



Statistical Literacy in the Rapidly Expanding Information Society – Discussant’s speech

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Key points



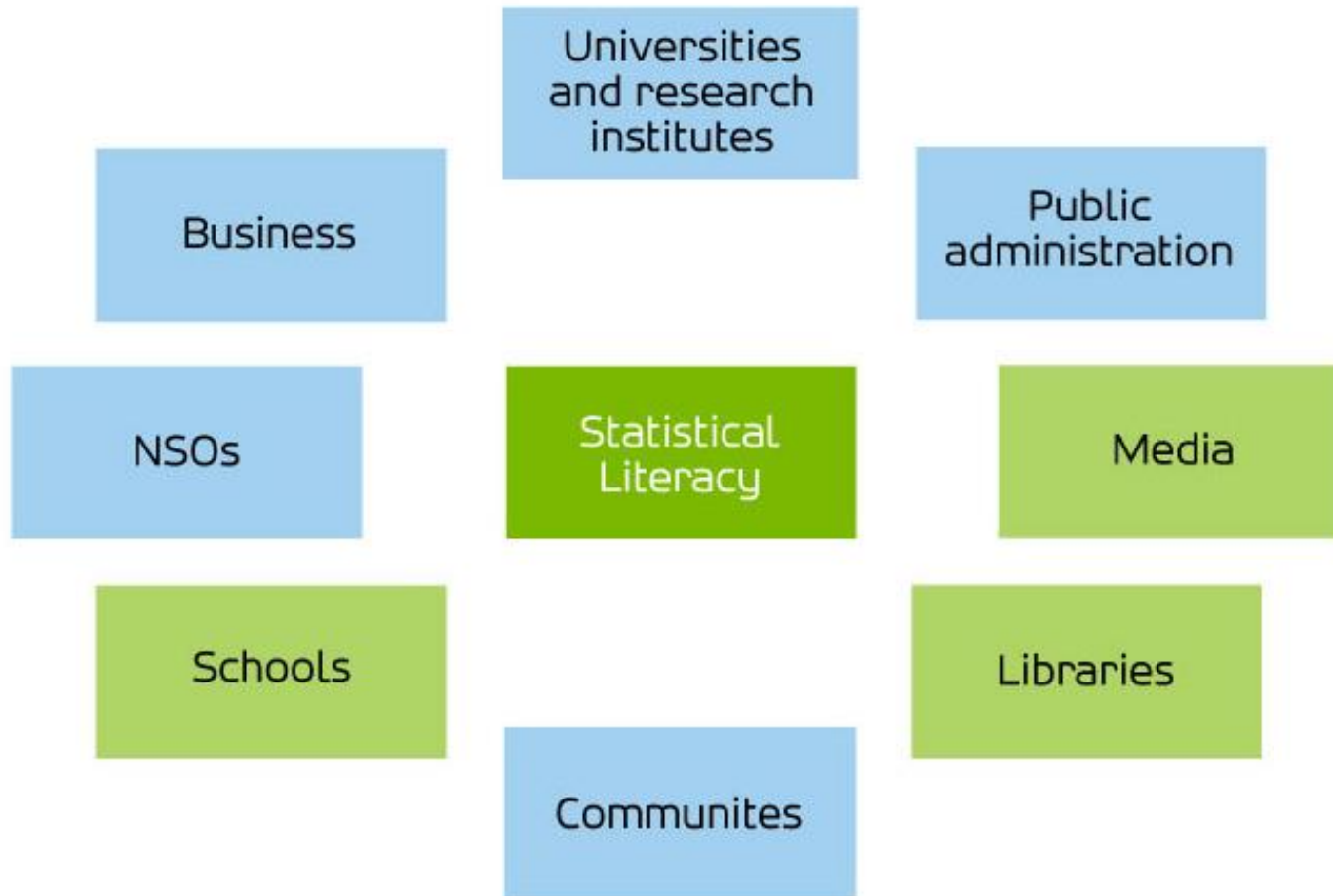
- Improving statistical literacy is increasingly emphasised in the NSOs
- Cooperation with students and educational institutions is seen as an investment in the future
- New skills know-how is required by the staff
- A common challenge is the measurement of effectiveness
- Will we find power through cooperation?

Advancing the use of statistics as a basis for the NSOs' existence



- NSOs' strategic aim is to promote the use of statistics as the basis for
 - democracy
 - evidence-based policy
 - individual's own decisions and critical thinking
- NSOs's competitive advantage is quality
- NSOs's task is to maintain citizens' confidence in official statistics

Statistically literate society – long term goal



Question

- Are we ready to invest sufficient resources to promote statistical literacy and official statistics in this new “post-truth” age?



