

A woman with long dark hair is sitting in a field of dry grass and twigs. She is wrapped in a thick, light-colored, chunky-knit blanket. The background shows a line of trees under a warm, golden sunset sky. The overall mood is serene and contemplative.

Statistics to the masses!

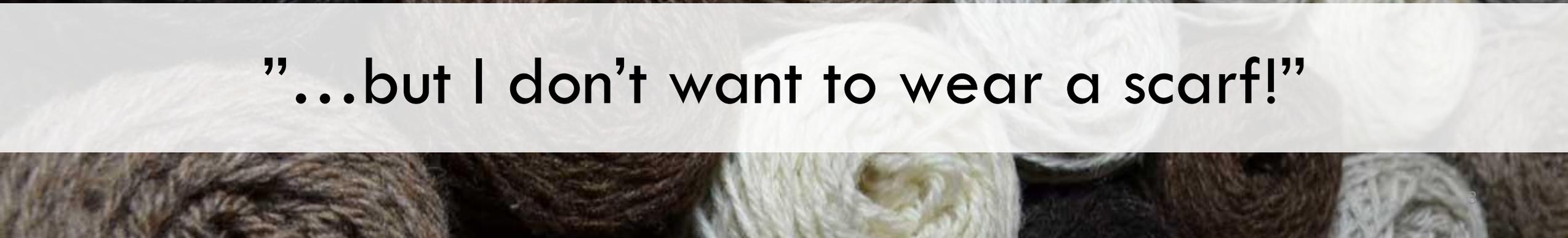
From communication theory to
communication in practice

Jo Røislien
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”...but I don't want to wear a scarf!”





”...unless it’s really nice, that is!”

GEL

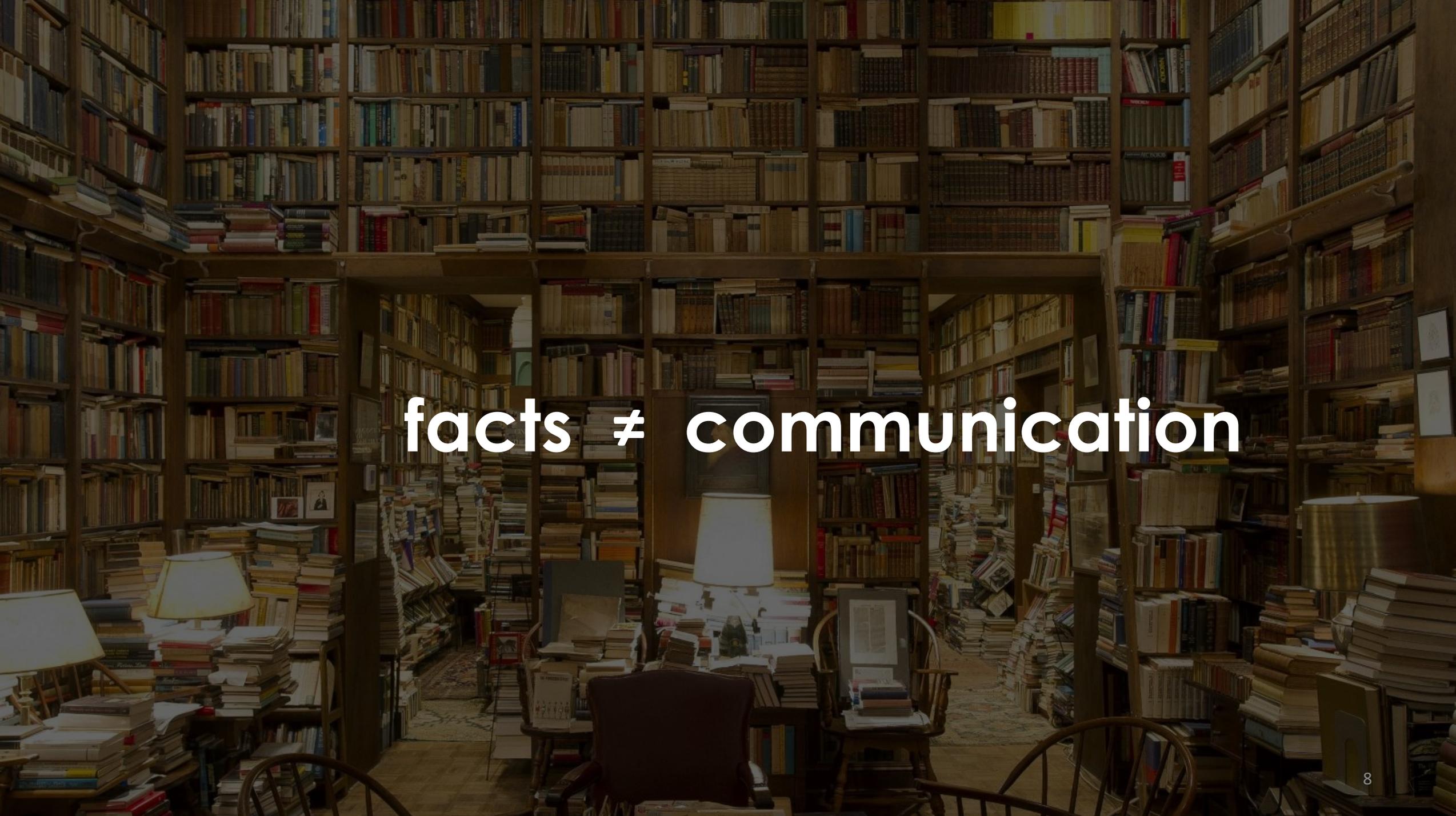
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← Calculus

