



INTERNATIONAL STATISTICAL  
LITERACY PROJECT



Challenge for the ISLP project:  
worldwide promotion of statistical  
literacy and user skills through a  
cooperation network

2013 Joint IASE / IAOS Satellite Conference,  
Macao, China, 22nd to 24th, August 2013



## Key points

- Background of the ISLP
- Current activities
- The ISLP Strategy Project
- Statistical literacy competitions
- Questions concerning the role of the ISLP and conclusions



# INTERNATIONAL STATISTICAL LITERACY PROJECT



## Background of the ISLP

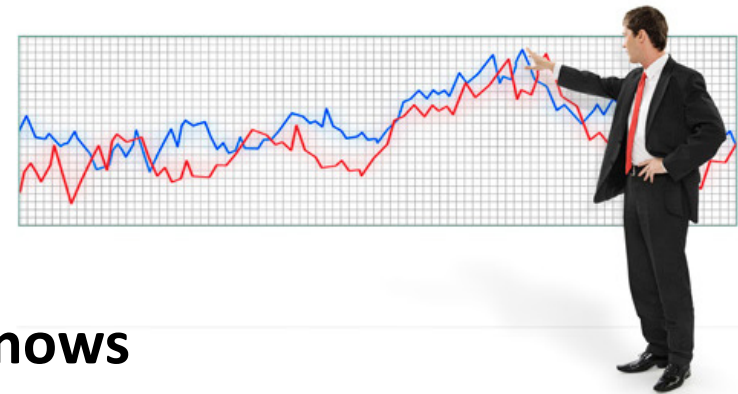




# The mission

- ISLP operates in association with the International Association for Statistics Education (IASE), and the International Statistical Institute (ISI).
- The mission of the International Statistical Literacy Project (ISLP) is to support, create and participate in statistical literacy activities and promotion around the world
- The key activity is cooperation with the national statistical offices, statistical societies, universities and training institutes

## The Aim is



- **a statistically literate person who knows**
  - Central statistical concepts and definitions
  - How statistics are
    - Made and data collected
    - Summarised and tabulated
    - Illustrated
  - How to interpret statistical data and graphs
  - How to look for reliable statistical data and evaluate the reliability of the data source



# Highlights of the history of the ISLP

- 1994 World Numeracy Program Advisory Committee (ISI)
  - To spread quantitative skills
  - Prof. Luigi Biggeri, Italy (1994-2000)
- 2000 International Statistical Literacy Project (IASE)
  - To promote statistical literacy across the world, among young people and adults, in all walks of life
  - Prof. Carol Blumberg, USA (2001-2006)
    - ISLP Web site
  - Prof. Juana Sanchez, USA (2007-2009), first ISLP Director
    - Statistical literacy competitions, Best Cooperative Award, ISLP Newsletter
  - Head of Development Reija Helenius, Finland, Prof. Pedro Campos (Portugal) and Prof. Sharleen Forbes, New Zealand (2010-2013), executive team
    - Network of the Country Coordinators, the ISLP Advisory Board, Poster Competitions, expanding previous activities





# Organisation structure of the ISLP 2011-2013

- Council of Country Coordinators
  - 117 country coordinators from every continent <http://iase-web.org/islp/People.php>
- Advisory Board
  - [John Harraway](#), New Zealand, IASE president (chair)
  - [Adriana D'Amelio](#), Argentina, IASE representative
  - [Reija Helenius](#), Finland, Director ISLP, Puuttuuko tästä jotain? Jos ei, pilkku pois
  - [Iddo Gal](#), Israel, ISI representative
  - [James Nicholson](#), Great Britain, IASE representative
  - [Metka Zaletel](#), Slovenia, IAOS representative
- Executive Team
  - ISLP Director [Reija Helenius](#) (Finland), Vice ISLP Director [Pedro Campos](#) (Portugal) and Vice ISLP Director [Sharleen Forbes](#) (New Zealand)
- National cooperation groups



