



International Statistical Literacy Project

Country Coordinator's Guide



INTERNATIONAL STATISTICAL
LITERACY PROJECT



ISLP website
iase-web.org/islp/

or →



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1. Introduction

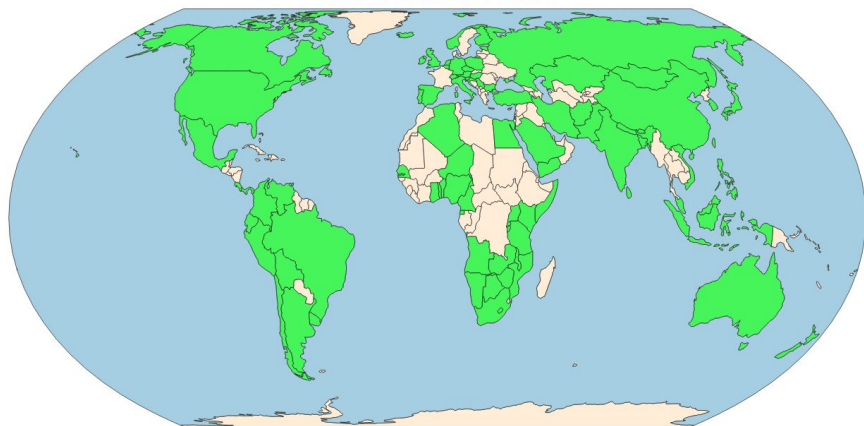
- This guide aims to offer a starting point to and overview of the tasks of ISLP Country Coordinators.
- We want to provide a guide for promoting statistical literacy that summarises concrete guidelines and practices on how to advance statistical literacy.
- The guide includes an introduction to statistical literacy, bringing the poster competition as a teaching method into educational institutions and the sharing of best practices.
- The guide is accessible and can be translated to different languages (e.g., Spanish and Portuguese).



*The first Online Meeting for Country Coordinators (OMCC-1) was held in November 2023
([available on YouTube](#))*

2. ISLP Mission

ISLP AROUND THE WORLD



ISLP Country representatives
Country representatives
No country representatives

- The ISLP's aim is to promote statistical literacy among the widest possible audience ([Helenius et al., 2020](#)), including youth, journalists, decision makers and general citizens.
- The ISLP creates, supports and accompanies initiatives for improving statistical literacy and has been developing a network of coordinators in many countries all over the world ([Helenius et al., 2020: 122](#)).
- Country coordinators are crucial to the mission and success of the ISLP ([Helenius et al., 2020](#)).
 - With over 175 volunteers, the ISLP country coordinator network plays a key role in promoting the use of reliable information.

2.1 ISLP Activities

- The ISLP already has many functioning forms of activity → with this project, we want to instil these activities as permanent practices.
- E.g., we have initiated the International Day of Statistical Literacy (IDSL), which is celebrated annually
 - The first IDSL in 2024 was celebrated through a one-day online conference
- We want to encourage the participants of the project's network to organise different activities in their own countries, such as:
 - Workshops and webinars
 - Promoting statistical literacy for different target audiences
- Country coordinators, in particular, can share their experiences and educational resources in addition to data that improves statistical literacy.



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3. Country Coordinators' Tasks

Advancing and implementing the ISLP's plans within own country/region

Providing information, updates, and material on own activities to the ISLP team and in the ISLP newsletter

Participating in events and other meetings, e.g., Country Coordinator meetings, conferences, webinars

Sharing ideas and best practices

Giving suggestions on how to develop the ISLP

Acquiring cooperation partners

3.1 ISLP Introductory Video



4. Basic Statistical Literacy and the ISLP

- Starting point for the ISLP → **“At a minimum, statistical literacy is an everyday skill for understanding news and media, and for making everyday decisions”** ([Helenius et al., 2020: 121](#)).
- Statistical literacy is a key skill in an information society ([Helenius et al., 2020](#)).
- Understanding graphs and media, and being able to differentiate misinformation from real information is an important skill for everyone.
- Statistical literacy can be defined in many ways (e.g., [Gould, 2017](#); [Schield, 2017](#)).
 - Traditional understandings of statistical literacy underline “understanding the data representations and statistical arguments of others.” ([Gould, 2017: 22](#))
 - [Schield \(2017\)](#) differentiates between statistical literacy as a skill and as a discipline.
- [Helenius et al. \(2020\)](#) further divide statistical literacy skills into two dimensions: everyday and working life skills.

