

The importance of listening: How statistical organisations could get a better understanding of their audiences?

October 2023






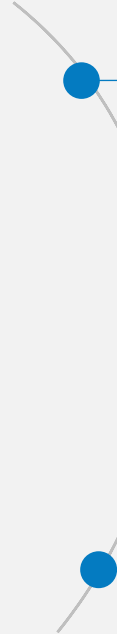
The OECD applies an evidence-based approach to its work

Our Approach

DIALOGUE &
COLLABORATION

- 
- Data Collection and Analyses
 - Discussion and consultation
 - Standard setting and policy guidance
 - Implementation support
 - Peer review

Our Values

- 
- OBJECTIVE:** Our analyses and recommendations are independent and evidence-based.
 - OPEN:** We encourage debate and a shared understanding of critical global issues.
 - BOLD:** We dare to challenge conventional wisdom starting with our own.
 - PIONEERING:** We identify and address emerging and long term challenges.
 - ETHICAL:** Our credibility is built on trust, integrity and transparency.



The difference between monitoring versus evaluation



Monitoring

- > Descriptive
- > Focused on the past
- > Examples: audience reach, number of followers



Evaluation

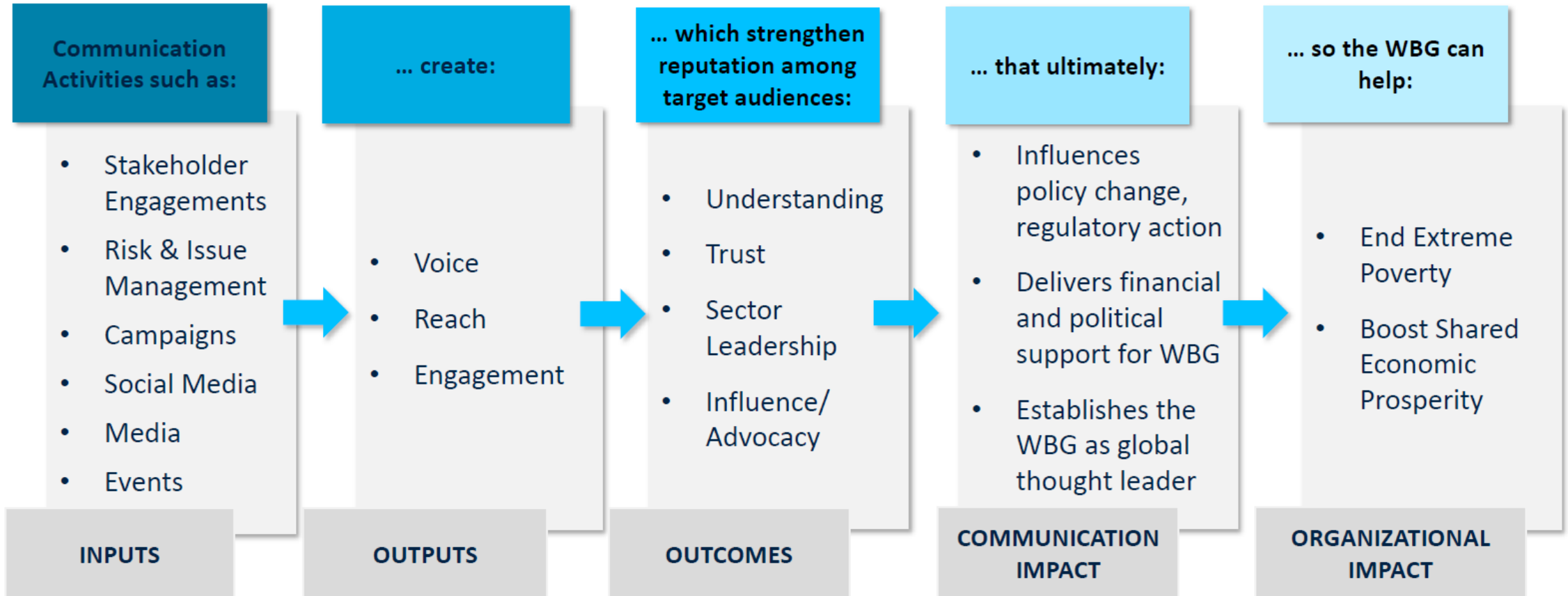
- > Evaluative
- > Provides an analysis to inform the future
- > Captures strategic recommendations and future actions



