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## BETTER DATA NEEDED TO MONITOR THE WORKING STATUS OF WOMEN IN RURAL AREAS

A joint [International Labour Organization](#) (ILO)-Data2X roundtable, held October 1-2 in Geneva, Switzerland, brought together representatives from country statistical offices, key international and regional organizations, donors, nongovernmental organizations, and users. The focus of the discussions

was on gender data gaps to monitor the status of women in informal employment, unpaid work and work in rural areas and agriculture.

[Data2X](#) is a partnership between the U.S. State Department, the United Nations Foundation, the William and Flora Hewlett Foundation, and the U.S. government. Its goal is to advance gender equality and women's empowerment and further global economic and social gains through improved data collection and analysis that can guide policy, better leverage investments and inform global development agendas.

The data sources covered included household surveys, including labour force surveys and time-use surveys; administrative records; agriculture census and special agriculture; and rural integrated surveys and employment-based establishment surveys.

The roundtable successfully highlighted various technical and operational issues that need to be addressed and identified opportunities for data improvement. In its final action planning session, it agreed on the next steps, taking note of many excellent suggestions made by participants both on what should be the priority areas as well as suggestions on how to proceed.

The six main actions areas are:

1. Operationalizing the 19th International Conference of Labour Statisticians (ICLS) resolution on work statistics standards is a priority, and this will require technical assistance and additional resources tailored to country capacity and needs. The roundtable recognized that although this will be a global effort, special attention for many African countries is needed.
2. Going forward will demand building strong partnerships, sharpening the collective vision and coordinating actions. No one agency can do this alone, including donors, technical assistance (TA) providers, and main implementers. Partnerships should mobilize additional resources for providing TA and supporting implementation.
3. We need to increase the value of the data collected and make the case for better data use, including better tools for data repositories, open data, and data dissemination.
4. There is a need for better data coordination and harmonization to reduce the burden of data reporting on countries through better coordination of different surveys and questionnaires.
5. We should build on some of the tested and proven cases using innovative approaches, better use of technology and use of Big Data. Some examples presented at the roundtable included using e-census, administrative and other Big Data sources, and innovations in survey data collection.
6. We need to continue to advocate for the importance of closing gender data gaps in informal and unpaid work, paying special attention to unpaid work in agriculture, and take advantage of the increased attention to development data as part of the [Data Revolution and Post 2015](#) development agenda and opportunities for resource mobilization.

The ILO-Data2X team, in collaboration with the [Food and Agriculture Organization of the United Nations](#), will follow up on the suggestions made and welcomes collaboration with all agencies represented at the roundtable.

## UN TECHNOLOGY OFFICE TO HOST EXPLORATORY DATA ANALYSIS SESSION

On November 10, the United Nations Office of Information and Communications Technology (OICT) will present an event titled “Exploratory Data Analysis (EDA)” in honor of [Dr. John Wilder Tukey](#), who pioneered the technique. This area of statistical research is used in almost all statistical reports. EDA has been extended to theory and applications in computer science (artificial intelligence and machine learning), data journalism and data science.

**Program** (all times listed as Eastern Daylight Time):

- 8:30 a.m.—Introduction by the UN Office of Information and Communications Technology
- 9 a.m.—Dr. Ed Binkowski: The Art of Data Analysis ([Bio and Abstract](#))
- 9:35 a.m.—Dr. Dianne Cook: An Exploratory Data Analysis of OECD’s 2012 [PISA Surveys](#) or Seven Things That Affect Education Around the World ([Bio and Abstract](#))
- 10:20 a.m.—Dr. Michael Kane: An Exploratory Analysis of Text Trends in the G77 ([Bio and Abstract](#))
- 11:10 a.m.—Mr. Peter Wang: Interactive Web Visualization With [Bokeh](#) from [Continuum Analytics](#) ([Bio and Abstract](#))
- 11:45 a.m.—Mr. Karim Chine: [ElasticR](#): Connecting the Technological Dots of Scientific Computing and Data Analysis ([Bio and Abstract](#))

You can [participate remotely via Google+ Hangouts on Air by clicking here](#).

