Statistical Literacy in the Rapidly Expanding Information Society – Discussant’s speech

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Key points

- Improving statistical literacy is increasingly emphasised in the NSOs
- Cooperation with students and educational institutions is seen as an investment in the future
- New skills know-how is required by the staff
- A common challenge is the measurement of effectiveness
- Will we find power through cooperation?
Advancing the use of statistics as a basis for the NSOs’ existence

- NSOs’ strategic aim is to promote the use of statistics as the basis for
  - democracy
  - evidence-based policy
  - individual’s own decisions and critical thinking

- NSOs’s competitive advantage is quality

- NSOs’s task is to maintain citizens’ confidence in official statistics
Statistically literate society – long term goal

- Universities and research institutes
- Business
- NSOs
- Statistical Literacy
- Schools
- Public administration
- Media
- Libraries
- Communities
Question

- Are we ready to invest sufficient resources to promote statistical literacy and official statistics in this new “post-truth” age?
<table>
<thead>
<tr>
<th>Basic statistical literacy is a skill requirement for people</th>
<th>Deeper usage skill is a growing requirement for people acting in the information society</th>
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<tbody>
<tr>
<td>Understanding of basic concepts and key figures</td>
<td>Knowledge of concepts, key figures, methods and presentations</td>
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<tr>
<td>Ability to use and understand numerical and statistical data in everyday situations</td>
<td>Ability to use and produce numerical and statistical data in work duties and decision-making</td>
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Towards customer-orientated communication

- Networking and creating partnerships
- Studying the customer’s needs and environment
- Listening to customers
- Speaking the customer’s language
- Using the new technology
Question

We cannot outsource customer orientation but how could we utilise external partners more effectively in developing new products?
Why cooperate with educational institutions? (1)

- To promote a positive public image and enhance socially responsible activities
  - To raise future information users, decision-makers and data providers
  - To disseminate statistical information more widely
- To provide input to different teaching and research programmes
  - To help students' research projects directly with statistics
  - To help teachers teach
Why cooperate with educational institutions? (2)

— To divide costs with cooperation partners
— To generate new ideas for developing service models
— To get first-hand information about user needs
— To learn how digital natives use and search information
— To attract our new recruits
Questions

- Do we see digital natives as a strategic target group?
- Do we also further advance our skills by learning from the younger generation?
It is not easy to measure results

Examples of measuring the effects:

- Number of training events
- Number of participants in cooperation / training (schools, teachers, students)
- Regional accessibility
- Learning materials and portals online and their use
- Feedback from students and teachers
- Positive public image effects
- Teaching statistics in study programmes
Product / Service Value Framework

1. Awareness
The extent to which target customers know about the product/service we offer, or find them through normal enquiry methods.

% of target segment

2. Access
The number of customers that went to the product/service – definitions of access can vary by product/service (e.g. web page landings)

# / month

3. Use
The number of customers that continued on to actually use the product/service – definitions of use can vary (e.g. downloaded data)

# / month

4. Satisfaction
The extent to which customers’ needs & expectations were met – reflects total customer experience including navigation, design, features, data, staff etc.

Net Promoter Score

Measuring Customer Value ($)

Marketing, Channels, Navigation, Design, Features, Data, Interaction
Questions

- What possibilities do we have to affect study programmes?
- How can measuring methods be developed?
Can we utilise our know-how together sufficiently?
Questions for discussion

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We cannot outsource customer orientation but how could we utilise external partners more effectively in developing new products?

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— How can measuring methods be developed?

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