



THE EXPERIMENTAL STATISTICS AN OPPORTUNITY FOR ANALYSTS AND USERS

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Outline

...SOME INSIGHT INTO EXPERIMENTAL STATISTICS

What are experimental statistics

Open the kitchen!!!!

Why are so important today

And users about experimental statistics...

COMMUNICATE EXPERIMENTAL STATISTICS

The communication: a key to transparency

The strategy to achieve the goals

The communication and promotion plan

Statistical communication is not easy



..... SOME INSIGHTS INTO THE EXPERIMENTAL STATISTICS...

WHAT ARE EXPERIMENTAL STATISTICS /1

These data and statistics are based on new data sources, model-based statistical analyses, hypotheses, and innovative supplements to more traditional statistics that nevertheless retain sufficient quality to be used for analytical purposes

A large, solid blue arrow pointing to the right, positioned to the left of the red-bordered text box.

The main aim of experimental statistics is to release and make available to users new useful statistics in a timely manner. They can be seen as a support to official statistics.

WHY ARE THESE DATA SO IMPORTANT TODAY/1

Huge potential: fill knowledge gaps in a timely manner; provide impetus for the development of new analyses and indicators; provide valuable cognitive support for policies

LET'S DO SOME EXAMPLES

Wikipedia as a new source to produce statistics on visits to UNESCO World Heritage Sites in order to measure not only the popularity of the sites but also the 'cultural consumption of the public"

<https://ec.europa.eu/eurostat/web/experimental-statistics/world-heritage-sites>

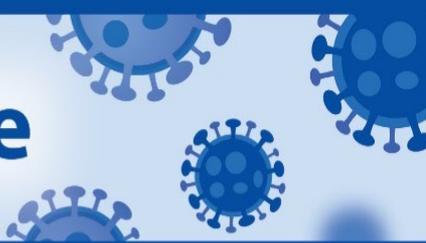
Price changes in the food supply chain are estimate from farm

consumer <https://ec.europa.eu/eurostat/web/experimental-statistics/food-price-monitoring>

WHY ARE THESE DATA SO IMPORTANT TODAY/2

Enormous potential: the Coronavirus pandemic (COVID-19) is having a direct impact on the production of European statistics. All efforts by Eurostat and the National Statistical Institutes (NSIs) are focused on providing statistics (including the experimental ones) to show the change in the situation from March 2020 onwards, data that are necessary to address the implications of the Covid-19 outbreak.

COVID-19: Statistics serving Europe



<https://www.experimental.bfs.admin.ch/expstat/en/home/innovative-methods/silc.gnpdetail.2020-0682.html>

OPEN THE KITCHEN!!!!

In line with the direction taken by Eurostat and other statistical institutes it has been decided to make this information immediately available to users, even if it is not yet solid.

WHY OPEN NOW

New urgent information

needs from the European and international field

Consolidated

exploitation of "new sources" such as Big Data and methodological innovations

Need to simplify, rationalize and innovate

the instrumentation that allows to produce statistics in an efficient and relevant way

And users about experimental statistics...

The dissemination of non-standard statistics is in high demand. Often because the data come from new data sources and the analyses rely on innovative models, assumptions, and additions to more traditional statistics to be used for analytical purposes.

How have the producers equipped themselves to find new information and new knowledge?

CLASSIFICATIONS, INDICATORS, TYPE OF SOURCES, TOPICS, INTERPRETATIVE FRAMEWORKS, ANALYSES: these are the many criteria used to access experimental statistics

A USEFUL TIP

To find out about the experimental statistics you can visit

<https://ec.europa.eu/eurostat/web/experimental-statistics>

To know about the experimental statistics produced by the National Statistical Institutes (NSIs) of other Countries, please visit the experimental statistics hub of the European Statistical

EXPERIMENTAL STATISTICS AN OPPORTUNITY FOR ANALYSTS AND USERS BUT

Because of the innovative nature of experimental statistics, the quality and reliability of the data and statistics produced do not provide the same guarantees as official statistics

This is a very **delicate semantic step** that must address the risk that the results of experiments are read as the results of a survey and used in a distorted or even instrumental way