## THE WORLD OF STATISTICS 2014 ACTIVITIES CALENDAR FOR NOVEMBER

Following are The World of Statistics participating organization-sponsored events and activities around the world that are scheduled for November. To see the complete 2014 Activities Calendar [click here](#) and to view the newly added 2015 Activities Calendar [click here](#).

- **November 4, 2014** — [Exploring Best Practices in Design of Experiments](#), SAS Institute, Marlow, United Kingdom
- **November 5-7, 2014** — [Pacific Northwest Association for Institutional Research and Planning \(PNAIRP\) Conference](#), PNAIRP, Seattle, Washington, USA
- **November 5-7, 2014** — [3rd IBGE Seminar on Methodology—SMI 2014](#), Brazilian Institute of Geography and Statistics, Rio de Janeiro, Brazil
- **November 5-7, 2014** — [4th Workshop in Stochastic Modeling](#); Institute of Mathematical and Computer Sciences of the University of São Paulo, Institute of Mathematics and Statistics of the University of Sao Paulo and the Federal University of São Carlos; São Carlos, Brazil
- **November 6, 2014** — [Exploring Best Practices in Design of Experiments](#), SAS Institute, Belfast, Northern Ireland
- **November 6, 2014** — [A Nonparametric Test Based on T-Distribution for Comparing Two Correlated C Indices with Right-Censored Survival Outcome or AUCs with Dichotomous Outcome](#), Department of Biostatistics of the University at Buffalo School of Public Health & Health Professions, Buffalo, New York, USA

- **November 7, 2014** — [Louisiana Chapter of the American Statistical Association \(ASA\) Fall 2014 Meeting](#), ASA Louisiana Chapter and University of Louisiana at Lafayette, Lafayette, Louisiana
- **November 10, 2014** — [AQMeN Annual Lecture: Myth vs. Reality in the Scottish Referendum Campaign](#), Applied Quantitative Methods Network, Edinburgh, United Kingdom
- **November 10, 2014** — [Exploratory Data Analysis](#), United Nations Office of Information and Communications Technology, New York, New York, USA
- **November 11, 2014** — [United Kingdom JMP® Users Group Meeting](#), SAS Institute, Billingham, United Kingdom
- **November 16-19, 2014** — [ISI Regional Statistics Conference 2014](#); International Statistical Institute South East Asia Regional Network, Bank Negara Malaysia, Department of Statistics Malaysia and Malaysia Institute of Statistics; Kuala Lumpur, Malaysia
- **November 19, 2014** — [Exploring Data Visualisation—Case Studies in Exploratory Data Analysis](#), SAS Institute, Marlow, United Kingdom
- **November 20, 2014** — **VIRTUAL WORKSHOP:** [Exploring Best Practices in Design of Experiments](#), SAS Institute
- **November 21, 2014** — [Missing Data Workshop](#), New Jersey Chapter of the American Statistical Association and Bayer Statistics, Whippany, New Jersey, USA
- **November 21, 2014** — [From Research Question to Exploratory Data Analysis Workshop](#), UK Data Service, Manchester, United Kingdom
- **November 27, 2014** — **VIRTUAL WORKSHOP:** [Exploring Data Visualisation—Case Studies in Exploratory Data Analysis](#), SAS Institute
- **November 28-30, 2014** — [X Statistics Colloquium: Applications in Statistics](#), National University of Colombia at Medellin, Medellin, Colombia

[Click here to submit your organization’s 2014 and 2015 events and activities to The World of Statistics Activities Calendar.](#)

## **PARTICIPATING ORGANIZATION NEWS & EVENTS**

Following is the latest news and information from statistical organizations participating in The World of Statistics:

**International**—The International Statistical Institute and the Brazilian Institute of Geography and Statistics have announced that the submission of contributed papers (CP) is now open for both oral and poster presentations for the 60th World Statistics Congress (WSC). A link to the submission page is available at <http://www.isi2015.org/>. The ISI WSC 2015 will take place in Rio de Janeiro, Brazil, July 26–31 next year.