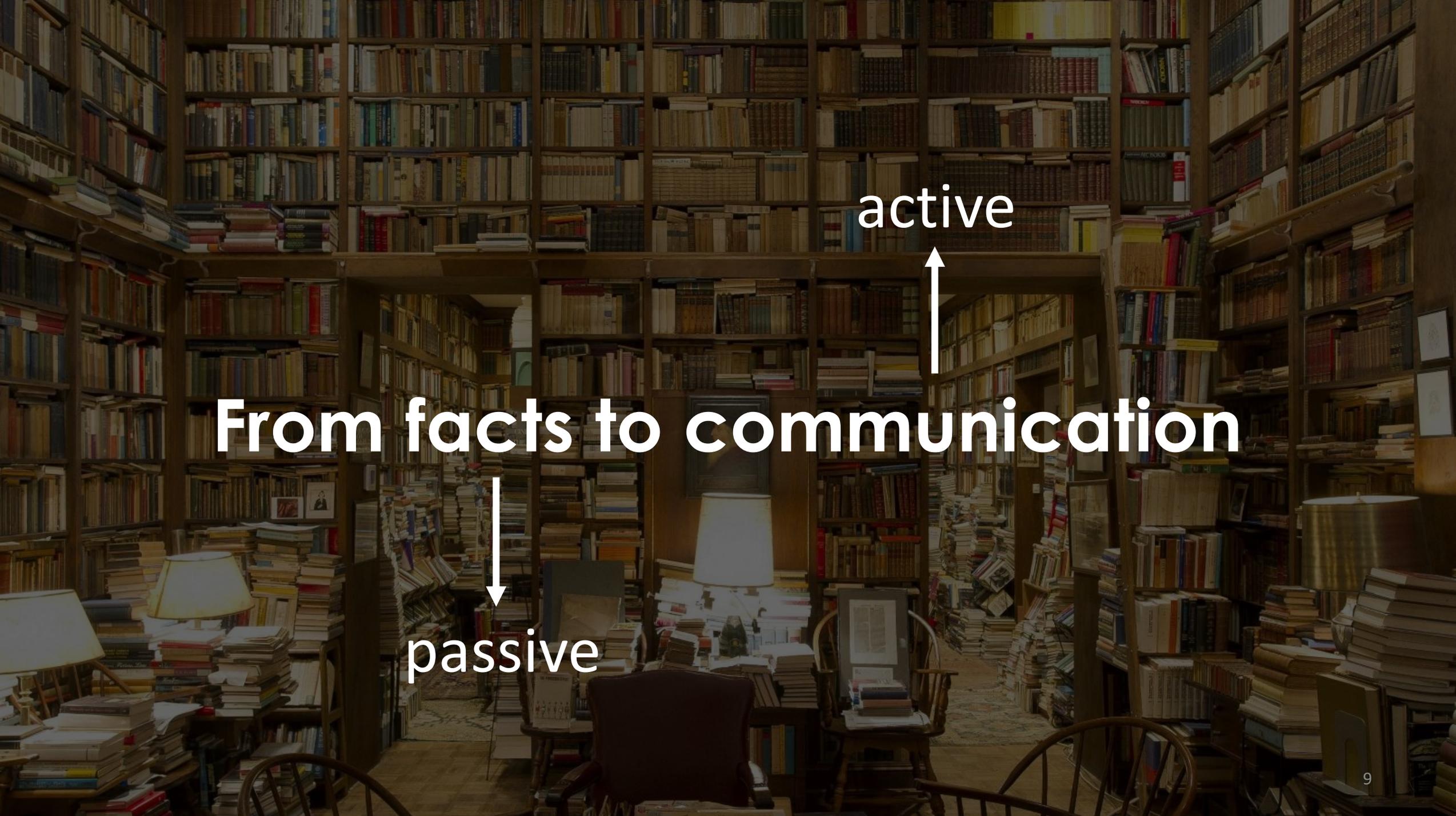
Real People →



Cool! I'm in!



