



**TOWARDS A MORE
STATISTICALLY
LITERATE FUTURE**

The (**important**) Role of Data Literacy in Times of Misinformation and Disinformation

... and how **communication** can strengthen it

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Social Media: Somewhere out there



- Misinformation and disinformation take place mainly on social media
- >50 million social media users in Germany
- One third use social media as a news source – especially young people
- 84 % think that disinformation on the internet is a major problem for society
- Third-person effect: Many consider others to be more vulnerable to disinformation than themselves

Sources: [Bitkom](#) (Association of the German digital sector), [ARD/ZDF-Onlinestudie 2023](#), [Reuters Institute Digital News Report 2023](#), [Bertelsmann Stiftung „Disconcerted Public“](#)

Misinformation

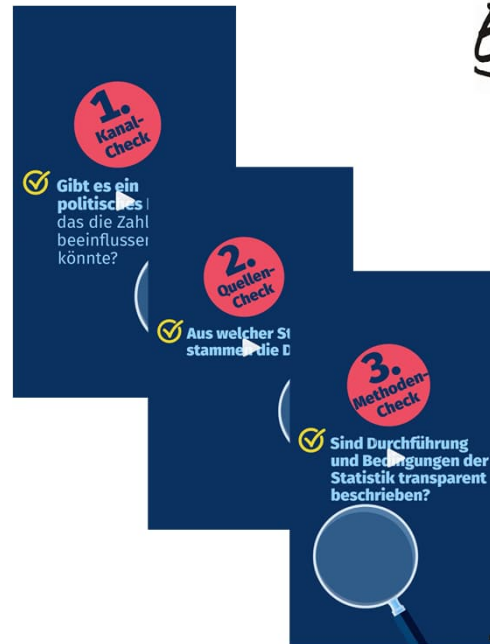
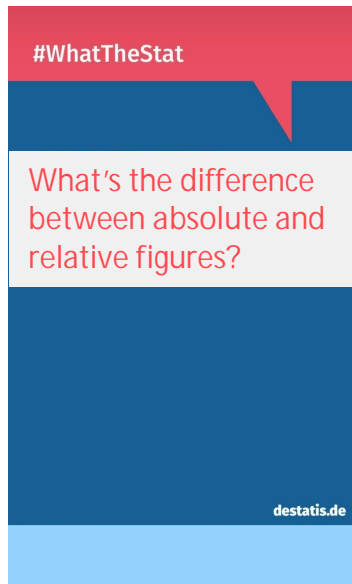


Misinformation is false information that is spread inadvertently or due to a lack of knowledge, *without the intention* to deceive.

→ An increase of Data Literacy helps out.

Misinformation

Increase data literacy: best practices



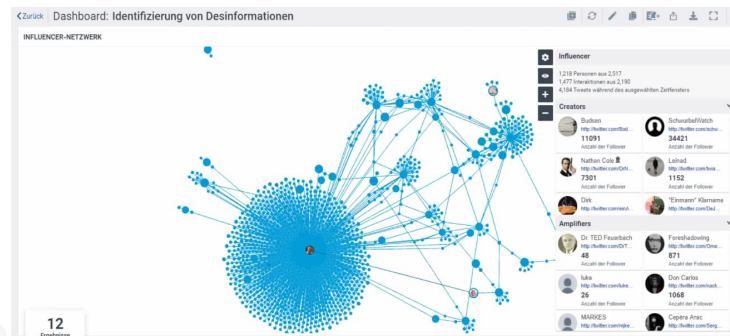
Question 7:

Which of the factors must be taken into account to check the trustworthiness of a statistic?

- A. The length of the accompanying text.
- B. Whether statistics uses sufficient technical terms.
- C. The methodology is accessible and transparent.
- D. The statistics are presented in an attractive chart.

