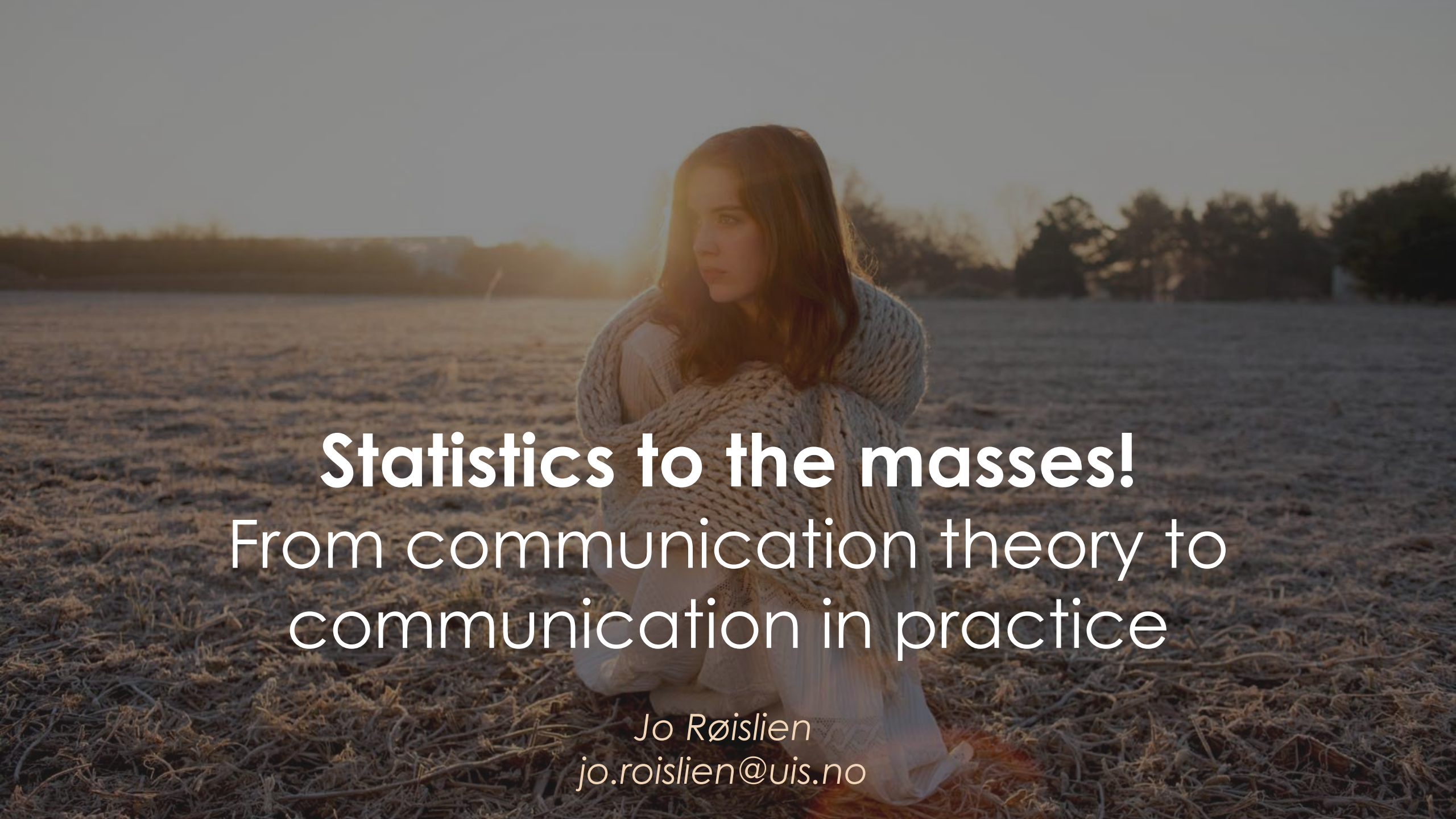


Statistics to the masses!
From communication theory to communication