Papers must be written and presented in English and have a limit of six pages. The templates for Microsoft Word and Latex are available at the conference website under “Guidelines.” The submission deadline is February 13. Authors should be notified regarding acceptance by the first quarter of 2015. If you have any questions, contact [wsc2015@ibge.gov.br](mailto:wsc2015@ibge.gov.br).

**Brazil**— On October 11, São Paulo State University (USP) held its “Virada Científica,” a science fair for secondary school students. A number of activities were offered, including lectures, workshops and

games, all of which were designed to motivate and engage visitors to think about the various uses and beauty of mathematics and statistics.

This edition included a "Statistics Corner" with three types of activities led by Lisbeth Cordani and Doris Fontes with the help of three teachers and six graduate and undergraduate students:

1. A Galton board was used to compare Gauss Curve with the dot plot of a participant's hand span measurements and to discuss Pascal's Triangle.
2. Mean, Median, Mode, Range, and "Honest Dice" vs "Biased Dice." In this game, activity leaders encouraged participants to play with dice of both types, record results, calculate summary measures and make them think about what would be the expected results versus what they found.
3. The Monty Hall problem. For this activity, its leaders asked visitors to play and record results, and then compared the results of those who changed and those who did not change their initial option.

There was a high level of interest in all activities offered at the "Statistics Corner," with many questions and visitors who wanted to participate again and again in the various activities, especially the Monty Hall game!

**Brazil**— The "4th Workshop in Stochastic Modeling," which will be held November 5-7, is being organized by the probability and statistics groups of the University of São Paulo at São Carlos (USP) and the Federal University of São Carlos (UFSCar), located in São Carlos. This event arose as an initiative of a São Paulo Research Foundation thematic project/grant titled "Stochastic Modeling of Interacting Systems," which aims to bring together probabilists from the organizing centers, other important universities in São Paulo state, and invited participants from both national and international institutions.

This fourth edition is intended to be a forum to discuss some new developments in probability theory and its applications, i.e., stochastic processes, percolation, random walks, interacting particle systems, random graphs, stochastic calculus and their applications in biology, economy and physics. The activities will include conferences, short talks, poster sessions and a short course devoted to undergraduate and master students.

The meeting will take place alternately at the Institute of Mathematical and Computer Sciences at the University of São Paulo (ICMC-USP) and at the UFSCar campus in São Carlos (located about 230 km north of São Paulo City). These institutions recently created the Joint Graduate Program in Statistics DEs-UFSCar/ICMC-USP.

[Click here for more information about this event.](#)

**Canada**—The one-and-a-half-day Workshop on Statistical Issues in Biomarker and Drug Co-development, to be held November 8, will educate researchers about emerging developments in statistical designs and analyses for clinical trials and translational research as well as identify open statistical problems for which attendees will consider organizing research proposals. International

experts will provide an introduction to biomarker data and an overview of current design, analysis and reporting principles with issues for research. Workshop participants will solidify their knowledge about the current state of the field(s); have opportunities to network, to identify knowledge gaps, and to propose research initiatives that will be the focus of a full grant application that globally will enhance and expedite biomarker research. A poster session and roundtable discussions will encourage knowledge exchange. [Click here for more information about this workshop](#), which is cosponsored by the Canadian Statistical Sciences Institute and Ontario Institute for Cancer Research.

**Costa Rica**—From September 8-12, the School of Statistics at the University of Costa Rica located in San José sponsored a short course titled “Time Series with Financial Data.” Leading the course was instructor Dr. Pedro A. Morettin of the Institute of Mathematics and Statistics at the University of Sao Paulo in Brazil.

Dr. Morettin was president of the Brazilian Statistical Association and the Inter-American Statistical Institute and vice president of the International Statistical Institute. He also was chief editor of the *Brazilian Journal of Probability and Statistics* and currently is an associate editor of the *Journal of Forecasting*.



*Dr. Pedro Morettin leads the short course at the University of Costa Rica.*

The course was free of charge and attendees included selected professors from the School of Statistics and senior students. Several time series models useful for financial data series were analyzed. Emphasis was put on the general conceptual framework for each model and its description. Illustrations with real time series were provided.

