

CONFERENCE OF EUROPEAN STATISTICIANS

**Workshop on Statistical Data Dissemination and
Communication**

5-7 October 2016, The Hague, Netherlands

REPORT OF THE WORKSHOP

1. The Workshop on Statistical Data Dissemination and Communication was held in The Hague, the Netherlands, from 5 to 7 October 2016. It was attended by representatives from the statistical offices of Albania, Argentina, Canada, Curaçao, Denmark, Estonia, Finland, Germany, Hungary, Ireland, Israel, Luxembourg, Mexico, Netherlands, New Zealand, Poland, Portugal, Republic of Moldova, Romania, Russian Federation, Slovenia, Spain, Sweden, Switzerland, the former Yugoslav Republic of Macedonia, Turkey, United Kingdom of Great Britain and Northern Ireland and United States of America as well as by representatives from the Eurasian Economic Commission, Eurostat, International Labour Organization (ILO), Organization for Economic Cooperation and Development (OECD), the University of Amsterdam, and the World Bank.
2. The workshop was held back-to-back with the Workshop on Statistical Data Collection: “Visions on future surveying”. The two workshops were organised under the responsibility of the High-Level Group Modernisation Committee on Statistical Products and Sources. Statistics Netherlands hosted both Workshops.
3. The first day of the workshop was organized jointly with the Workshop on Statistical Data Collection. The first half of the joint day was chaired by Bilal Kurban from the Turkish Statistical Institute and the latter half was chaired by Ms. Kerstin Hänsel from Destatis, the Federal Statistical Office of Germany. Mr. Floris Jansen from Statistics Netherlands gave the keynote address.
4. The joint day began with a session titled “Defending the Value of Official Statistics”, which included three presentations. In the afternoon, participants were divided into groups to work together and produce a tangible output in one area of statistical data collection and communication. Groups were given two hours to work on their output, after which four finalists were chosen among the groups. The participants then voted for the best output.
5. On the second day, the workshop continued to follow the usual programme with sessions. Each session consisted of presentations and concluded with small group discussions about the main lessons learned and suggested topics for future work. The outcomes of these discussions are documented in Annex 1. At the end of the workshop a voting round was organized to identify the most relevant topics for future work. Ms Kerstin Hänsel acted as chair through this part of the workshop.

6. During the workshop the participants had the opportunity to attend a tour at the new media center of Statistics Netherlands. Participants were briefed about the dissemination and communication strategy and experiences of Statistics Netherlands.

7. The agenda, including the joint day, included the following substantive topics. (See Annex 2 for agenda):

- (i) Defending the value of official statistics
- (ii) Data literacy
- (iii) Gathering information about our users
- (iv) Embracing innovation – Digital publishing
- (v) Embracing innovation in data dissemination

8. All abstracts, papers and presentations from the Workshop on Statistical data Dissemination and Communication are available at <http://www1.unece.org/stat/platform/x/awkpBw>. Documents related to the Workshop on Statistical Data Collection are available at <http://www1.unece.org/stat/platform/x/rwjgBg>.

9. Key items identified for future work included (see Annex 1 for more details):

- Session 2: Data literacy
 - Create a repository of images, videos and tools for NSOs to use. The repository would allow NSOs to collaborate in developing tools, share best practices. The repository could also provide clarification on copyright issues.
 - How to promote digital contents (videos, infographics and other products)?
- Session 3: Gathering information about our users
 - Share best practices and good experiences in data dissemination.
 - How to best use web analytics and how to use them to make informed decisions? In addition, how to make the move from web analytics to making changes?
 - How to tailor the message for different users?
- Session 4: Embracing innovation – Digital publishing
 - How to measure the impact of new products, for example how to analyse if the products increase understanding or knowledge among users?
- Session 5: Embracing innovation in data dissemination
 - Share visions and strategies in data dissemination, work together to benefit from each other's expertise.
 - Challenges faced when moving to open data: how to update and customize it.

Annex 1: Summary of discussions on substantive topics

Keynote speech:

1. Mrs. Henriëtte de Jong-de Heer opened the joint day (5 October) with an introduction of the CBS Media Centre. This was followed by the keynote speech given by Mr. Floris Jansen from Statistics Netherlands. He outlined the new communication strategy adopted by Statistics Netherlands, which includes training statisticians to act as spokespersons for the organisation, appear in live radio and television broadcasts and to use twitter and other social media tools. He explained how Statistics Netherlands has moved from presenting single facts to providing the bigger picture by putting the data in context. He noted that in doing this Statistics Netherlands continuously has to address the challenge of providing objective information rather than subjective opinions.