At the OECD, our impact measurement framework is based on AMEC, with a strong focus on policy influence and qualitative impact



World Bank Impact Framework





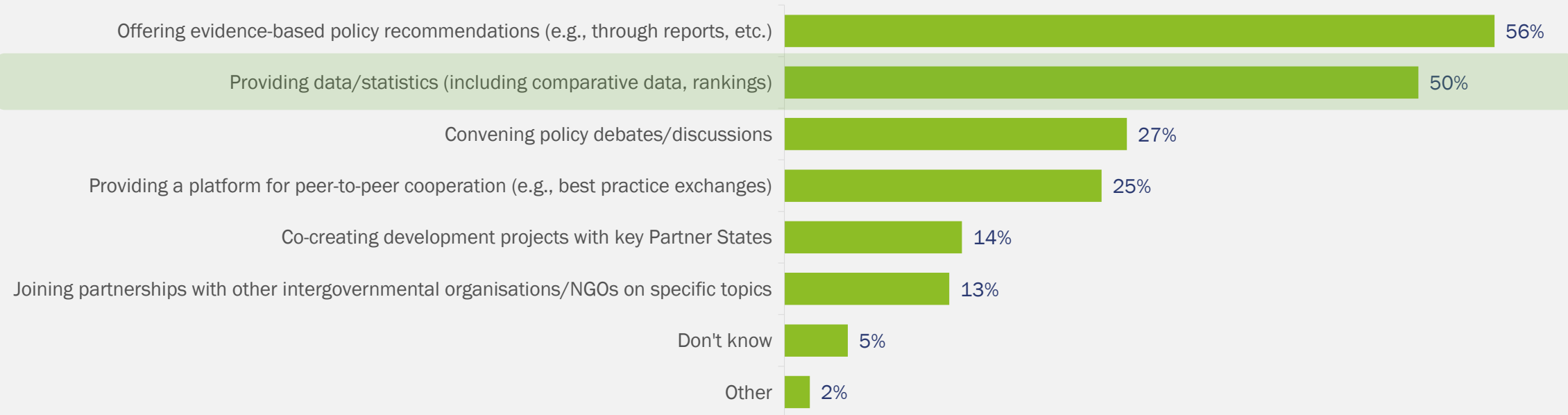
Data/statistics at the core of the OECD's perceived value

Most valuable OECD contributions to issues for policy reform

Globally: Technical expertise is valued, but also significant opportunities to act as a connector

Overall, the OECD's most valuable overall contributions relate to its expertise and knowledge. Beyond its technical support to countries, the OECD's role as a connector (debates, cooperation platforms) is also emphasised. However, multi-stakeholder partnerships and project co-creation are considered as less valuable contributions for now.

Most valuable OECD contributions, all issues combined, all stakeholders, globally, 2019



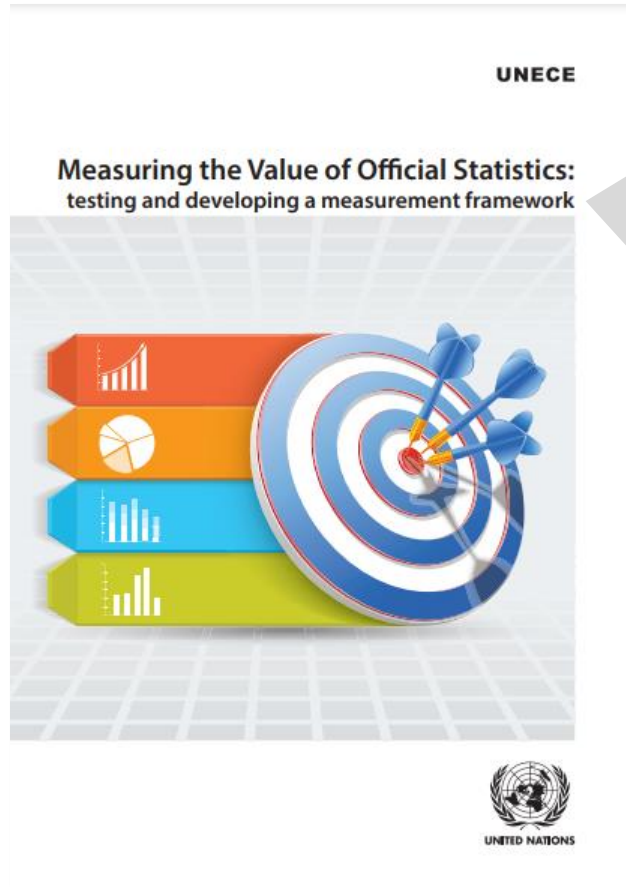
Source: OECD Stakeholder Survey (GlobeScan, 2019)

