



Statistical Capacity Building (StatCaB) Programme
[2019-STATCAB-63001]

'Effective Written Communication Techniques'
INSTAT of Albania
18-19 March 2019



Day 2| Session 2

How to Present Information Differently



@StatsMalaysia



www.dosm.gov.my



• **TYPES OF COMMUNICATION**



• **INTRODUCTION**



• **ADVANTAGES OF VISUAL COMMUNICATION**



• **DISADVANTAGES OF VISUAL COMMUNICATION**



• **VISUAL ELEMENTS/AIDS**



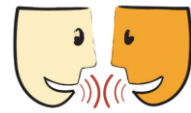
• **IMAGE ANALYSIS**

Types of Communication



VERBAL

Messages are transmitted through sounds or words



ORAL

Messages are transmitted via sounds

Face to face conversation
Telephone



WRITTEN

Messages are transmitted via words

Books
Magazines
Email



VISUALIZATION

Messages are transmitted via images

Graphs
Maps
Posters



NONVERBAL

Messages are wordless

Body Language
Gestures
Eye contact

- Visual communication is the transmission of information and ideas using symbols and imagery.
- Visual communication is the conveyance of ideas and information in forms that can be seen.
- Visual communication in part or whole relies on eyesight.
- Visual aids are often used to help audiences of informative and persuasive speeches understand the topic being presented. Visual aids can play a large role in how the audience understands and takes in information that is presented.
- Visual communication is a broad spectrum that includes signs, typography, drawing, graphic design, illustration, industrial design and et cetera



Why Visual Communication?



Visual content is 40x more likely to get shared on social media than other types of content.

Buffer, 2014

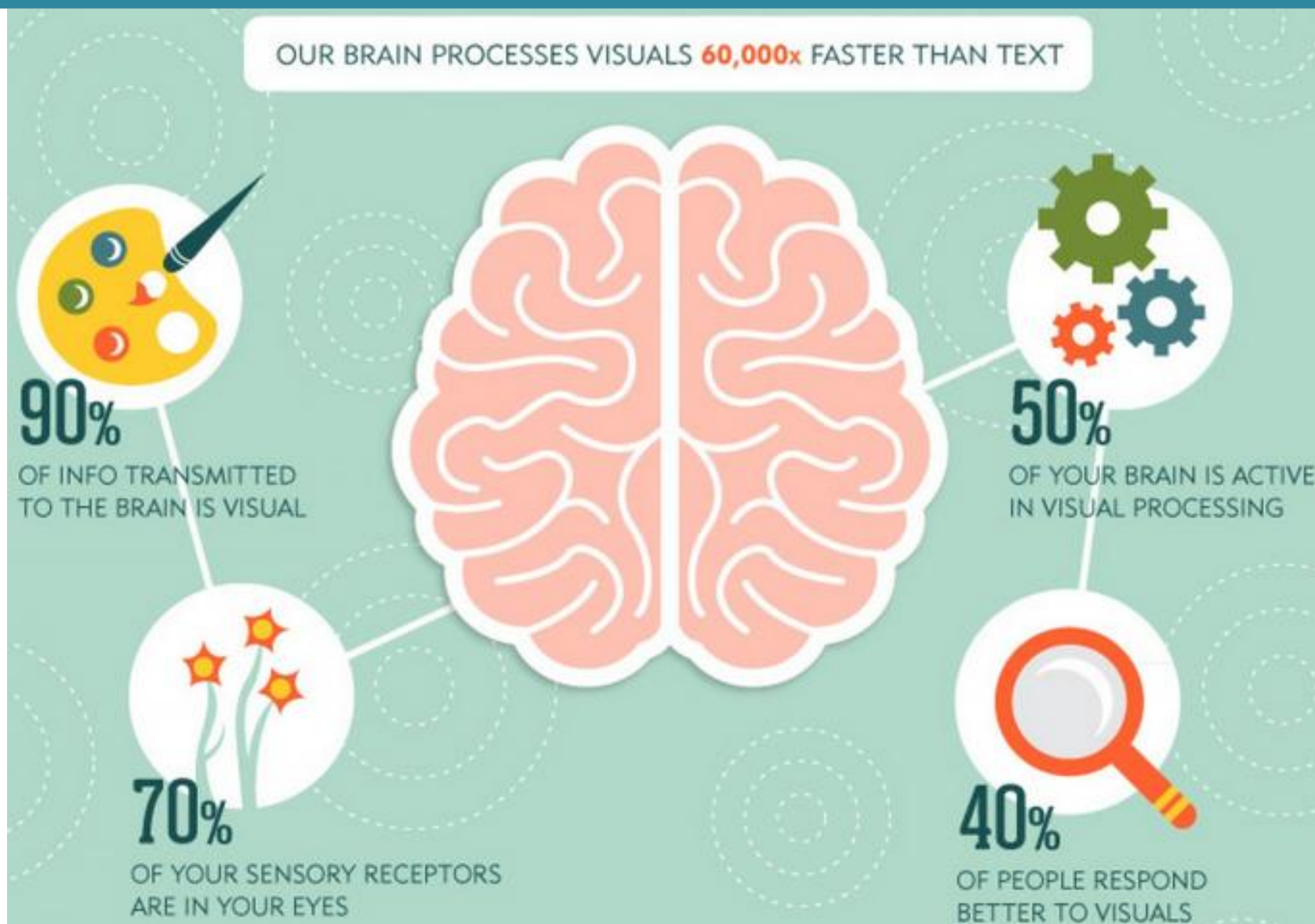
Articles with an image every 75-100 words get double the number of social shares than articles with fewer images.