4.1 Dimensions of Statistical Literacy

(adapted from [Helenius et al., 2020](#))

Everyday skills

Basic statistical literacy is a civic skill:

Understanding the basic terms used in society and media, and key statistical values

Ability to use and understand statistical data in everyday situations

Working life skills

Deep statistical literacy is a requirement for experts in the information society:

Knowledge of the concepts, figures, methods, and presentations

Ability to use and produce statistics in work duties and decision-making

5. Some Other Definitions for Statistical Literacy

- [Gal \(2002: 2-3\)](#) outlines two central aspects of statistical literacy:
 1. The ability to “interpret and critically evaluate statistical information”;
 2. The ability to “discuss or communicate reactions to such statistical information” (e.g., the understanding of or opinions on the information)
- There are also various conceptualisations of the aims of statistical literacy, such as:
 - Introducing citizens and decision-makers to the uses of and influences on a statistic ([Schield, 2017](#))
 - Leading towards active citizenship within informed debates and policy discussions ([Gould, 2017](#))
- Highlighting the role of data in everyone’s everyday life, some researchers have also advocated for the inclusion of data literacy (e.g., [Gould, 2017](#)) and media literacy ([Knobel and Lankshear, 2007](#)) in statistical literacy.

6. Promoting Statistical Literacy: Overview

- The promotion and improvement of statistical literacy through the ISLP takes place especially through **the global network of country coordinators**.
- Broadly, the role and objective of country coordinators is to improve statistical literacy and promote the ISLP's goals ([Helenius et al., 2020](#)).
 - Country coordinator activities can involve designing promotional materials, organising national competitions and coordinating activities ([Helenius et al., 2020: 123](#)).
- Other actors/stakeholders involved in the promotion of statistical literacy ([Helenius et al., 2020](#)):
 - Teachers, students, educational communities, national statistics offices, statistical societies, governments, private companies, the private sector, the media and further partners and institutions → all contribute to building capacity for statistics education
- **Country Coordinator Networking** is an international example of the possibilities for cooperating, networking and promoting statistical literacy.

6.1 Model for Country Coordinator Networking



7. Acquiring Cooperation Partners

- Cooperation with multiple actors and partners is an important aspect of advancing the ISLP's mission.
 - Cooperation can lead to more stakeholders such as sponsors and companies joining the project and facilitate more funding for the project.
- Cooperation between stakeholders is also essential for fostering a “strong and wide-spread commitment, from people and institutions” either at the “local, regional or national level.” ([Helenius et al., 2020: 122](#)).
 - **“The coordinator must typically liaise between statistical societies, national or regional statistical offices, school and teacher networks, educational or curricula boards, libraries, academia, and other interested stakeholders.”** ([Helenius et al., 2020: 123](#))
- All parties can interact, create projects, and cooperate together.
 - Statistics students can also participate in projects together with schools, universities, statistical and educational institutions, and non-governmental organisations ([Helenius et al., 2020](#)).

7.1 Cooperation between Country Coordinators

- Enthusiastic and dedicated country coordinators have been a key factor contributing to the progress made in promoting statistical literacy ([Helenius et al., 2020](#)).
- Country coordinators are also encouraged to share their experiences within the ISLP network ([Helenius et al., 2020](#)) and to cooperate with other country coordinators.
 - An example of shared experiences are the articles in the ISLP Newsletters
- Established in 2023, the ISLP organises meetings for country coordinators, the **Online Meeting for Country Coordinators (OMCC)**:
 - [OMCC-1 in November, 2023](#), and OMCC-2 in May, 2024
 - The OMCC is a way for country coordinators to network and to share experiences and best practices.



8. Promoting Statistical Literacy: Practical Examples

- The ISLP promotes statistical literacy through methods such as organising the ISLP Poster Competition, the Best Cooperative Award, and distributing the ISLP Newsletter ([Falck et al., 2025](#)).
- Educating the youth and promoting statistical literacy can include ([Helenius et al., 2020](#)):
 - Hosting high-level conferences;
 - Writing books;
 - Developing games;
 - Coordinating quizzes and competitions;
 - Developing digital-learning environments;
 - And many more projects!

