

# Making Data Meaningful, part 2: A guide to presenting statistics

1. Demographic and Social Statistics
2. Economic Statistics
3. Environment & Multi-domain Statistics
4. Methodology of Data Collection, Processing, Dissemination & Analysis
5. Strategic and Managerial Issues of Official Statistics

## 1) Basic Information

Training material title
Making Data Meaningful, part 2: A guide to presenting statistics
Brief description and comments

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This guide, developed by a UNECE-co-ordinated expert group on on Statistical Dissemination and Communication, is intended as a practical tool to help managers, statisticians and media relations officers in statistical organizations, particularly those organizations that are in the process of developing their communication strategies. The guide provides advice on the use of text, tables, charts, maps and other devices to bring statistics to life for non-statisticians. It contains suggestions, guidelines and examples - but not strict rules or rigid templates.

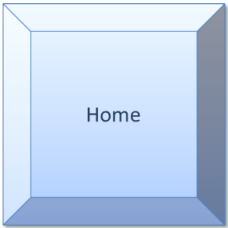
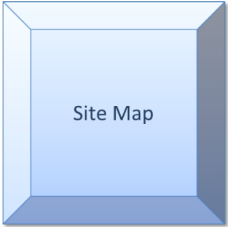
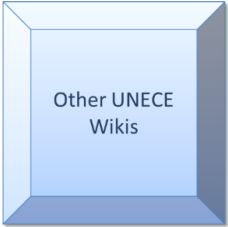
The guide covers (amongst other topics): defining the target audience; visualisation; tables, charts and maps; emerging techniques; and accessibility issues. The guide contains examples (both good and bad) and a list of further reading.

**Main category**

Methodology of Data Collection, Processing, Dissemination & Analysis

**2) Contact details and how to find the material**

Author Organization(s)	Contact email address for this material (if applicable)	Date created
UNECE	support.stat@unece.org	2009
Location (links and/or attachments)		
<a href="http://www.unece.org/fileadmin/DAM/stats/documents/writing/MDM_Part2_English.pdf">http://www.unece.org/fileadmin/DAM/stats/documents/writing/MDM_Part2_English.pdf</a> (English version, pdf)		
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