

Communicating Statistics

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WHAT'S COVERED

In this lesson, you will learn about a specific way to communicate statistics to your audience. Specifically, this lesson will cover:

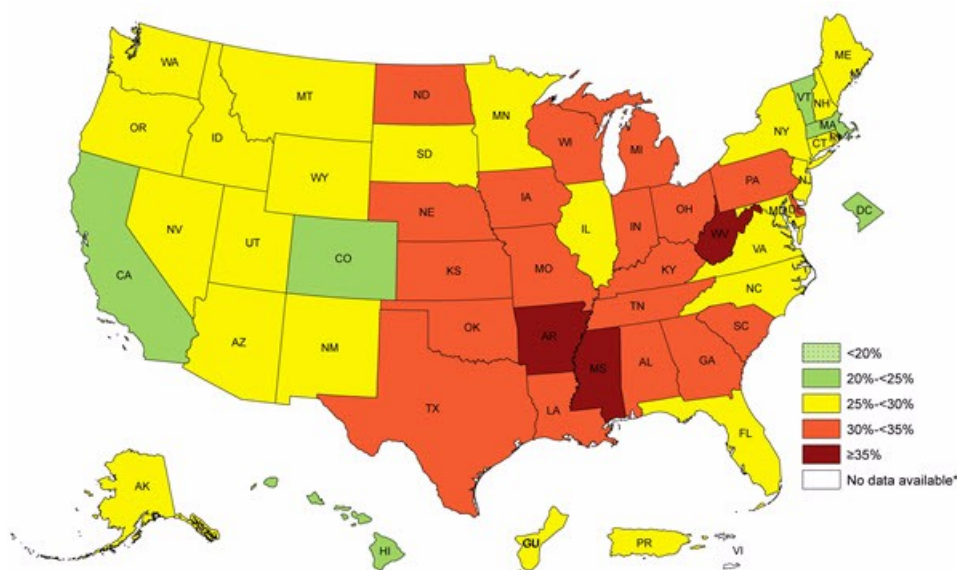
1. Using Visuals

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Statistics is the study of the collection, analysis, interpretation, presentation, and organization of data.

Because data represent facts, incorporating statistics in your persuasive speech can be an effective way of adding both context and credibility to your argument. Your audience is much more likely to believe you if you incorporate statistics.

Statistics can be difficult to understand on their own, though. As a result, consider using visual tools such as tables, graphs, and maps to make statistics more understandable for your audience. These visuals are often easier to understand than raw data.



TERM TO KNOW

Statistics

A systematic collection of data on measurements or observations, often related to demographic information such as population counts, incomes, population counts at different ages, etc.



SUMMARY

In this lesson, you learned that your audience is much more likely to believe you if you incorporate statistics. Consider **using visual tools**, such as tables, graphs, and maps to make statistics more understandable for your audience.

Source: Boundless. "Communicating Statistics." Boundless Communications Boundless, 3 Mar. 2017. Retrieved 19 May. 2017 from <https://www.boundless.com/communications/textbooks/boundless-communications-textbook/supporting-your-ideas-9/using-statistics-47/communicating-statistics-194-4192/>



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