Session 1: Defending the value of official statistics

2. The session was organized by Lise Rivais (Statistics Canada) and included the following presentations:

- CSO (Ireland): The value proposition of official statistics: the power of 8
- INDEC (Argentina): The statistics dissemination of an institution in crisis
- ONS (United Kingdom of Great Britain and Northern Ireland): Using behavioural science to improve ONS's communication with social survey respondents

3. There were no small group discussions for this session but the lessons learned and topics for future work that were presented can be summarised as follows:

- It is important to define the value of official statistics and to brand our products in order to defend our value proposition.
- We need a measurement framework and key indicators to measure the value of official statistics.
- We need customer focused, innovative and collaborative official statistics designed according to international best practice. We also need to share good practices.
- Political interference in official statistics leads to serious reputational and institutional damage and makes it difficult to regain trust among staff and data users.
- Before being able to regain lost values and trust among our users, lost values have to be restored through an inclusive analytical process aimed at removing symbolic and physical barriers within the institution.
- How can we communicate something which we do not actually trust?
- It is important to use findings from behavioural sciences to improve communication with respondents and to increase the response rate and its quality.
- Communication should be easy to grasp, attractive in appearance, social to build rapport and timely to encourage getting in touch.
- Interviewers need training in using behavioural science techniques to gain respondents' cooperation.

Special Event: Data collection and communications working together: an exercise in collaboration

4. An innovative interactive activity was planned for the joint session of the Communication and Dissemination Workshop and the Data Collection Workshop. It entailed working in small

groups to develop a tangible output in the area of communication and data collection. All participants were initially grouped into twenty teams according to their preferred topic and media. Ultimately, the number of groups was reduced to twelve that competed within four clusters. After the first round, each cluster selected the most promising product that would go to the final round of plenary presentations.

5. The winner (first) and runners-up (in random order) of the special event were:
 - ‘May the Labour Force be with you’ on targeting hard-to-reach respondents using a game like experience. The winning team members were: Gabrielle Beaudoin (Statistics Canada), Karin Hansson (Statistics Sweden), Manuela Murgia (Istat, Italy), Martine Zaida (OECD) and Ray Freeman (Statistics New Zealand). While Robin Lachman (Statistics Netherlands) volunteered to be the test guinea pig.
 - Increasing response rates video was developed by Alicia Fernandez Sanz (INE, Spain), Bilal Kurban (Turkish Statistical Institute), Lucasz Augustyniak (Eurostat), Niki Stylianidou (Eurostat) and Ramona Skakunova (Statistics Latvia).
 - Promoting participation in surveys using mobile media by Alain Vuille (Swiss Federal Statistical Office), Carsten Zornig (Statistics Denmark), Hanne-Pernille Stax (Statistics Denmark), Ivan Sukharev (Eurasian Economic Commission), Jillian Delaney (CSO, Ireland), Karen Blanke (Destatis, Germany) and Luqmaan Omar (Statistics South Africa).
 - Statistical literacy for respondents by Agnes Andics (Statistics Hungary), Benedek Kovacs (Statistics Hungary), Ella Webbink (Statistics Netherlands), Eoin MacCuirc (CSO Ireland) and Lieneke Hoeksma (Statistics Netherlands).
6. Further details and the presentations of the four finalist and other groups can be found on the webpages of the Data Dissemination and Communication Workshop:
<http://www1.unece.org/stat/platform/x/Ugc2Bw>

Session 2: Data literacy

7. The session was organized by Kerstin Hänsel and Lukasz Augustyniak and included the following presentations:
 - INE (Spain): Statistical literacy portal: more than a learning platform
 - Statistics Finland: Investment for the future - cooperation with the young people
 - INE (Portugal): Making of...
 - Destatis (Germany): Welcome to the StatistikCampus
8. The following points were raised in the discussions as lessons learned:
 - Children will be the respondents and users of statistics in the future, therefore it is worthwhile investing in them.
 - Using simple examples from children’s everyday lives makes statistics understandable and abstract concepts more concrete.
 - Videos and infographics are a good way to communicate with young citizens.
 - Focus should not only be on children, also teachers need to be taught about statistics.
 - Statistical visualisations need to be based on a story. Once you have a story, you can choose the best tools to present it.
 - Messages need to be tailored to the audience and be simple, short and creative.
 - Engage with users, find out what they need, and then produce it.

- Developing tools to improve statistical literacy is resource intensive, therefore it makes sense to collaborate among NSOs and leverage what others are doing.

9. Small groups identified the following topics for future work:

- Create a repository of images and tools NSOs can use to share:
 - best practices,
 - playlists of available videos,
 - software,
 - information about processes,
 - methods and ideas about how to promote products.
- Issues relating to copyrights need to be clarified when creating a repository.
- How to promote videos and other products?
- International coordination of statistics projects should be improved.
- How could tools be adapted from one country to another?
- How could the effectiveness of tools, e.g. videos, be measured?