facts ≠ communication



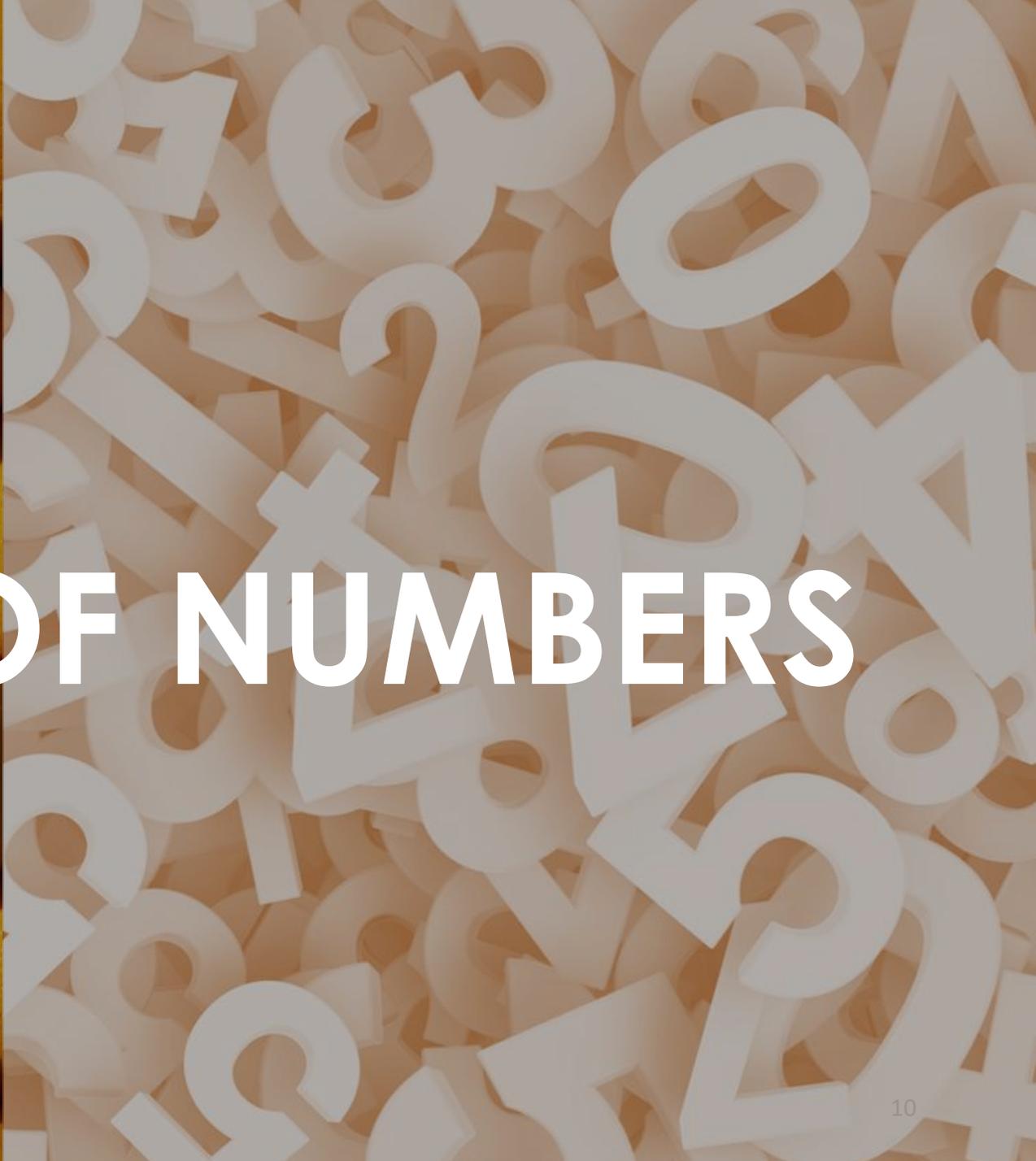
From facts to communication

active



passive





THE SMELL OF NUMBERS

A woman with short brown hair and yellow eye makeup is leaning over a white surface, looking intently at a long line of white dominoes. She is wearing a light brown top. Her hands are positioned near the dominoes, suggesting she is about to start a game. The scene is lit with soft, warm light, creating a contemplative atmosphere.

A story is

A woman with short brown hair and yellow eye makeup is leaning over a table, looking intently at a line of white dominoes. She is wearing a light-colored, long-sleeved top. Her hands are positioned near the dominoes, suggesting she is about to start a game. The background is a plain, light-colored wall.

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
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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»





science education
science communication

New audience



*Novelty built-in
by design*



New examples
New photos
New ...

*Novelty must
be created*





«MATTER OUT OF PLACE»



«MATTER OUT OF PLACE»