in practice

Jo Røislien
jo.roislien@uis.no

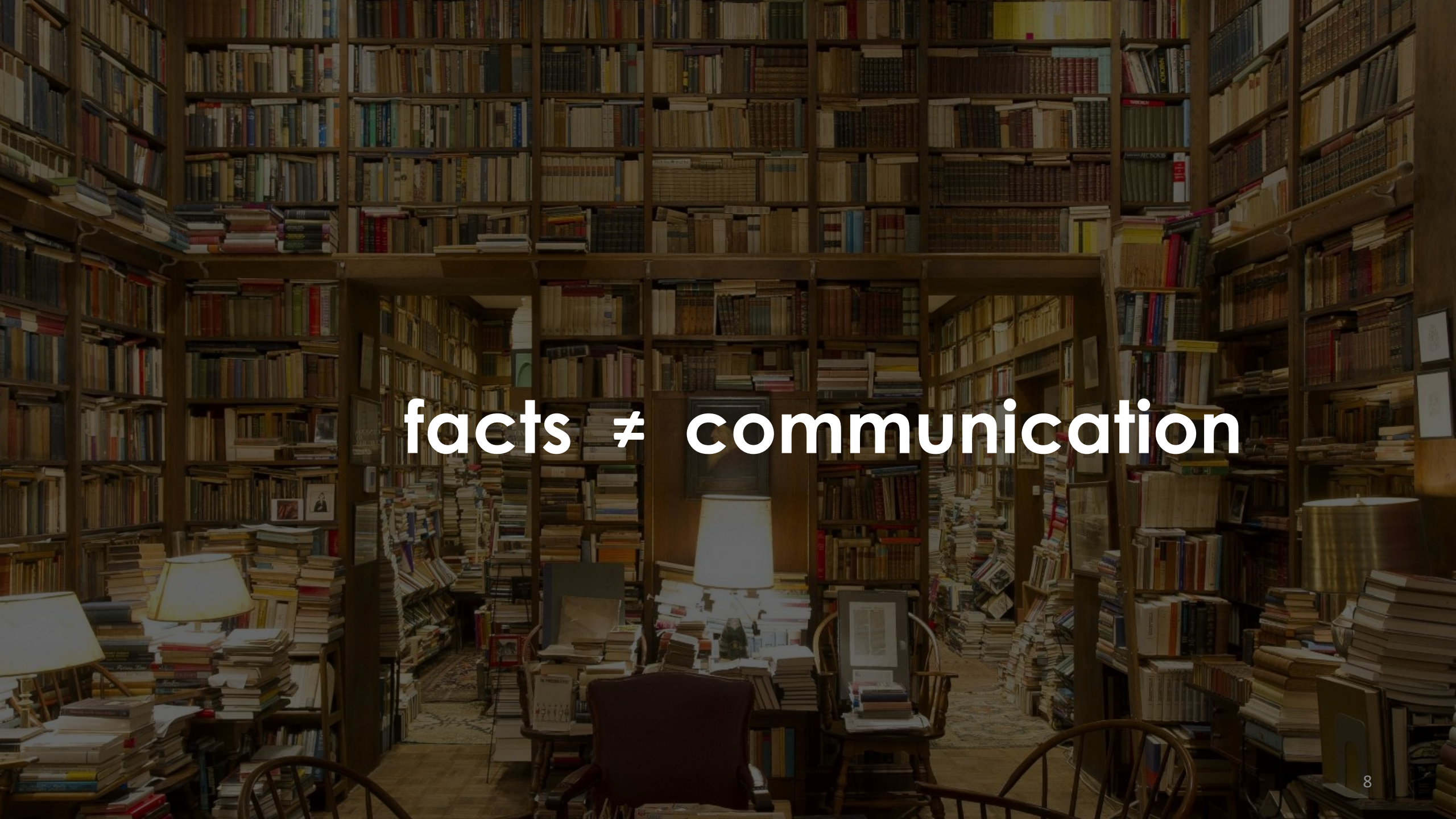
Panasonic