# INTERNATIONAL STATISTICAL LITERACY PROJECT



## ISLP – current activities





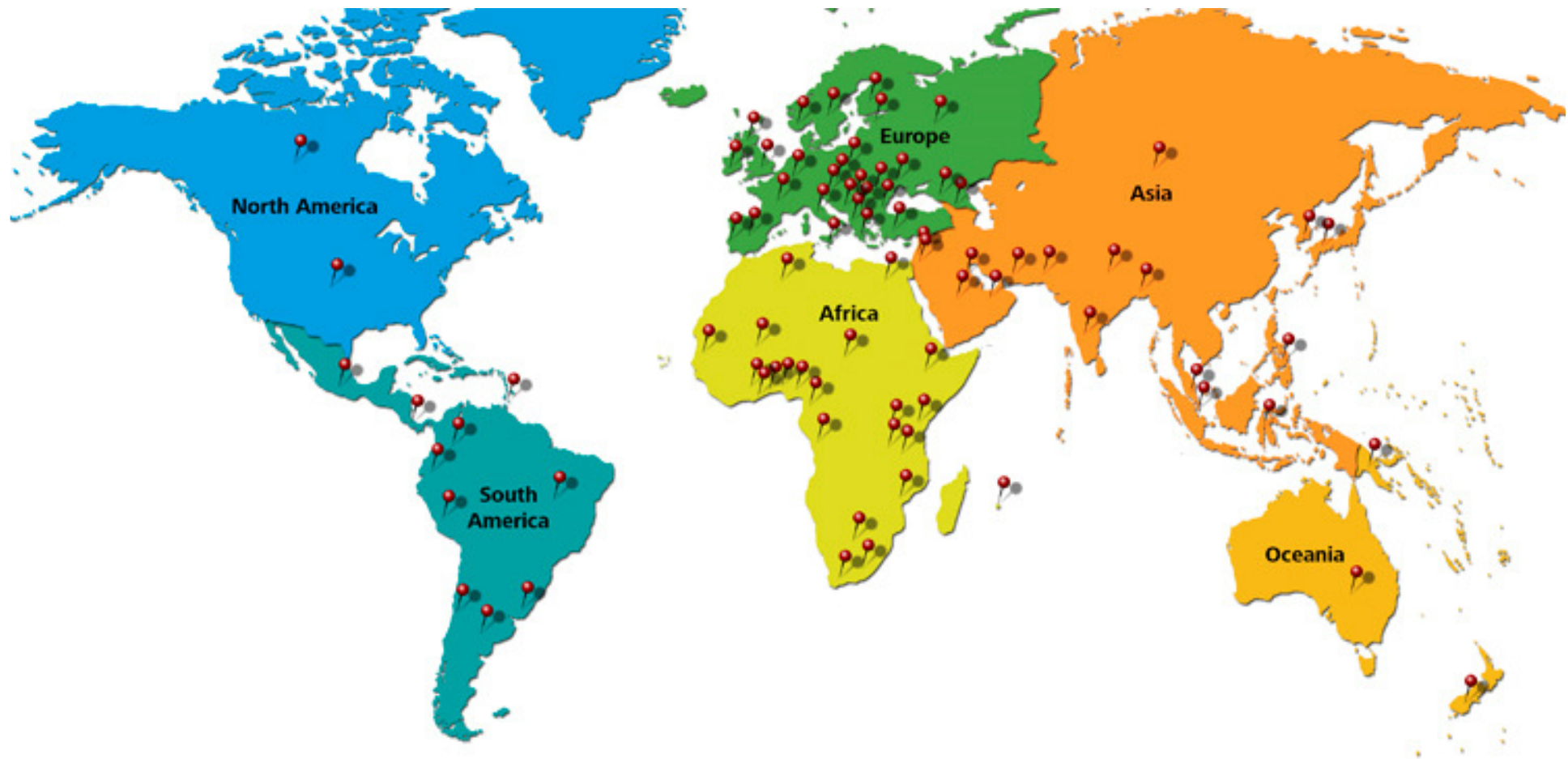


# Goals for activities in 2010-2013

- To build the ISLP Network
- To share the best practices and give new ideas on how to improve statistical literacy
  - Through the ISLP Newsletter
  - Through the ISLP Website
  - ISLP Facebook site
- To be involved in organising special events
  - World Statistics Day 2010
  - The Year of Statistics 2013
  - National and International conferences
- To develop the long-term strategy
- To carry out statistical literacy competitions



