

Monday 22 July 2024

09:00-10:30 Keynote Speaker (Main Room)

Professor Sir David Spiegelhalter (Univ. of Cambridge, UK): Trustworthy Communication of Statistical Evidence: What is it, and How we can get more of it

The recent pandemic has emphasised the key role played by evidence based on data. But how do we decide whether to trust all the claims that are made, whether in mainstream or social media? Are the numbers being used to manipulate us? What questions should we ask?

I will look at the way that statistics can be used to try and persuade audiences to think or act in a certain way, and contrast this with efforts to make communication 'trustworthy', by presenting balanced information that seeks to inform rather than persuade.

I will also talk about my own experience in trying to communicate statistics in the media, including both successes and disasters.