COMMUNICATE EXPERIMENTAL STATISTICS

COMMUNICATION: A KEY TO TRANSPARENCY

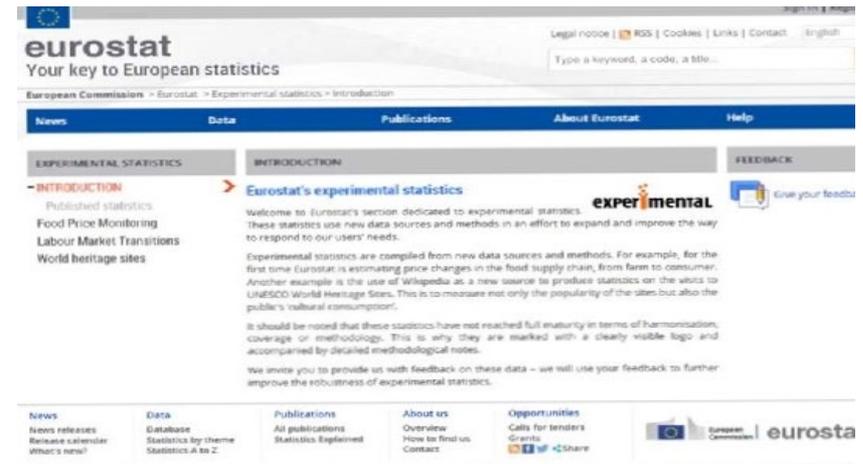
DISSEMINATE INFORMATION resulting from experiments and new sources without damaging the reputational brand of official and public statistics

INFORM IN A TRANSPARENT AND 'CONFIDENT' MANNER new content different from those usually disseminated

TO LET PEOPLE UNDERSTAND the importance of research

HOW TO DISSEMINATE THESE STATISTICS WITHOUT DAMAGING THE BRAND OF EUROPEAN STATISTICS?

Eurostat website:
a dedicated section,
but information also
available in the context



experⁱ**mental**

Systematic use of the logo
that links back to definition
and methodology

THE COMMUNICATION STRATEGY TO ACHIEVE THE GOALS/1

A "prudent" communicative approach, but an explicit and informative tone of voice

Use of the notion of "innovation" as a building block for research and experimentation

Insistence on the usefulness of experimentation in contributing to the development of the knowledge society

SUMMARIZING, HERE ARE THE STEPS TO FOLLOW:

- I. **BE ACKNOWLEDGED** Designate experimental statistics with a synthetic sign, a sign that highlights the differences between experimental and official statistics
- II. **LOCALIZE THE MESSAGE TO BE VEHICLE**
"Experimenting and sharing is 'useful' in the knowledge society", "let's open the kitchen", "innovating means being able to measure the future"
- III. **INFORM / INFORM / INFORM** Accompany experimental statistics with meta information, products, and insights
- IV. **BUILD AN ALLIANCE WITH RECIPIENTS** The goal is to stimulate and gather their feedback for suggestions on how to improve and fine-tune the work in progress

THE IMPORTANCE AND USEFULNESS OF AN IDENTIFICATION BRAND

The logo has the task of: recognizing and synthesizing the concept of experimental statistics but also of underlining the **difference in content between experimental statistics and official statistics** and of representing the vision of the statistical institutes on this project

The logo must connote all "**experimental**" products published and/or presented in different areas

AN EXAMPLE IN DETAIL

The logo used by the **National Institute of Statistics (Istat)** to connote its experimental statistics and next to it the "logic" of the logo or the meaning that the sign should convey

STATISTICHE



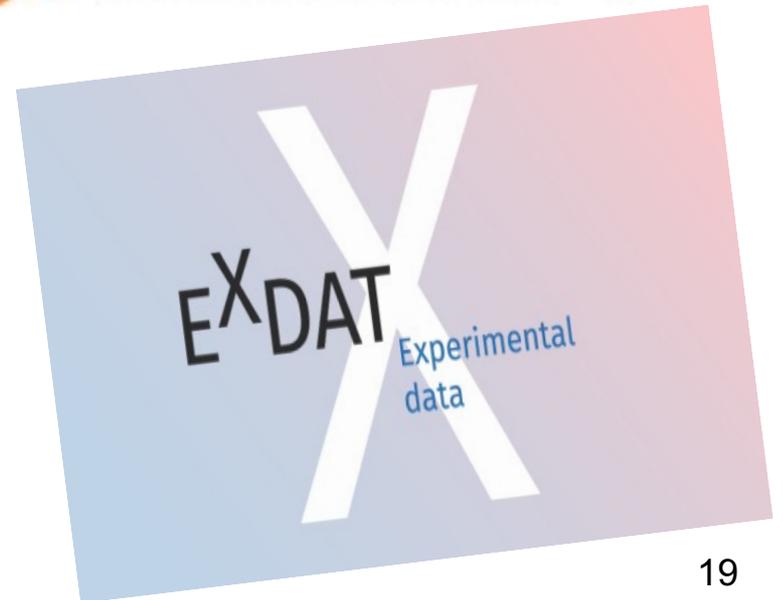
SPERIMENTALI

The consolidated and traditional statistics (blue S on the left) are accompanied by the new experimental statistics (overlapping S on the right).

An innovation represented by acid-colored shapes that, in a game of transparencies, slips and overlaps, are recomposed in a pie chart, offering an integrated picture of statistical reality.

#transparency, #research,
#future,
#innovation, #integration
#experimentation

OTHER LOGOS OF EUROPEAN STATISTICAL INSTITUTES



THE COMMUNICATION AND PROMOTION PLAN/ SITE

DESIGN AND CREATE A DEDICATED SECTION OF THE SITE WITH A DISTINCT GRAPHIC CONNOTATION.

