

User Needs

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Increasing production of data
+
Increasing demand for information
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Low levels of statistical literacy
=
THE 21st CENTURY PROBLEM

Increasing production of data

- 90% of the data in the world today has been created in the last two years alone (IBM)
- The global data supply reached 2.8 zettabytes (ZB) in 2012 (IDC Digital Universe study)
- From now until 2020, the digital universe will about double every two years (IDC).
- From 2005 to 2020, the digital universe will grow by a factor of 300, from 130 exabytes to 40,000 exabytes, or 40 trillion gigabytes (more than 5,200 gigabytes for every man, woman, and child in 2020)(IDC).

Increasing demand for information

“I keep saying the sexy job in the next ten years will be statisticians.”

- “The ability to take data - to be able to understand it, to process it, to extract value from it, to visualize it, to communicate it's going to be a hugely important skill in the next decades...
- ...because now we really do have essentially free and ubiquitous data. So the complimentary scarce factor is the ability to understand that data and extract value from it.”



Low levels of statistical literacy

In England, there is a 'Skills for Life' Survey, measuring levels of numeracy, literacy and IT skills in the working age population

- In 2003, **46.9%** of working age adults in England lacked Level 1 numeracy skills.
- In 2011, **49.1%** of working age adults in England lacked Level 1 numeracy skills.

Numeracy as a barrier for users



“I phoned Camelot and they fobbed me off with some story that -6 is higher, not lower, than -8, but I’m not having it”

Tina Farrel, 23, Manchester

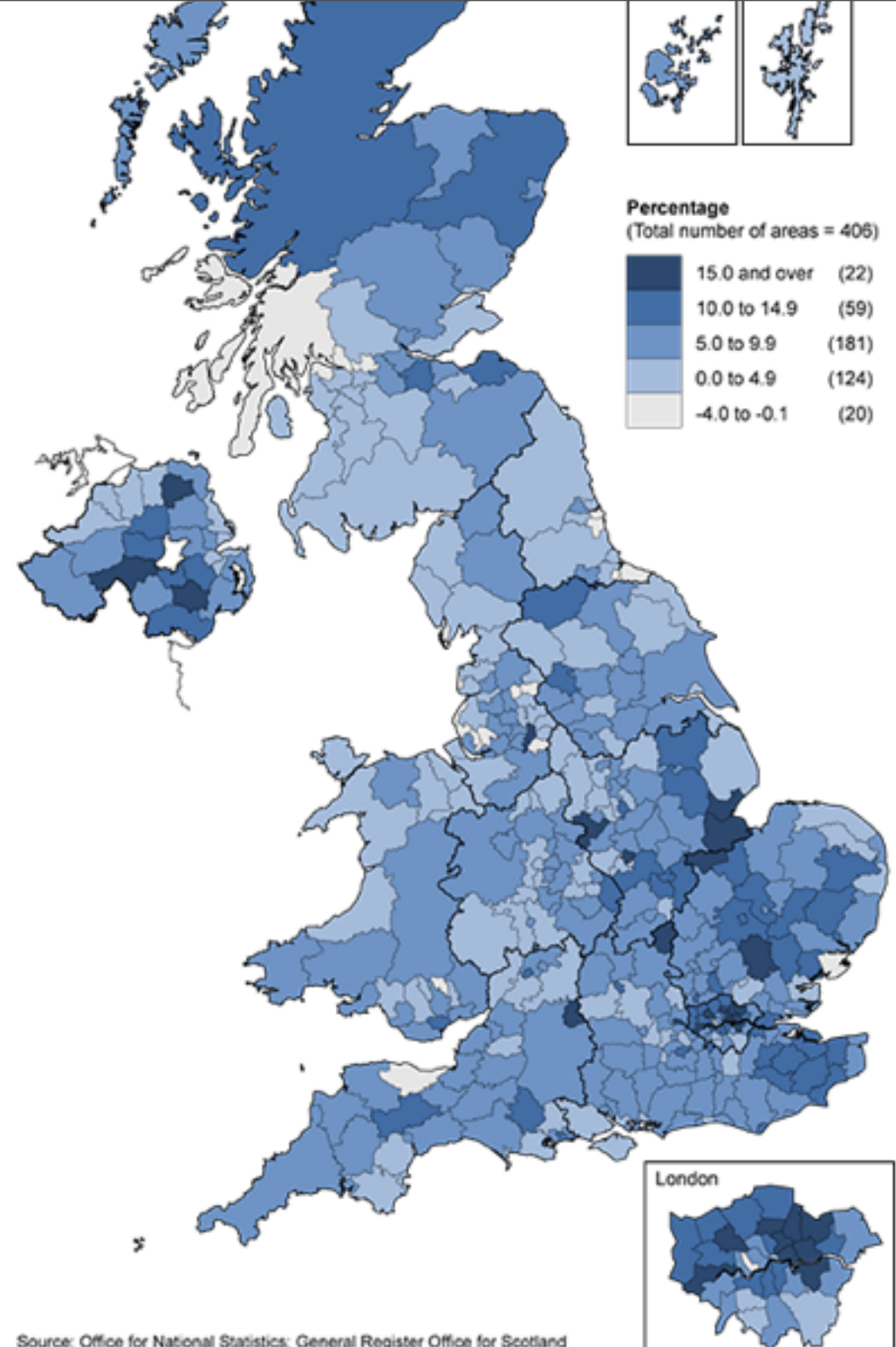
To engage users, content needs to be engaging



