

MODULE 10

COMMUNICATING GENDER DATA

EXERCISES

Curriculum on Gender Statistics Training

This product was developed under the guidance of the Subgroup on Gender Statistics Training, within the Asia-Pacific Network of Statistical Training Institutes.

Exercise 1

Read the headline below and identify how it should be rephrased according to different audiences and communication products, by linking the numbers with the relevant letters.

India registers 26.9 per cent decline in Maternal Mortality Rate since 2013: SRS Bulletin

The ratio has declined from 167 in 2011-2013 to 130 in 2014-2016 and to 122 in 2015-17, registering a 6.15 per cent reduction since the last survey figures of 2014-2016, according to the special bulletin of the Office of the Registrar General.

Target group	Communication product	Sentence rephrased as...
Statisticians	Statistical journal	
General public	Social media	
Civil society organizations	SDG brochure	
Policymakers	Policy brief	

1. Maternal deaths dropped from 167 to 122 per 100,000 live births in the last five years
2. Maternal mortality ratios have declined a total of 26.9 per cent since 2013 in India, according to civil registration and vital statistics records.
3. Women are now less likely to die during delivery, compared to 2013.
4. India registers a 26.9 per cent decline in maternal mortality ratio since 2013, but figures remain high at 122 per 100,000 births. Women in rural areas require particular support, as distance to a skilled physician was cited as the principal cause for maternal deaths¹.

Solution to Exercise 1

Target group	Communication product	Sentence rephrased as...
Statisticians	Statistical journal	2
General public	Social media	3
Civil society organizations	SDG brochure	1
Policymakers	Policy brief	4

Exercise 2

Look at the infographic below² and suggest:

- a) Two reasons why it is a good infographic
- b) Two ways in which it can be improved

¹ The statement is made up, and therefore this is not necessarily the key cause in India.

² Source: Women's Health in the North (WHIN). <https://www.whin.org.au/brc/about-building-a-respectful-comm-unity/>. Note that the infographic was published on a website to support an article on VAW.



Solution to Exercise 2

- a) It is a good infographic because:
- It is built on a single colour scale + white, making it very easy for the eye to look at the relevant information without distractions.
 - It uses a pictorial bar to represent “one in three women” and “one in five women”, which makes the information easy to understand and engaging. The coloured part of the bar is exactly proportional to the statistics it represents.
 - It uses typography to highlight the most shocking information, i.e. the cost of violence against women in Australia: “21.7 billion”.
- b) It can be improved in the following ways:
- There is too much information for the reader to retain; some of the information can be dropped to focus only on the “cost of violence in Australia”.
 - If the key message is the cost of violence, there needs to be a link with health services or other forms of public services to support victims, or with victims missing working days, etc. This is currently missing from the infographic.
 - The information about 95% men is supported with three male icons. It might be better to include a visual which represents 95% accurately.
 - The size of different fonts (e.g. typography) appears in varying sizes on different parts of the infographic, making it difficult for the reader to know where to focus their attention.

Exercise 3

Using the data below, build a bar chart and add the chart title, data labels and axis title to complete the visualization. Remember to rank the data in ascending order.

Table 1: Percentage of women who say that they alone or jointly have the final say in their own health care (data for the latest year)

