Early promotion of statistical literacy and Statistics Netherlands

CBS in the Classroom
Overview

CBS in the Classroom
– Why young people as a target group?
– How to reach young people?
– Content
– Channels and promotion
– Future
More visible to the general public...

...by using the media
Why young people as a target group?

**Now:**
– young people can use CBS data for school projects

**Future:**
- users (journalists, policy makers, researchers)
- employees
- respondents
How to reach young people?

Through the teacher

Communication Efficiency
Primary education: upper students (age 10 to 12)

Secondary education:
- Economics
- Geography
- Social Studies
- Mathematics

Reuse existing material and organise it in a way that teachers can easily search and find
Aardrijkskunde

Actueel

- Syrische immigranten wonen verspreid over
  17-10-2016 15:59

- Aantal leerlingen blijft dalen, behalve in grote
  27-9-2016 16:27

- Minder tweelingen geboren
  27-9-2016 16:22

- Gemeenten zamen minder oud papier in
  9-9-2016 10:07

- Meer uitstoot broeikasgassen in 2015
  9-9-2016 10:05

- Toename huishoudens vooral in en rond grote
  9-9-2016 09:14
Primary education

– *Digital literacy*, How to lie with statistics
– Making and reading graphs and tables

Short film On a normal day [https://youtu.be/mpK7iyDH2ek](https://youtu.be/mpK7iyDH2ek)
Economics

- Up-to-date figures (more up-to-date than in the textbook)
- How do we make statistics? Short films about inflation and GDP
- *ConjunctuurBekerStrijd*: competition in predicting the economy (e.g. unemployment, house prices, consumer spending)
Geography

- Regional information: *CBS in uw buurt* (CBS in your neighbourhood)
- Population development
  - population pyramid
  - short film about ageing
Social studies

- Digital literacy: how to recognize reliable statistics/research?
- Compulsory research project: how do you start a research? How do you set up a poll? What makes a good questionnaire?
- Multicultural society: lesson plans on migration and integration
Mathematics

- Big datafiles
- Making and reading graphs (also “lying with statistics”)
- How to set up a good and reliable poll
Promotion

– Posters
– Fairs/seminars/presentations/workshops for teachers
– Online communities for teachers
– Twitter (and Facebook)
– Adds/advertorials

Let teachers tell you what they need
Future

- Other courses and different education levels
- Broadening and refreshing the supply of current courses
- Lessons on how to use StatLine (CBS’ statistical database)
- Cooperations with publishers

Never stop promoting