Buzzsumo, 2015

Colored visuals increase people's willingness to read a piece of content by 80%.

Xerox, 2014

Source: <https://www.hubspot.com/marketing-statistics>



BEYOND PRETTY PICTURES

HOW INFOGRAPHICS CAN HELP YOUR BUSINESS



CREATE ORDER OUT OF CHAOS

Infographics make cluttered numbers and statistics streamlined and clear. There's nothing us humans respond to more than **things presented to us in a simple way** (except maybe chocolate).



SIMPLIFY AND EMPOWER COMMUNICATION FASTER

Presentation design is really important - it needs to be visual, engaging and **easy to understand**. Presenters using visual aids are twice as likely to be more persuasive.



ESTABLISH CREDIBILITY

If your reports and presentations are full of stats and information from trustworthy sources your company will be seen as one that knows their stuff. **Reliability goes a long way in business.**



TARGET SPECIFIC AUDIENCE AND USER GROUPS

Digital marketing is all about knowing your audience and making stuff they like. Infographics can be easily tailored to **deliver information effectively** to different user groups.



HELP AUDIENCE UNDERSTAND COMPLEX DATA

Psychologists have discovered that **83%** of learning occurs visually. This means people are more likely to understand complex data if it's put in front of them as a great visual.



GATHER INSIGHTS FROM MAPPING AND VISUALISING DATA

Infographics help you see things you may never have seen before, and **recognise relationships** you never thought existed.



BUILD UP SOCIAL PRESENCE

Infographics are super-shareable, making them perfect for use on social media. The numbers are impressive: **45%** of web users will **click on a link** if it features an infographic and **30%** will forward it.



BUILD LINKS, DRIVE TRAFFIC AND IMPROVE SEARCH ENGINE VISIBILITY

Need more hits on your website? Sites that use infographics see a **12% average increase in traffic**. Infographics can earn the kind of elusive high quality links your site needs to improve its search engine rankings.

FACTS ABOUT STORYTELLING

WITH YOUR DATA



DATA ANALYSIS

is one of the hottest skill categories over the past two years for recruiters, reported by LinkedIn.

1



Visuals are processed

60,000 X
faster than text.

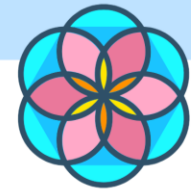
2



The most popular TED Talks found that stories made up at least

65% of content

3



Combine the right

VISUALS, NARRATIVE, & DATA

to have a data story that can influence and drive change.

