

STATISTICS AT A BRIEF THROUGH INFOGRAPHICS

Leticia Ruiz

Instituto Nacional de Estadística y Geografía, Mexico

leticia.ruiz@inegi.org.mx

BACKGROUND

INEGI's objectives are to generate, spread, preserve and promote the knowledge and use of official statistics and geography information that is generated and collected by the Institute. The information increases its value the more it is used and that's why at INEGI we constantly search new ways and channels to extend its dissemination and comprehension.

METHOD

In 2015 we started the generation of infographics, giving our users accurate information that is easy to understand on many social issues, in many cases related with official commemorative dates established by the UN like the International day of Youth, International day of older persons, etc., and dates celebrated in Mexico like mother's and father's day among many others.

The technical aspects related with the generation of these infographics include a special selection of data that is easy to understand to give a general overview of the information presented. Further, the graphic design uses primary colors, so that the background does not interfere with the info shown and catches the attention of the observer. These colors help the reader to visualize the info in a fast way, generating in the user curiosity to get info come complex.

INEGI uses infographics to present data press releases, the official web page for kids and youth as well as social networking like facebook and twitter, being the social networks the ones with more impact among users.

CONCLUSION

The use of infographics in social networks allowed the institute to reach with a single message three thousand persons in twitter and more than eighty thousand people in Facebook. This shows the efficiency to transmit the information to a broad scope of audiences considering that INEGI publishes 120 messages a month for twitter and 30 in Facebook.