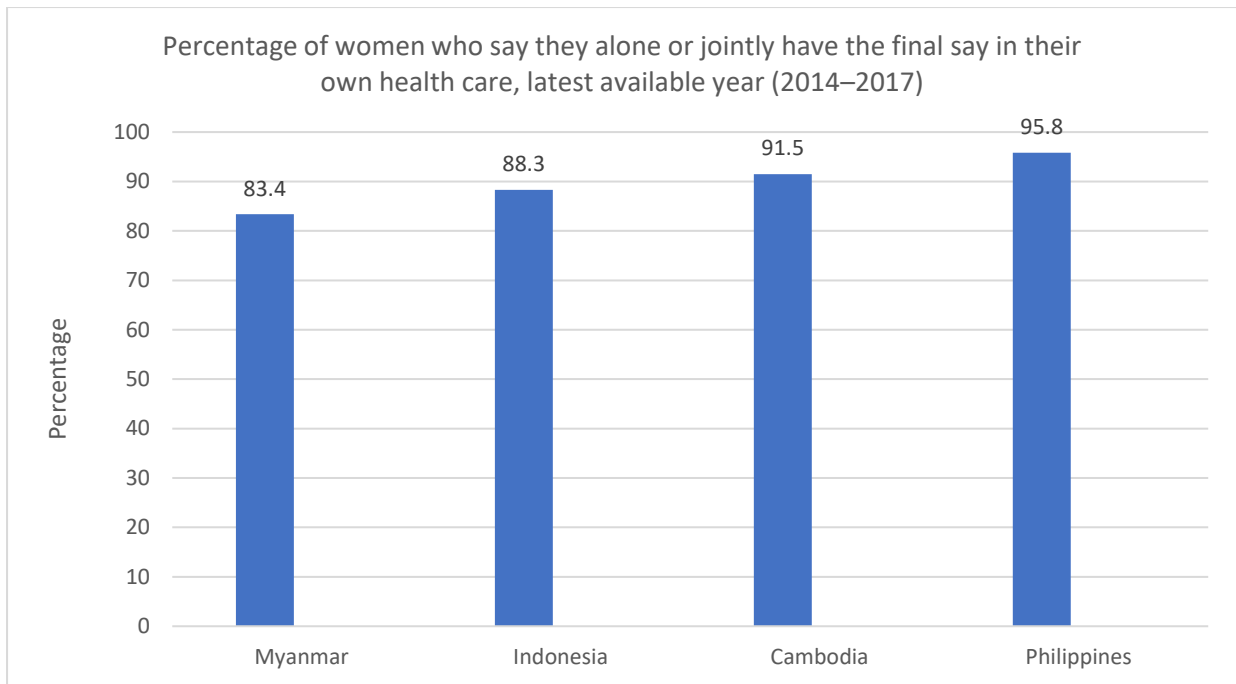
Country	Total	Survey
Cambodia	91.5	2014 DHS
Indonesia	88.3	2017 DHS
Myanmar	83.4	2015–16 DHS
Philippines	95.8	2017 DHS

Solution to Exercise 3

To create a simple bar chart for this table in Excel:

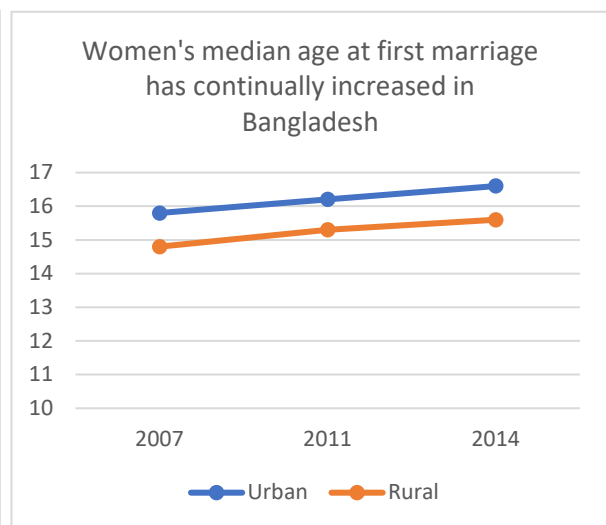
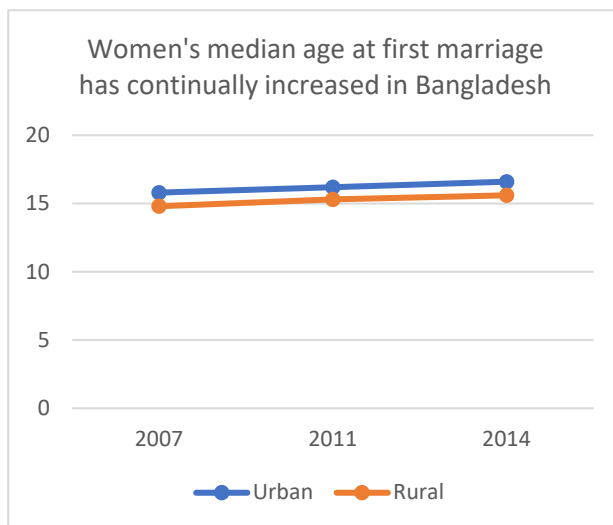
1. Go to Excel and copy the data in Table 1.
2. Select the data with your mouse.
3. Select Insert from the menu bar.
4. Select Chart.
5. Select Bar chart.
6. Select “Data” from the menu bar.
7. Select “Sort”. Select to sort by value, and smallest to largest.
8. Select the “Chart Design” option on the right side of the menu bar and add “Chart elements”.
9. Select chart title and name it, “Percentage of women who say they alone or jointly have the final say in their own health care, latest available year (2014–2017)”.
10. Select Axis>Primary Vertical Axis and name it, “Percentage”.
11. Add data labels.