4



HUMANS LOVE GOOD VISUALS



90% of the
information
transmitted to the
brain is **VISUAL**



Visuals are processed
**60,000 times
faster** in the brain
than text



80% of people
remember what
they **SEE**



92% of all human
communication is
Non-verbal



40% of people will **respond better
to visual information** than text

The POWER OF VISUAL CONTENT

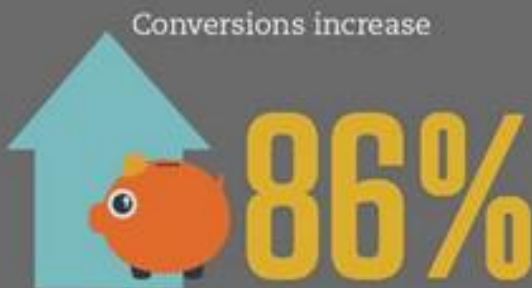


40% of people respond better to visual info than plain text

Infographics can improve website traffic by



80% of what you see is retained



Conversions increase

86%

when videos are used on a landing page



20% of words on a webpage is read by the average user

Landing pages with videos are



more shareable

- Visual communication helps in re-enforcing oral communication. It supports an oral communication.
- Pictures and illustrations have stronger impact than words.
- Visual communication jumps over the hurdle of language differences. With visual communication, it does not matter whether you can speak a particular language or not
- The visuals can pull down most barriers of communication and open up the people.
- The data and the figures can be easily presented very simply on the graphs, the pictures and the diagrams
- It is more efficient way of communicating with less effort & time.



- Visual communication can be very expensive.
- It takes more time and effort to produce it.
- If the information is huge, a visual aid may not be enough to convey everything.
- Need special knowledge and efficiency to deal with visual communication
- The visual communication involves the use of poorly designed visual aids that are difficult to understand or see
- Not all the information can be displayed through the visual communication



Graphs/Tabulations

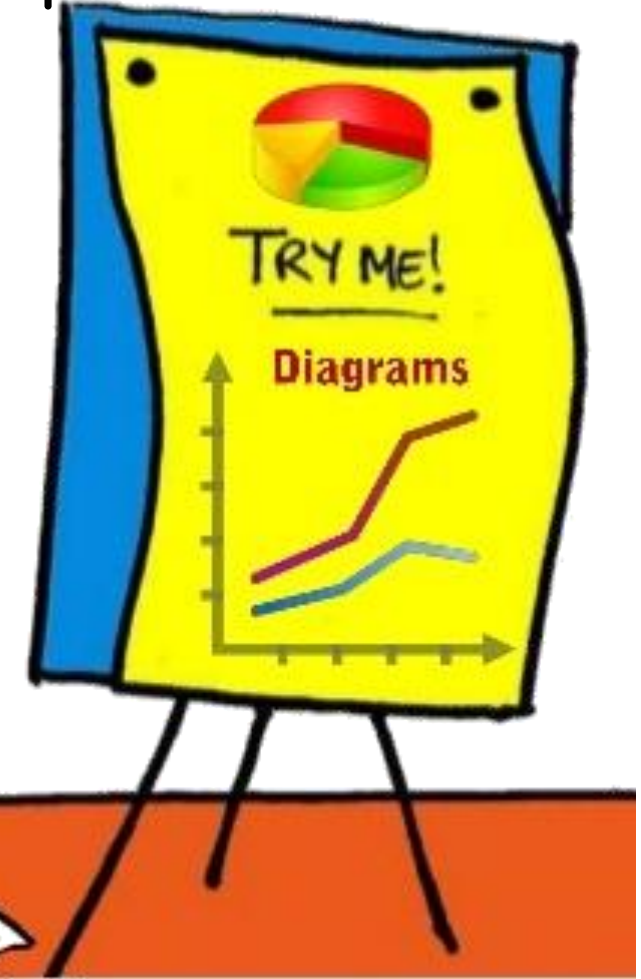
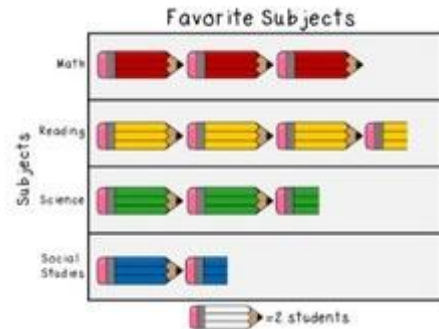
Photographs

Objects/
Models

Maps

Pictograms

Infographics



Objects

- Involves bringing the object in question and using it for demonstration
- It is a suitable visual aid because the audience can clearly see exactly what you are talking about.
- The advantage of this is the object is often the centre of discussion.
- The use of objects as visual aids involves bringing the actual object to demonstrate on during the speech.



Models

- The model represent the object on a much smaller scale
- The models can serve as perfect representations of actual object
- This will enable the audience to fully comprehend the message.
- The models may not represent the actual object accurately as the proportions may be off.