Base: All stakeholders (n=4,426)

Question: Q9. From your perspective, what would you say is the most valuable contribution the OECD makes when it comes to the issue of [...]? Closed question, single choice

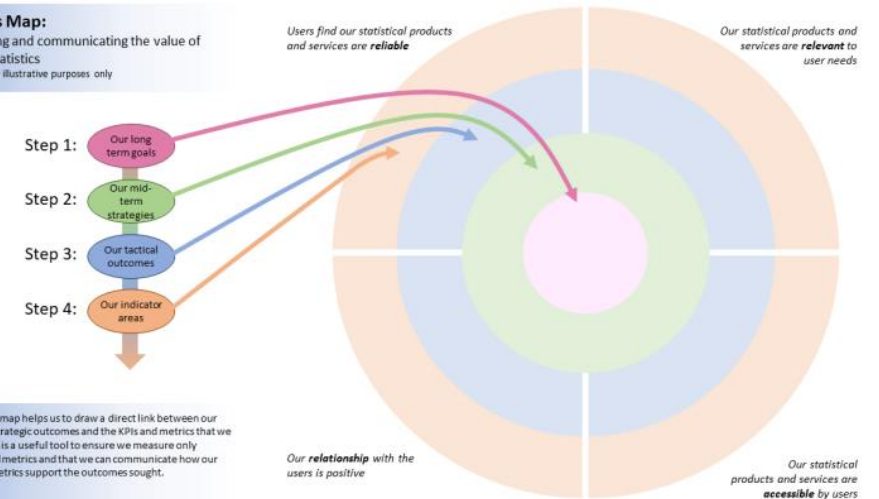


We also draw from UNECE's work on measuring the value of statistics to identify the right indicators



Production Based		
Consumer Based		
Objective Measures	Subjective Measures	Monetary Measures
Punctuality of statistical releases (share of punctual/late/cancelled releases)	Average reported 'ease' of users finding what they were looking for (accessibility)	Cost based approaches - cost benefit analysis and ratios*
Share of error-free statistical releases	Average share of users who found what they were looking for (or those who couldn't find what they were looking for)	Stated preference methods - willingness to pay (includes a combination of the approaches)
Quick correction of errors (Average delay in correction of errors in releases)	Average share of users whose information needs were met	Newly suggested by Task Force Conjoint analysis that includes revealed preference methods and willingness to pay)
Accuracy of statistics - Average number of revisions required	Average rating of overall quality of website	Impact assessment and frameworks
Timeliness of statistical releases (weeks from the reference period)	Average rating of ease of navigation on website	
Number of website visits	Average reported ease of finding what they were looking for on website	
Downloads of statistical data by domain	Average ease of locating data in database/data warehouse	
Visits to digital library/publications webpage	Average ease of extracting/downloading/manipulating/visualizing data from database/data warehouse	
Number of social media followers	Average satisfaction with visualizations/interactive tools/maps/graphs/etc	
Number of agreements to use microdata for research	Average ease of locating relevant metadata	
Number of media citations	Average satisfaction with available metadata	
Number of citations in research/policy work	Degree of trust in official statistics	
Most cited statistics	Degree of belief in the political independence of NSO	
Most viewed/downloaded statistics	Degree of understanding of the remit of the NSO	
Number of retweets (comments, likes etc.)	Newly suggested by Task Force Future proofing of official statistics - E.g. data linkage across governments, analytical and coding capabilities of staff	
Newly suggested by Task Force Expansion of Digital Object Identifiers (DOIs) to monitor use of official data in online publications	Increasing statistical literacy through school engagement and resources	
Interoperability & link ability - how easy is it to work with, aggregate and join up data sets	Share of users who recognize the corporate branding of the NSO Share of users who have heard of a specific product	

Results Map:
Measuring and communicating the value of official statistics
Mock-up for illustrative purposes only



