Module 4

Applying good practices for presenting, explaining, and communicating statistics

Workshop 4 – TRAINING

Regional Workshop on Statistical Literacy: Increasing Effective Use of Agricultural and Rural Statistics

13-17 July 2015 Daejeon, Republic of Korea

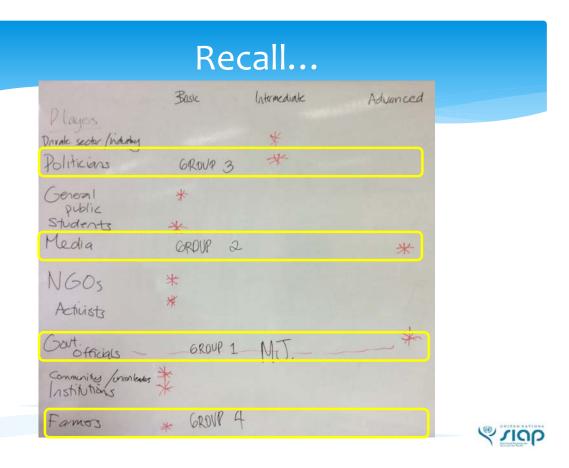


Recall...

Module 2. Sessions 2.3 – 2.4

- Identified key players and users of statistics involved in each stage of the policy development cycle
- Identified groups of decision makers and key messengers/influencers to effectively use ARS





For this exercise, we shall focus on the following key users/stakeholders:

Media

- They are an important means for reaching other audiences, so it's a good idea to deal with them separately
- Focus on news reporter/newspaper journalists



For this exercise, we shall focus on the following key users/stakeholders:

2. Rural development program manager

- Individuals who provide information or services to the clients
- They work with government, private institutions, agricultural extension workers, agricultural input suppliers, traders, microfinance organization, etc.

Reference: FAO. Designing your Communication Strategy: Identify and analyse your audiences. Learners' Notes. 2011.



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For this exercise, we shall focus on the following key users/stakeholders:

3. Government policy advisers

- People that influence decisions of senior officials in government that affect the clients or the project.
- They are often the ones who prepare policy briefs/recommendations for approval of the Minister/senior officials



For this exercise, we shall focus on the following key users/stakeholders:

4. Secondary students

Other people not directly concerned with the project, but should be statistically literate

Reference: FAO. Designing your Communication Strategy: Identify and analyse your audiences. Learners' Notes. 2011.



Workshop 4 – Training

Will facilitate identification of specific training needs...

1. Defining the users' characteristics

Name of audience:			
Characteristics	Question	Remarks	
Education	What type of education do they have? In what subjects?	Literacy levels, educational level attained, subjects studied	
Organization	Do they belong to an organization?	Members of farmers' associations, staff of a ministry	



Will facilitate identification of specific training needs...

2. Defining users' knowledge, attitudes and practice

Name of audience:		
	Question	Remarks
Existing knowledge	What do they know about the agriculture	Detailed traditional knowledge
	and rural sector?	
Existing attitudes	What do they think about it?	Major concerns
		LV97

Reference: FAO. Designing your Communication Strategy: Identify and analyse your audiences. Learners' Notes. 2011.



Workshop 4 – Training

Will facilitate identification of specific training needs...

3. Determining the users' current source of information

Name of audience:			
	Question	Remarks	
Information sources	Where do they currently get information? What media do they use?	Informal exchange via leaders. Discussions. Print or broadcast media. Some use mobile phones in towns.	
		NGOs provide training. Some children attend school.	

Reference: FAO. Designing your Communication Strategy: Identify and analyse your audiences. Learners' Notes. 2011.



Will facilitate identification of specific training needs...

4. Defining your users' interests and information needs

Name of audience:			
	Question	Remarks	
Information	What types of information do	Market prices	
needs	they need?		
Name of audience: Actual and potential donors			
Information	What types of information do	Hard data on number of beneficiaries,	
needs	they need?	impact of activities, use of funding.	
		Human-interest stories for fundraising in	
		home country.	

Reference: FAO. Designing your Communication Strategy: Identify and analyse your audiences. Learners' Notes. 2011.

Recall...

Competencies Required for Each of the Components of Statistical Literacy



Data Awareness

Basic	Intermediate	Advanced
Read the data	Read between the data	Read beyond the data
 Understand the need for data to be collected. Recognise that there is more than one way to collect data. 	 Understand that various factors impact on data quality. Be aware of how bias can be introduced. Recognise how to limit errors. Understand which data collection method is appropriate for a specific question. Formulate research questions. Make decisions about the suitability of data. 	 Understanding of methodological issues such as sampling technique, survey design, minimising 'noise' etc. Contextual understanding.
		(a) UNITED NATIONS

Source: Australian Bureau of Statistics. Statistical Literacy. (http://www.abs.gov.au/websitedbs/CaSHome.nsf/Home/Statistical+Literacy+Competencies.es)



Understand Statistical Concepts

Basic	Intermediate	Advanced
Descriptive	Explanatory	Analytical/Critical
 Recognise basic concepts including mean and range and have some understanding of their meaning. Understand basic graphs/tables. 	 Understand concepts such as variance. Understanding of chance such as percentages, ratios etcetera. Choose the correct statistic for the purpose. 	 Understanding of probability such as randomness, independence, statistical significance etcetera.



Analyse, Interpret and Evaluate Statistical Information

Basic	Intermediate	Advanced
Summarise basic data. Ability to read and produce graphs and tables. Source: Australian Bureau of Statistics. Statistical L.	 Recognise relationships among and between variables. Understand concept of errors. Produce tables/graphs/maps of data appropriately. Question the source of data and the methodology used. Understand the importance of and take into account the metadata. 	 Understand which statistical tools are appropriate to context. Explain more complex relationships such as trends, multi factor variance etcetera. Predict and generalise from data. Recognise that trends exist but may not be stable. Understand how a third variable may explain a relationship between two others. Assess data quality. Identify gaps in the data.
(http://www.abs.gov.au/websitedbs/CaSHome.nsf/F	Jama/Statistical Literacy (Competencies os)	1 townstate 1

Communicate Statistical information and Understandings

Basic	Intermediate	Advanced
 Ability to describe in words what set of data is saying. Ability to display data in simple graphical and tabular form. Ability to produce 	 Ability to turn data into information. Understanding of the statistical conventions of representing data. Ability to organise and manage data. 	 Ability to apply statistical reasoning to support decisions. Communicate the meaning of statistical terms and concepts to others.
basic statistical summary data. For example percentages, mean etcetera.	 Use appropriate format and medium to report data. 	 Demonstrate adherence to ethical issues such as confidentiality.



Thank You!