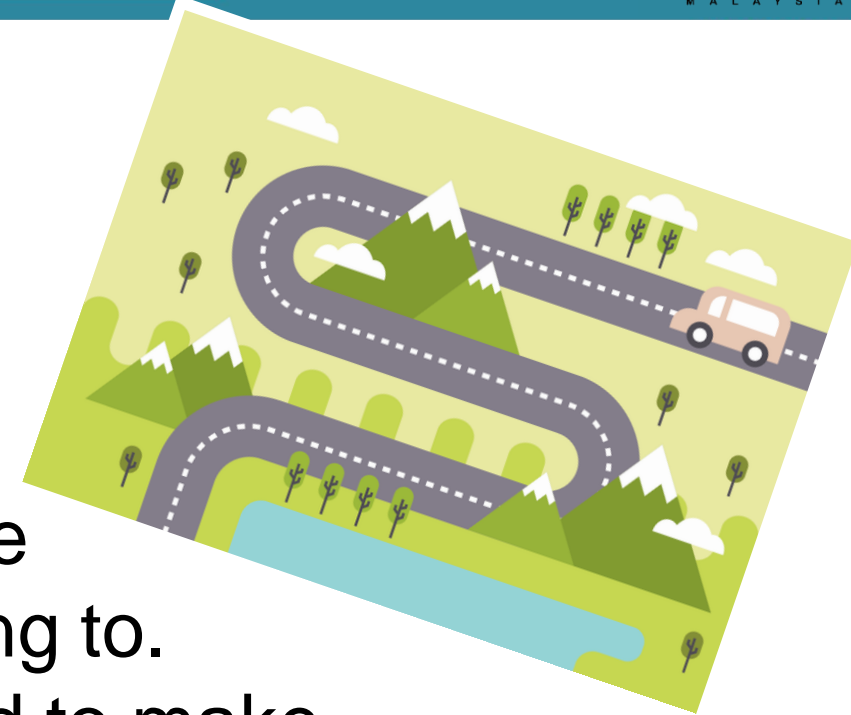
Graphs

- Graphs are an important visual aid when showing the relationship between different quantities.
- Types of graphs: Line graphs, bar graphs and pie graphs and scatter plots.
- The graphs help the audience to visualize statistics so that they make a greater impact than just listing them verbally
- The graphs can easily become cluttered during by including too much detail, overwhelming the audience and making the graph ineffective.



Maps

- In a geography context, a map would be the most suitable item to use.
- A map can be used in showing different comparing them. This makes the audience know exactly where the speaker is referring to.
- It is simple to understand and can be used to make points of geographical reference.
- If a map has too much information on it, it may become cluttered therefore removing the focus of the audience from the main message



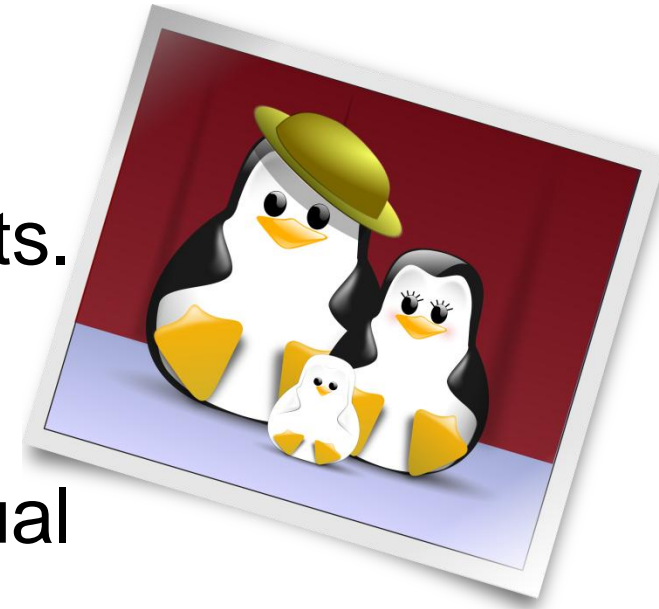
Tables

- Tables are columns and rows that organize words, symbols, and/or data.
- Good tables are easy to understand. They are a good way to compare facts and to gain a better overall understanding of the topic being discussed.
- They can be overwhelming if too much information is in a small space or the information is not organized in a convenient way
- Tables can be visual distractions if it is hard to read because the font is too small or the writing is too close together



Photographs

- The photographs are great tools to explain points.
- The photographs are good tools to make or emphasize a point or to explain a topic.
- A photograph is also good to use when the actual object cannot be viewed.
- Using local photos can also help emphasize how your topic is important in the audience's area
- If the photograph is too small it just becomes a distraction. Enlarging photographs can be expensive if not using a power point or other viewing device