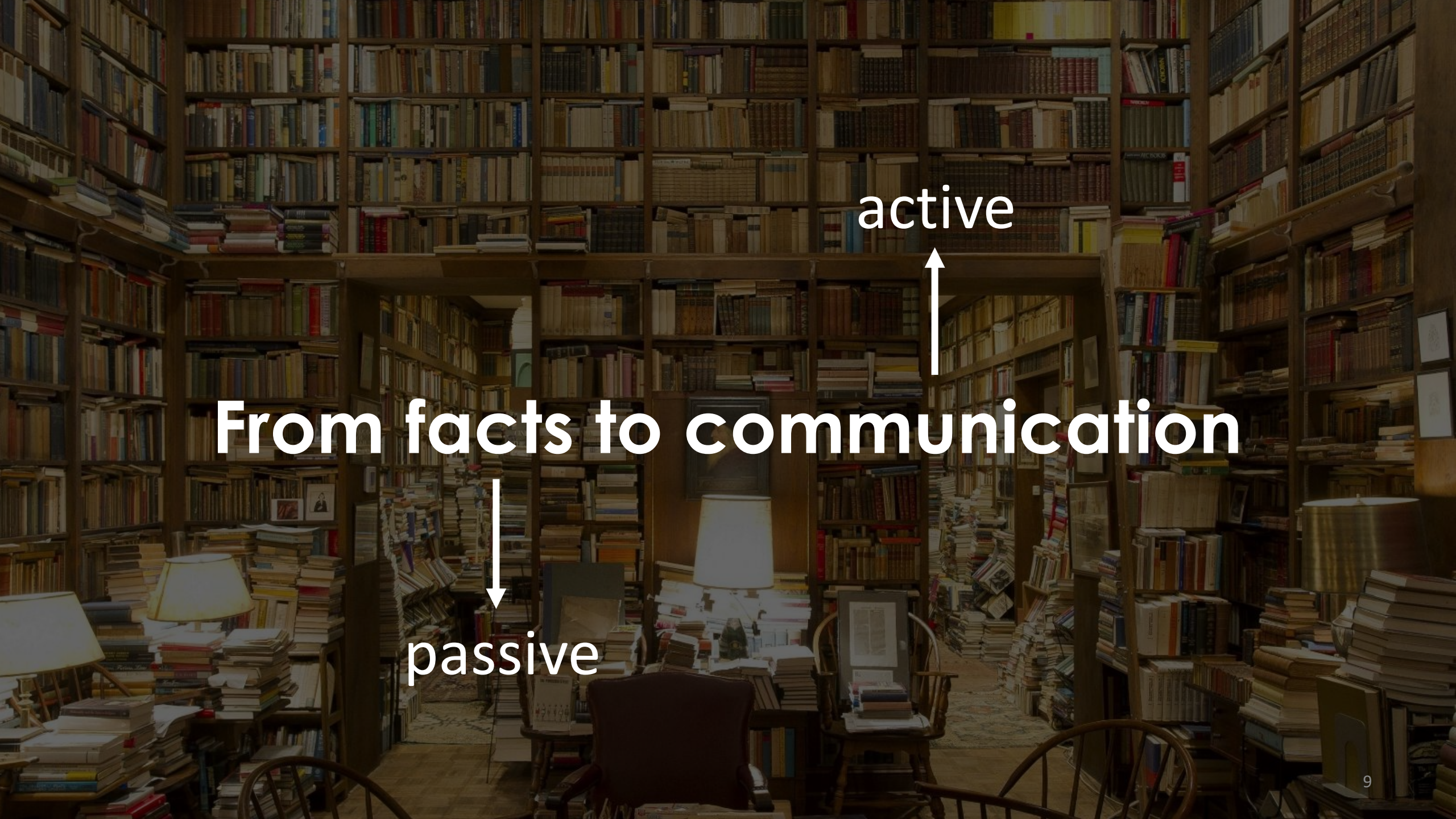
”…but I don’t want to wear a scarf!”

”…unless it’s really nice, that is!”

