SESRIC

STATCAB

DEPARTMENT OF STATISTICS MALAYSIA

Day 1| Session 2
Introduction to Communication

HARI STATISTIK NEGARA

62nd ISI World Statistics Congress
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POPULATION & HOUSING CENSUS MALAYSIA 2020
YOUR DATA IS OUR FUTURE

SUSTAINABLE DEVELOPMENT GOALS MALAYSIA

WRC 2019

communication

/kəmjuːnɪˈkeɪʃ(ə)n/

noun

noun: communication; plural noun: communications

1. **The imparting or exchanging of information by speaking, writing, or using some other medium.**
   - **a letter or message containing information or news.**
   - **the successful conveying or sharing of ideas and feelings.**
   - **social contact.**
2. Means of sending or receiving information, such as telephone lines or computers.
   - the field of study concerned with the transmission of information.
3. Means of travelling or of transporting goods, such as roads or railways.

A basic communication model consists of five elements:

- The **sender;**
- The **message** itself;
- The **medium** that carries the message;
- The **receiver**; and
- The **feedback.**

Other elements: Noise and Context

Successful completion of works

Source of information

Help to plan

Share ideas, suggestions and complaints

Democratic management

Implement decision in time

Better professional image

Avoid isolated

And many more……

Communication Cycle

Information source   **Transmitter**   **Reception**   **Destination**

Sender → Encoder → Channel → Decoder → Receiver

Noise

FEEDBACK
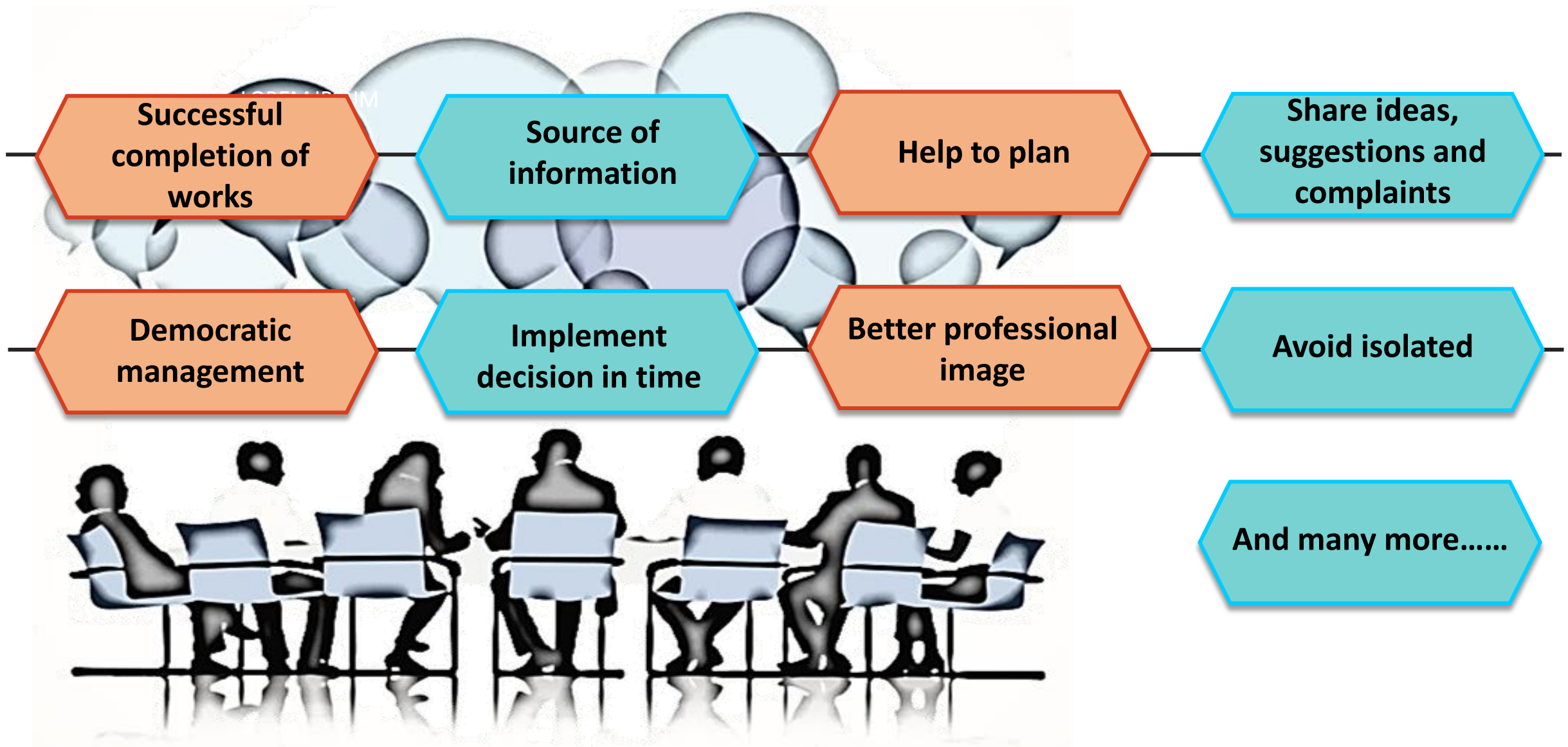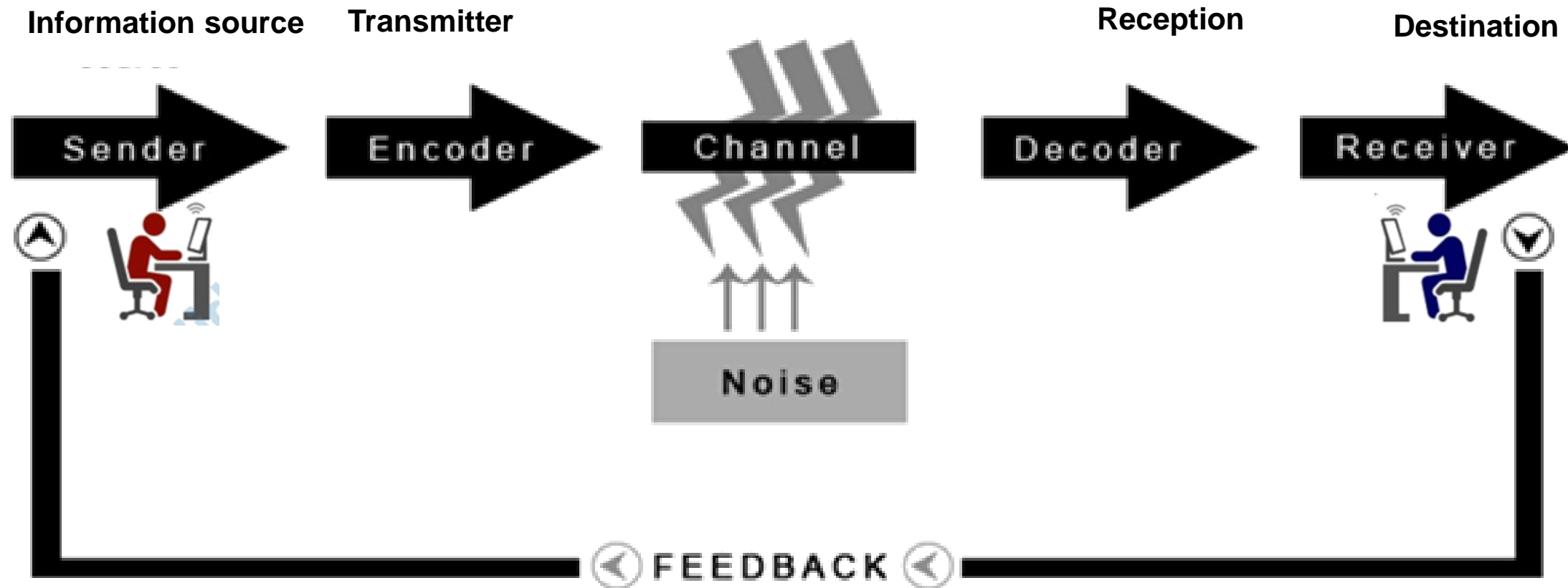
Shannon-Weaver's Model of Communication Cycle

Types of Communication

VERBAL — Messages are transmitted through sounds or words
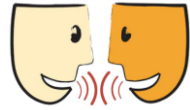
ORAL — Messages are transmitted via sounds — Face to face conversation, Telephone

