

Building a statistical culture amidst a changing Data Ecosystem

Juan Daniel Oviedo

October, 2021



**El futuro
es de todos**

**Gobierno
de Colombia**



Communication as an Strategic Process:

- It is **NOT limited** to what happens in the **social/mass media**
- The **framework of action** belongs to the field of the construction of meaning and not to the transmission of data (narrative - taking care of the message)
- **It is NOT a mere support tool for DANE**
- Focuses on the ways of **perceiving, representing and recognizing social reality**
- It is a **strategic field** for social mobilization around the **construction of statistical culture**

Until 2018, communication was a support process at DANE.

Communication as an strategic process:

| ALLOWED US TO TRANSITION | |
|---|---|
| FROM | TO |
| <ul style="list-style-type: none"> • Demand-driven action | <ul style="list-style-type: none"> • Supply-driven action |
| <ul style="list-style-type: none"> • Disclose | <ul style="list-style-type: none"> • Mobilize |
| <ul style="list-style-type: none"> • Graphic production only | <ul style="list-style-type: none"> • Strategic Project |
| <ul style="list-style-type: none"> • Communication as an isolated process only at the beginning and at the end of the production of statistical information. | <ul style="list-style-type: none"> • Organic communication, as an immersed, integral and cross-cutting process in all phases of the production of statistical information. |
| <ul style="list-style-type: none"> • Literal translator | <ul style="list-style-type: none"> • Interpreter of the contents (importance of the message) |

The cornerstones of our communication strategy:

Communication is not an end in itself

Everything sends a message

Too much information is also misinformation.

Communication strategies for stakeholder engagement



Two-way communication workshops

Identifying common challenges

- 30 workshops
- 13 cities
- 420 attendees



Digital Strategy

Promote statistical culture based on:

- Citizenship as active agents of transformation
- Economy of language and balance
- Open information as a public good.
- Content production - data journalism



Social pedagogy

- Statistical information visualizers
- Publications: statistical notes, reports and reports by subject.
- Explanatory videos and tutorials



Cross-cutting awareness

Social mobilization around statistical operations

- Key actors: social leaders and civil society representatives as active agents of transformation.
- Building long term partnerships



Two-way communication Workshops (2019)

Recognizing the difficulties that stakeholders might encounter when accessing, using and understanding statistical information produced by DANE.

| Category | Subcategory | Number of identified challenges | Percentage |
|---------------|--|---------------------------------|-------------|
| Access | Difficulty in accessing statistical information dissemination channels | 159 | 25% |
| | Low disaggregation at the regional, departmental and municipal levels | 56 | 9% |
| | Inefficiency in the communication channels between DANE and its users and sources | 91 | 14% |
| Use | Difficulties in the information delivery process from the source to DANE | 53 | 8% |
| | Lack of confidence in the quality of statistical information | 80 | 12% |
| | Disarticulation of information from DANE with other entities and their regional branches | 21 | 3% |
| Understanding | Poor standardization and inefficiency in the processes of requesting and publishing information for statistical operations | 112 | 17% |
| | Dissemination of highly technical and specialized or outdated information | 75 | 12% |
| Total | | 647 | 100% |



Digital Strategy

Built upon **7 communication principles**: balance; economy of language; open information; information sharing; mission as a component of statistical culture; statistical information and consideration of the different realities.

- **3 facts about:** image carousel for Instagram that synthesizes three central aspects about a theme.





Digital Strategy

*In 2021, a 360 strategy was launched, which sought to ensure that YouTube and Instagram have the same relevance and frequency of updates as Twitter and Facebook.
In addition, new products were launched:*

- **Postal Sonora:** video with illustrations in which the voice is the protagonist. It narrates data on topics of socioeconomic interest.

Postal Sonora ▶ REPRODUCIR TODO

Con la voz como protagonista, #DANELeCuenta en #PostalSonora datos producidos por el DANE.

| Thumbnail Description | Duration |
|--------------------------------------|----------|
| Postal Sonora - Día de la Democracia | 2:44 |
| Postal Sonora - Mercado Laboral | 2:20 |
| Postal Sonora - Salud Menstrual | 1:54 |
| Postal Sonora - Salud mental | 2:42 |

- **DANE explica:** explanatory video for YouTube on the methodology and measurement of a particular research.

