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Exploring new ways of communicating statistics

Topic 4 – Getting the statistics out

Keywords: communication, digital, visualisation

Introduction

In order to respond to changes in consumers behaviour and also to attract new statistical users, Eurostat is exploring new ways of communicating statistics. In recent years, Eurostat, as most of National Statistical Institutes, has progressively reduced the number of its paper publications and produced on-line publications.

However, statistical users are today interested by new forms of publication.

For the first time, Eurostat will release in September 2016 a digital publication (related to energy statistics) which will integrate short texts and different visualisation tools. Depending on the reactions from users, this new product could constitute a turning point in Eurostat dissemination strategy as similar ways of communicating statistics could be applied for the development of other digital publications on different statistical topics.

Methods / Problem statement

This new product attempts to describe how statistics can support policy-making. It is presented in an easy-to-catch mode via simple questions which reflect critical issues on energy. Far from the traditional 200-page pdf/paper publications, this new product includes short texts which are illustrated by a number of different visualisation tools which for most of them are interactive. Each visualisation tool can easily be shared on social media.

The publication includes dynamic infographics, photos, animations, videos and web applications embedded in the product, as well as static illustrations. The simplicity of the style should make it readable for non-experts but it also includes more sophisticated tools (such as a Sankey diagram which describes in a visual way the transformation of energy from its production to its consumption) which could be of interest to more experienced readers. All these interactive tools were developed by Eurostat and can be shared with the members of the European Statistical System.

The content of the digital publication will be presented as well as first results/reactions (including number of downloads, views, sharing on social media) following the dissemination of this new product.