The following chart will appear as a result:



Exercise 4

Which of the following statements are true for the two graphs below?



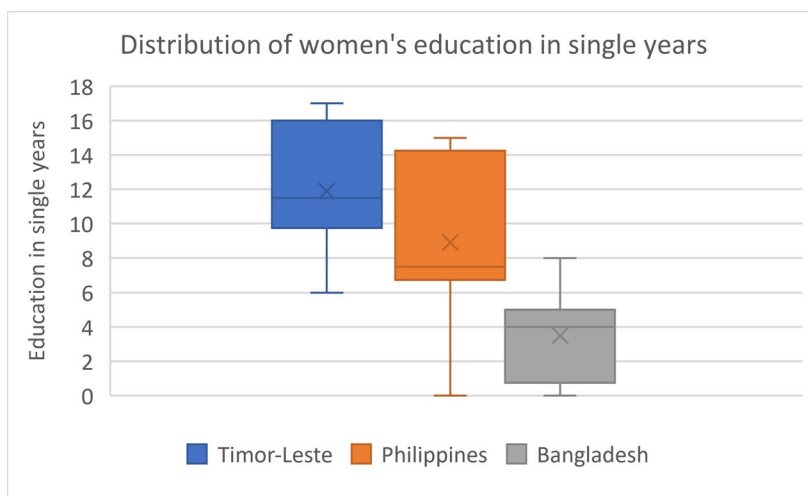
1. The gap in age at first marriage between urban and rural women is different in the two graphs.
2. The gap in age at first marriage between urban and rural women is the same in the two graphs.

Solution to Exercise 4

2. The difference between urban and rural is the same in the two graphs. The axis in the first graph starts at 0 and in the second graph starts at 10. This stretching of the scale can mislead the reader into thinking the two graphs represent different information. To avoid conveying misleading messages, it is recommended to always depict graphs with Y axis values starting at 0.

Exercise 5

Which of the following statements is true for this data visualization?