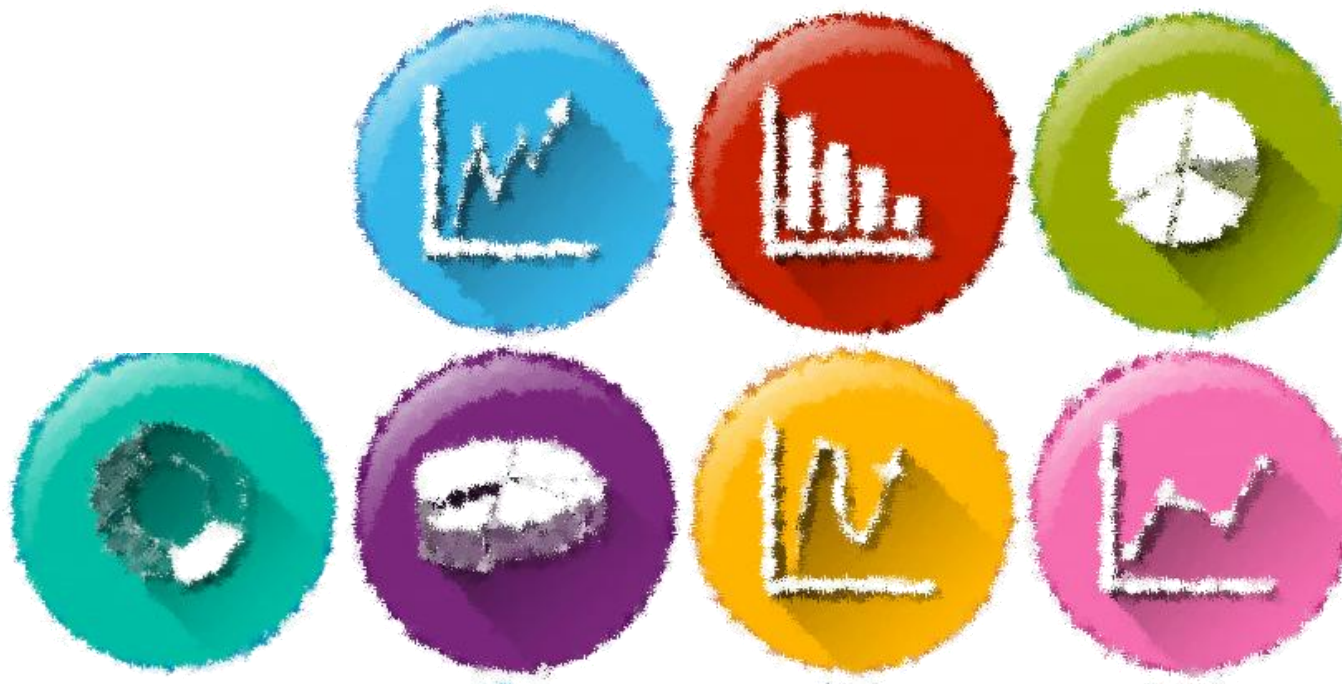
Infographics

- The infographics combine two or more visual elements into one image.
- Good infographics are easy to understand. They are a good way to compare facts and to gain a better overall understanding of the topic being discussed.
- They can be overwhelming if too much information is in a small space or the information is not organized in a convenient way
- Infographics can be visual distractions if it is hard to read because the font is too small or the writing is too close together