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

Basis	Verbal communication	Non-verbal communication
1. Use of word	Verbal communication uses oral or written words.	Non-verbal communication not uses any oral or written words.
2. Types	Verbal communications two types: Oral and written.	Non-verbal communications may various types: visual, audio, audio-visual, silent etc.
3. Understand	Easy to understand.	Difficult to understand
4. Structured	Verbal communications highly structured.	Non-verbal communication lacks in formal structure.
5. Distortion of information	Less possibility of distortion of information.	High possibility of distortion of information.
6. Continuity	Verbal communication begins and ends with words.	Non-verbal communication continues until the purpose achieved.
7. Feedback	Verbal communication gives a less and delayed feedback.	Non-verbal communication gives a lot of feedback.

https://thebusinesscommunication.com/kinds-of-non-verbal-communication/

Oral VS Written Communication

ORAL	Point of Difference	WRITTEN
Talking and listening	**Involves**	Writing and reading
Generally informal	**Formality**	Generally formal and less ambiguous
Quick and instantaneous	**Feedback**	Delayed
Flexible and faster	**Easy acceptance**	Rigid slow and elaborate
No permanent record	**Evidence**	Authentic and credible records
Suitable for short messages	**messages**	Suitable for length and organized message
Economical	**Cost**	Expensive and stable

Use written communication when

- ✓ Conveying facts
- ✓ The message needs to become parts of permanent file
- ✓ There is a little time urgency
- ✓ You do not need immediate feedback
- ✓ The ideas are complicated

Use oral communication when

- ✓ Conveying emotions and feelings
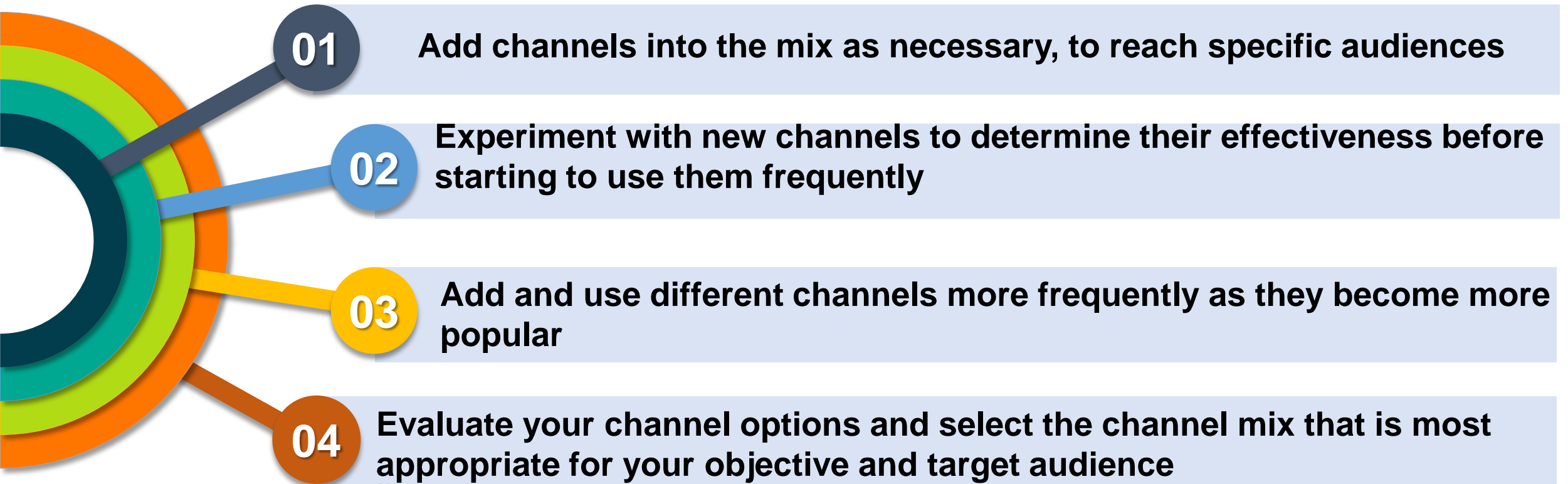- ✓ The message does not need to be permanent
- ✓ There is time urgency
- ✓ You need immediate feedback
- ✓ The ideas are simple or can be made simple with explanations