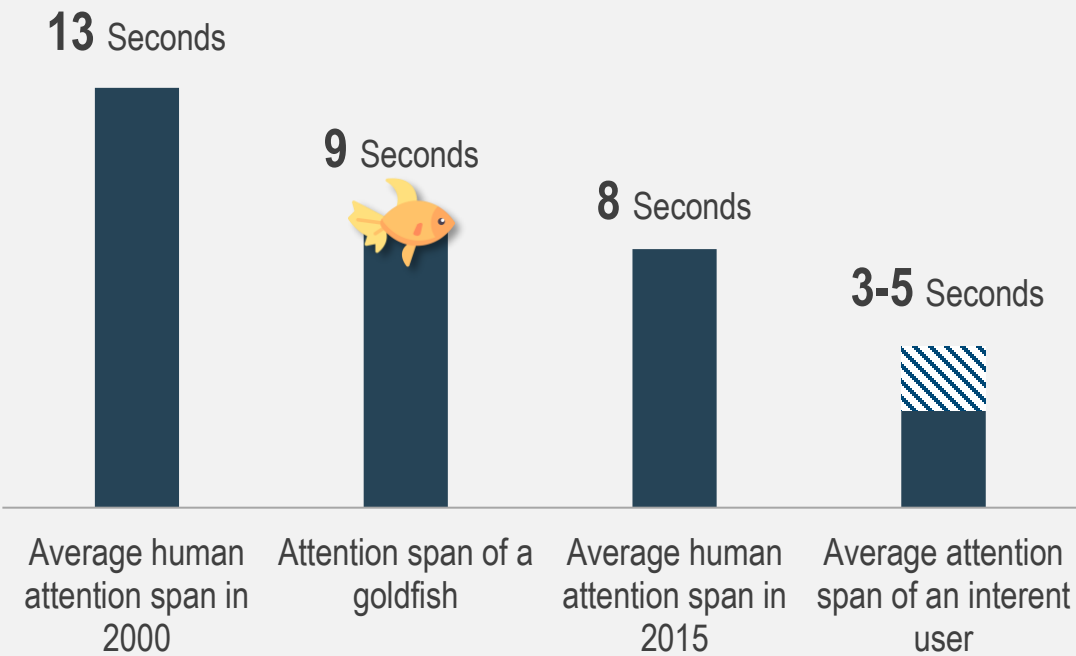
The results map helps us to draw a direct link between our intended strategic outcomes and the KPIs and metrics that we measure. It is a useful tool to ensure we measure only meaningful metrics and that we can communicate how our selected metrics support the outcomes sought.

Source:
inspired by Borr (2019)

