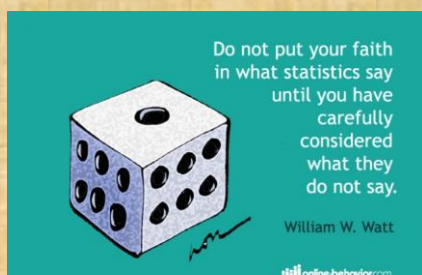


Join !



Deconstructing Statistics the heart of persuasion with numbers

CSEND Action Intelligence Series

Business intelligence is proliferating and packed with statistical analysis. Evidence presented in the form of summarized data adds credibility to the argument and a veneer of invincible truth. This is the scientific “power” of international negotiations and communications.

How often do you actually look behind the numbers, charts and graphics? How often do you check the credibility of the interpretations and claims made based on numbers? Or are you simply allowing yourself to be dazzled, to be convinced and to be bulldozed?

This one 1-day interactive course is designed for diplomats, government officials, international civil servants, NGO representatives and CSO activists who face claims based on statistics of sometimes dubious quality in their daily work, yet might have difficulties to judge these claims and assess the relevance of these studies.

After attending this workshop, participants will be able to:

- acquire an understanding of the basics behind statistics and the traps of misinterpretation and misrepresentation
- possess confidence in judging the value of statistically argued studies
- learn to use good scientific data to substantiate their own arguments in negotiations

DATE	Duration	Place
26 th November 2012	1 day	Geneva
26 th February 2013	1 day	Geneva
26 th April 2013	1 day	Geneva
26 th June 2013	1 day	Geneva

Organiser: The Centre for Socio-Eco-Nomic Development (CSEND), a R&D based think tank organization based in Geneva since 1993. CSEND promotes equitable, sustainable and integrated development through dialogue, personal development and institutional learning.

Registration Form



Interactive Workshop Programme**De-constructing Statistics –
The Heart of Persuasion with Numbers**

This one 1-day interactive course is designed for diplomats, government officials, international civil servants, NGO representatives and CSO activists. Often, they are confronted with scientific studies in their daily work, yet have difficulties to judge value and relevance of documents and claims put to them. By understanding the basics behind statistics and the traps of misinterpretations, participants will be better equipped in judging the data and statistics presented in supporting a particular argument or position. They will also be able to use existing data and statistical analysis to substantiate their own arguments.

Let the numbers speak for you!!!

WORKSHOP PROGRAMME (9.00-12.30, 14.00-17.00)

The following topics will be covered:

- The nature of data - where it makes sense and where it's nonsense to use statistics
- Basic terminology - Mean and median, distribution and deviation
- Types of statistics - Descriptive and analytical statistics
- "Lying" with statistics? - How to unmask misleading interpretations
- Data analytics – Differences between correlation and causality
- Looking behind the "scientific approach" - Hypothesis and the logic of research
- Practical applications - samples and surveys
- Reliability of the claim - What is and what means "significant"?

Workshop Director

Prof. Raymond Saner, Ph.D.

Social scientist specialises in trade economics, international relations and diplomacy

He is Professor Titular at Basle University (Economics Faculty) and teaches at Sciences Po in Paris (Master in Public Affairs). Professor Saner specialises in bilateral, plurilateral, multilateral and multi-stakeholder negotiations.

Workshop Lecturer

Rolf Kuettel, lic.soc., MA

Sociologist, statistician and author

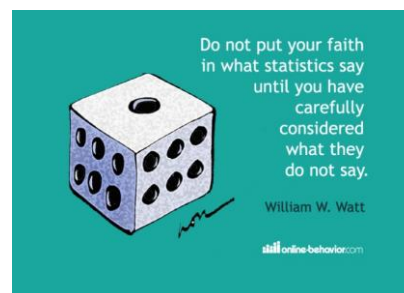
Amongst others, Rolf has taught at the Universities of Zurich and Fribourg as well as the UAS in Bern, Switzerland. He specialises in conducting empirical studies and interpretations of statistical data in a form that is understandable also for non-experts of statistical analysis.

Registration**De-constructing Statistics – The Heart of Persuasion with Numbers**

Subscription to be sent by e-mail to filadoro@csend.org, or by fax to CSEND, +41-22-738-1737.
For inquiries please call +41-22-906-1720.

I sign up for the course on the following date:

- 26th November 2012
- 26th February 2013
- 26th April 2013
- 26th June 2013



Workshop location: WCC Ecumenical Centre, 150 Route Ferney, CH-1218 Grand Saconnex (022-791-6300)

Your Personal Information

Name: **First Name:**

Profession: **Organisation:**

Address: **Country:**

Phone Nr **E-mail**

Registration fee: 325.- Swiss Francs (CHF)

Payment should be made to either CSEND's postal account or bank account namely:

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Payment is due two weeks before the commencement of the course. **Thank You!**