Statistical literacy as a tool to attract audience starting from school: different audiences and different messages

Patrizia Collesi (pcollesi@istat.it), Roberta Roncati (rroncati@istat.it)
Istituto nazionale di statistica
Unece – 2019 Workshop on the Dissemination and Communication of Statistics
Gdansk – 12-14 June 2019
Statistical literacy at Istat

- A Directorate (Directorate for the Development of statistical information and culture) with several tasks
  - Develop statistical literacy from the demand side: promoting capacity to use statistical information
  - Understand what lacks in the offer
  - Adapt what is available
  - Bridge the gaps (between offer and demand)
The plan for development and relaunch

In 2017 a new development plan:

• with strong links at territorial level
• Products with a common basis
• Shared guidelines:
  1. Proposals for a pervasive and reasoned use of statistics in curricular topics at school: humanities, social sciences, STEM disciplines; statistical and quantitative literacy
  2. Statistical toolbox, contributing to critical thinking, numeracy
  3. Statistics not limited to the school channels, but also in funny ways: gamification
  4. Development of interest in quantitative literacy of adults: lifelong learning and adult competencies
The initiatives

Common feature:
• Standardization so as to guarantee a corporate style at territorial level

Three types of activities:
1. Top-down: start from the Dissemination directorate reach and call to action the territorial networks as standard and coordinated – improve the image of Istat as a supplier of official statistics as a «knowledge service»
2. Bottom-up: projects from the regional offices. Are filtered, assessed, revised and sometimes adapted to become «standard» also for other regional offices
3. One-shot initiatives: start at territorial level and are not valid for the entire territory since for the peculiarities linking them to a specific region
Current projects in partnership

Target group: students

The OpenCoesione school (Asoc) project:

• Is a civic engagement project for secondary school students for the monitoring of projects funded by European social funds in Italian regions
• It started in 2013 and in the 2018-2019 school-year reached nearly 200 schools
• The Ministry of Education and the Office of the European Commission in Italy are partners

Istat signed an agreement in October 2018 having as objectives:

• Teach how to read numbers and statistical information
• Introduce data culture in specific age groups
• Promote use and re-use of data to develop civic engagement
Current projects in partnership
Current projects in partnership

Target group: students

Competitions and games:

1. The statistical competition:
   • The National phase of the statistical competition with the Italian statistical society
   • The European phase of the statistical competition (ESC)

2. European Researchers’ Night

3. Statistics Day

4. Statistics and demography festival (end of September)

5. Science Festival (end of October)
Current projects

Target group: students

Students visits at Istat central office:

Activity upon request of schools

• With standard modules
  • The story of Istat
  • The function and mission of Istat
  • Main survey, the census
• With modules for specific topics, on demand
Current projects

Target group: the general public

The Financial education project:

• Is a high-level programme sponsored by several institutions coordinated by the Ministry of economic and finance
  • Participated by the Bank of Italy
  • The Ministry of Labour
  • The Commission on Banks and Stock Exchange
  • The Insurance supervisory authority
  • The Pension Fund regulator

Istat signed an agreement in April 2019 having as objectives:

• The supply of fact-sheets on topical events in life («Moments that count»)
• A possible survey on financial education of the population
Financial education project: fact-sheets
Financial education project: fact-sheets
Current projects

Target group: teachers

The Economic education project:

• Is in the pipeline with The Economic education association, that works in the educational sector
  • Istat intends to contribute to economic education with the tools of statistics
  • A plan for teachers’ training in secondary schools
  • Participation of statisticians as experts in seminars at territorial level
Current projects

Target group: the non-expert general public

The «Statistics for all» section on the corporate website:

• A recommendation of Eurostat Peer reviewers
• Is in the pipeline as a simple and accessible section to access statistical information for the less experienced users
• «To ensure wider us of statistics in society» in compliance with European CoP, Principle 15
  • Provides simplified means of interpreting the phenomena of everyday life
  • Provides simple explanation of the best known statistical concepts
  • Guides to the proper use of data
LA STATISTICA PER TUTTI

COME NASCE UN DATO

I NUMERI DEL PAESE

LA statistica ufficiale raccontata con un linguaggio semplice e diretto.
Un’area web per chi vuole capire la statistica e usarla meglio, per chi vuole leggere correttamente i dati diffusi dall’istat e imparare quali sono i principali concetti statistici.
Perché la statistica ufficiale può essere facile da comprendere e divertente da usare!

LO SAPEVI CHE...?

COSA SIGNIFICA

IMPARA CON L’ISTAT

LO ITALIA è lunga 1.200 chilometri e ha una superficie di 302 miliardi di chilometri quadrati.

LA statistica

GIoca con la statistica

I PIÙ CLICCATI

IL CONTAMONI

le INFografiche

le FASI DI PRODUZIONE

SIGNALA SU GGERISCI

CONTATTI

DATI ANALITICI & PROGETTI

METODI & ATTREZZATURE

INFORMAZIONI & RISORSE

Editorial Staff
Infolegale
Copyright

ISTAT

ENGLISH HOME

HOME } SERVIZI PER TUTTI

1.2
A simpler data warehouse
Statistical literacy as a means to:

1. Establish a mutual, trusted relationship with different users groups for the use of statistics in decision-making in people’s life
2. Make the average and non-expert data users understand how to select and use «correct» information and correct source
3. Give a set of interpretation tools to enable active citizenship for a better participation in social life
Conclusions/2

Actions for target groups:
- Students:
  - Games, competitions, interventions with data within school curricula
- Teachers:
  - Professional training in the applicative aspects of the use of statistics
  - Guide to the content of the website and to the output of Istat surveys
  - Statistics as a support for a better understanding of other topics
- The general public:
  - Actions depend on potential beneficiaries
Thanks for listening!

Questions?

Patrizia Collesi (pcollesi@istat.it), Roberta Roncati (rroncati@istat.it)