



## Statistics Corner

Reaching out families with simple statistics concepts

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Statistical Science has become increasingly the center of attention in worldwide job market, including the Brazilian one. In the Big Data world, decisions require more complex and deeper understanding of mathematics, computer science and statistics. This new market searches for professional with solid math background, which means, we need to encourage more students to pursue careers such as statistics, physics, engineering, mathematics and computer science. However, to do so, we depend on young the student's minimal knowledge of and interest in science, which, most of times depend on the teaching quality, both combining school infrastructure and faculty academic background. Statistics, as a career, has an even worse scenario because is highly unknown to public in general. Through a joint effort between the BSA (Brazilian Statistical Society) and CONRE-3 (Regional Statistical Council – 3<sup>rd</sup> Region), we have been working and improving our project that brings statistics and probability to young students hoping to break the ice against their fear of science. To do so, we have been mounting, in various Science Fairs, a *Statistical Corner*, containing simple games, charts, pictures and gadgets, and inviting people of all ages to play with statistical and probability concepts. In this talk, I discuss the process in researching and developing materials suitable for all ages, organizing simple summaries of statistical and math theories involved, and how to approach visitants so to catch their attention and engage them to go throughout our display stations. Besides talking about the great need of mathematical knowledge in a modern society, we explain the roles of statisticians in helping organizing and analyzing information.

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