Communication Channels

Formal   **Informal**   **Unofficial**

Face-to-Face

Electronic

Mobile

Written

Broadcast
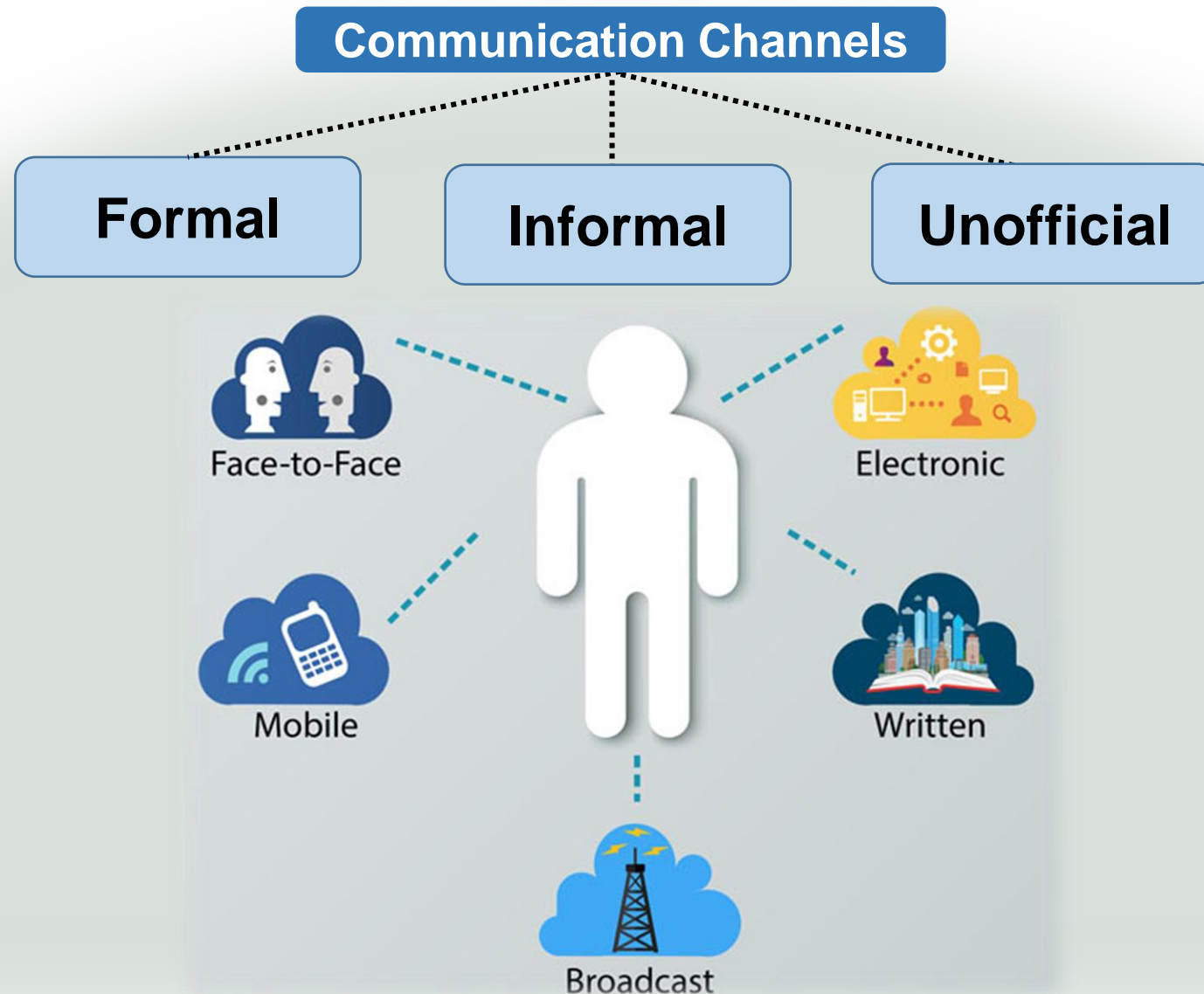
Channel Type	Example	Good Way To	Pros	Cons
Central communications (one to many)	- Press release - E-mail - Memo - Intranet post	- Update/Inform a large group about a issues of 'big' concern/initiative	- Scalable - Reaches multiple stakeholders	- Difficult to gauge impact - Limited opportunity to clarify
Leader presentation (one to many)	- Media interview - Press conference - Town halls - CEO video/blogs	- Motivate and energize audience - Make important announcement	- Good way to address issues - Highly credible source	- One-way communication - Audience often intimidated to ask questions
Manager cascade (one to few)	- Communication in team meetings - Emails	- Inform/update on team specific and/or sensitive matters	- Trusted source - Personal	- Messages often fail to get through - Manager not familiar/bought-in
Manager dialogue (interactive)	- Group discussion - Manager one-on-one	- Problem solve/gain feedback - Translate strategy into action	- Helps resolve issues - Drives behavioral change	- Time intensive - High variability in manager communication skill
Mobile and social media updates (one to many)	- Company blogs - Intranet - Twitter account - SMS mobile - Company Facebook	- Time-sensitive information updates/alerts - Humanizing the company	- Ease of access to information - Tracking sentiment	- If not done properly, company can be seen as 'phony'
Social media participation (interactive)	- Discussion forums - Blogs - Twitter - YouTube	- Sharing viewpoints - Engaging in debates - Creating a dialog	- Builds engagement - Gives a human face to the company	- Little control over the communication - Possible rejection of corporate agenda
Enabling advocates (many to many)	- Employees - Suppliers - Customers	- Reputation management - Reaching out to skeptical audiences - Spread viral message	- Trusted sources - High resonance - High "stickiness"	- Ability to find suitable advocates - Time-sensitive