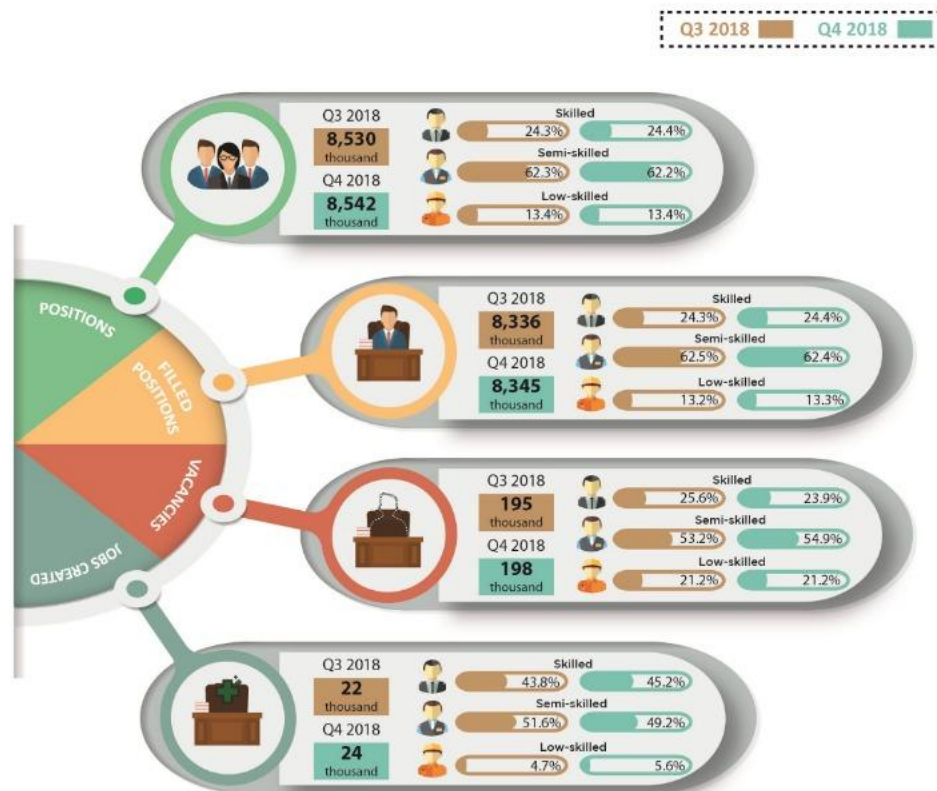


The interpretation of images is subjective and to understand the depth of meaning, or multiple meanings, communicated in an image requires analysis. Images can be analysed through many perspectives, for example these major perspectives presented by Paul Martin Lester:

- Personal perspective
- Historical perspective
- Ethical perspective
- Cultural perspective
- Critical perspective



EMPLOYMENT STATISTICS FOURTH QUARTER 2018



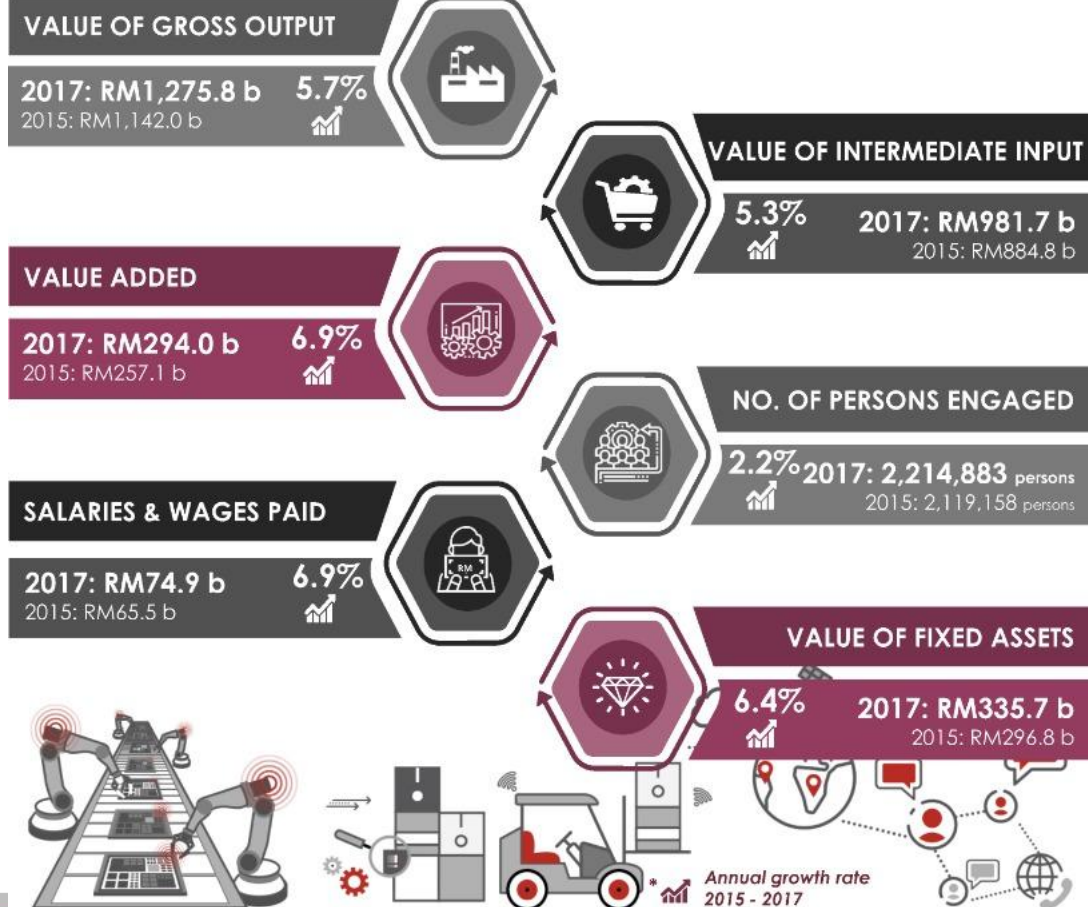
Note: The statistics in per cent refer to the percentage share across skills for each indicator