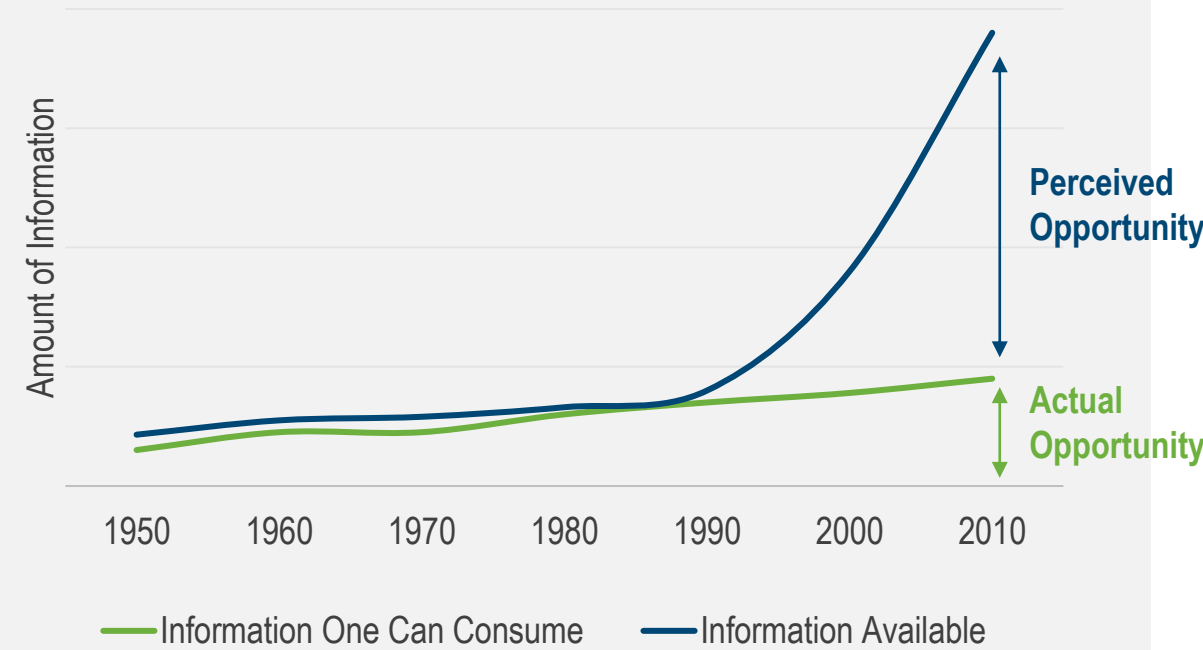


Challenge #1: audiences have limited attention and faced with an overload of information

Divided Attention



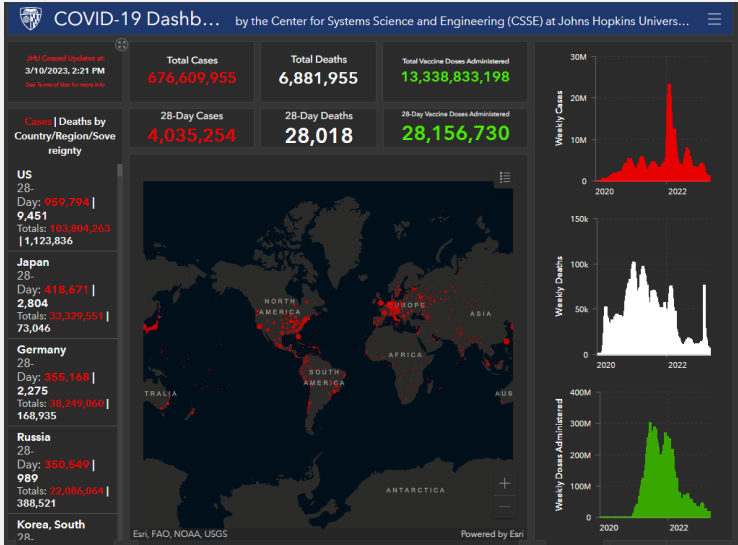
Information overload





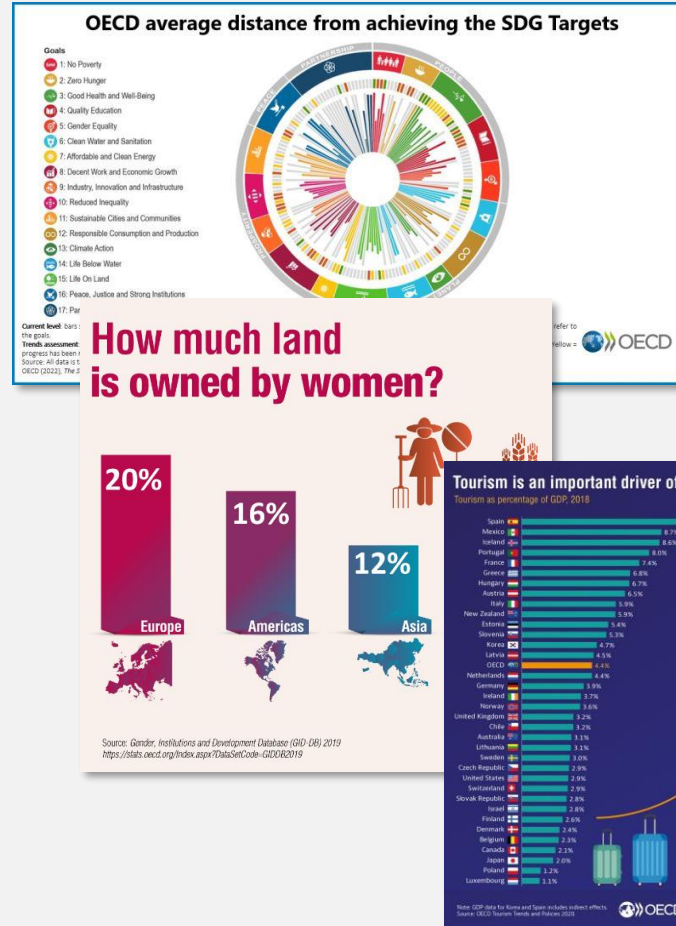
Challenge #2: User expectations are changing, with demand for more engaging content