- 1. Channel check
- 2. Source check
- 3. Method check

Social Listening via Talkwalker



Misinformation

Best "best practice"

→ Explanatory Reels



Disinformation



Disinformation is false or misleading information that is deliberately disseminated *in order to deceive* or manipulate people.

→ The best remedy against it is TRUST

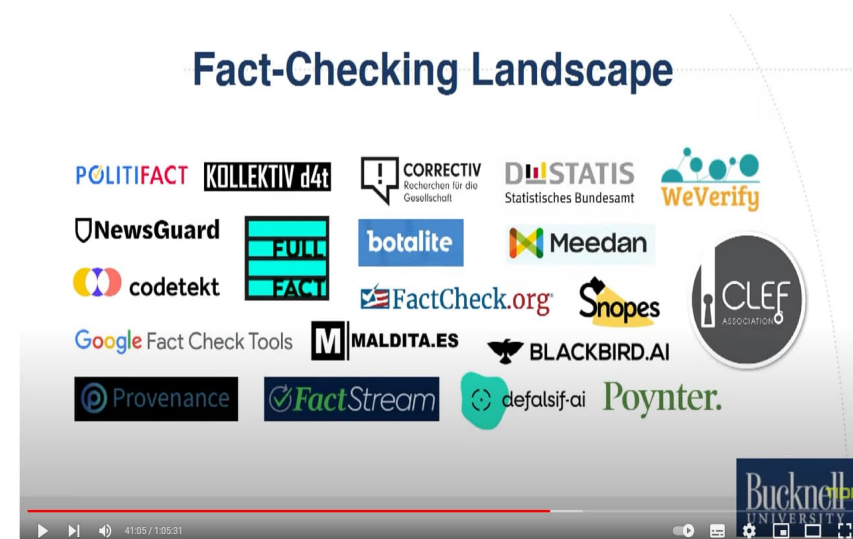
Disinformation?

Increase trust in the institution and in the data!



How to build trust on social media?

- Explain the rules you follow (Code of Practice)
- Friendly, service-oriented and accessible community management
- Comment and correct disinformation
- Stay straightforward and focus on “silent readers”
- Form partnerships against disinformation



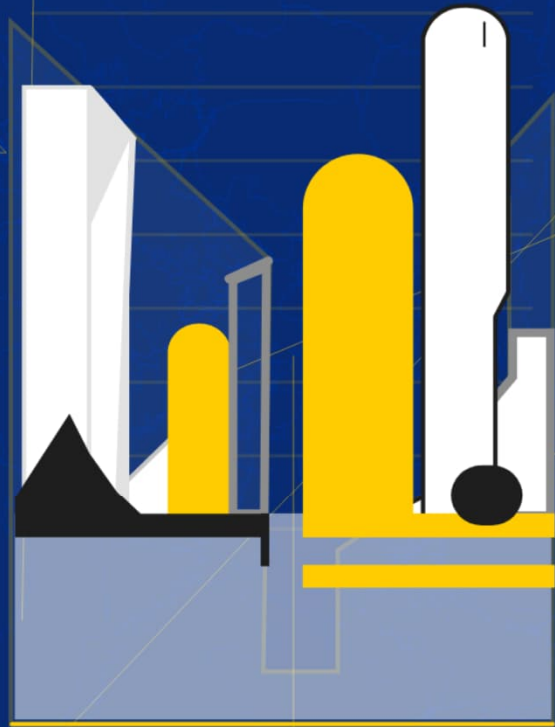
Source: [Netzwerk Recherche Annual Conference 2022 \(Recording on YouTube\)](#)

Disinformation?

Next level:



Tik Tok



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Group discussion – questions

1. How can statistical literacy initiatives collaborate with media organizations, fact-checkers, and educators to combat the spread of misinformation and disinformation effectively?
2. What are some common misconceptions related to statistics that contribute to the spread of misinformation and how can these be addressed?
3. Does the fight against Misinformation and Disinformation belong to the tasks of an statistics institution?