EMPLOYMENT STATISTICS, 2018



ANNUAL ECONOMIC STATISTICS 2018 MANUFACTURING SECTOR

MAIN FINDINGS



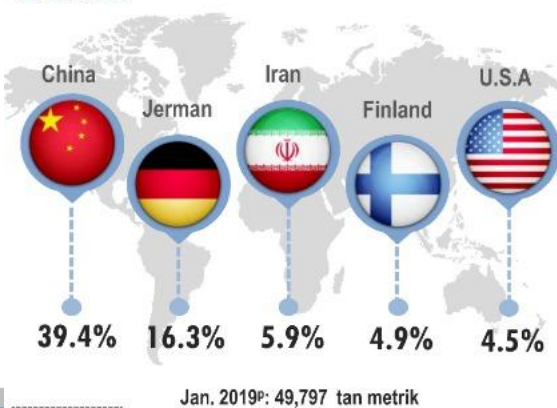
PENGELUARAN



PENGUNAAN DOMESTIK



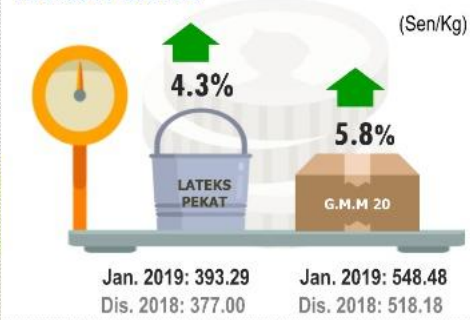
EKSPORT



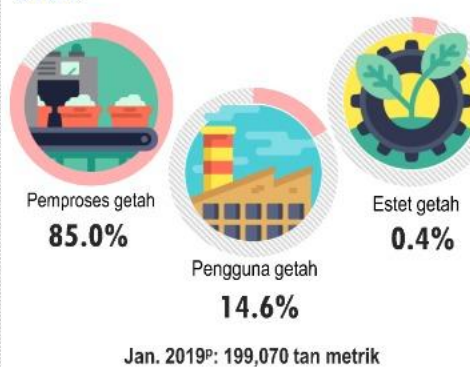
p = awalan

Sumber: Perangkaan Getah Bulanan, Malaysia, Januari 2019, DOSM

HARGA PURATA



STOK



Pengeluaran getah asli mengikut negara pengeluar*, Disember 2018



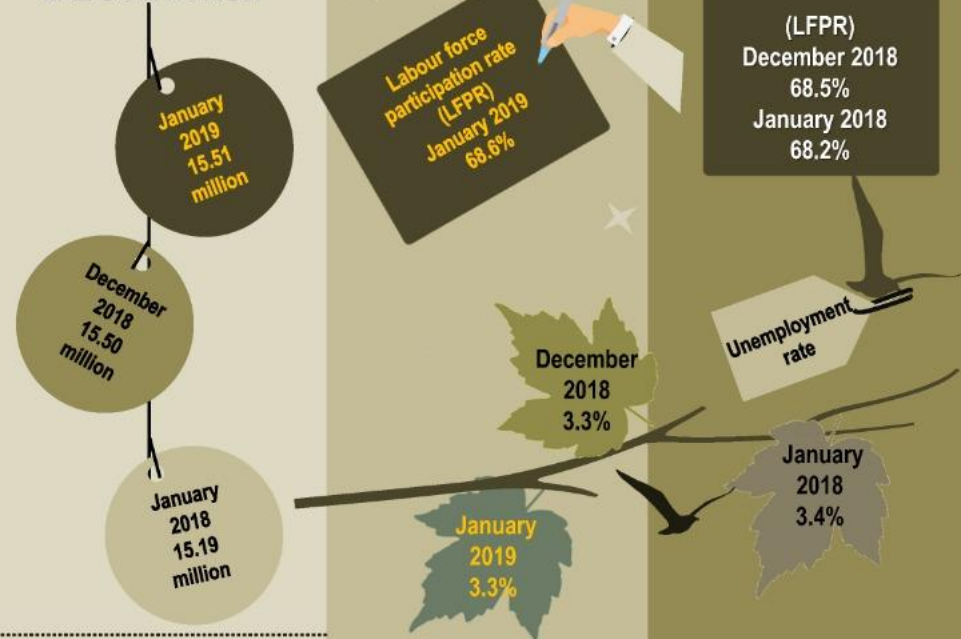
Sumber: Kementerian Industri Utama

*Association of Natural Rubber Producing Countries (ANRPC)

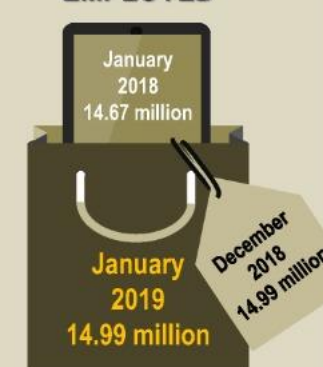
Data merujuk kepada Disember 2018 dan akan dikemaskini berdasarkan data terkini.

LABOUR FORCE IN MALAYSIA JANUARY 2019

LABOUR FORCE

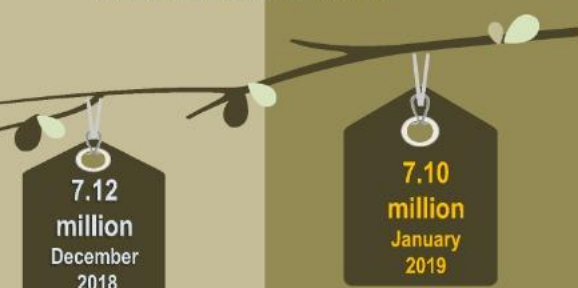


EMPLOYED



OUTSIDE LABOUR FORCE

A total of **31.4 per cent** of working age population (15-64 years) were outside the labour force which comprised of housewives, students, retirees and those not interested to work



