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Visualising and sharing statistical narratives

Topic 4 – Getting the statistics out

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Introduction

Statistical data providers rely on well-established networks for the exchange of statistical data among themselves and most statistics agents see the dissemination of statistics into publicly accessible databases as the last element of the statistical production chain. However, communicating and presenting statistics to ensure that it is well understood, used and re-use by external and non-expert users needs to be developed further. Indeed, integrating this element into the statistics service function within modern society would require a cultural transformation for most official data providers. The challenge is to render the information comprehensible, presentable and user-friendly, thereby guiding laymen through an ever-expanding maze of publicly available statistics and concepts. This communication function of factual and independent statistics contributes to building public support for and trust in the pursuit of transparent and sustainable decisions.

Results / Proposed solution

Statistical agencies at national and international level could realize significant synergies by developing a communication strategy and share digital presentational templates which can be re-used by other statistics agents for free and with insignificant costs. There are several initiatives aiming at presenting statistics and indicators visually as part of contributing to a coherent digital communication strategy for statistics with the aim of facilitating the understanding, insights to statistics and sharing statistics as part of reaching out to the professional user groups and the general public at large.

Conclusions

This paper will discuss the recent conceptual and operational experience presenting statistics visually using graphs, maps and other visualisations for easy comparing and re-use national and international statistics digitally as part of the roadmap for developing a digital communication strategy for statistics.