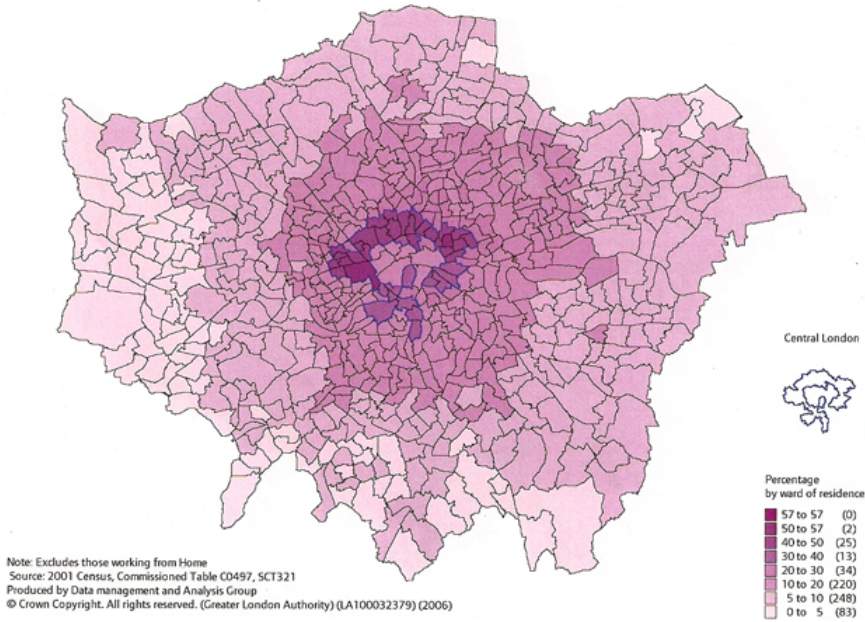
From Data to Meaningful Information:
using maps to enlighten

Choropleth Map

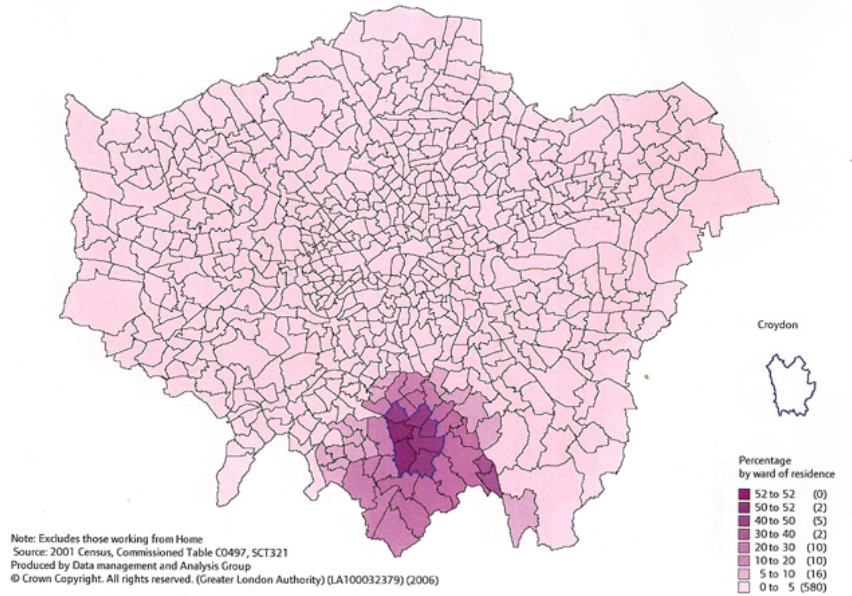
Each area on the map is shaded according to a statistical value