Source: Monthly Labour Force Survey, Department of Statistics, Malaysia



ANNUAL ECONOMIC STATISTICS 2018

CONSTRUCTION SECTOR



MAIN FINDINGS



Annual growth rate 2015 and 2017

Source: Annual Economic Statistics 2018, Construction
Department of Statistics, Malaysia



MALAYSIA EXTERNAL TRADE

STATISTICS, JANUARY 2019



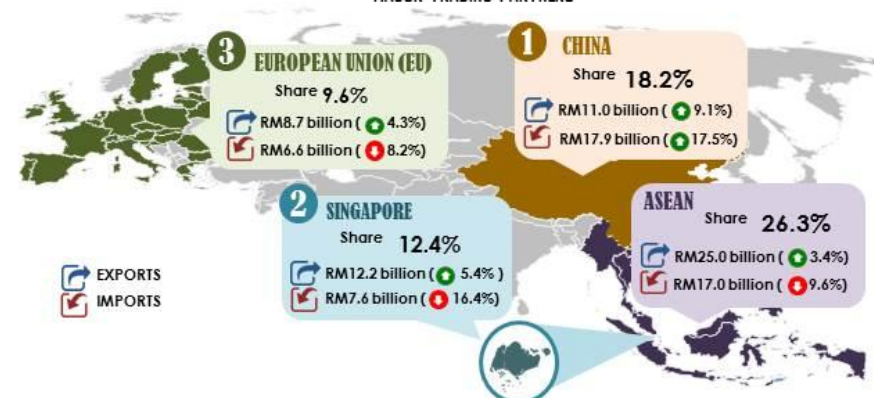
EXPORTS	RM85.4 billion	3.1%
IMPORTS	RM73.9 billion	1.0%
TOTAL TRADE	RM159.3 billion	2.1%
TRADE BALANCE	RM11.5 billion	19.2%

Exports posted a growth of **3.1%** outpacing imports which grew **1.0%**.

EXPORTS OF MAJOR PRODUCTS



MAJOR TRADING PARTNERS



EXPORTS
IMPORTS

Note: All changes are based on year-on-year comparison.

Source: Monthly External Trade Statistics, January 2019



Welcoming 62nd ISI WORLD STATISTICS CONGRESS 2019



18 - 23 AUGUST 2019 ■ KUALA LUMPUR



THANK YOU



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