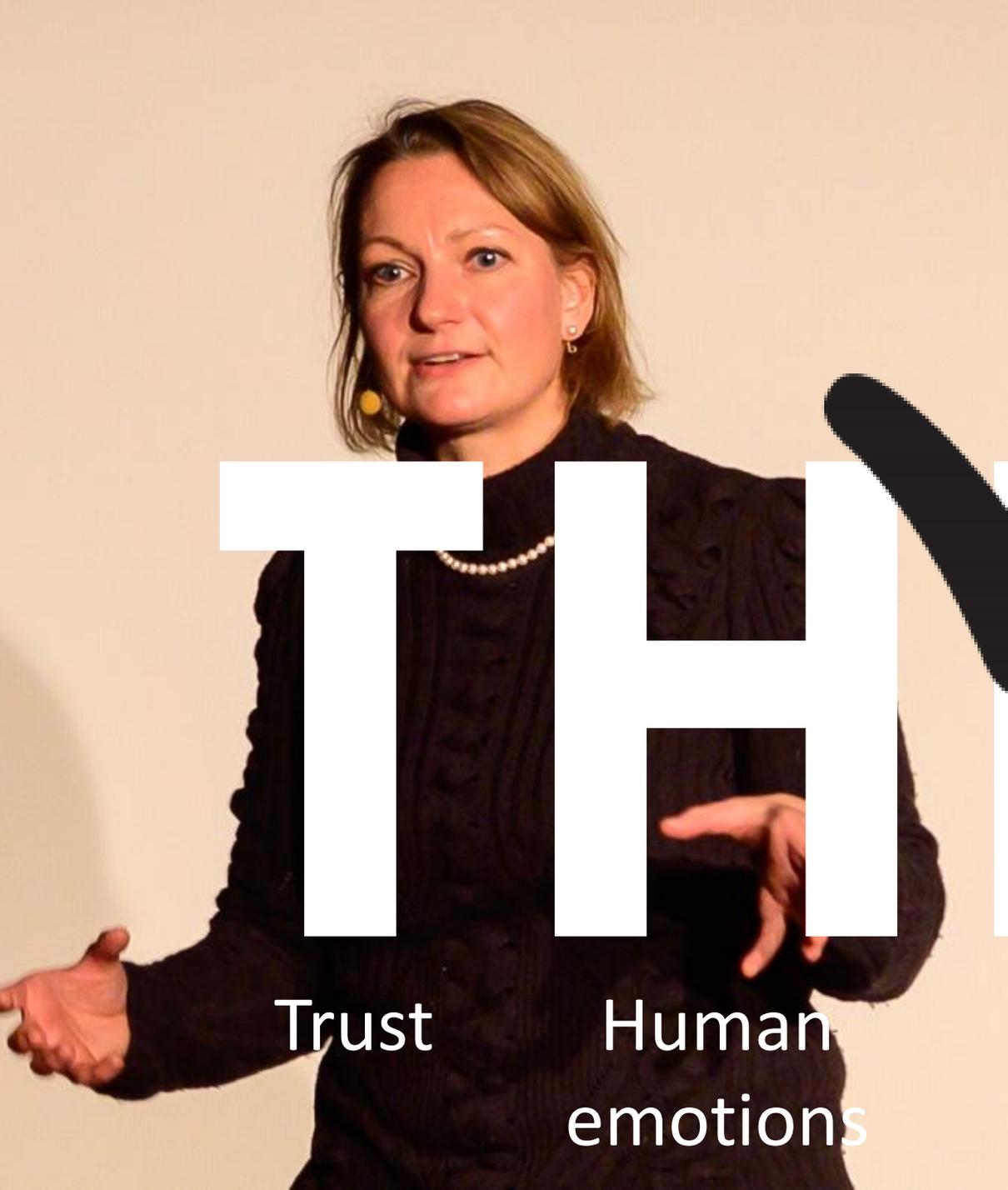


«MATTER OUT OF PLACE»



TER OUT OF PLACE»





THINK

Trust

Human emotions



THINK

Narratives

Kreativitiy

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