

# Understanding Data in Everyday Life

## The role of the National Statistics Office

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# Introduction: Communication and Dissemination Unit

## Responsibilities:

- Dissemination of all NSO outputs
- Internal and External Communication
- Translations
- Website maintenance
- Designs
- Promotions and social media
- Event Planning
- Media monitoring
- **DATA LITERACY INITIATIVES**



# Data Literacy

Data literacy is essential in today's world. As societies rely increasingly on data to make decisions, people need the skills to understand, interpret, and question the information they encounter.

Why it matters today:

- Helps individuals make informed, evidence-based decisions
- Strengthens critical thinking and reduces misinformation
- Supports better policymaking and accountability
- Builds a population that can understand national trends and challenges
- Empowers citizens to recognise misleading claims and engage confidently in public debate.

# Data Literacy

The NSO plays a central role in promoting data literacy across Malta.

The NSO supports data literacy by:

- Producing clear, accessible and trustworthy official statistics
- Creating educational content such as visualisations and interactive portals
- Engaging students through initiatives like competitions and school visits
- Helping teachers and journalists interpret and use official data correctly
- Developing tools that make statistical information easier to explore and understand

**The NSO's efforts help build a more informed society, strengthen trust in official statistics, and prepare future generations to use data responsibly and effectively.**

# Target Population

## Who would benefit most from Data Literacy?



Data literacy is for everyone—from young people to the wider public—especially those who need support to understand and make sense of data.

# Data Literacy Projects

## What has the NSO been doing?

- Translated outputs to Maltese
- Online Statistics Portals
- Data Smackdown Competition
- School visits
- Educational Videos
- Mascot acting as a Data Buddy
- The setting up of a Media Committee
- Trust campaign
- Foreigners campaign
- Social Media Portals
- Public Service basic course



# Data Literacy Projects

## Translated outputs to Maltese

Following its 2023 rebranding, the NSO began translating key outputs – like the website, news releases and some social media posts – into Maltese to make official statistics more accessible and easier to understand for Maltese-language audiences.

**This initiative was widely welcomed by the media and by those with a strong interest in the Maltese language.**

# Data Literacy Projects

## Glossary of statistical terms

Alongside the translation of outputs into Maltese, the NSO developed a glossary of statistical terms in Maltese. This ensures consistent use of statistical terminology not only across NSO staff, but also among the media and researchers when publishing in Maltese.



# Data Literacy Projects

## Online Statistics Portals



The NSO has recently replaced printed publications with [online statistics portals](#).

The advantages for such portals are:

- Users may find the information they are looking for easily
- Users may download the data in excel for further analysis
- Data may be kept updated without the need for time-consuming processes
- Interactive charts and maps can be included

The screenshot shows the 'Regional Statistics' portal. The main content area is titled 'INTRODUCTION' and contains text about the portal's purpose and the National Statistics Office (NSO). Below the introduction is a 'CHAPTERS' section with a featured image for 'Education' and a 'Click Here' button. On the right side, there is a navigation menu with a table of contents listing chapters and sub-sections.

Regional Statistics		
INTRODUCTION	Introduction	
The Regional Statistics portal stands out as the primary source for those seeking high-quality official statistics at the regional level. It offers a structured and comprehensive overview of key socio-economic and environmental trends shaping Malta, Gozo, and Comino. Where possible, data is broken down by various socio-economic variables, enabling comparisons across different demographic groups and economic sectors. The portal encompasses eight main domains: Demography, Education, Labour Market, Economy, Transport, Tourism, Agriculture and Fisheries, and Resources.	Chapter 1 - Demography	
	Like any statistical endeavor, compiling and producing regional statistics comes with its own set of challenges. Chief among these are small sample sizes and confidentiality constraints, which often limit the depth of disaggregated data that can be shared. Nonetheless, the National Statistics Office (NSO) remains dedicated to delivering robust and detailed statistics. It employs a range of statistical methods, leveraging both primary and secondary data sources, to provide users with as much meaningful information as possible.	1.1. Population
		1.2. Household Characteristics
	1.3. Social Protection	
	Chapter 2 - Education	
	2.1. Students	
	2.2. Pre-Primary, Primary and Secondary	
	2.3. Post-Secondary and Tertiary	
	Chapter 3 - Labour Market	
	Chapter 4 - Economy	
	4.1. Regional GDP	
	4.2. Residential Building Permits	
	Chapter 5 - Transport	
	5.1. Road Transport	
	5.2. Sea Transport	
	Chapter 6 - Tourism	
	6.1. Supply-Side Survey	

The NSO currently has 3 portals: (i) Regional Statistics (ii) Social Protection (iii) Transport Statistics

# Data Literacy Projects

## Data Smackdown



Recently, the NSO started taking part in the European Statistics Competition, by organising its national-level event, *Data Smackdown*.