Course contents touched on the following topics:

- Types of data: returns, distribution, volatility
- Stochastic processes: linear autoregressive, moving averages, non-stationary
- Review on the ARMA and unit root models, test of Dickey-Fuller Volatility models: ARCH, GARCH, EGARCH, TAR, MVE
- Long memory processes: ARFIMA models. Value at risk Multivariate Linear Models: VAR models

- Granger causality

Professor Morettin also gave the opening talk for the 2014 second semester at the School of Statistics on September 12. His talk was titled “Time series with financial applications.”

**Bangladesh**—The Bangladesh Academy of Sciences (BAS) organised a seminar titled “Dominant Role of Statistics in Contemporary Science and Technology” at the Bangladesh Science Museum Buildings in Dhaka on October 1. The speaker was Professor Shahjahan Khan of the University of Southern Queensland in Australia and founding chief editor of the *Journal of Applied Probability and Statistics* (JAPS). Khan also was elected as an expatriate BAS fellow last year.

The seminar was attended by a record audience and the presentation covered various contemporary problems in the area of health, medicine, engineering, climate, environment, Big Data and other relevant topics and highlighted how statistics is playing an increasingly dominant role in the state-of-the-art research in solving the complex issues of our time. Some interesting comments emphasising the importance of statistics in medical and physical sciences were made by the audience.



*Professor Khan speaks at the BAS seminar October 1.*

BAS President Professor Mesbahuddin Ahmad presided and BAS Secretary Professor Khawaja M.S. Aziz introduced the speaker. In addition to the members of the BAS Executive Committee, a large number of scientists, including BAS Immediate Past President Professor M. Shamsheer Ali, former President of the Bangladesh Statistical Association Professor M. Kabir, and Professor Liaquat Ali, vice-chancellor of the Bangladesh University of Health Sciences, and a number of senior biostatisticians and statisticians attended the event.

BAS President Ahmad presented a copy of the Academy’s Year Book to Professor Khan along with other memorabilia. BAS was established in 1973 with Dr. Kudrat-e-Khuda as the founding president. There currently are 112 BAS Fellows.

**Chile**—The First Latin American International Statistical Institute Satellite Meeting on Small Area Estimation will be held August 3-5 next year in Santiago. Cosponsoring the event are the International

Statistical Institute (ISI), International Association of Survey Statisticians (IASS), Catholic University of Chile, Chilean Statistical Society, National Institute of Statistics and Ministry of Social Development.

Planning and evaluation of government programs usually require access to a wide range of national and subnational socio-economic, environment and health related statistics. There is, however, a growing need for statistics related to much smaller geographical areas, where data are too sparse to support the sort of standard estimation methods typically employed at national levels. These “small area” official statistics are routinely used for a variety of purposes, including assessing economic well-being of a nation, making public policies, and allocating funds in various government programs.

With the rapid development of survey methodology, different governmental agencies are now exploring ways of combining national survey data with administrative and census records to produce reliable small area statistics. The field of small area estimation research is quickly expanding to meet this demand and is constantly tackling practical problems that are theoretically challenging.

The main purpose of this meeting will be to assess the current state of development and usage of small area methodology. Organizers hope this meeting will serve as a bridge between mathematical statisticians and practitioners working on small area estimation in academia, private and government agencies. This meeting will give researchers an opportunity to learn about state-of-the-art small area estimation techniques from experts in the field.

The tentative program will allow for six invited plenary sessions and a number of special topic and contributed sessions. Please send the title and abstract (maximum 200 words) of your talk to Carolina Casas-Cordero at [sae2015@uc.cl](mailto:sae2015@uc.cl) by no later than April 15. Abstracts that are related to the theme of the meeting will be accepted on a first-come, first-served basis subject to a favorable review by the scientific committee and space constraints.

