

Making Data Meaningful, part 1: A guide to writing stories about numbers

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 1: A guide to writing stories about numbers
Brief description and comments

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 use text, tables, graphics and other information to bring statistics to life using effective writing techniques.

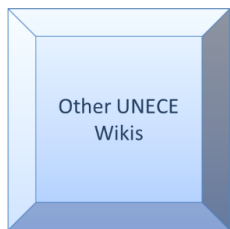
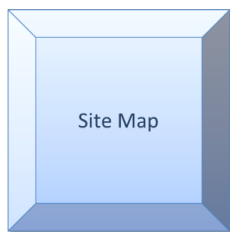
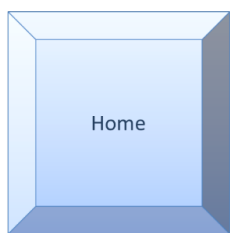
It covers both the 'why' and the 'how' of writing stories about statistical topics, in order to improve communication and dissemination of statistics. Sections include (amongst many others) writing headlines; writing for the Internet; use of graphs, tables and maps; and impact analysis. The guide contains 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)		
http://www.unece.org/fileadmin/DAM/stats/documents/writing/MDM_Part1_English.pdf (English version, pdf)		
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