

HOW MUCH IS 20%?

INCREASING STATISTICAL LITERACY AMONG STUDENTS

IAOS Conference, 6 to 9 December 2016

in Abu Dhabi

Kerstin Hänsel

*„It is the educational mandate
of the 21st century
to teach all humans statistical reasoning,
which means anything less than critical thinking,
to enable them to assess risks appropriate.“*

Prof. Dr. Gerd Gigerenzer

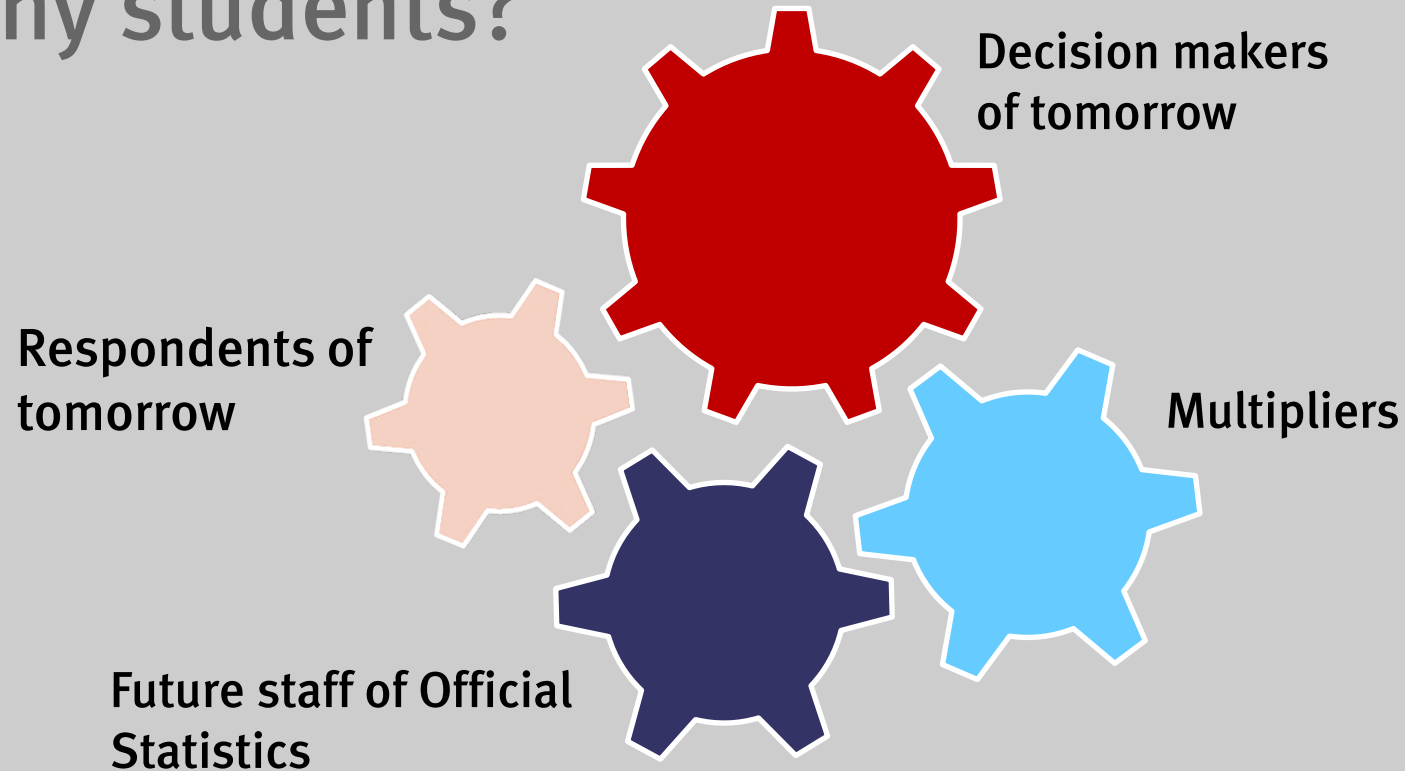
**Director of Max-Planck-Institute
of Educational Research &
Harding Center**

Current challenges for NSIs

- Fundamental changes in communication (channels)
- Free data for everyone
- Private data providers break the monopoly of NSIs

→ Branding of Official Statistics (ESS Vision 2020)

Why students?



-> Students are one of the core user groups for future reputation

Reputation analysis 2013

Percentage of students* who...