Interactive Dashboards



COVID-19 Dashboard by Johns Hopkins University

Visually Appealing Infographics



User Generated Data





Challenge #3: A vast data ecosystem with various players

What other organisations do stakeholders turn to for data? **Public Sector**



What other organisations do stakeholders turn to for data? **Private Sector**

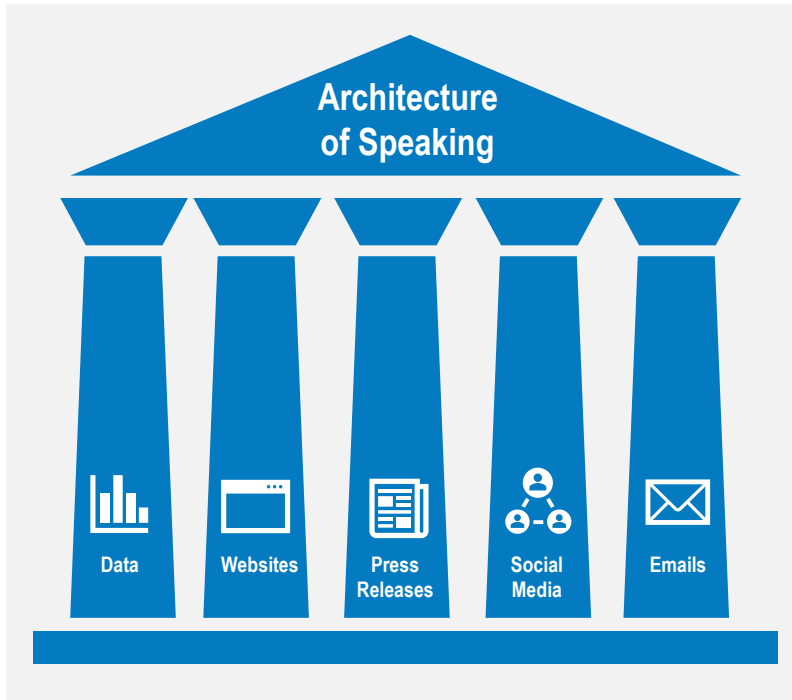




How can we solve these challenges? By adding an architecture of listening which requires a paradigm shift