01 Add channels into the mix as necessary, to reach specific audiences

02 Experiment with new channels to determine their effectiveness before starting to use them frequently

03 Add and use different channels more frequently as they become more popular

04 Evaluate your channel options and select the channel mix that is most appropriate for your objective and target audience

http://www.elementsofic.com/element/channel-selection/

Channel of Communication

Channel	Information Richness
Face-to-face conversation	High
Videoconferencing	High
Telephone conversation	High
E-mails.	Medium
Handheld devices	Medium
Blogs	Medium
Written letters and memos	Medium
Formal written documents	Low
Spreadsheets	Low

Source: Adapted from information in Daft, R. L., & Lenge, R. H. (1984). Information richness: A new approach to managerial behavior and organizational design. In B. Staw & L. Cummings (Eds.), *Research in organizational behavior* (Vol. 6, pp. 191–233). Greenwich, CT: JAI Press; and Lengel, R. H., & Daft, D. L. (1988). The selection of communication media as an executive skill. *Academy of Management Executive, 11,* 225–232.

Vertical Network

Circuit Network

Wheel and
Spoke Network

Chain Network
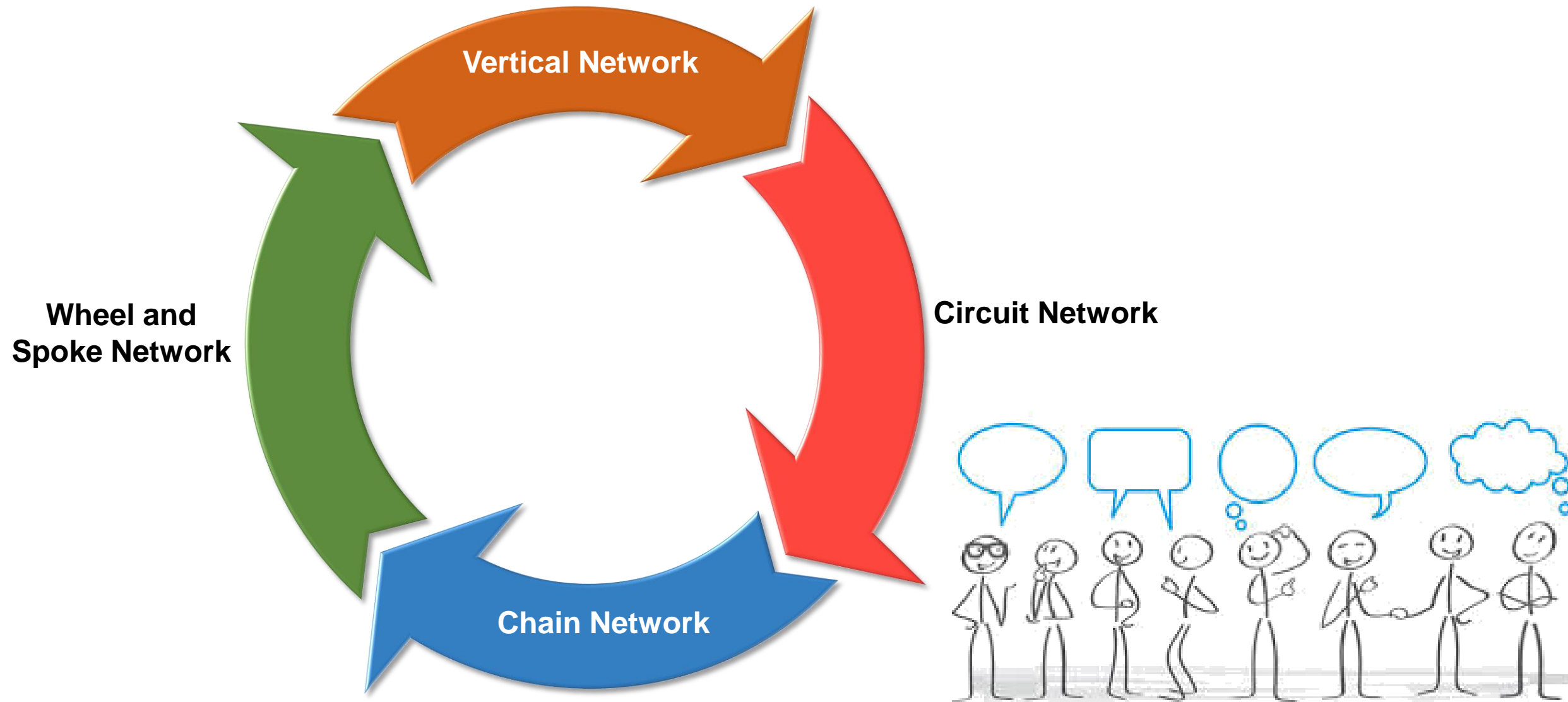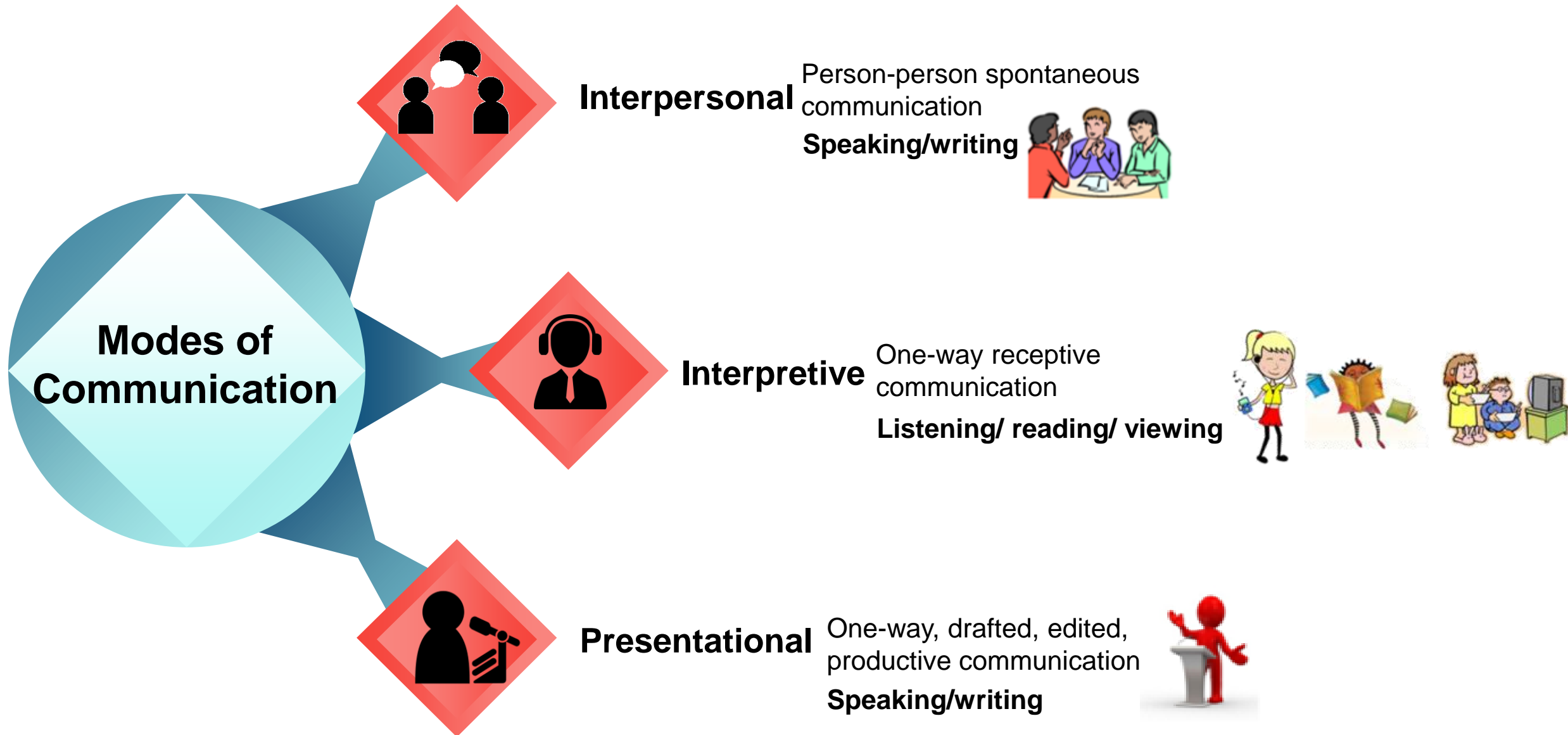
Modes of Communication