'Essential' contents of the dedicated section

- introduction
- what are experimental statistics
- what are they for
- how they differ from those called 'official'
- what phenomena / themes they deal with
- to whom they are addressed
- meta information
- section dedicated to user feedback (interaction area)
- link to the Eurostat 'Experimental' page

THE COMMUNICATION AND PROMOTION PLAN/SITE

HOW
EUROSTAT
CONVEYS AN
EXPERIMENTAL
STATISTIC ON
ITS WEBSITE

MULTINATIONAL ENTERPRISE GROUPS AND THEIR STRUCTURE

Why statistics on multinational enterprise groups?

Multinational enterprise groups play a major role in the EU economy. They contribute substantially in all EU countries to the production of goods and services, employment and investment.

Despite growing interest in the structure of multinational enterprise groups, Eurostat does not yet publish any European statistics on that topic. To meet this information need, Eurostat now publishes **experimental statistics on multinational enterprise groups** in the EU.

Why are the data published as experimental statistics?

The main reason is the quality of the underlying database — the **EuroGroups Register (EGR)**, in particular as regards the relative **completeness** and **accuracy** of its data.

[> read more](#)

How are the experimental statistics on multinational enterprise groups produced?

These statistics are extracted directly from the **EuroGroups Register (EGR)**. No other data sources are used.

[> read more](#)

 [Methodological note](#)

Access the statistics

 [Structure of multinational enterprise groups in the EU](#)

Feedback

To help Eurostat improve these experimental statistics, users and researchers are kindly invited to give us their **feedback**:

- How useful are the published data on multinational enterprise groups and the breakdowns of their structure?
- What further breakdowns would interest you?
- How useful would it be for the publication to provide detailed data on all EU countries?

experimental

FEEDBACK

 Send us a message

- <https://ec.europa.eu/eurostat/web/experimental-statistics>

THE COMMUNICATION AND PROMOTION PLAN/PR

DIRECT MAILING to pre-defined lists of potentially interested users

MEETINGS AND EVENTS on the theme and the results obtained

DESIGN OF SPACES AND STRUCTURES for the comparison between producers

CREATION OF INFORMATION AND PROMOTIONAL DIGITAL PRODUCTS to be conveyed on social platforms of the Institute

THE COMMUNICATION STRATEGY

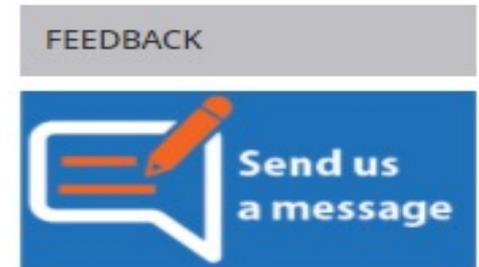
BUILD ALLIANCES with users, stakeholders, researchers and other producers

TO BUILD NATIONAL AND INTERNATIONAL STRUCTURES (Committees, Working Tables) to share not only research results but also the experiences of fusion and communication implemented

LEARN that methods, techniques and cognitive approaches of proven effectiveness and quality are always the result of experimentation

THE COMMUNICATION AND PROMOTION PLAN/PR

EUROSTAT IS AGAIN A MODEL OF GOOD COMMUNICATION STRATEGY BASED ON THE SHARING OF THE INNOVATION PROCESS AND BUILDING ALLIANCES WITH USERS AND OTHER STAKEHOLDERS



Eurostat previously had a Feedback system based on Forum interactions. A new thread for each experimental statistic. The forum was phased out due to low interactions. The feedback mechanism is now based on a dedicated e-mail address to which the user can send questions



THE COMMUNICATION AND PROMOTION PLAN/PR

Targeted engagement activities are another very important aspect of the successful use of experimental statistics

- Communication to national and international expert communities, media
- Stakeholder involvement

In order to carry out a media intelligence activity, it is necessary to have at one's disposal good listening, monitoring and analysis tools, a specific know-how both to instruct them with queries and to interpret their results.

And this is what distinguishes a monitoring activity from an intelligence one, the latter being a great communication opportunity

STATISTICAL COMMUNICATION IS NOT EASY

THERE ARE cultural distances and lexical differences between scientific and everyday language

THERE ARE still difficulties in exploiting the information potential of the technological infrastructures used by statistics

THERE ARE GREAT DELAYS due to not being able to rely immediately on professional and effective communication to make research and development projects known

“The authentic innovator is not the one who has the ideas or possesses the techniques, but the one who translates them into concrete facts and above all spreads them and therefore, in a certain sense, <<communicates>> them. In this sense lies the difference between invention - a technical fact - and innovation - an economic, social but also cultural fact”

A. Granelli "Communicating innovation. Because the success of the new depends on the ability to communicate it"



European
Commission



THANKS FOR YOUR ATTENTION