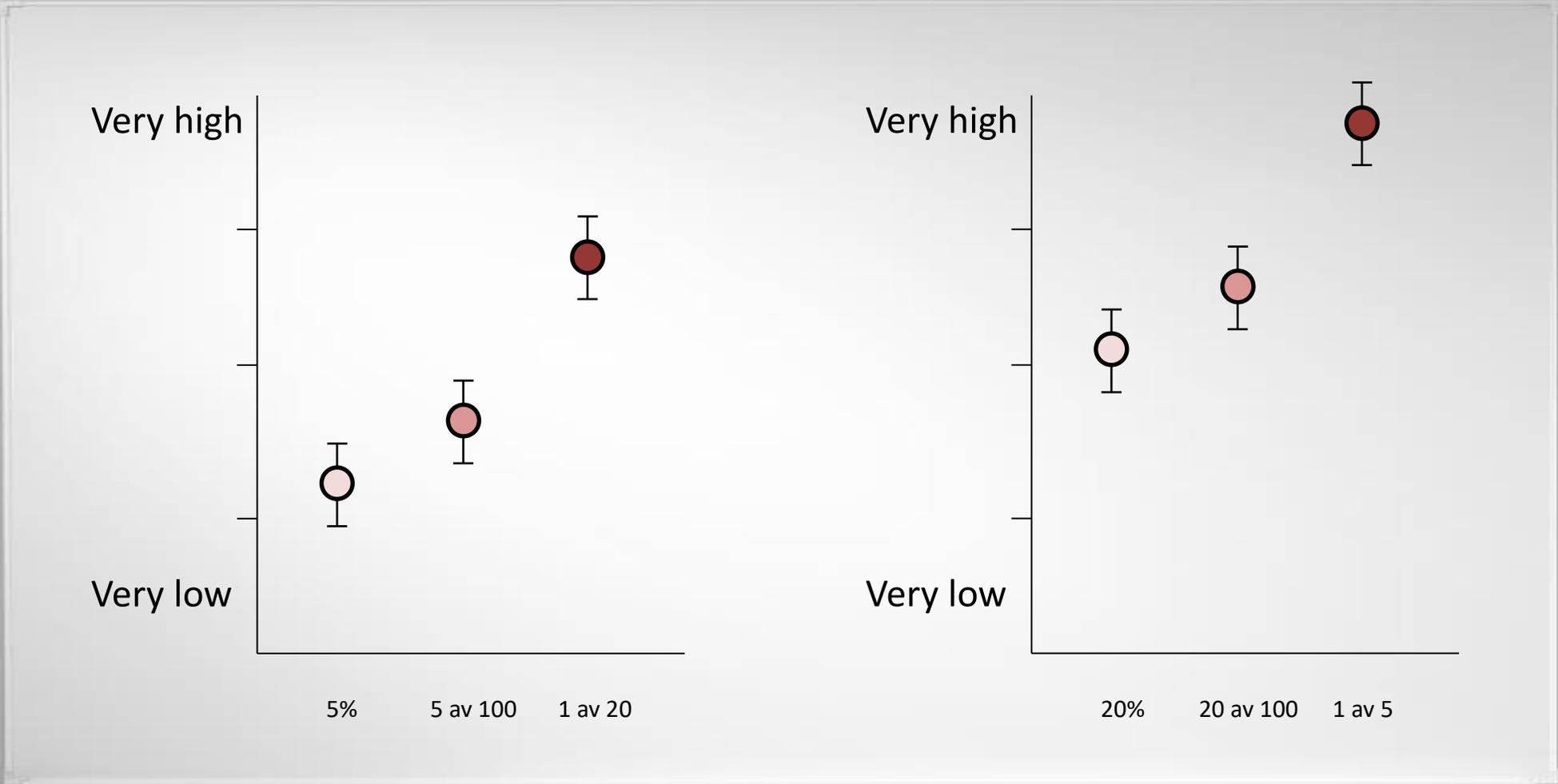
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facts + feelings

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



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.