Basic statistical literacy is a skill requirement for people

Understanding of basic concepts and key figures

Ability to use and understand numerical and statistical data in everyday situations

Deeper usage skill is a growing requirement for people acting in the information society

Knowledge of concepts, key figures, methods and presentations

Ability to use and produce numerical and statistical data in work duties and decision-making

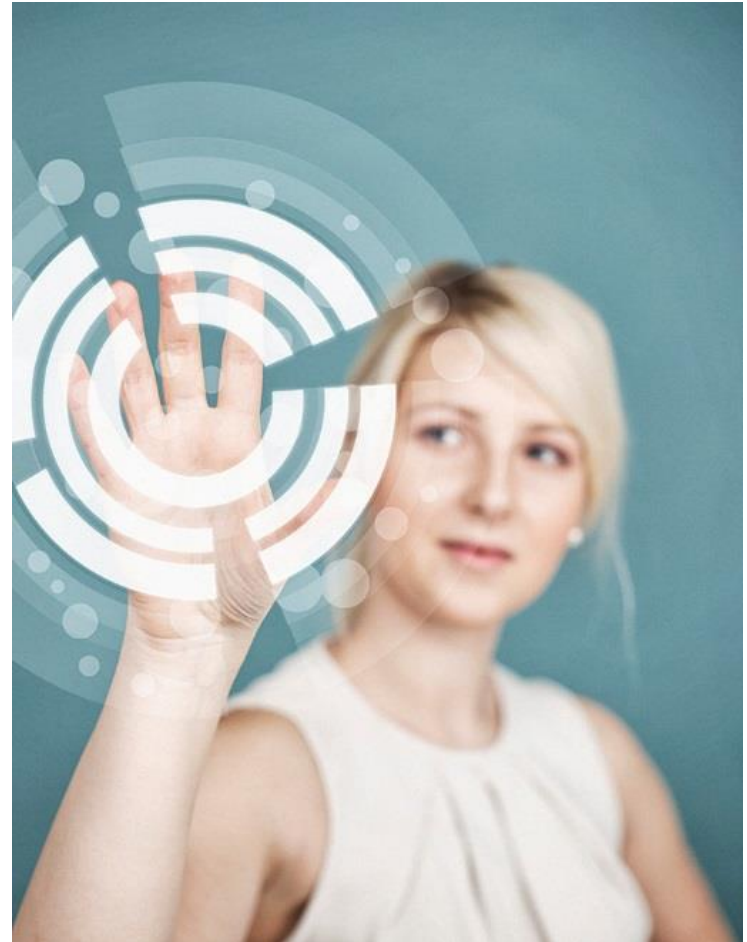
Towards customer-orientated communication



- Networking and creating partnerships
- Studying the customer's needs and environment
- Listening to customers
- Speaking the customer's language
- Using the new technology

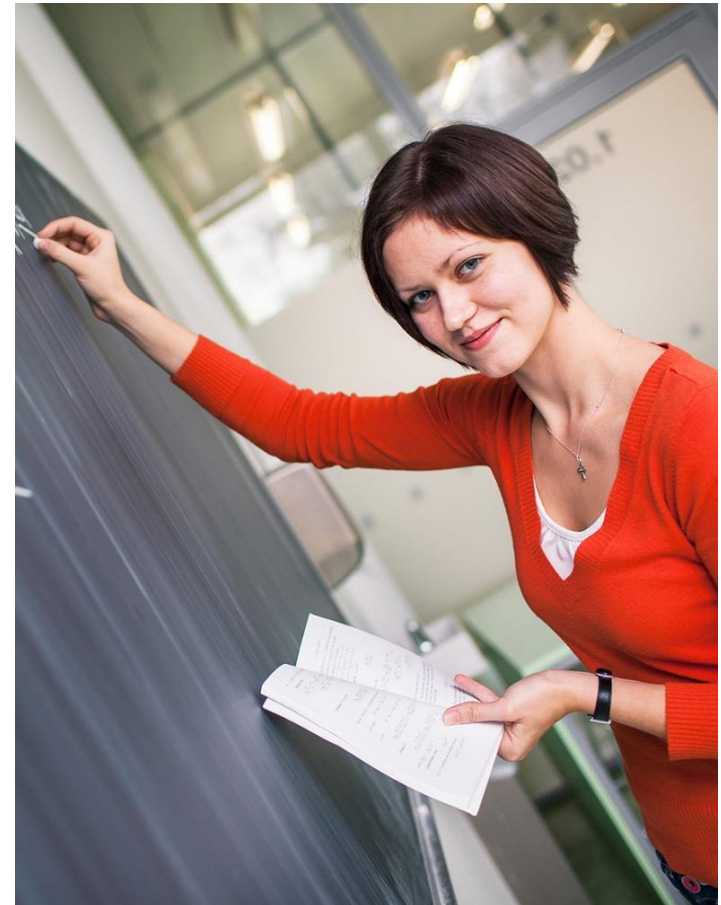
Question

- We cannot outsource customer orientation but how could we utilise external partners more effectively in developing new products?