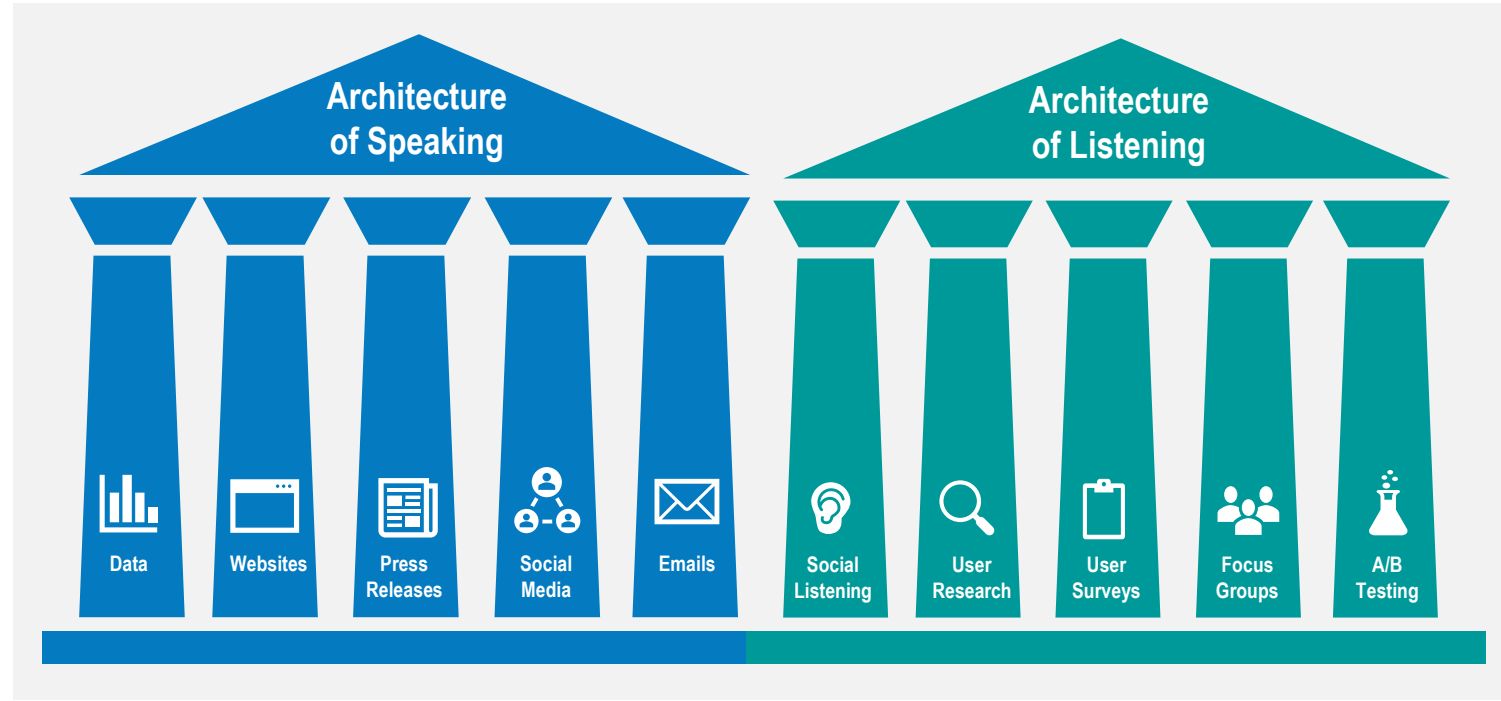
Current State

(How Many Public Organisations Are Operating)



Ideal Future State

(What Public Organisations Should Aspire To)