... do not know Destatis
27%



... know Destatis,
but do not use data
31%

... know Destatis and use
the data

42%

*) Students (graduates) and
Ph.D.s of economics and social sciences

User survey

2016: Survey among university students and lecturers

Students

- **Two different types:**
 1. **Statistics laypersons: search for aggregated data, want to pass their exam**
 2. **Statistics experts: raw data, free access**
- **Need support in scientific work**
- **Look for further certified qualification**
- **Would like to meet Destatis in social media**
- **Have high trust in their lecturers and follow their recommendations**

Lecturers

- **Have high trust in official statistics**
- **Are „lone fighters“**
- **Have low resources for teaching materials**
- **Need value-added products for their teaching**
- **Appreciate E-Learning (integration in their curriculum)**

Welcome to the



Statistik
CAMPUS

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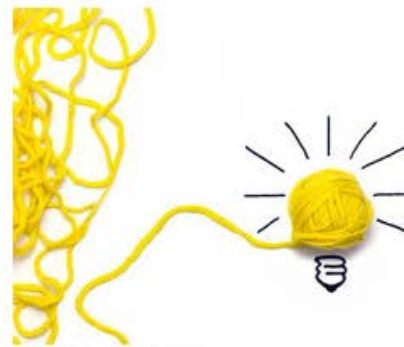
Datenrecherche



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- Die richtigen Daten finden:
Erste Schritte
- Was wir haben und was nicht
- Hilfe für wissenschaftliche Arbeiten
- Bibliothek: Literatursuche

Statistik verstehen



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- E-Learning Statistik
- Gütesiegel "Amtliche Statistik"

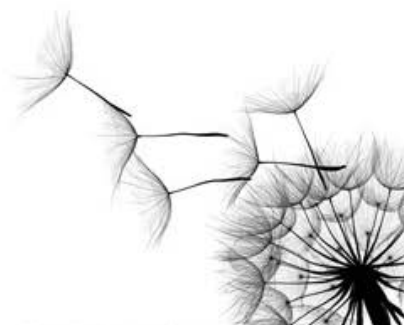
Forschen



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- Forschungsdaten
- Gerhard-Fürst-Preis

Infothek



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- Interaktiv & anschaulich
 - Deutschland
 - Europa
- Statistics Explained:
Europäische Statistiken
- Soziale Medien
 - Twitter [↗](#)
 - Youtube [↗](#)
- Publikationen

Arbeiten bei Destatis



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- Stellenangebote
- Praktikumsplätze
- Ausbildung
- Bewerbungsinformationen
- Destatis als Arbeitgeber

→ [Arbeiten bei Destatis](#)

Veranstaltungen



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- Kolloquien und Tagungen von Destatis

Data search at Destatis



- Data search: first steps
- What we provide
- Writing a scientific paper

Statistics explained



- E-learning Statistics 
- Seal of quality “official statistics”
- Campus files

E-learning Statistics

Visualisation with charts, tables & maps



Time: 40 minutes

→ [Start](#)

Mean & average values

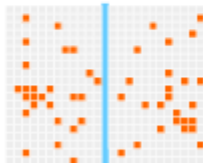


Time: 60 minutes

Under construction



Measures of dispersion



Time: 40 minutes

Under construction

Measures of concentration



Time: 20 minutes

Under construction

Under construction:

Statistical sources

Statistical units & variables

How to develop indicators

Methods of data collection

Correlation analysis & bivariate frequencies

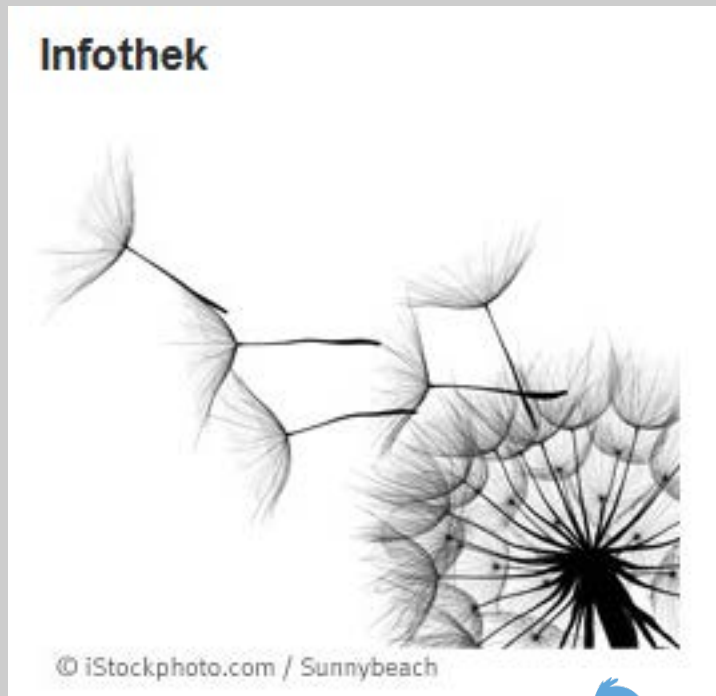
Researchers welcome



- Research/ Microdata access
- Gerhard Fürst Award

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Infodesk with interactive products



- Interactive applications
- Statistics explained
-  ■ Publications
- Social media channels



Job vacancies



- Job vacancies
- Internships
- Apprenticeships
- Employer: Destatis

Meet Destatis



- Conference calendar
- Conference documentation
- Archive of presentations

Next steps

- Expansion of e-learning
- Distribution issues
- Visualisation products
- Partnerships and co-operation
- Pupils are students of tomorrow

Thank you for your attention !

