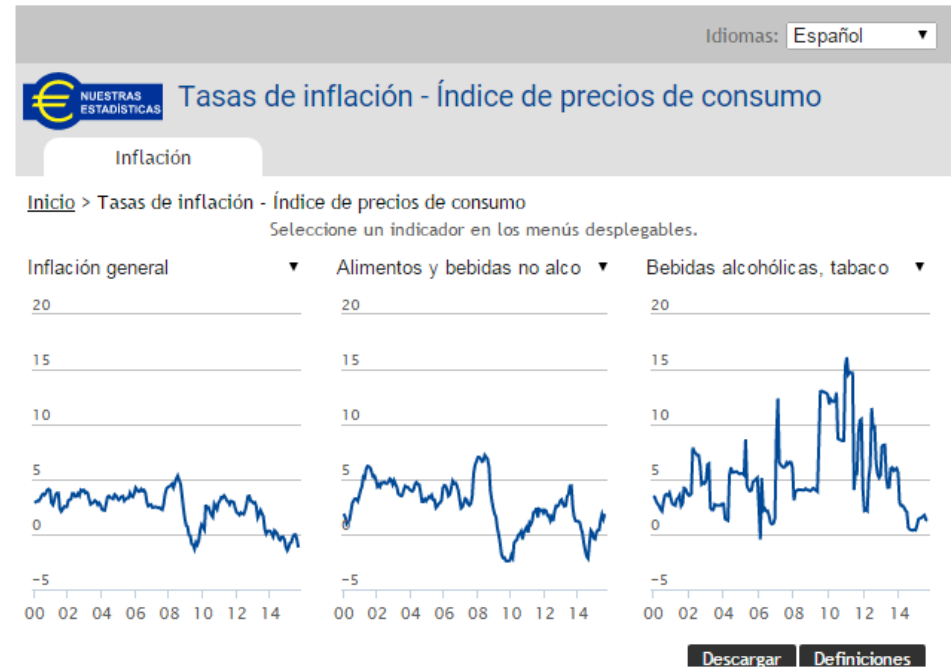
EZB modernisiert ihre Datenbank

Ein neues interaktives Tool macht die Datenrecherche bei der Zentralbank um ein Vielfaches einfacher.

ÖKONOMENSZENE | GELDPOLITIK

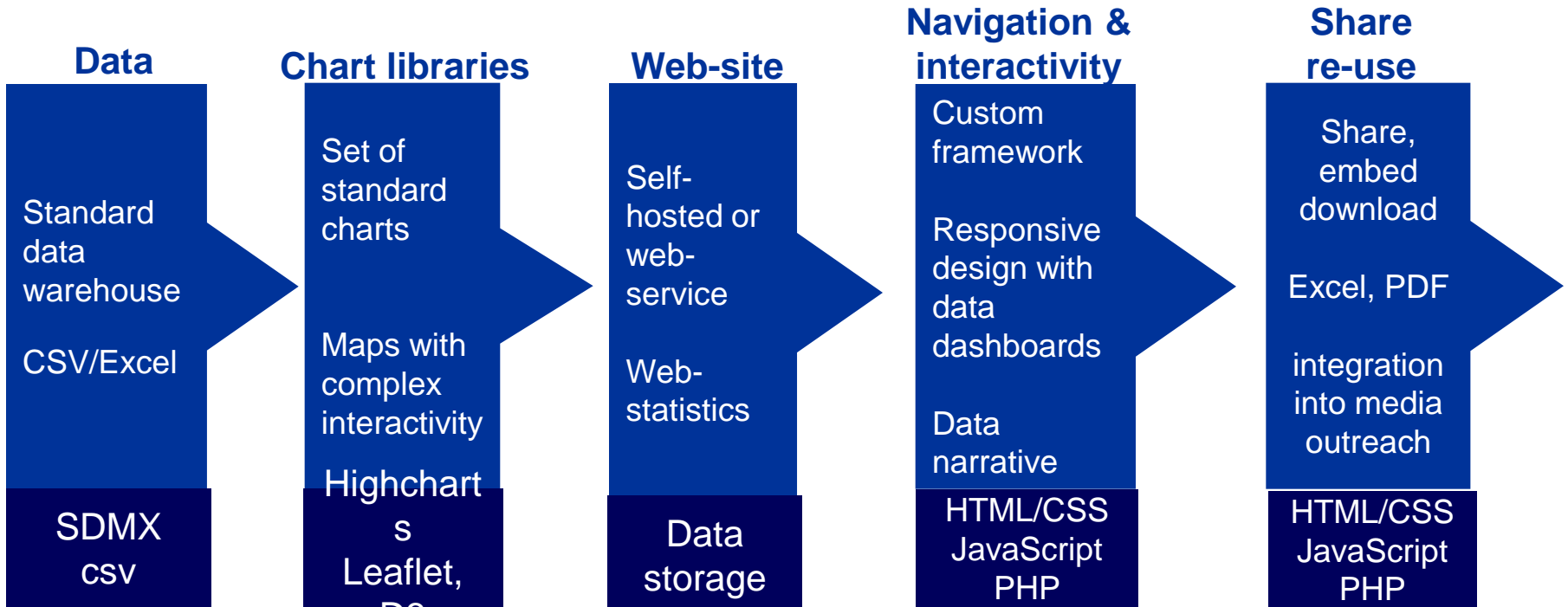
2. MÄRZ 2016

Gute Nachrichten für alle Freunde der gepflegten Datenanalyse: Die Europäische Zentralbank stellt seit kurzem auf ihrer Homepage endlich ein [interaktives Statistiktool](#) zur Verfügung, mit dem schnell und komfortabel die wichtigsten Daten zu den Entwicklungen in der Eurozone abgerufen werden können. Die Daten untergliedern sich in insgesamt acht Kategorien, darunter sind etwa die Zinsen und Volumen für Bankkredite und -Einlagen, aber auch makroökonomische Indikatoren wie Wachstumsraten und Beschäftigungszahlen.



Visualisation – Shared community of

- The same work process and collaborative approach, free to share
- software, hardware and web-technology



Visualisation – Shared community of



Contributions are pooled and shared

Common digital communication framework

- collection and re-use of presentations/visualisations
- best practice for presenting statistics (stocks, flows)
- Customer knowledge and work preferences
- Sharing of interfaces and management processes
- Interface for extracting from statistical data sources
- Open source with free licence; no dependency on commercial solutions
- Limited start-up costs
- Low maintenance costs

Outputs are visual with branding at institutional level



Take aways

1. **Visual communications** facilitate the **understanding** and triggers the curiosity to **use** and **share** statistics
2. **Digital media and opinion formers** are **amplifying** the statistics narratives resulting in greater outreach and use
3. **Collaborative efforts** by the statistics community is needed including sharing of **infographics and visualisation** tools fostering unity and engagements in statistics



Why you should
love statistics?
Ted talk with
[Alan Smith](#)