# INTERNATIONAL STATISTICAL LITERACY PROJECT





# INTERNATIONAL STATISTICAL LITERACY PROJECT



A PROJECT OF  
THE IASE AND ISI



## INTERNATIONAL STATISTICAL LITERACY PROJECT



A PROJECT OF  
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ABOUT PEOPLE PUBLICATIONS ACTIVITIES COMPETITIONS RESOURCES

Search ISLP ...

### WELCOME

The International Statistical Literacy Project (ISLP) is a project initiated by the International Association for Statistical Education (IASE), which is the education section of the International Statistical Institute (ISI).

The main objective of the ISLP is to contribute to promoting statistical literacy across the world, among young and adults, in all walks of life. To this end, we provide an online repository of international resources and news in Statistical Literacy, international activities to promote the resources and the individuals and institutions behind them, and outreach activities to increase awareness.

Contact the IASE Executive or the ISLP Director Reija Helenius by e-mail if you have any questions.

### NEWS

Registration to the ISLP Poster Competition is closed.

Jury of the international final is the following: James Nicholsson, Great Britain (chair); Adriana D'Amelio, Argentina; Iddo Gal, Israel; John Shanks, New Zealand and Alejandra Sorto, USA.

The Wakimoto Memorial Fund will sponsor the awards for the ISLP Poster Competition for a total amount of € 3,500. More information on the ISI webpage.

### FEATURED EVENTS



The ISLP poster competition closes 12 May 2013



Our contribution to "Statistics2013"



Out now!

ISLP Newsletter  
10th January 2013

International Year of Statistics 2013

Statistics

January 2013 Newsletter

### OTHER EVENTS

- Best Cooperative Project Award 2013
- Upcoming conferences of interest
- ISLP Action Plan