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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 experiment, a lecturer gave a PowerPoint presentation.
- Different visual presentations were used in another.
- The same lecturer carried out the presentation.
- But the PowerPoint presentations were different.
- Three different PowerPoint presentations were used.
- The results were then analyzed using statistical tests to determine the best presentation.

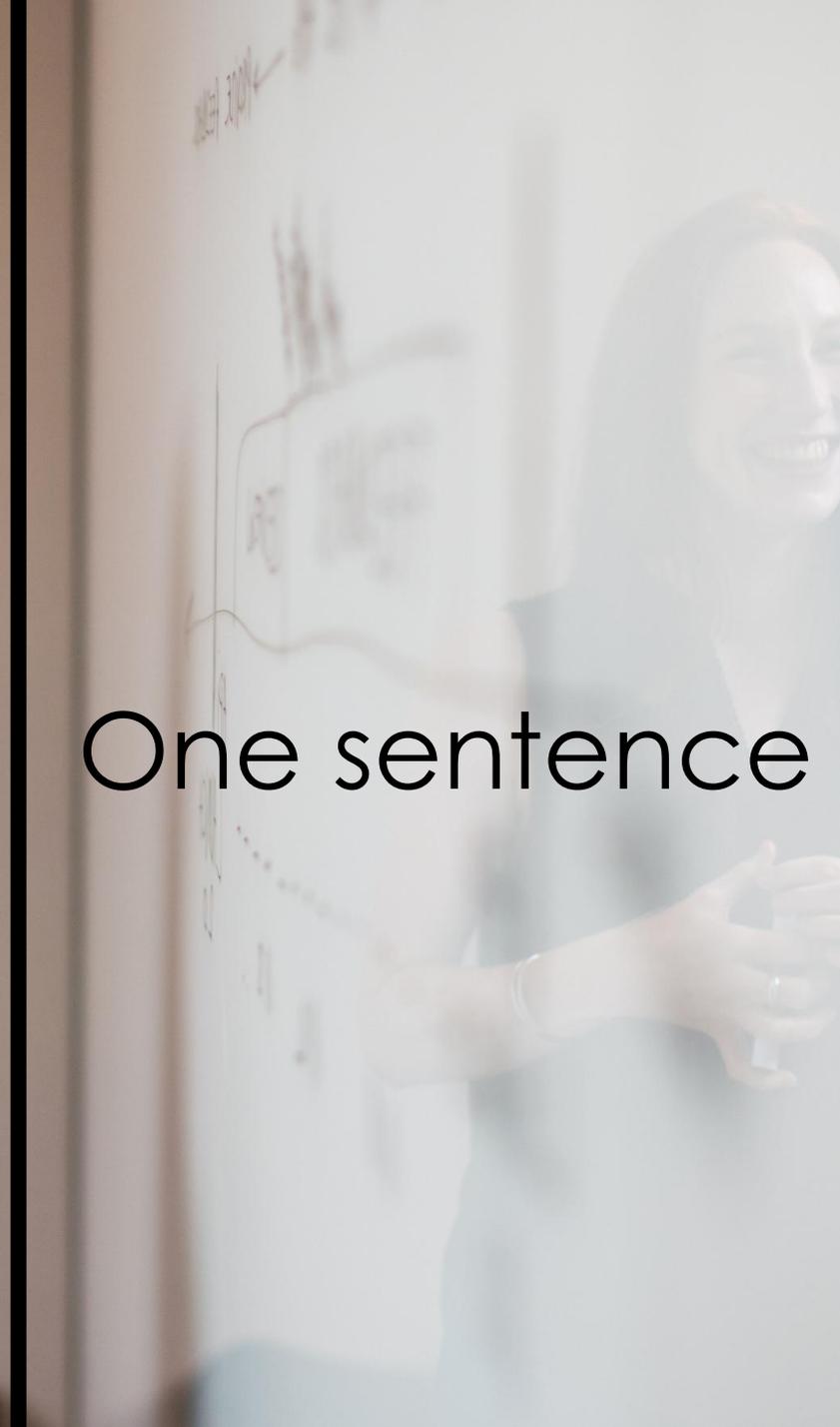


An experiment

- In a semi-scientific experiment, a lecturer gave a PowerPoint presentation.
- Different visual presentations were used in another.
- The same lecturer carried out the presentation.
- But the PowerPoint presentations were different.
- Three different PowerPoint presentations were used.
- The results were then analyzed using statistical tests to determine if there was a significant difference between the two presentations.