[More information about the event is available here.](#)

**Poland**—The second edition of the International Workshop “Advanced Analytics & Data Science” was held October 14 at the Warsaw School of Economics. At the workshop academic and business leaders gathered to discuss the challenges regarding analytically focused educational programs designed to address real-world business needs. The conference examined the following topics:

- The role of the data scientist in the evolving world of business analytics.
- What is a data scientist?
- What does a data scientist do?
- What critical skills do students need to develop in order to become data scientists?
- Determine whether universities are prepared to educate future data science professionals.
- How to educate analysts so they meet the criteria for becoming data scientists?
- How to construct academic programs suited to present-day business requirements?
- How to educate professionals capable of using data creatively in order to secure large-scale business value?



**International**—The Bernoulli Society recently approved the establishment of the Ethel Newbold Prize for excellence in statistics, which will be awarded every other year beginning in 2015. The name of the prize recognizes a historically important role of women in statistics. The prize is for excellence in statistics without reference to the gender of the recipient. The Ethel Newbold Prize is generously supported by Wiley.

Ethel May Newbold (1882–1933) was an English statistician and in 1928 was the first woman to be awarded the Guy Medal in Silver by the Royal Statistical Society.

The Society's Newbold Prize Committee is accepting nominations for the first awarding of the prize. Each nomination should include a letter outlining the case in support of the nominee, along with a curriculum vitae. Nominations as well as any inquiries about the award should be sent to Oddbjorg Wethelund of the Department of Mathematics at Aarhus University via email at [oddbjorg@imf.au.dk](mailto:oddbjorg@imf.au.dk). The deadline for submitting nominations is November 30.

The Ethel Newbold Prize will be awarded to an outstanding statistical scientist for a body of work that represents excellence in research in mathematical statistics and/or excellence in research that links developments in a substantive field to new advances in statistics. In any year in which the award is due, the prize will not be awarded unless the set of all nominations includes candidates from both genders. The award consists of the prize amount of 2,500€ and an award certificate.

The prize honoree will be selected in spring 2015 and will be presented the award at the World Statistics Congress in Rio de Janeiro in July. The awardee also will be invited to present a talk at the Bernoulli Society World Congress in 2016. Further information about the Ethel Newbold Prize may be found at <http://www.bernoulli-society.org/index.php/prizes>.

**United Kingdom**—The UK Data Service will hold a workshop titled “From Research Question to Exploratory Data Analysis” on November 21 at the University of Manchester. This one-day, introductory workshop will examine the initial stages involved in undertaking a research project using survey data from the UK Data Service collection. We will focus on the steps involved in clarifying a research question using the UK Data Service “Discover” tool to locate data, evaluating data for your research purposes, and starting to use exploratory analysis to understand your chosen dataset. [Learn more about this workshop by clicking here.](#)

**United States**—The 2014 Emanuel and Carol Parzen Prize for Statistical Innovation will be awarded to Trevor J. Hastie, John A. Overdeck Professor of Mathematical Sciences at Stanford University, on November 6 at Texas A&M University. Dr. Hastie also will present a lecture titled “Sparse Linear Models” at the Memorial Student Center.

The Parzen Prize for Statistical Innovation is awarded (normally in the spring of even numbered years) to North American statisticians who have made outstanding and influential contributions to the development of applicable and innovative statistical methods. It recognizes an outstanding career in the discipline and profession of statistics and is supported by the Emanuel and Carol Parzen Fund, which was

established as an endowment at the Texas A&M Development Foundation in honor of Dr. Parzen's 65th birthday in 1994.



The prize is being awarded to Hastie, “For pioneering, influential, and outstanding research in statistical methodology and computational methods for statistics, including principle curves, generalized additive models, object-based computations for statistical models in S and R, least angle regression, graphical lasso, the elastic net for variable selection, and many other contributions to statistical methods; leadership in developing computational methods at the interface of computer science and statistics for the analysis of large data sets and for statistical learning.”

**Malaysia**—The Institute for Mathematical Research (INSPERM) at the Universiti Putra Malaysia will be organizing the 7th International Conference on Research and Education in Mathematics (ICREM7). The conference will be held August 25-27 next year in Kuala Lumpur.