DANE explica ▶ REPRODUCIR TODO

| Thumbnail Description | Duration |
|--|----------|
| Índice de Pobreza Multidimensional #IPM | 10:48 |
| Encuesta de Transporte Urbano de Pasajeros... ETUP | 1:14 |
| Cuentas Nacionales Trimestrales por Sector... Resultados de las Cuentas Nacionales Trimestrales por Sector Institucional CNTSI | 3:17 |
| Índice de Precios del Productor (IPP) | 2:18 |
| Índice de Precios al Consumidor - IPC | 1:36 |



Digital Strategy

In 2021, a 360 strategy was launched, which sought to ensure that YouTube and Instagram have the same relevance and frequency of updates as Twitter and Facebook.

In addition, new products were launched:

Average monthly impressions of publications on Twitter*.

| 2018 | 2019 | 2020 | 2021 |
|---------|---------|-----------|-----------|
| 355.125 | 465.083 | 1.100.833 | 1.314.250 |

*Twitter impressions have been on the rise since 2018, between that year and 2021, they have had an increase of 270%.

Total reach of Facebook posts*.

| 2018 | 2019 | 2020 | 2021 |
|-----------|-----------|-----------|-----------|
| 3.466.413 | 1.521.587 | 3.463.644 | 2.477.836 |

*By 2020 on Facebook had an organic reach similar to the reach in 2018, the time when advertising was paid.

Average duration (minutes) of YouTube video views

| 2018 | 2019 | 2020 | 2021 |
|------|------|------|------|
| 1:01 | 1:40 | 3:47 | 5:11 |

Total reach of Instagram posts

| 2018 | 2019 | 2020 | 2021 |
|--------|--------|--------|---------|
| 39.075 | 35.927 | 26.672 | 111.886 |



Social pedagogy tools

The different dissemination tools for the publication of results: viewers, web page content, reports, statistical briefs, socio-demographic statistics reports, among others, are used as social pedagogical tools to strengthen the use, access and understanding of statistical information. During 2021, more than 30 of these tools have been implemented. Some examples are:

- **Differential and Intersectional Gender Mainstreaming Web Section**

**ENFOQUE DIFERENCIAL
E INTERSECCIONAL**

[¿Qué es enfoque diferencial?](#)

Enfoques ▾

Publicaciones

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- **Web Section, Reports and Orange Economy Information Query System**

**ECONOMÍA
NARANJA**

Conformación de la
Economía Naranja

Sistema de consulta
de información

Mesa de
Información

Actividades

Reportes y Cuentas

[Ver más](#) **+**

- **Web section, Data Viewer and GeoViewer of the National Count of Economic Units 2021**

**Conteo de Unidades
Económicas 2021**

[¿Qué es
el Conteo?](#)

[¿Para qué sirve
el Conteo?](#)

[¿Cómo se hizo
el Conteo?](#)

Resultados

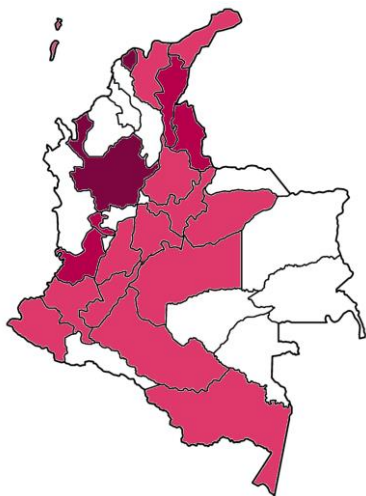
Herramientas

[Ver más](#) **+**



Cross-cutting awareness

The cross-cutting awareness-raising project arises as a strategy to approach key stakeholders and sources of information from the different interest groups involved in the operations of the data collection phase as part of the statistical production process.



- Departments with more than 100 stakeholder records
- Departments between 20 and 100 stakeholder registries
- Departments with less than 20 stakeholder records

**Key stakeholders
contacted
in the collection phase
2.197**

**Juntas de Acción
Comunal
816**

- 15 Public or state authority
- 46 Local Action Boards Members
- 796** Community Action Boards Presidents
- 70 Community Action Boards Members
- 174 Social Leaders
- 315** Residential complex managers
- 22 Religious leaders
- 4 Associations
- 282** Commerce, business and microbusinesses
- 19 Educational institutions and others
- 313** Police Representatives
- 53 Surveillance personnel

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