*A practical example of promoting statistical literacy:
IASE x ISLP Webinar on Statistical Edutainment, 23 May
2023 ([available on YouTube](#))*



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9. The ISLP Poster Competition

- Established in 2010, the ISLP poster competition has proven to be a successful tool for engaging young people and introducing them to statistics.
- The number of participants has grown from an initial 5,000 students from 17 countries to around 20,000 students in 2022–2023 → in total, 8 poster competitions have been organised
- The poster competition provides a practical and enjoyable instrument for teaching students how to conduct statistical research, including ([Helenius et al., 2020](#)):
 - The formulation of the research question;
 - The selection of an appropriate research method;
 - The production of informative data;
 - An appropriate analysis of the data;
 - And the presentation of the information and statistics gained in the whole process, and drawing conclusions



9.1 How Do I Organize a Poster Competition?

Who can participate?

- Teams of 1–5 students
- Current students (no undergraduate or postgraduate thesis allowed)
- Posters must be sent by teachers to the country coordinators to participate in the National Competition
- Free registration, usually opens in February

Categories

1. Elementary schools (ages 9–11)
2. Lower secondary schools (ages 12–15)
3. Upper secondary schools (ages 16–18)
4. Universities/universities of applied sciences, Bachelor level students (before writing thesis)

When?

- **National competitions**
→ national winners announced usually by April
- **International competition**
→ winners announced at the ISI World Statistics Congress
- A more detailed timetable will be added to the ISLP website.

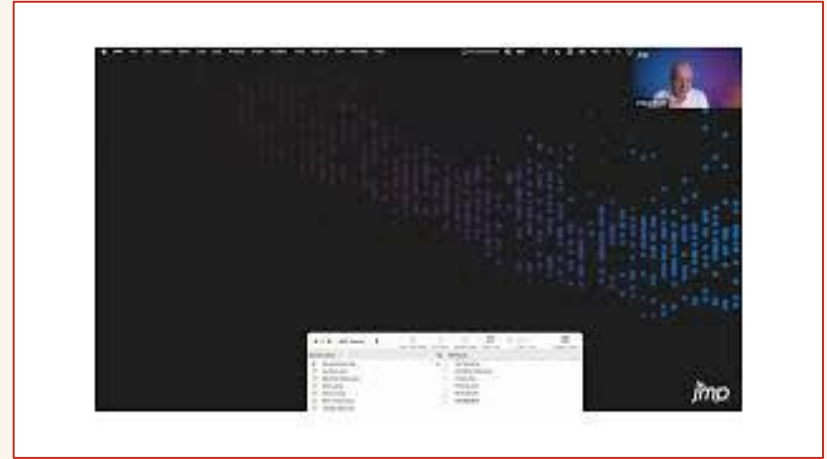
Poster contents

- The work should be based on the use, analysis and interpretation of statistics (see [the judging rules of the ISLP Poster Competition](#))
- The data used can be collected by students or previously published by a reliable source
- Posters can be made in students' own language or in English

9.2 Poster Competition Webinars



*IASE x ISLP Webinar on the poster competition,
17 April 2024 ([available on YouTube](#))*



*An introductory workshop held by Volker Kraft on how to
use JMP to create statistical charts, graphs, and many
other visualisations,
23 May 2024 ([available on YouTube](#)).*