15
Calculus
Real People

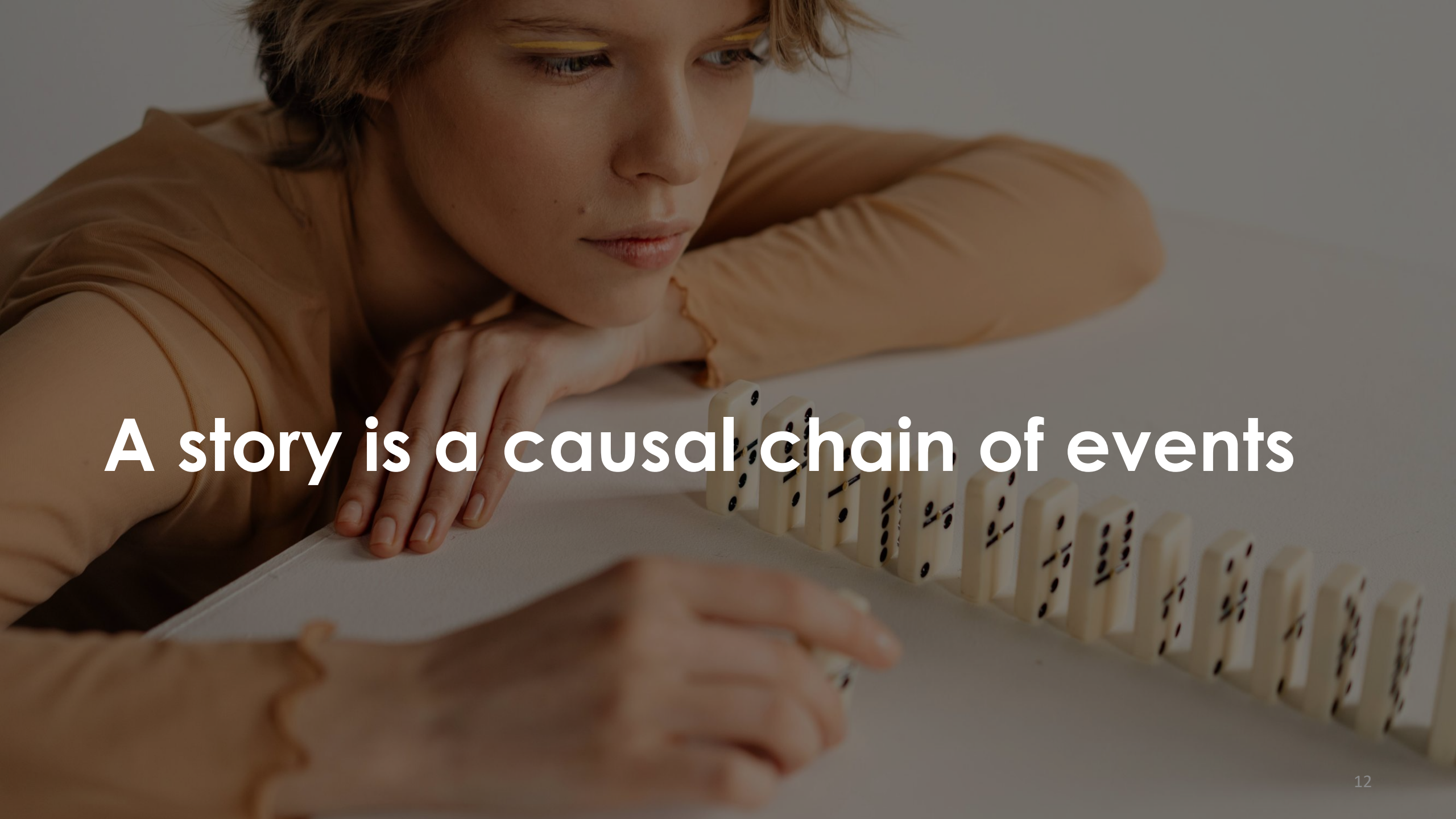
Cool! I’m in!


facts ≠ communication


active
From facts to communication
passive

THE SMELL OF NUMBERS

A story is …



A story is a causal chain of events

One Percent Mindset
@one.percent.mindset__

South Park creators give the greatest lesson on storytelling ever in just 60 seconds

One Percent Mindset
@one.percent.mindset__

South Park creators give the greatest lesson on storytelling ever in just 60 seconds

Use ‘therefore’ and ‘but’

Not ‘and then’

Statistics: A visual crash course

«Show, don't tell»