Paradigm Shift

» 02

How user research and listening can help

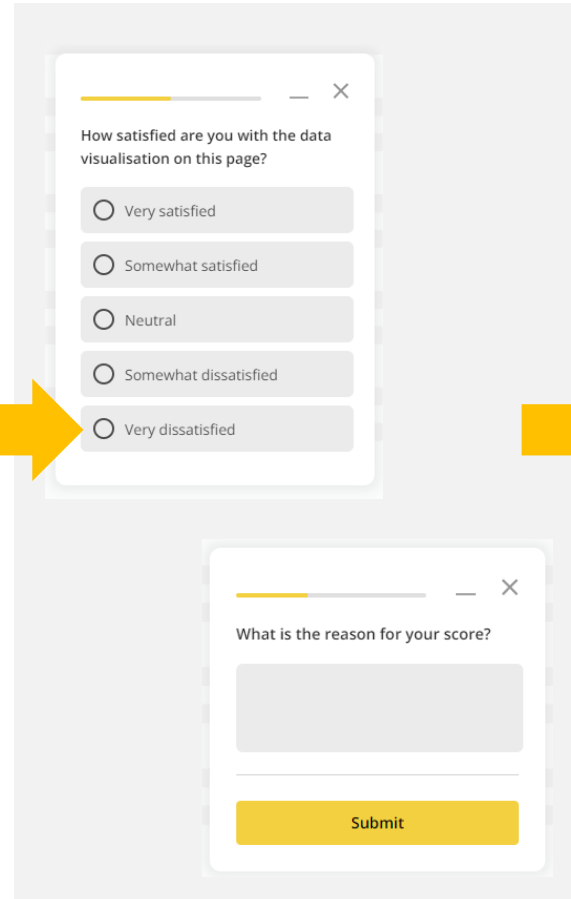


Increasing user satisfaction: Example from OECD's Economic Outlook

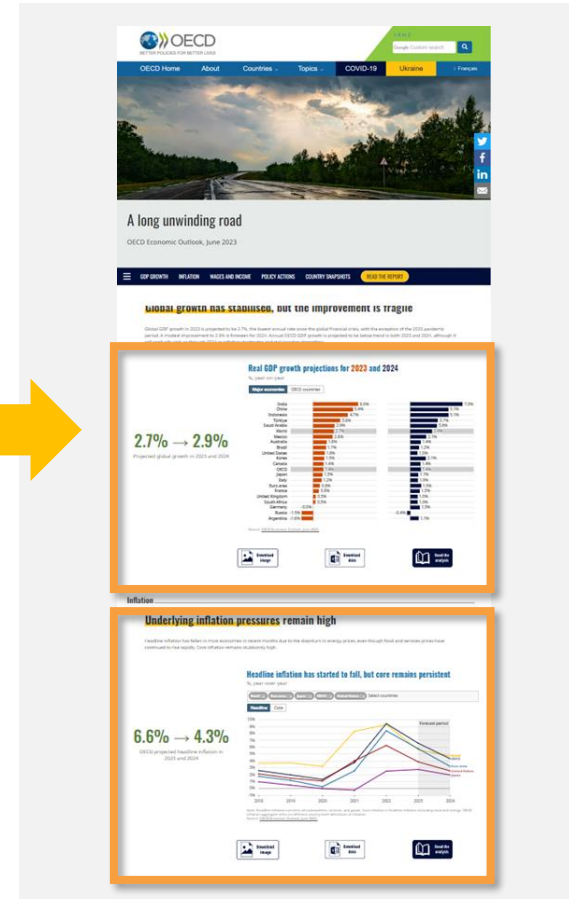
BEFORE Economic Outlook May 2018



AUDIENCE LISTENING Web Pop-Up Survey



AFTER Economic Outlook June 2023



RESULTS

93%
Satisfaction Rate
for Data Visualization

+52
Net Promoter Score
(increase of +25 points)



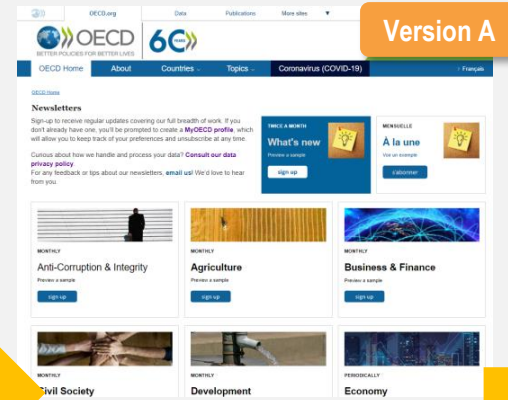
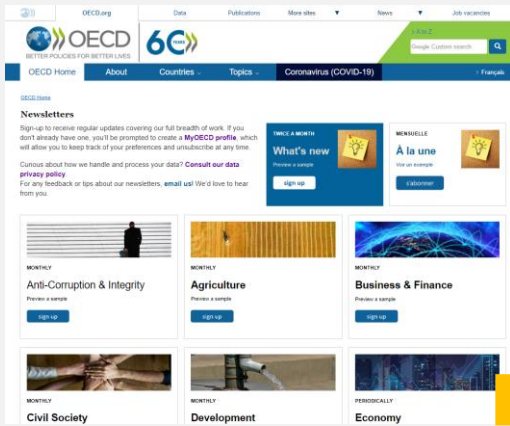
Listening to users via online experiments: A/B Testing of Sign Up Page

BEFORE
Newsletter Sign Up Page with
Multiple Call to Action Buttons

AUDIENCE LISTENING
A/B Testing

AFTER
Simple Newsletter Sign Up Page

RESULTS



VS



6% → 12%
Conversion Rate



Informing design of new OECD website: UX personas

From Persona Clusters to UX Archetypes:

Persona Clusters	Academics	Media	Policy Makers		Private Sector	Civil Society
Socio-Professional Profiles	A Researchers	B C Journalists	Policy Making Experts	Policy Making Leaders	D CEOs	D General Public
	A University Teachers	B Data Journalists	B Legislative Staff Members	C Ministers, Secretaries & Commissioners	C Consultants	C D Engaged Citizens
	A B University Students	C Investigative Journalists	B Civil Service Employees	C Parliamentarians	A IT Experts	C NGO Employees
			B Program Officers	C Legislators	D Entrepreneurs	
			A B Statisticians	C Ambassadors		
			B Analysts	C Executive Directors		
			B Mid-level Professionals	C Senior Officials		
			B C Diplomats			
UX Archetypes	A. Expert Info & Raw Data Seekers Knowledge researcher / producer		B. Comprehensive Knowledge Seekers Information seeker & sharer		C. Digested Knowledge Seekers Decision maker / Leader	D. General Understanding Seekers Non-expert consumer



Discussion Questions

- 1. How do participating organisations see their maturity level in terms of being “good listeners”?**
 - Who is your audience and what is your current understanding of their needs? What do you not know about your audience? What audience intelligence would you like to have?
- 2. Which opportunities do you see in building an “architecture of listening”, especially in the areas of impact measurement and user research?**
 - What question/s would you like to ask your audience ?
 - What are the area where you think we should do more to understand the usage of data ?
- 3. In this journey, which are the capabilities that would benefit from international collaboration and coordination – or even, co-investment?**
 - Potential for joint research projects on specific audience groups, e.g. data journalists