Interpersonal
Person-person spontaneous communication
Speaking/writing

Interpretive
One-way receptive communication
Listening/ reading/ viewing

Presentational
One-way, drafted, edited, productive communication
Speaking/writing

Interpersonal	Interpretive	Presentational
• **Two-way communication** with active negotiation of meaning among individuals	• **One-way communication** with no recourse to the active negotiation of meaning with the writer, speaker, or producer	• **One-way communication** intended for an audience of readers, listeners, or viewers
• Spontaneous • Usually involves exchange of information • Meaningful	• Reader, listener or viewer interprets what the author, speaker, or producer wants the receiver of the message to understand	• Presentation of information; not exchange • No direct opportunity for the active negotiation of meaning exists
• Participants observe and monitor one another to see how their meanings and intentions are being communicated and make adjustments and clarifications accordingly	• Interpretation differs from comprehension and translation in that it implies the ability to read, listen or view "between the lines," including understanding from within the cultural mindset or perspective	• To ensure the intended audience is successful in its interpretation, the "presenter" needs knowledge of the audience's language and culture
• **Speaking and listening** (conversation) • **Reading and writing** (text messages, messages on social media, letters)	• **Reading** of authentic texts (websites, stories and other literature, articles, signs) • **Listening** to authentic texts (speeches, messages, songs, radio news, ads) • **Viewing** of authentic materials (videos, movies, presentations, TV shows, commercials, news, plays)	• **Writing** (messages, articles, advertisements, flyers, brochures, short stories, reports, scripts, Power Point presentations); • **Speaking** (telling a story, giving a speech, TV or radio news, drama presentations including skits, presentation to jury)

Source: https://www.actfl.org/sites/default/files/pdfs/PerformanceDescriptorsLanguageLearners.pdf

Coherent

Clear

Courteous

Concise

Listening for understanding

Concrete

Focus and attention

Emotional awareness and control

Specify Needs	Design	Build	Collect	Process	Analyse	Disseminate	Evaluate
1.1 Identify needs	2.1 Design outputs	3.1 Build collection instrument	4.1 Create frame & select sample	5.1 Integrate data	6.1 Prepare draft outputs	7.1 Update output systems	8.1 Gather evaluation inputs
1.2 Consult & confirm needs	2.2 Design variable descriptions	3.2 Build or enhance process components	4.2 Set up collection	5.2 Classify & code	6.2 Validate outputs	7.2 Produce dissemination products	8.2 Conduct evaluation
1.3 Establish output objectives	2.3 Design collection	3.3 Build or enhance dissemination components	4.3 Run collection	5.3 Review & validate	6.3 Interpret & explain outputs	7.3 Manage release of dissemination products	8.3 Agree an action plan
1.4 Identify concepts	2.4 Design frame & sample	3.4 Configure workflows	4.4 Finalise collection	5.4 Edit & impute	6.4 Apply disclosure control	7.4 Promote dissemination products	
1.5 Check data availability	2.5 Design processing & analysis	3.5 Test production system		5.5 Derive new variables & units	6.5 Finalise outputs	7.5 Manage user support	
1.6 Prepare business case	2.6 Design production systems & workflow	3.6 Test statistical business process		5.6 Calculate weights			
		3.7 Finalise production system		5.7 Calculate aggregates			
				5.8 Finalise data files			

Disseminate

❑ This phase manages the release of the statistical products to customers.