New audience

Novelty built-in by design

science education

science communication

New examples
New photos
New …

Novelty must be created

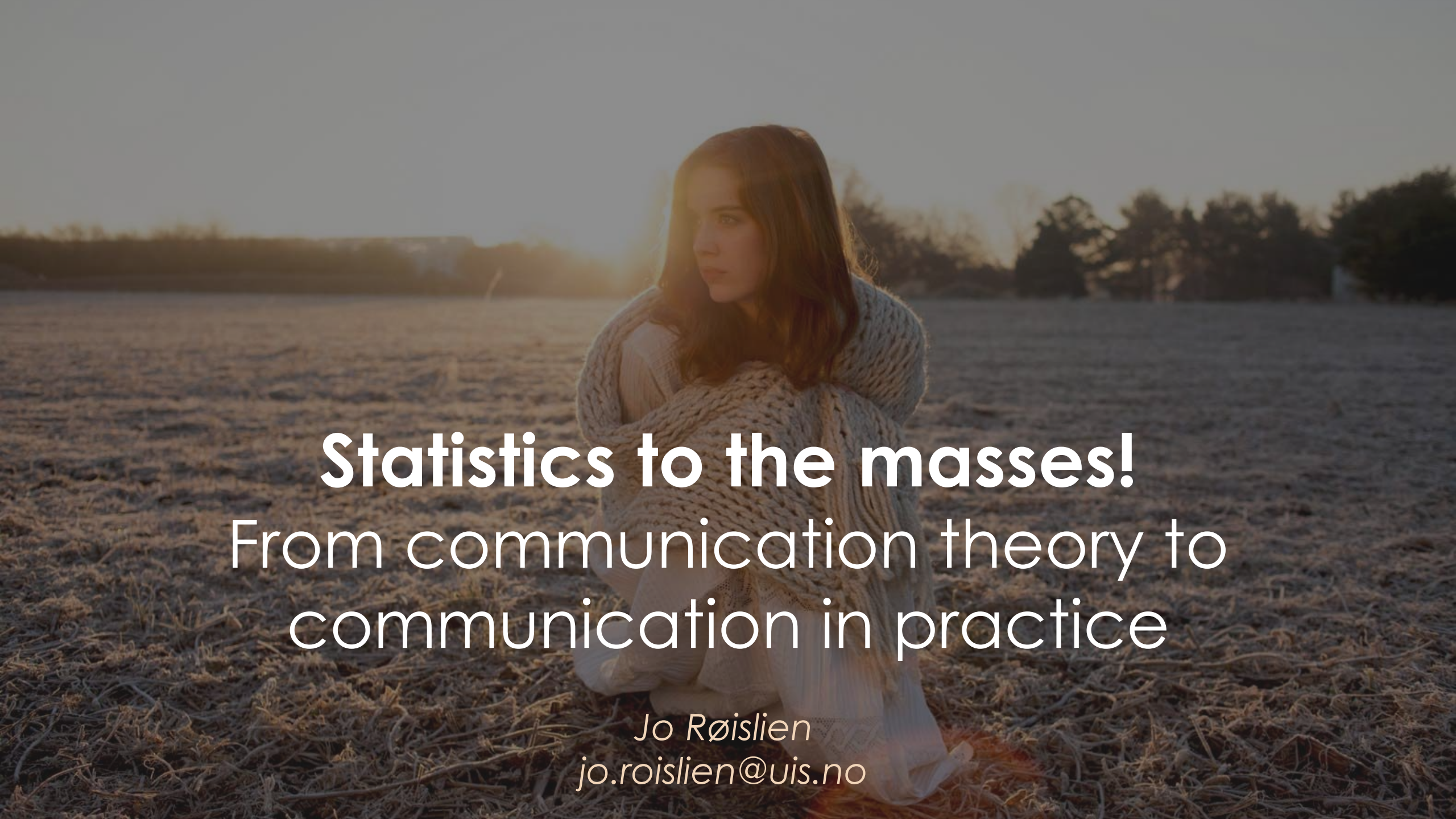
«MATTER OUT OF PLACE»

«MATTER OUT OF PLACE»

«MATTER OUT OF PLACE»

TER OUT OF PLACE»