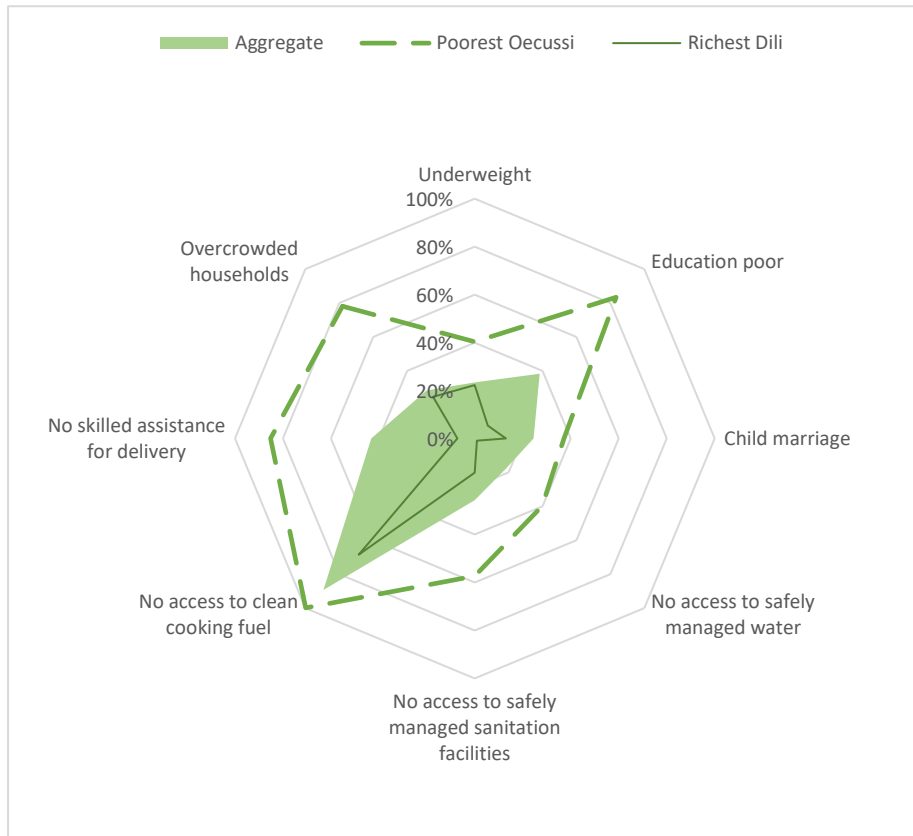
1. Women in Bangladesh and the Philippines have the same median number of years of education.
2. Women in Bangladesh have the lowest median number of years of education.
3. The variance in educational attainment is biggest in Bangladesh.
4. The variance in educational attainment is biggest in Timor-Leste.

Solution to Exercise 5

2. Women in Bangladesh have the lowest median number of years of education.

Exercise 6

According to the graph below, which of the following statements are true? (select as many as relevant)



1. It shows the association between the multiple variables.
2. The gap between the poorest Oecussi and the richest Dili women is largest for “No skilled assistance at delivery”.
3. The poorest Oecussi women are worse off than the national average in each of the eight indicators depicted.
4. None of the above.