❑ It includes all activities associated with assembling and releasing a range of static and dynamic products via a range of channels.

❑ These activities support customers to access and use the outputs released by the statistical organisation.

❑ For statistical outputs produced regularly, this phase occurs in each iteration.
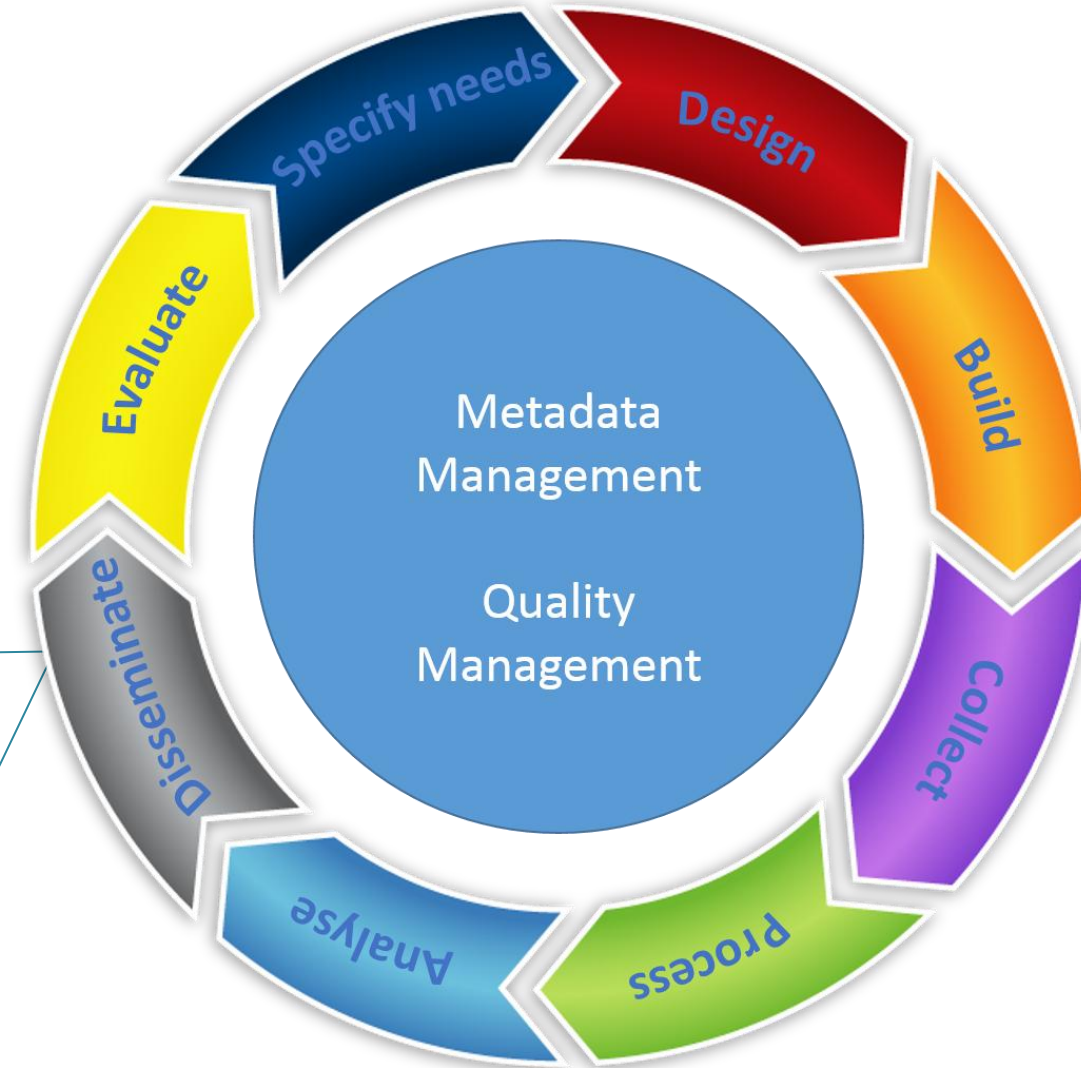
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