THINK
Trust
Human emotions
Narratives
Kreativity



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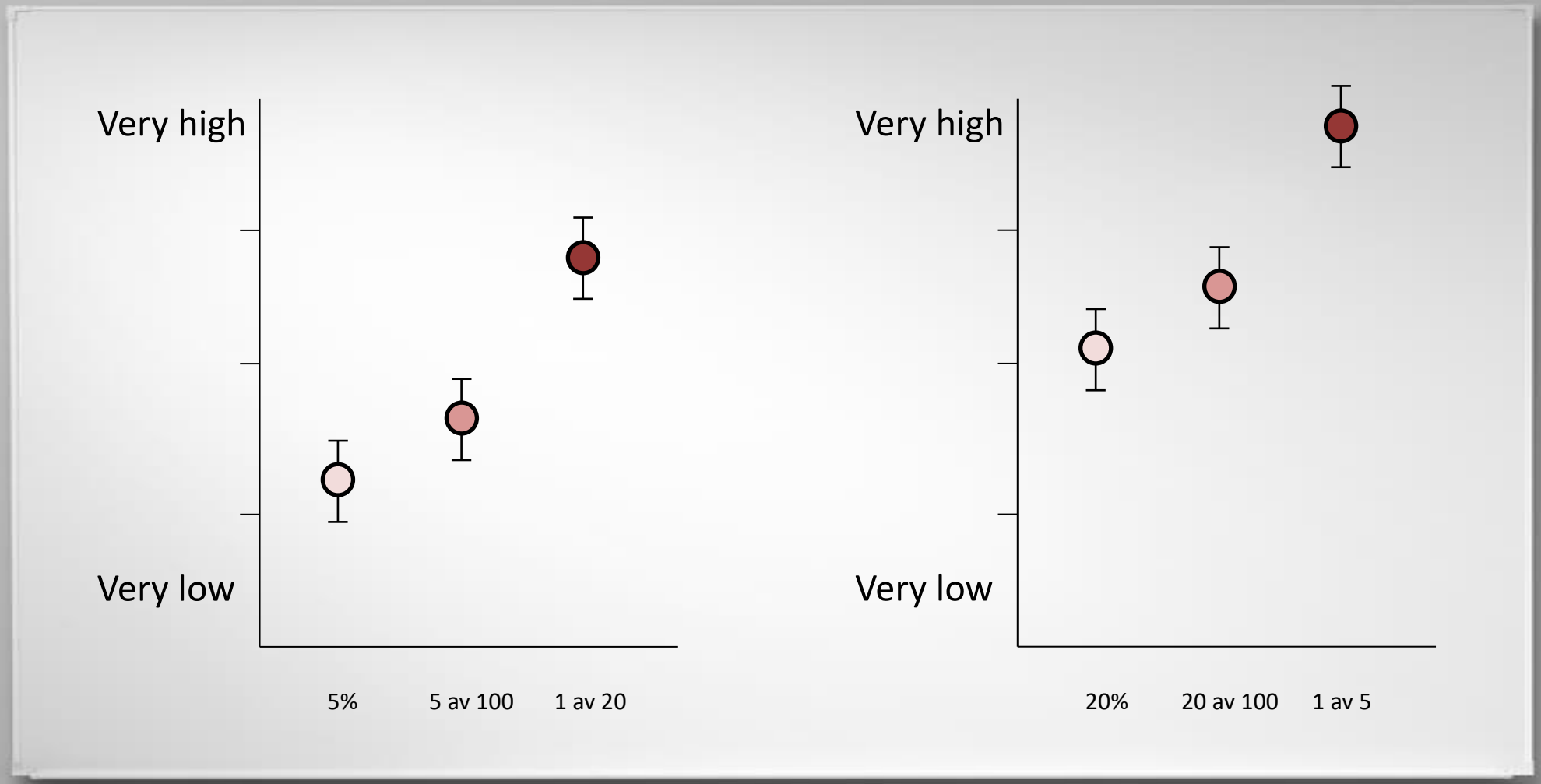
facts + feelings

«How risky does this chance of dying of Covid-19 feel?»