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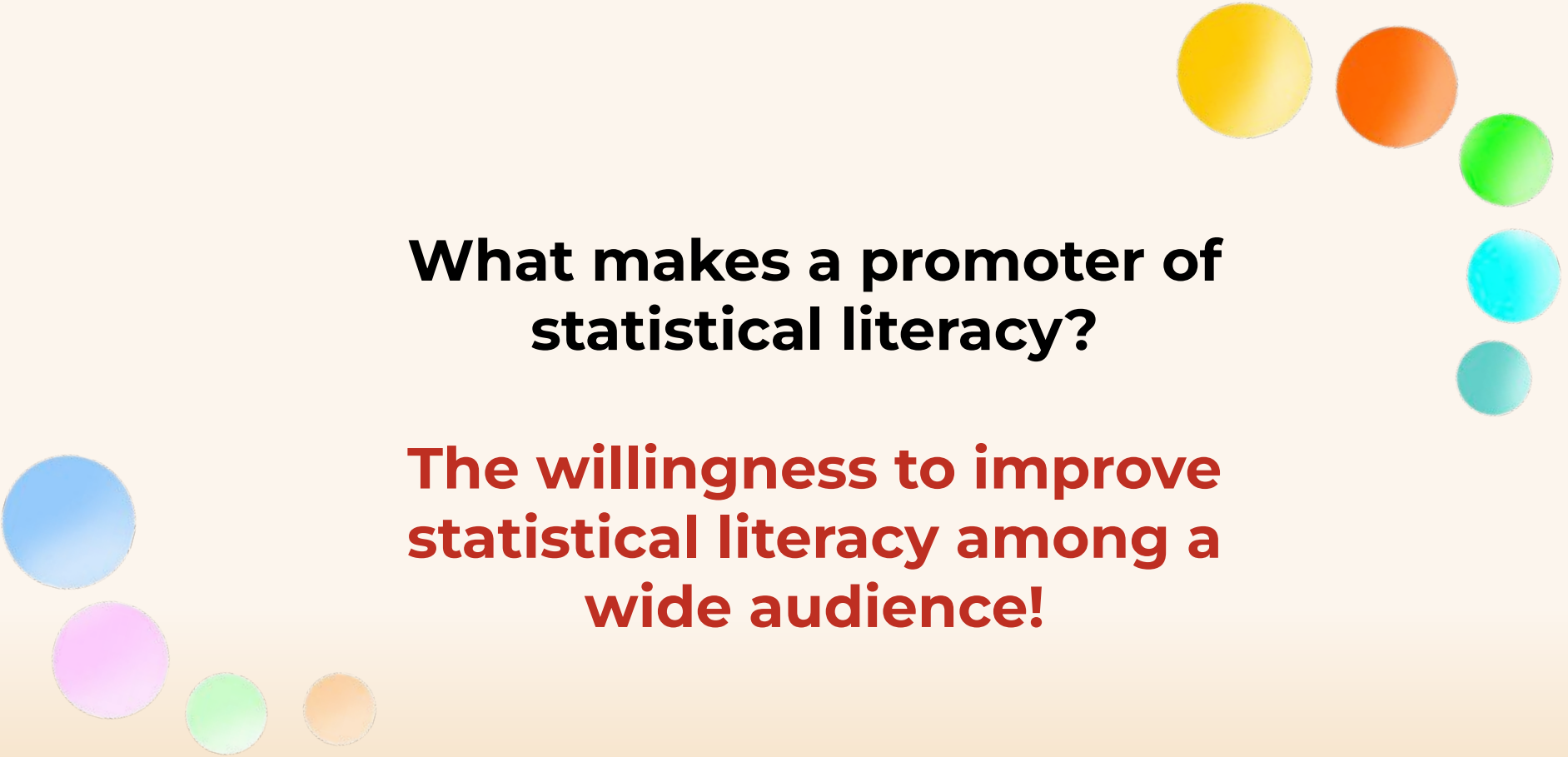
9.3 The Best Cooperative Project Award

- The ISLP's Best Cooperative Project Award in Statistical Literacy is awarded every two years.
- The award is in recognition of outstanding, innovative and influential statistical literacy projects that affect a broad segment of the general public and are fruit of the cooperation of different types of institutions, such as:
 - National statistical offices;
 - Schools;
 - Statistical societies;
 - Media;
 - Libraries, etc.
- Previous winners of the Best Cooperative Project Award can be found on the [ISLP website](#).



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**What makes a promoter of
statistical literacy?**

**The willingness to improve
statistical literacy among a
wide audience!**

10. ISLP Executive

- The ISLP is managed by the [ISLP Executive](#)
- Members:
 - Reija Helenius, Director
 - Pedro Campos, Deputy Director
 - Adriana D'Amelio, Deputy Director
 - Irena Ograjenšek, Deputy Director
 - Saleha Naghmi Habibullah, Deputy Director



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Thank You!

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