

Early promotion of statistical literacy and Statistics Netherlands

CBS in the Classroom



Statistics
Netherlands

Overview

CBS in the Classroom

- Why young people as a target group?
- How to reach young people?
- Content
- Channels and promotion
- Future

More visible to the general public...

...by using the media



Why young people as a target group?

Now:

- young people can use CBS data for school projects

Future:

- users (journalists, policy makers, researchers)
- employees
- respondents

How to reach young people?

Through the teacher

Communication
Efficiency



Content

Primary education: upper students (age 10 to 12)

Secondary education:

- Economics
- Geography
- Social Studies
- Mathematics

Reuse existing material and organise it in a way that teachers can easily search and find

CBS in de Klas - CBS in the Classroom

www.cbs.nl/cbsindeklas

In de klas

Basisonderwijs

Voortgezet onderwijs

ConjunctuurBekerStrijd

Contact



Aardrijkskunde

Actueel

Deel deze pagina



Syrische immigranten wonen verspreid over

17-10-2016 15:59



Aantal leerlingen blijft dalen, behalve in grote

27-9-2016 16:27



Minder tweelingen geboren

27-9-2016 16:22



Gemeenten zamelen minder oud papier in

9-9-2016 10:07



Meer uitstoot broeikasgassen in 2015

9-9-2016 10:05



Toename huishoudens vooral in en rond grote

9-9-2016 09:14

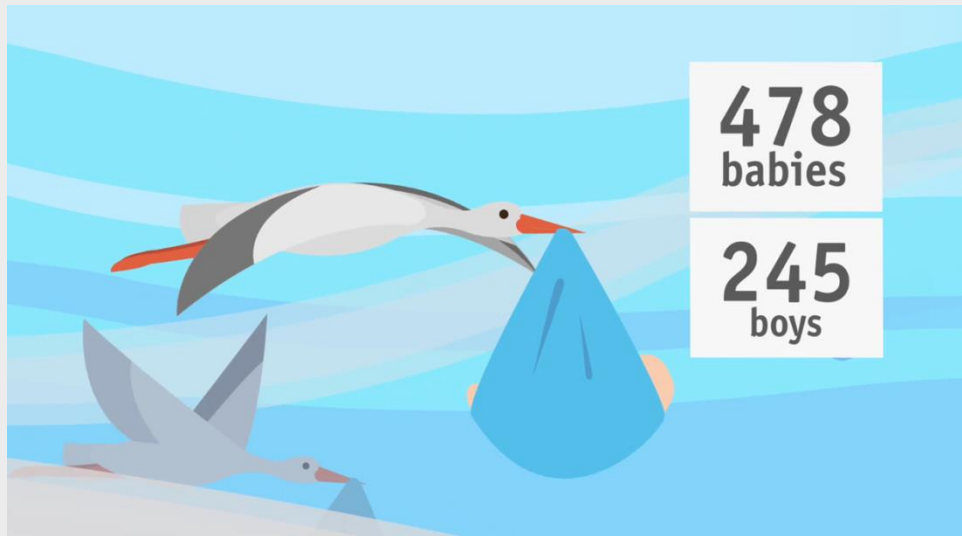
[meer actueel](#)



Primary education

- *Digital literacy*, How to lie with statistics
- Making and reading graphs and tables

Short film On a normal day <https://youtu.be/mpK7iyDH2ek>



Economics

- Up-to-date figures (more up-to-date than in the text book)
- How do we make statistics? Short films about inflation and GDP
- *ConjunctuurBekerStrijd*: competition in predicting the economy (e.g. unemployment, house prices, consumer spending)



Geography

- Regional information: *CBS in uw buurt* (CBS in your neighbourhood)
- Population development
 - population pyramid
 - short film about ageing



Social studies

- Digital literacy: how to recognize reliable statistics/research?
- Compulsory research project: how do you start a research? How do you set up a poll? What makes a good questionnaire?
- Multicultural society: lesson plans on migration and integration



Mathematics

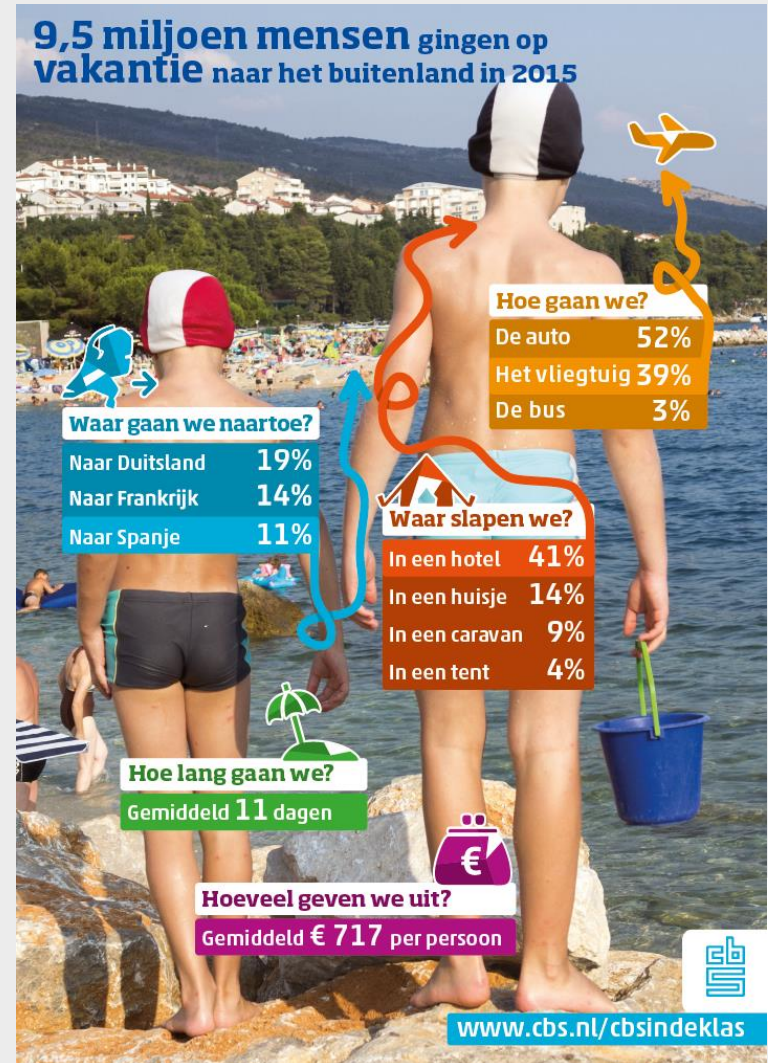
- Big datafiles
- Making and reading graphs (also “lying with statistics”)
- How to set up a good and reliable poll



Promotion

- Posters
- Fairs/seminars/
presentations/workshops
for teachers
- Online communities for
teachers
- Twitter (and Facebook)
- Adds/advertorials

Let teachers tell you what
they need



Future

- Other courses and different education levels
- Broadening and refreshing the supply of current courses
- Lessons on how to use *StatLine* (CBS' statistical database)
- Cooperations with publishers

Never stop promoting