MEDICINE AND NUMBERS

Numbers are not neutral information

Jo Røislien *About the author*

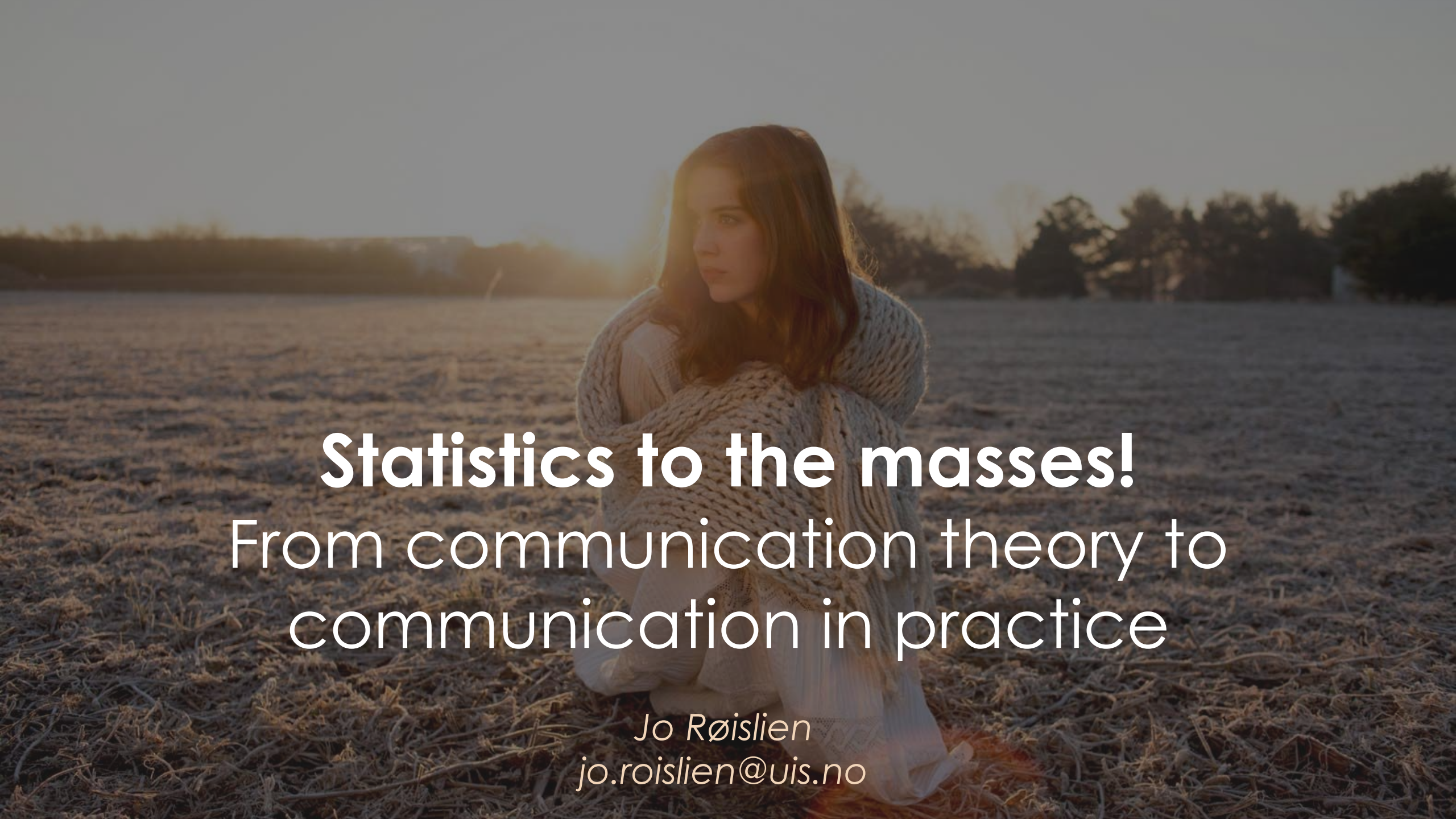
There is no such thing as a neutral presentation of numbers and statistics.

When I moved to London as a student, I found myself a new favourite number: 17. I was seated in row 17 on the plane over, and the address of the apartment where I was going to live was 17 New Road in East London. I saw the number 17 everywhere, and bought myself a pair of slippers on which I painted the number 17. I was deeply disappointed when I discovered that having '17' as your favourite number was incredibly *un*-unique.

Numbers mean something

Figure 1 *Slippers with the author's favourite number. Photo: Jo Røislien.*

In informal surveys where people are asked to choose a random number between 1 and 20, the number 17 is chosen significantly more often than others. Of the numbers from 1 to 10, the number 7 is chosen most frequently, and in a large, global survey asking people to choose any number they wanted, '7' was named the world's favourite number (1). *All* numbers between 1 and 100 was someone's favourite number, while nobody chose '110'. Quite naturally so; in a base-10 system, numbers divisible by 10 are perceived as particularly systematic – and hence less unique.



Statistics to the masses!
From communication theory to communication in practice

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An experiment into PowerPoint presentations

- In a semi-scientific experiment they tested which type of PowerPoint presentation was the most effective.
- Different visual presentation forms were tested against one another.
- The same lecturer carried out all lectures.
- But the PowerPoint slides varied.
- Three different PowerPoint presentations were used.
- The results were then tested with the appropriated statistical tests to determine statistical significance.