ICREM7 will bring together academicians, scientists and industrialists from around the country and the world for knowledge-sharing, exchanging ideas, collaborating and presenting research results about all aspects of mathematics and its application. The conference will provide opportunities for the delegates to exchange new ideas and application experiences, to establish research or business relations, and to find global partners for future collaboration. It will include several invited papers on important and timely topics from well-known leaders in the field and parallel tracks of oral presentation sessions of accepted papers.

Topics of interest to be discussed at the event include mathematics, applications of mathematics, statistics, operations research, innovation in teaching mathematics, mathematics education and other areas related to the mathematics and statistics fields.

For detailed information, contact the Conference Secretariat Mrs. Nurul Hidayah Samadi or Miss Iszuanie Syafidza Che Ilias at +603-8946 6859/8923 or via e-mail at [icrem7inspem@gmail.com](mailto:icrem7inspem@gmail.com).

## **NATIONAL STATISTICAL ORGANIZATION: NEWS & EVENTS**

Following is the latest news and information from national statistical organizations participating in The World of Statistics:

**Brazil**—The 3rd Brazilian Institute of Geography and Statistics (IBGE) Seminar on Methodology—SMI2014—will be held November 5-7 in Rio de Janeiro. This year's seminar theme is “Challenges and Opportunities for Obtaining Data.”

Technical innovation and cultural change impose challenges, but at the same time offer opportunities for statistical agencies to develop and adopt new approaches to obtain data. These include growing use of administrative records, combining data sources, mixed modes of data collection, technology-intensive data collection, Big Data and automated-data capture, among other approaches aimed at getting more detail, increased timeliness, broader coverage and better quality data while at the same time reducing response burden.

The event will consist of plenary and conferences, thematic sessions as well as sessions for oral- and poster-contributed presentations. National and international speakers with recognized competence in the main theme will attend the event.

The Seminar on Methodology is an event organized annually by IBGE and provides opportunities for discussion and reflection on progress, challenges and prospects of the methodology related to the production, dissemination, analysis and use of public statistics and related information.

The SMI2014's working language is Portuguese. However English–Portuguese and Portuguese–English translation is available for the activities that are held in the main seminar room.

[More information is available on IBGE's website.](#)

**Philippines**—The Philippine Statistics Authority (PSA) last month celebrated the first anniversary of its founding. The Philippine Statistics Act of 2013 was signed into law by President Benigno Aquino III on September 12, 2013. The law created the PSA, which merged the former National Statistics Office, National Statistical Coordination Board, Bureau of Agricultural Statistics and Bureau of Labor and Employment Statistics into one organization.

To mark this milestone, the PSA hosted a celebration themed “PSA: Working Together as One.” Simultaneously observed at the national and regional levels, the celebration included hanging of streamers and organizing a thanksgiving program in PSA offices across the country. A tree-planting activity was also conducted as a symbolic commemoration of PSA's establishment and as a support to sustainable development.

**Romania**—The National Institute of Statistics will be hosting an international conference next year titled “New Challenges for Statistical Software—The Use of R in Official Statistics.” The event will be held in Bucharest April 23-24. The conference will provide a public forum for researchers from academia and institutes of statistics to present, exchange ideas and discuss developments in state-of-the-art statistical software commonly used in applied economics and statistics. The most-focused debates are expected to be on the use of R in official statistics. All research proposals and papers will be published in a special issue in the [Romanian Statistical Review](#). More information about this international conference, including registration information and key milestones, [is available on the event website](#).

**Portugal**—On September 22 and 23 in Angra do Heroísmo, Statistics Azores (SREA) held its 6th Annual Ibero-Atlantic Regional Statistics Symposium. Since its inception in 2007, the symposium has provided a forum for the presentation of challenging ideas and sharing of experiences among users and producers

of Portuguese and Spanish official statistics, including the Atlantic islands that belong to these countries (Canary, Madeira and Azores). Regional statistics, recognized by the European Council as being the cornerstone of the European Statistical System, are always in focus at these symposia under a chosen theme. This year's theme was "Statistics and the Sea Economy" and there were eight presentations from Statistics Portugal, the Bank of Portugal, Canary Islands Statistics (ISTAC), Statistics Madeira (DREM), SREA, the Azorean Government Sea Affairs Department (DRAM) and the Azorean Tourism Association (ART). Forty people attended.