Why cooperate with educational institutions? (1)

- To promote a positive public image and enhance socially responsible activities
 - To raise future information users, decision-makers and data providers
 - To disseminate statistical information more widely
- To provide input to different teaching and research programmes
 - To help students' research projects directly with statistics
 - To help teachers teach



Why cooperate with educational institutions? (2)



- To divide costs with cooperation partners
- To generate new ideas for developing service models
- To get first-hand information about user needs
- To learn how digital natives use and search information
- To attract our new recruits

Questions

- Do we see digital natives as a strategic target group?
- Do we also further advance our skills by learning from the younger generation?



It is not easy to measure results

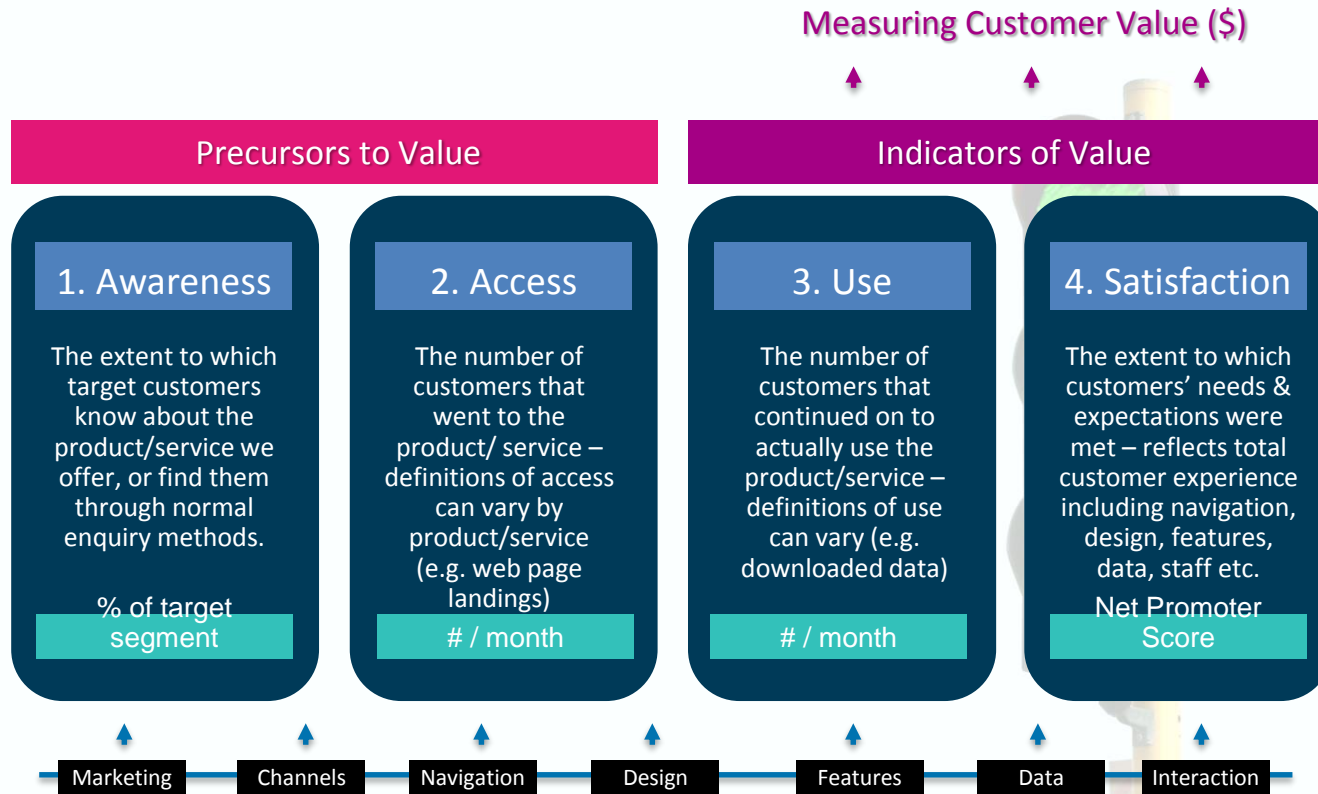
Examples of measuring the effects:

- Number of training events
- Number of participants in cooperation / training (schools, teachers, students)
- Regional accessibility
- Learning materials and portals online and their use
- Feedback from students and teachers
- Positive public image effects
- Teaching statistics in study programmes





Product / Service Value Framework



Questions

- What possibilities do we have to affect study programmes?
- How can measuring methods be developed?



Can we utilise our know-how together sufficiently?



Questions for discussion

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- We cannot outsource customer orientation but how could we utilise external partners more effectively in developing new products?
- Do we see digital natives as a strategic target group?
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Questions for discussion

- How can measuring methods be developed?
- What possibilities do we have to affect study programmes?
- Can we utilise our know-how together sufficiently?