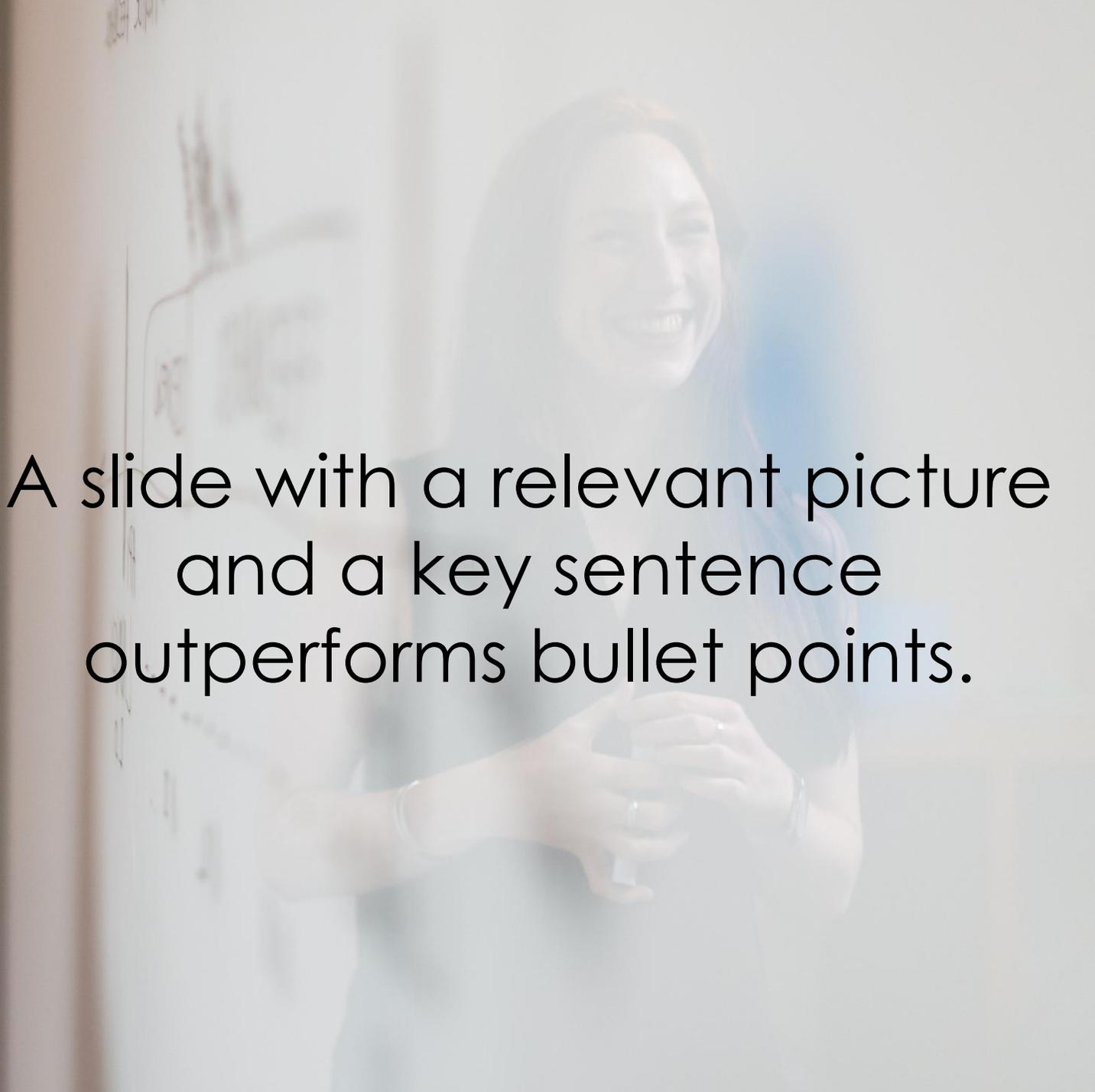


One sentence





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



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