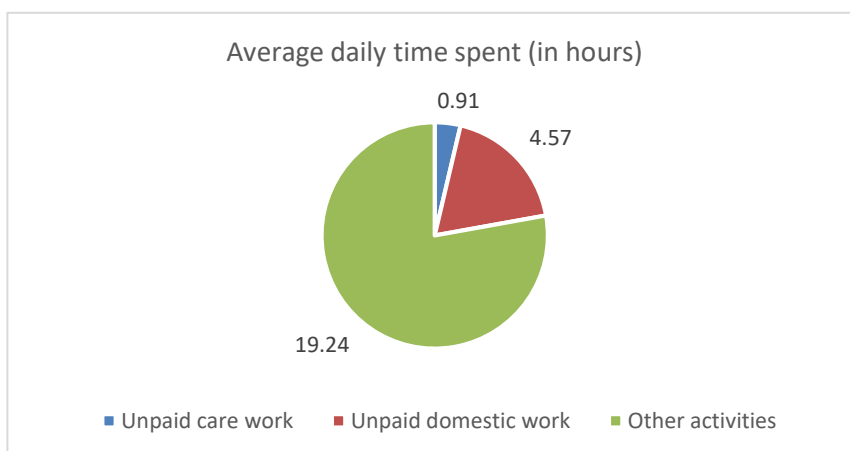
Solution to Exercise 6

2 and 3

Exercise 7

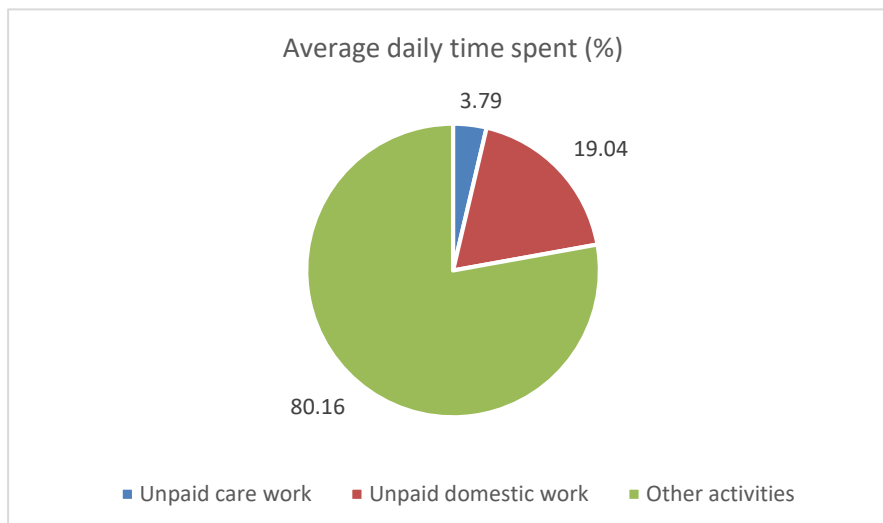
The following pie chart was built using the data³ below. How can you improve the data visualization, so it is easier to understand?

Activities	Average daily time spent (in hours)
Unpaid care work	0.91
Unpaid domestic work	4.57
Other activities	19.24



Solution to Exercise 7

As the values of the pie chart above do not add up to 100, it can be difficult to understand the visual (e.g. the data labels indicate 19.24 but the piece of the pie does not take up 19 per cent of the total). To improve this visualization, convert the values from hours into percentages. The pie chart would then look as follows:



³ Source: SDG Global Database, Pakistan. <https://unstats.un.org/sdgs/indicators/database/>

Exercise 8

Using Canva, create the following infographic⁴:



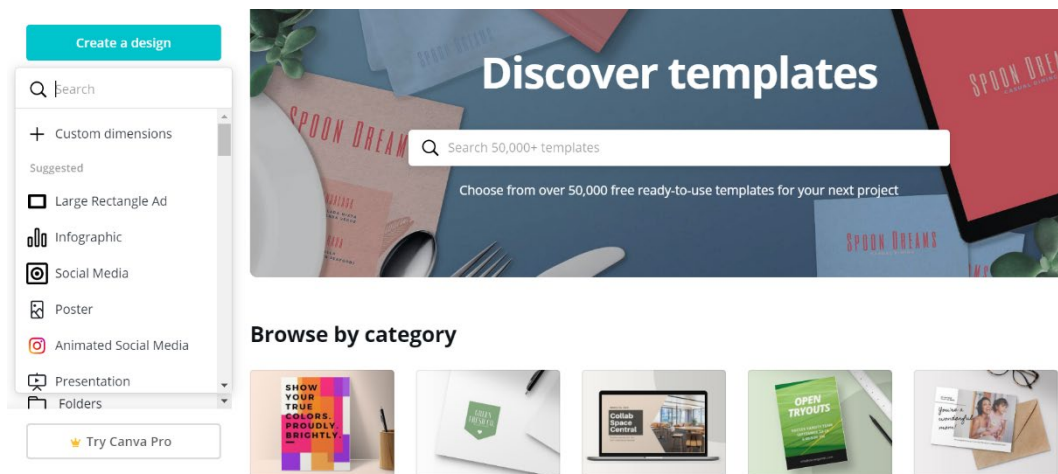
Solution to Exercise 8

To depict this information visually using Canva, follow these steps:

1. Go to Canva at: <http://www.canva.com/>
2. Log in using your email address (create an account if you don't have any).
3. A window showing the new library will open. It will look like this:

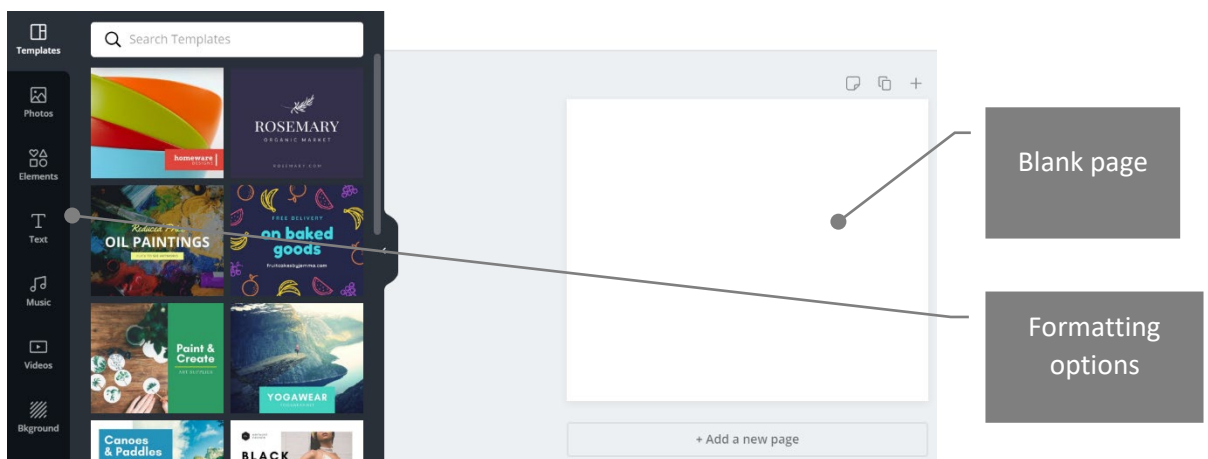
⁴ Based on UN Women Twitter https://twitter.com/un_women/status/577597857877872640

Figure 1: Canva webpage



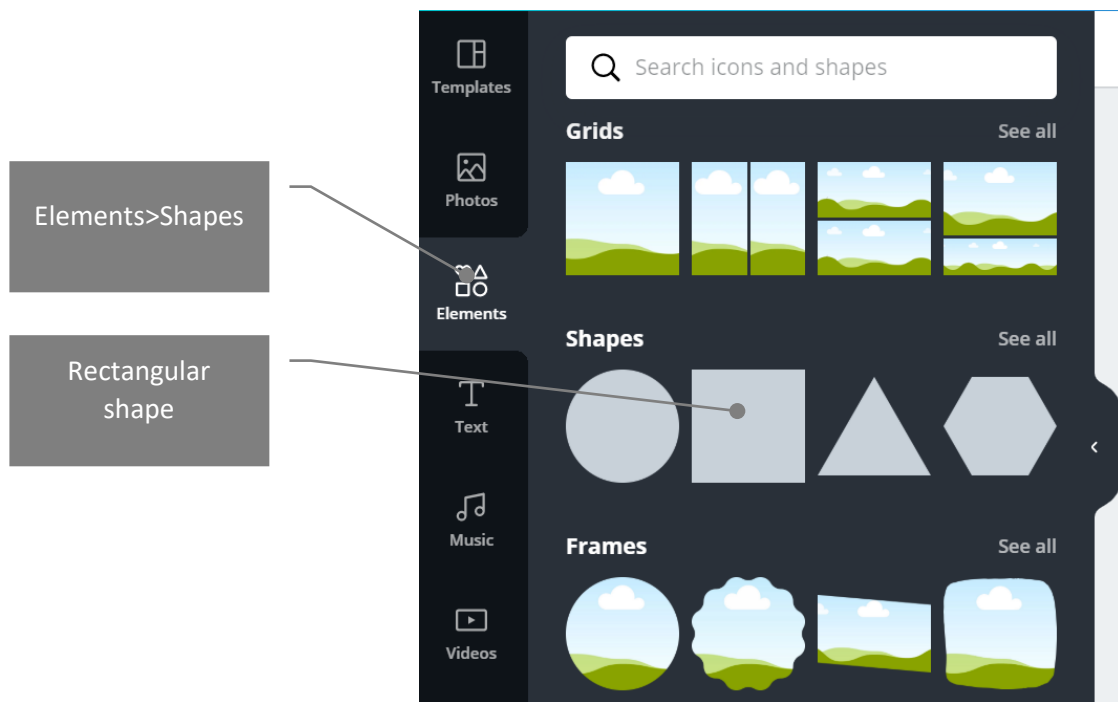
4. Select “Large Rectangle Ad”. Depending on where you want to publish your infographic, your selection can change. For the purpose of this example, since we want to work on a blank canvas, which is in a landscape format, we make this selection. Once you make this selection, a blank document will appear as follows:

Figure 2: Blank document for building Infographic



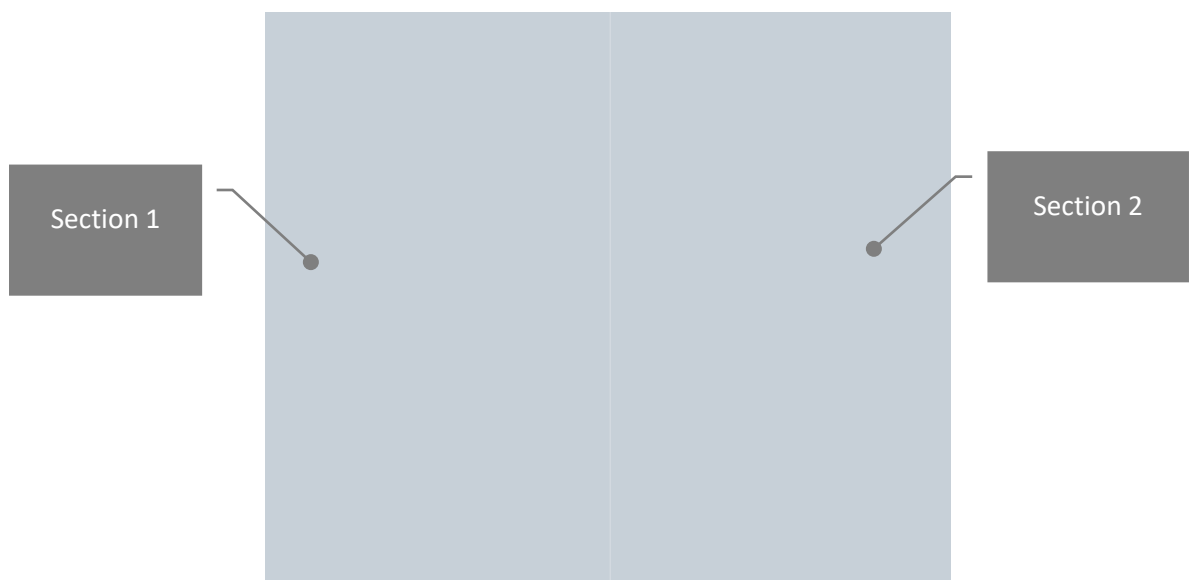
5. Select “Elements” from the format menu as shown below:

Figure 3: Elements option in Format menu



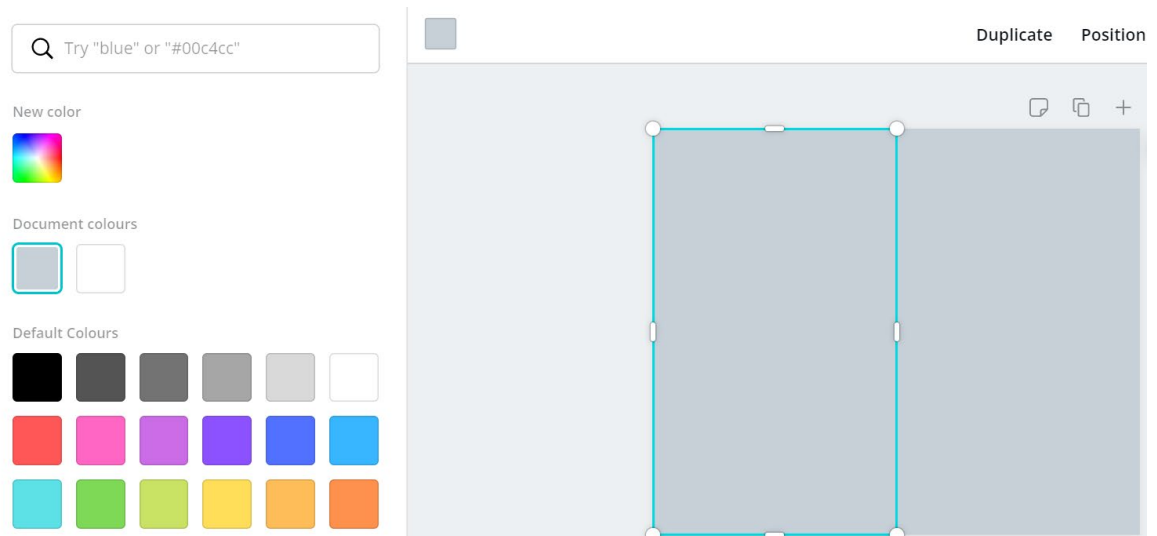
6. From the Shapes option, select the rectangular shape to divide the page into two rectangular parts (as can be seen in Figure 3 above).
7. Adjust the dimension of the rectangle and duplicate it to have two rectangles of the same dimension on the same page. After doing this, the canvas should look as follows:

Figure 4: Two rectangles dividing the canvas



8. Change the colours of the two sides from the colour menu. The specific hexadecimal colour code for the left side is #38b6ff and for the right side is #737373.

Figure 5: Colour menu on Canva



Once you make this selection, your canvas should look as follows:

Figure 6: New canvas after colour selection



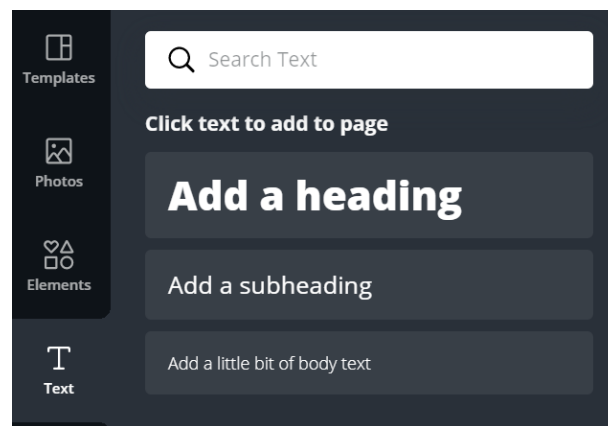
9. To add icons as shown in Figure 7, type "female", "tent", "male" and "table" in the search bar of the Elements menu. Note that since we want to depict current proportion of women in parliament negotiating rooms, (i.e. 9%) and that we want to scale down from 100 to 10, select 9 "male" icons and 1 (~0.9) "woman" icon.
10. Change the colours of all these icons as shown. After adding these icons, your canvas should look as follows:

Figure 7: Canva with all relevant icons



11. Add all the text elements to give meaning to these icons and convey the main message. This can be done by selecting from the Text menu. Note that you must select the “subheading” option for smaller text and “heading” option for the larger text.

Figure 8: Text options to edit text



12. To edit the font size, font style and font colour in line with Figure 7, select the following options:
 - Font style: Montserrat Classic for sub-heading and Montserrat Extra Bold for key text
 - Font size: 8-point size for sub-heading text and 10.4 for key text
 - Font color: Color code #ffffff and #ffde59

13. The final infographic should then look as follows:

Figure 9: Final example infographic

In 2000, the pioneering UN Security Council resolution 1325 recognized that **war impacts women differently** and stressed the need to increase women's participation in peace talks



But from 1992 to 2011 **only 9% of negotiators at peace tables were women**