# INTERNATIONAL STATISTICAL LITERACY PROJECT



## International conferences: ISI, IASE, IAOS



## Example from Senegal: training sessions





# Example from Mauritius: Census at School





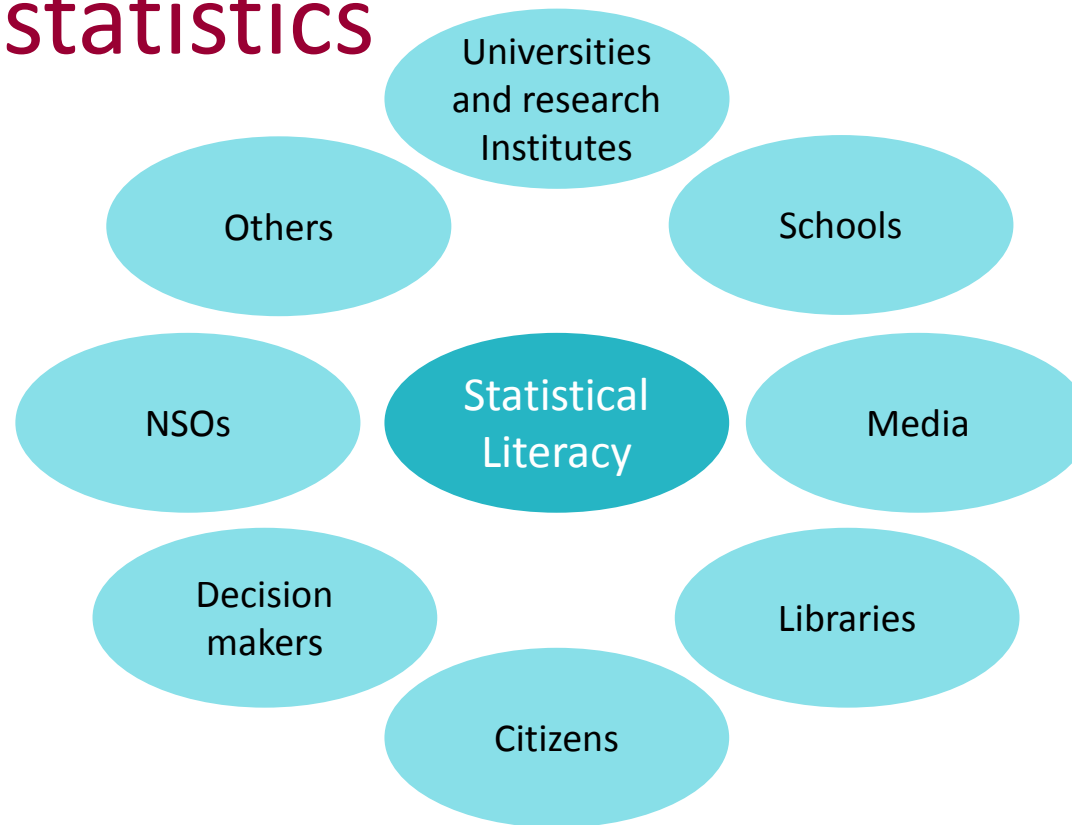
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## Developing the ISLP Strategy



# ISLP – target groups for advancing the use of statistics





## ISLP Strategy project 2012-2013

- The aim is to create practical models on how to develop statistical literacy in different areas
- Results of the work will be examples and models, which can be used in different countries and on different continents
  - best practises
  - products and cooperation modes
  - new innovations



# ISLP Strategy groups

- **Citizens and the Media**
  - Chairs: Jim Ridgway (Professor, Smart Centre, University of Durham) and Milo Schield (Professor of Business Administration at Augsburg College)
- **Schools**
  - Chair: Marina Peci (Senior Researcher, ISTAT)
- **Universities and research institutes**
  - Chair: Peter Kovacs (Assistant Professor of Faculty of Economics and Business Administration, University of Szeged, Department of Statistics and Demography)
- **Decision makers**
  - Chair: Robert Letheby (Assistant Director, Statistical Literacy Unit, Australian Bureau of Statistics)
- **Libraries**
  - Chair: Olga Mendes (Information Specialist, Statistics Portugal)





# ISLP – Statistical Literacy Competitions

- Objectives
  - To advance the understanding and use of statistics in educational institutions
  - To create networks between teaching of statistical science, national statistical agencies and educational institutions
  - To use the competition format all over the world
  - Competitions will be running every second year



# Competitions 2007-

1. Pilot International Competition 2007
  - Organised in Portugal
  - test pilot and the basis for the following competitions
2. First International Statistical Literacy Competition 2008 to 2009
  - No computers (test papers)
  - 5 languages
  - Three phases
  - Approx. 20 countries, more than 2,000 participants
3. Second ISLP Competition 2010 to 2011
  - Poster competition (competition theme: ~~the~~ environment)
  - Three bases
  - 20 participating countries, 4,793 students
4. Third ISLP Competition 2012 to 2013
  - Poster competition (competition theme: ~~the~~ agriculture)
  - Three bases
  - 30 participating countries, 7,191 students