An experiment

- In a semi-scientific e
  PowerPoint presenta
- Different visual pres
  another.
- The same lecturer ca
- But the PowerPoint
- Three different Pow
- The results were the
  statistical tests to de

An experiment

- In a semi-scientific e
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- The results were the
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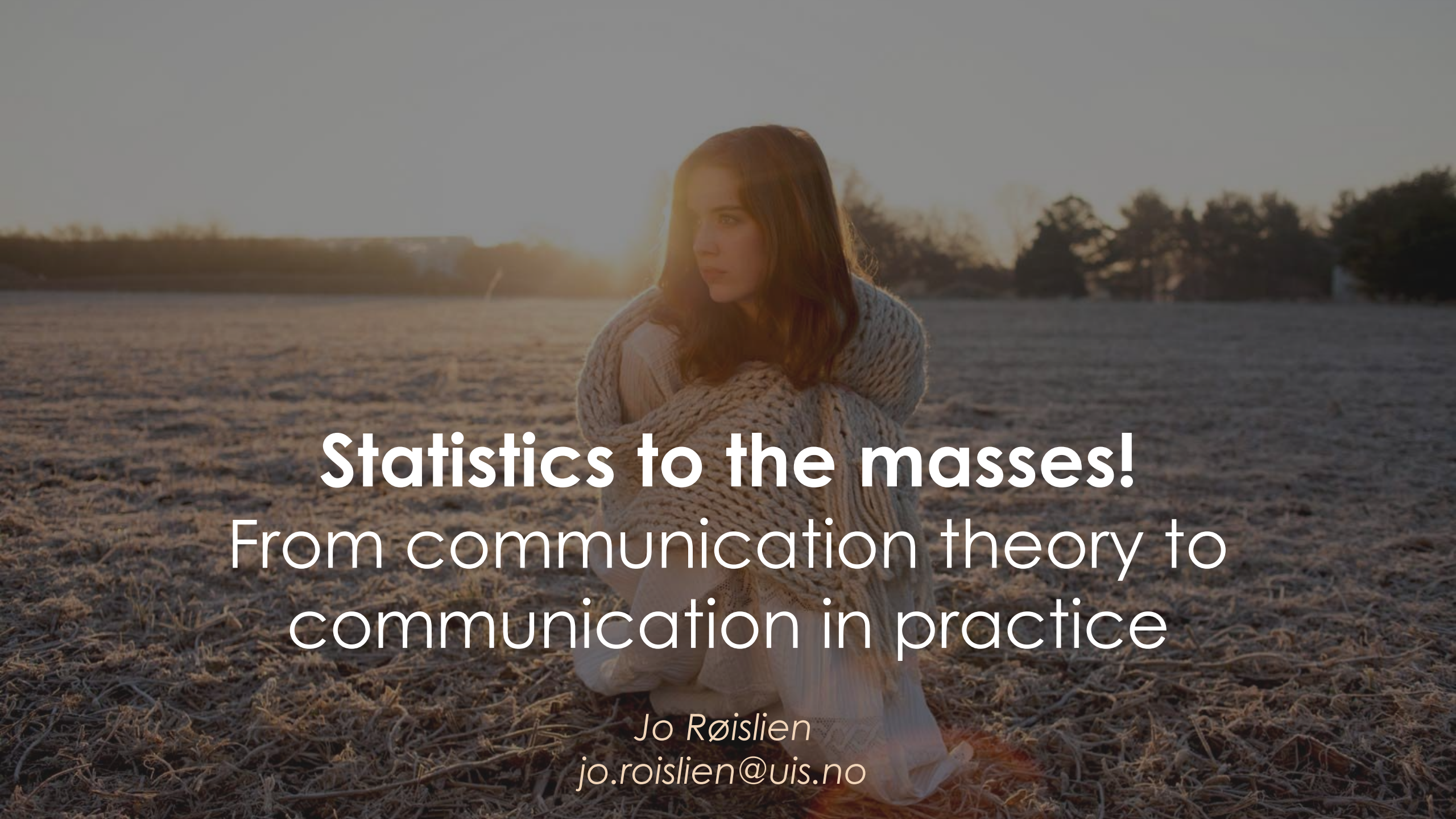
One sentence

A slide with a relevant picture and a key sentence outperforms bullet points.



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