Session 3: Gathering information about our users

10. This session was organized by Terri Mitton and Ulla Agerskov and included the following presentations:

- Statistics Sweden and Eurostat: Different strokes for different folks
- CSO (Ireland): Measuring the value of official statistics – a tale of two surveys
- United States Census Bureau: Gaining insights across customer interactions
- ONS (United Kingdom of Great Britain and Northern Ireland): Online communication and the power of user metrics
- United States Bureau of Labor Statistics: Reaching out to data users regarding next-generation news releases

11. The following points were raised in the discussions as lessons learned:

- The nature of news releases has changed. They are not only for the media anymore.
- It is important to understand the audience and tailor the message to them. This will help in optimizing resources.
- Use plain language when communicating with the audience, make things as simple as possible.
- Warn the audience of critical changes e.g. on your website.
- Make graphs and visuals shareable.
- There is room for growth in using web analytics.
- Qualitative information can be used to complement quantitative information.
- Combine the knowledge of statistical and communication experts.

12. Small groups identified the following topics for future work:

- Share good experience and best practices in dissemination of data, acquiring licenses, and technology.
- How to use web analytics for monitoring? How can web analytics better inform decisions? How to move from web analytics to making changes?
- How to maximize return and minimize effort?
- How to optimize production by using automated processes?

- How to implement communication for more than just data specialists?
- How to tailor the message for different users?
- How to reconcile the needs of new and old users?

Session 4: Embracing innovation – Digital publishing

13. This session was organized by Ellen Dougherty and it included the following presentations:

- Statistics Estonia: A journey towards a data visualisation strategy
- Statistics Netherlands: Data visualisations to illustrate the business cycle: past, present, future?
- Statistics Canada: Honoring a 75-year tradition with style
- Eurostat: Exploring new ways of communicating statistics: the first Eurostat digital publication

14. The following points were raised in the discussions as lessons learned:

- Communication is about making the message understandable, visualisations can help with this.
- Adjust messages according to the target audience.
- Keep messages simple. Start simple, but give people the option to look for more information.
- It is important to keep up with technological changes.
- Publications can be made shareable and interactive, with printing and search options.
- Automatic checks can be added into online text.

15. Small groups identified the following topics for future work:

- Strategies to measure success and impact. Do our products increase awareness and knowledge among users?
- How to measure the return on investment? Are investments in time, resources and marketing producing results?
- The future strategy for digital publishing.
- Share tools, interfaces, create a repository of affordable contractors.
- Can machine learning be used to create releases using new data?

Session 5: Embracing innovation in data dissemination

16. This session was organized by Michael Levi and included the following presentations:

- Eurostat: Innovation for dissemination in the European Statistical System – the approach of the DIGICOM project
- United States Census Bureau: Transforming data dissemination and personalizing the digital user experience
- World Bank: Behind the scenes of World Bank Data
- Statistics Netherlands: The development of open data in Statistics Netherlands

17. The following points were raised in the discussions as lessons learned:

- Technological changes and changes in information consumption have brought data dissemination and communication together.

- Open data is for the more seasoned user; this needs to be communicated better in the future.
- Don't be afraid of trying something even if you are not sure of the outcome.

18. Small groups identified the following topics for future work:

- Share visions and strategies in data dissemination, work together to benefit from each other's expertise.
- How can we come together as a unit to develop products, leverage and benefit from other's knowledge?
- The challenges and opportunities in adopting open data.
- How to work smarter rather than harder; how to use programming tools and automated processes for dissemination and communication
- Standardization of open data classifications.
- Where will digital publishing be in a year's time?

Annex 2: Agenda

WORKSHOP ON STATISTICAL DATA DISSEMINATION AND COMMUNICATION:

