
Realities and Visions of Statistics Dissemination. Numbers for EMOJI Generation

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Abstract

Statisticians have long been discussing the methods of statistical information provision. There is a growing tendency for statistics to be used by people who have never done that before. This was determined by active dissemination of information via social networks. Statistics are often quoted by social network stars. Provision of statistics to non-experts, less skilled yet curious people must be implemented in different way. Such users do not manage or have no time to analyse tables and complex diagrams. This situation is also well-known to ever-rushing decision makers. Moreover, the phenomenon of fake news has been observed lately when false figures provided in an attractive way are treated as truth.

Effect of social networks is no longer questioned, and communication specialists are now trying to forecast the future users' needs and to find best ways how to communicate with Generations Z and Alpha. The leading news agencies have already been including pictograms and emoji into their publications thus trying to attract the attention of the users of new generations who do not like to read, who perceive information through emotions, learn and search for knowledge on social networks.

This presentation will cover experience of Statistics Lithuania in broadening the target audience and organizing special events.

Statistics Lithuania is looking forward and trying to attract new users. One of the measures is creative workshop. Following the tradition, we organised a statistics (and) design workshop "Better statistics. Better view" for the fourth year in a row. At the workshop, the students of the Vilnius College of Technologies and Design were given advice by the statistics specialists of Statistics Lithuania. Students chose a topic of interest and created infographics. The infographics were then assessed by college teachers, the main assessment criteria being succinctness of presentation, clarity of structure, consistency of diagrams and additional graphic elements, correspondence of images with the topic selected. The use of official statistics in infographics contributed to the originality of the visual

material and allowed the students to better understand the social, demographic and economic changes taking place in Lithuania.

The European Statistics Day's celebration is an occasion to raise awareness of the European citizens to the importance and value of official statistics for the society. The celebration of the European Statistics Day in Lithuania for the second year has been marked by a special event aimed at improving communication with user groups, gaining useful experience and generating ideas for further development of the ways and forms of communication and better understanding of user needs, as well as at increasing people's statistical literacy or awareness of official statistics.

In 2016, roundtable discussion Manipulation of Statistics: "It is easy to lie with statistics. It is hard to tell the truth without it" (Andrejs Dunkels) was organized on that occasion. As we feel responsibility to provide impartial and accurate information to the society, ensure proper understanding and interpretation of statistics and wish to give an effective response to the attempts of manipulating official statistics, we invited analysts and business representatives, journalists and politicians to discuss this matter. The discussion covered the topics which were in the spotlight in the public space this year: price change, alcohol consumption, poverty, emigration, assessment of officially unaccounted economics.

In 2017, Statistics Lithuania, in cooperation with the Martynas Mažvydas National Library of Lithuania, organized a seminar Realities and Visions of Statistics Dissemination. Numbers for EMOJI Generation. This seminar was intended for the national institutions managing official statistics. We shared our experience in communicating with the users of different age groups and statistical literacy level. Our strategic partners were also invited to this seminar. Timothy Allen, the Head of Communications of Eurostat, discussed the realities of the European statistics dissemination and shared experience in developing the products attractive for today's user. Jonas Malinauskas, Professor of Graphic Design at Vilnius College of Technologies and Design, and Tomas Aliukas, student of this college, presented the principles and possibilities of visualisation of statistical information and cooperation with Statistics Lithuania in creating statistical infographics.