*Data Smackdown* has its own identity, complete with a mascot, making it engaging and appealing for students.

Through this initiative, the NSO has built meaningful and lasting relationships with schools and teachers, fostering greater interest and participation in statistics education.

# Data Literacy Projects

## School Visits



The NSO welcomes school visits, offering students the opportunity to explore how official statistics are produced and used. The tutor chooses up to three thematic areas, and NSO experts deliver tailored presentations explaining how indicators are compiled and applied in real life.

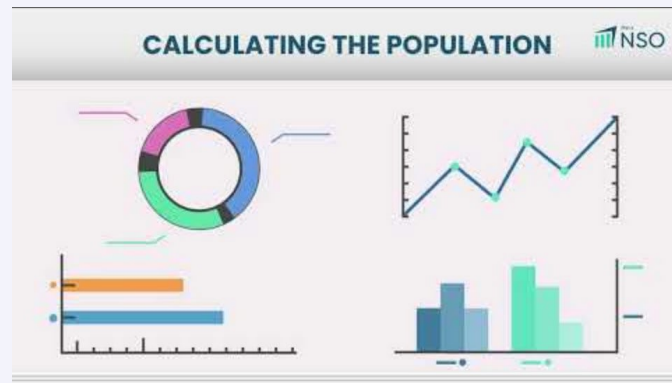
In addition, the NSO also conducts outreach by visiting schools and participating in fresher's weeks and educational fairs.



# Data Literacy Projects

## Educational Videos

Through short educational videos, the NSO explains the compilation, interpretation, and real-life use of key indicators, sharing them via social media and directly with schools.



# Data Literacy Projects

The NSO has also developed its own mascot!

**I am Marly...Your Data Buddy!**



Marly helps users grasp statistical concepts and understand how to interpret data. This is achieved through engaging videos and interactive quizzes.



# Data Literacy Projects

## Media Committee



The National Statistics Office has established a Media Committee, bringing together representatives from various media houses to strengthen collaboration and improve the communication of official statistics.

This committee provides a platform for journalists to share the challenges they encounter when interpreting and reporting statistical information. It also allows them to provide feedback and suggestions on how the NSO can enhance its products, outputs, and methods of dissemination.

# Data Literacy Projects

## Media Committee



At the same time, the committee serves as an opportunity for NSO experts to deliver presentations on specific statistical topics, offering guidance and clarification to support accurate and effective reporting.

Overall, this initiative aims to foster better understanding, improve accessibility, and ensure that official statistics are communicated clearly and accurately to the public.

# Data Literacy Projects

## Trust Campaign



The NSO carried out a trust campaign aimed at strengthening public confidence in official statistics. A dedicated “[Trust Corner](#)” was created on the website, addressing topics such as confidentiality, data collection, legal obligations, GDPR, and related trust issues.

In addition, a series of short videos were produced on each trust topic, featuring NSO staff to deliver clear and personal messages directly to the public.

# Data Literacy Projects

## Foreigners Campaign



Given Malta's large influx of foreign residents, it is important to ensure this audience is effectively reached and that trust in the NSO is strengthened to encourage the voluntary provision of data.

To achieve this, the NSO launched a targeted campaign for foreign residents, focusing on cost-effective and more suitable channels such as social media groups, community influencers, embassies, and foreign organisations.

# Data Literacy Projects

## Social Media Portals



# Data Literacy Projects

## Public Service Course



In October this year, the NSO will be delivering a Basic Course on Statistical Literacy and Official Statistics to Public officers involved in research, policy development, management, and funding. Such course is meant to strengthen their ability to interpret and use statistical information.

### Objectives

- Understand the importance of official statistics in governance and policy-making.
- Learn key concepts in descriptive and inferential statistics through real-life examples.
- Learn how to interpret official statistics more effectively.
- Gain insights into sampling techniques, questionnaire design, and data interpretation.
- Discover how to access and use official statistical databases such as NSO and Eurostat.

**THANK YOU.**