*Attendees listen raptly at the recent Ibero-Atlantic Regional Statistics Symposium.*

## **SHARE YOUR NEWS & EVENTS THROUGH THE WORLD OF STATISTICS**

Tell your colleagues in the worldwide statistical community and the public about your organization's events through [The World of Statistics 2014 Activities Calendar](#). Now, you can submit your organization's 2015 events for next year's calendar, [which is live on the site now](#).

[Using this brief webform](#), it's easy to submit information about your 2014 or 2015 event so it is added to the activities calendar for all to see.

After your event is over, you can send us a story about it for this e-newsletter. We have developed [this easy-to-use webform](#) you can use to submit your event stories and other news about your organization's activities to promote and advance the statistical science profession. These event stories and news items will be featured in an upcoming issue of this e-newsletter.

Send us your calendar and news items now!

## **JOIN THE WORLD OF STATISTICS**

If your organization or an organization you know of isn't yet part of The World of Statistics, encourage them to join. Joining is easy—just ask a representative of the group go to [www.worldofstatistics.org](http://www.worldofstatistics.org) and click on the "Join" icon on the top right-hand side of the homepage to become an official participating organization in The World of Statistics. Participation is valuable and is absolutely free!

## THE WORLD OF STATISTICS NEEDS YOUR HELP

Now that the [new website for The World of Statistics](#) is up and running, we need your help. You can help move The World of Statistics website up in the list of Internet search results by linking to the new website address—[www.worldofstatistics.org](http://www.worldofstatistics.org)—from your organization’s website and replacing the old Statistics2013 logo with the new logo for The World of Statistics and linking it to the new website. [You can download the new logo here.](#)

[See how the United States National Center for Education Statistics is displaying The World of Statistics logo on its website \(go to bottom of the homepage\).](#) Kudos to Andrew White, NCES Senior Research Statistician Statistical Standards and Data Confidentiality, for sharing the link with us and, more importantly, for posting the logo.

Some other things your organization can do to help the cause include:

1. Update existing links to [www.statistics2013.org](http://www.statistics2013.org) on your website so that these point to [www.worldofstatistics.org](http://www.worldofstatistics.org)
2. Change all references to Statistics2013 on your website to The World of Statistics and link to the new website ([www.worldofstatistics.org](http://www.worldofstatistics.org))
3. Change your Facebook page information, links and logos so that these reference The World of Statistics. Also, share information about and publicize The World of Statistics on your organization’s social media accounts, including Facebook and Twitter
4. Post a version of The World of Statistics logo in your language on your organization’s website. [We currently have nine language versions available for download.](#) To request a language-customized logo, email the following information in a PDF document to Jeff Myers at [jeffrey@amstat.org](mailto:jeffrey@amstat.org):
  - a. The interpretation in your language of: “The World of Statistics”
  - b. The interpretation in your language of: “Participating Organization”
5. If you have a linked Statistics2013 banner on your organization’s website, please remove it and replace it with a new banner for The World of Statistics and link the new banner to [www.worldofstatistics.org](http://www.worldofstatistics.org). [You can download these new banners here.](#)
6. The World of Statistics Twitter account is @astatworld. Start following us today. Be sure to retweet our tweets and also mention The World of Statistics—hashtag #TWOS—in your tweets.
7. If your website has content about Statistics2013, please delete it and replace it with [copy about The World of Statistics](#).
8. As you did with Statistics2013, include mentions of The World of Statistics in all your organization’s online communications.

Working together, we’ll move up The World of Statistics in all search engine results.

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use the hashtag “#TWOS”. You also can follow developments in The World of Statistics [on our Facebook page](#). Become our friend today!

## **NEW GUIDE TO CONTRIBUTING TO THE WORLD OF STATISTICS IS AVAILABLE**

[Click here to access the “Guide to Contributing to The World of Statistics and Downloading Logos and Other Resources.”](#)