# Competition memories from 2007

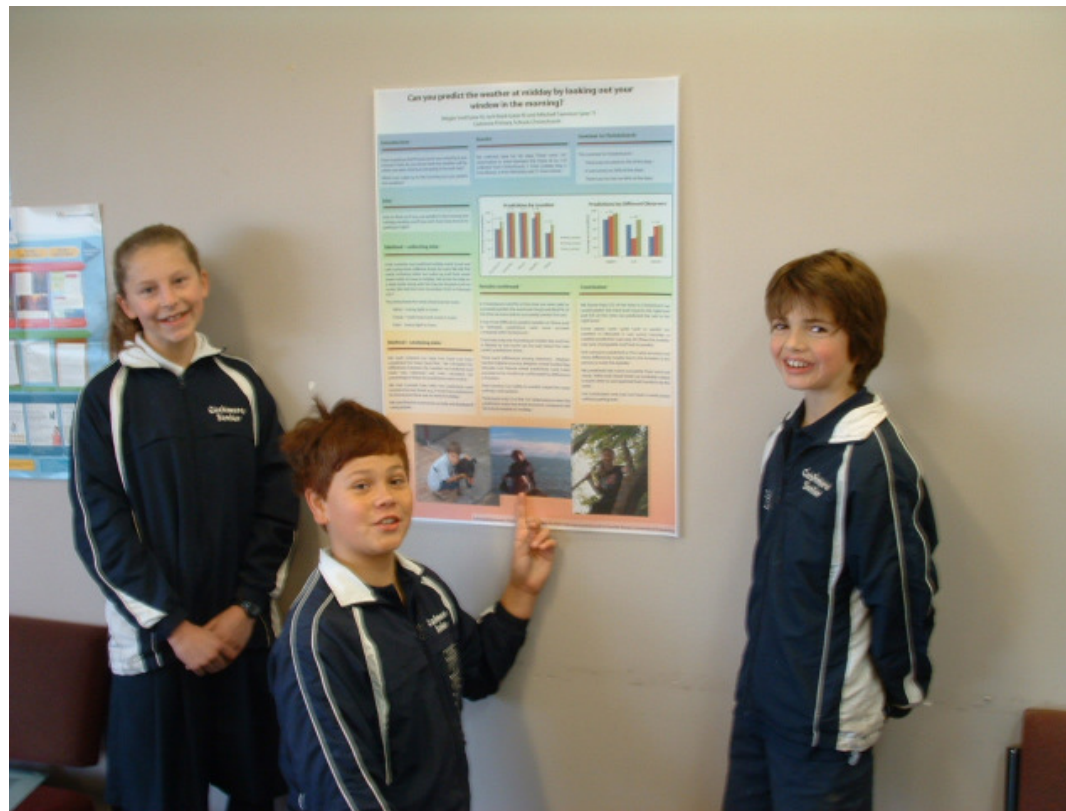


# Competition memories from ISI2009





## National Competition memories from New Zealand in 2011









## 25



# Questions concerning the role of the ISLP





## Current situation

- ISLP is a worldwide network
- The coordination and development of the project requires continuous and systematic work
- Expectations of the ISLP are growing and launches of its activities will be maintained



# Challenges to consider

- Organisation development and clarification of the roles of the ISLP actors
  - More action, less representation
  - Training of the Country coordinators and developing the country-based models
  - Consulting Developing countries
  - Securing funding for the ISLP
  - Expanding operations to cover any place where statistical literacy is required
  - Networking nationally and internationally with various actors in society





# Challenges to consider

- Website development
  - Renewal of the online resources section and appointed content coordinators
  - Production of ready-made illustrative and visualisation examples
  - Chat forum and solving of particular problems (“web doctor”)
  - Utilising real life examples
  - Blogs, Wikis and FAQs
- Training and emphasising statistical thinking
  - Teaching concrete statistical literacy and user skills, incl. visualisation
  - Arranging seminars for different stakeholders, incl. politicians, journalists



# Challenges to consider

- Expanding the competitions
  - Competitions for university students, journalists
  - Competitions that are better suited for developing countries, for instance essay competitions
- Developing communication
  - Articles, bulletins, releases
  - Different events (directed at other people than statistical professionals)
  - Promoting open data thinking, supporting datajournalis
- Etc.

## Conclusions

- Increasing cooperation to enhance statistical literacy and user skills in all walks of life