5 – 7 October, The Hague, The Netherlands

WP.1

4 October 2016

DAY 1 – Wednesday 5 October

08:45	Registration for the Workshop on Dissemination and Communication of Statistics	
09:15	Welcome and Opening Joint Day Henriette de Jong-de Heer (<i>Statistics Netherlands</i>)	
09:30	Keynote address: Spokesman 2.0 Floris Jansen (<i>Statistics Netherlands</i>)	
10:10	Session 1: Defending the Value of Official Statistics Session Organizer: Lise Rivais	
	The value proposition of official statistics: the power of 8 Eoin MacCuirc (<i>Central Statistics Office, Ireland</i>)	WP.C-1
10:30	Coffee Break	
10:50	The Statistics Dissemination of an Institution in Crisis M. Silvina Viazzi (<i>INDEC/Argentina</i>)	WP.C-2
	Using Behavioural Science to Improve ONS's Communication with Social Survey Respondents Helen Moore (<i>ONS, United Kingdom</i>)	WP.C-3
11:30	Introduction Special Event	WP.
12:00	Lunch Break <i>(Group photo)</i>	
	Special Event: Data collection and communications working together: an exercise in collaboration Session organizers: Steering Committees of the Workshop on Statistical Data Collection and of the Workshop on Dissemination and Communication of Statistics	
13:15	Round 1	
15:15	Selection stage one	
15:45	Round 2	
16:45	Plenary presentations of 5 selected projects and posters of other projects	
17:15	Voting and Announcing the Winner	
17:45	Closing Day 1	

DAY 2 – Thursday 6 October

09:30	Opening day 2 and recap day 1	
09:40	Session 2: Data Literacy Session Organizers: Kerstin Hänsel and Lukasz Augustyniak	
	Statistical literacy portal: more than a learning platform Alicia Fernández Sanz and Maria Jesus Vinuesa Angulo (<i>INE/Spain</i>)	WP.2-1
	Investment for the future - cooperation with the young people Reija Helenius (<i>Statistics Finland</i>)	WP.2-2
	Making of... Rute Costa (<i>INE/Statistics Portugal</i>)	WP.2-3
	Welcome to the StatistikCampus Kerstin Hänsel and Christian Bertram (<i>Destatis / Germany</i>)	WP.2-4
11:00	Coffee Break	
11:20	Small group discussions	
11:50	Presentation of discussion RESULTS	
12:20	Lunch Break <i>(CBS Media Centre Tour)</i>	
14:00	Session 3: Gathering information about our users Session Organisers: Terri Mitton and Ulla Agerskov	
	Different strokes for different folks Karin Hansson (<i>Statistics Sweden</i>) and Maja Islam (<i>Eurostat</i>)	WP.3-1
	Measuring the value of official statistics – a tale of two surveys Eoin MacCuirc (<i>Central Statistics Office, Ireland</i>)	WP.3-2
	Gaining Insights Across Customer Interactions Lisa Wolfisch (<i>United States Census Bureau</i>)	WP.3-3
	Online communication and the power of user metrics Tegwen Green (<i>Office for National Statistics/United Kingdom</i>)	WP.3-4
	Reaching out to data users regarding next-generation news releases Michael Levi, Emily Liddel and Stacey Flores (<i>United States Bureau of Labor Statistics</i>)	WP.3-5
15:50	Coffee Break	
16:10	Small group discussions	
16:40	Presentation of discussion RESULTS	
17:00	Closing Day 2	

DAY 3 – Friday 7 October

09:30	Opening day 3 and recap day 2	
09:40	Session 4: Embracing innovation - Digital publishing Session Organizer: Ellen Dougherty	
	A journey towards a data visualisation strategy Anu Ots (<i>Statistics Estonia</i>)	WP.4-1
	Data visualisations to illustrate the business cycle: past, present, future? Ellen Webbink (<i>Statistics Netherlands</i>)	WP.4-2
	Honoring a 75-year tradition with style Gabrielle Beaudoin (<i>Statistics Canada</i>)	WP.4-3
	Exploring new ways of communicating statistics: the first Eurostat digital publication Louise Corselli-Nordblad and Philippe Bautier (<i>Eurostat</i>)	WP.4-4
11:00	Coffee Break	
11:20	Small group discussions	
11:50	Presentation of discussion RESULTS	
12:20	Lunch Break <i>(CBS Media Centre Tour)</i>	
14:00	Session 5: Embracing innovation in data dissemination Session Organizer: Michael Levi	
	Innovation for dissemination in the European Statistical System – the approach of the DIGICOM project Christine Kormann (<i>Eurostat</i>)	WP.5-1
	Transforming data dissemination and personalizing the digital user experience Alexandra Figueroa (<i>United States Census Bureau</i>)	WP.5-2
	Behind the Scenes of World Bank Data Jomo Tariku (<i>World Bank</i>)	WP.5-3
	The development of Open data in Statistics Netherlands Michiel Eijkhout (<i>Statistics Netherlands</i>)	WP.5-4
15:20	Coffee Break	
15:40	Small group discussions	
16:10	Presentation of discussion RESULTS	
16:30	Conclusions and Recommendations	
	Soap box round and voting	
	Final recommendations and conclusions	
17:00	Closing of the Workshop	

SOCIAL AGENDA:

Tuesday 4 October - 6pm – Ice-breaker

Thursday 6 October - 7pm – Subscription dinner