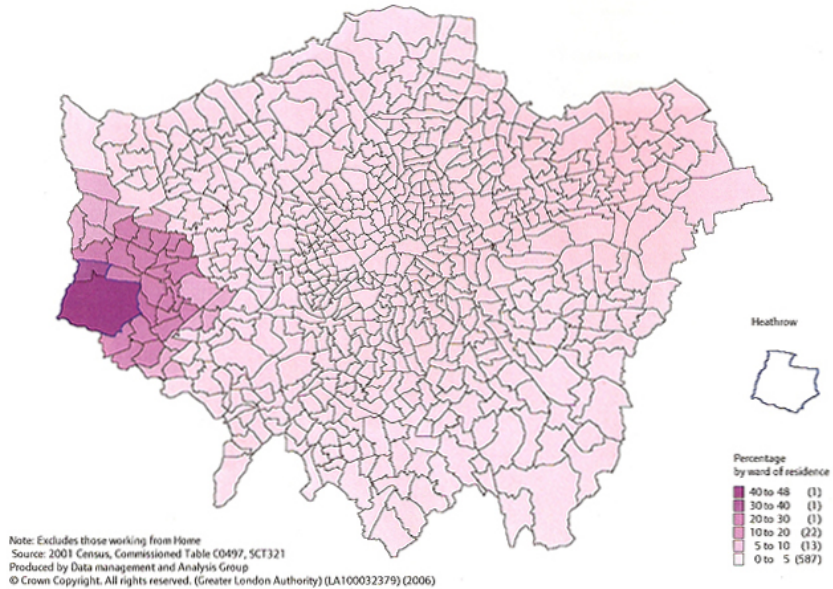
People working in Central London by where they live



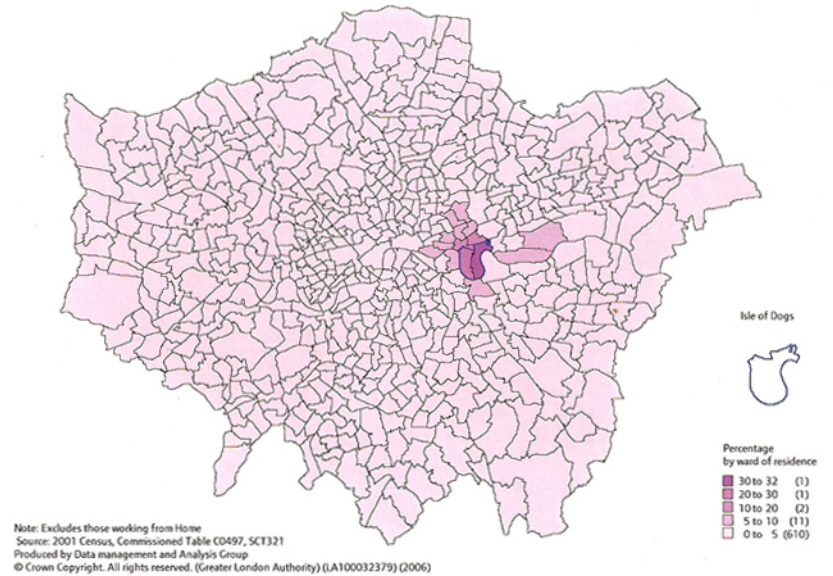
People working in Croydon by where they live



People working in Heathrow by where they live



People working in the Isle of Dogs by where they live



Thank you

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