In data, we communicate

Why data-driven communication is essential

Deadly boring…..

" Sanitation facilities safely separate human waste from human contact, but when people don't have access to safe toilets, they opt to defecate in the open, and exposed human waste is transferred back into people's food and water resources. "

Now, let's unbundle..

- 1/4th of those defecating in the open in the world live in Sub-Saharan Africa

- An average of 2.5 days per year trying to find a private location

- 115 people in Africa die every hour from diseases linked to poor sanitation, poor hygiene, and contaminated water.

- In Sub-Saharan Africa, more than 25% of the population spends more than 30 minutes per trip to collect water

- In Sub-Saharan Africa, with the best water coverage rates, as many as 1 in 4 people still lack adequate sanitation

Why we need to communicate?

- We tell stories/information all along: from the womb to the grave; from writing an application to disseminating big research
- Aristotle, 335 BC: He gave us a sense, "all stories have a beginning, middle, and end"
- Modern communication: The same since then, struggling to tell stories with the 3 aspects
- But we have more official communicators now: 350 million of them

The trends…

- No more one element speaks 1,000 words
- Visuals speak 10,000 words, an universal language
- Videos 62% of internet traffic in 2015; reached 88% in 2019
- Mobile has changed the way we communicate; few words

For media…

- Digital first, but don't forget the personal touch

- The rise of virtual reality; reality has audience now

- Images, data visualisations and infographics are a website's best friend

- The website is no longer the centre of the universe

Data as the new tool

- There is the "information pollution"
- Readers/policy makers need sharp and effective delivery of message
- There is craving for impacts of any story
- There is enormous interest in readers to join issue but no trigger
- News per se is losing the impacts
- So, effective communication is all about our job

The new script

- Data: The new powerful tool
- Data: It communicates on its own; a neutral influencer
- Data: Suits the best to new age platforms/audience
- But, disseminating research through data is also a complex tool to master

So, how?

- Provide the right audience with the right amount of data in the right format
- Consider how they think about data, find it, and use it
- How much data to present in what format greatly influence how the information impacts the end user

So, how?

- Be strategic and have a plan for how you will deliver data-driven research/articles

- You don't have to have a large organisation or budget to tell data-driven research effectively

- You have to be strategic about gathering, exploring, visualising, and contextualising your data