



Pacific
Community
Communauté
du Pacifique

NSO WEB ADMINISTRATORS SEPTEMBER 2019 WORKSHOP

PART II – PRINCIPLES OF STATISTICS DISSEMINATION

PRINCIPLES OF DATA DISSEMINATION ON THE WEB

An effective data release uses a combination of text, tables and graphics to maximize its strength in conveying various types of information

Making Data Meaningful – *United Nations Economic Commission for Europe*

Principles of data dissemination on the web

Success factors to build a website

- **Users**

They have to be the centre of attention

- **Development and maintenance**

Decreasing dissemination costs

- **Search and navigation**

The website architecture must provide comprehensible navigation across the whole website

- **Interpretation**

Data should be comprehensible to the users, and presented in a consistent way

Principles of data dissemination on the web

What do users expect from a statistical website?

- **Indicators**

Basic statistical data, key numbers

- **Pre-defined tables and charts**

Updated tables containing time series, simple charts

Readable directly (i.e. web pages)

- **Statistical publications**

Publications containing text, figures, graphics, maps (in a readable format i.e. PDF)

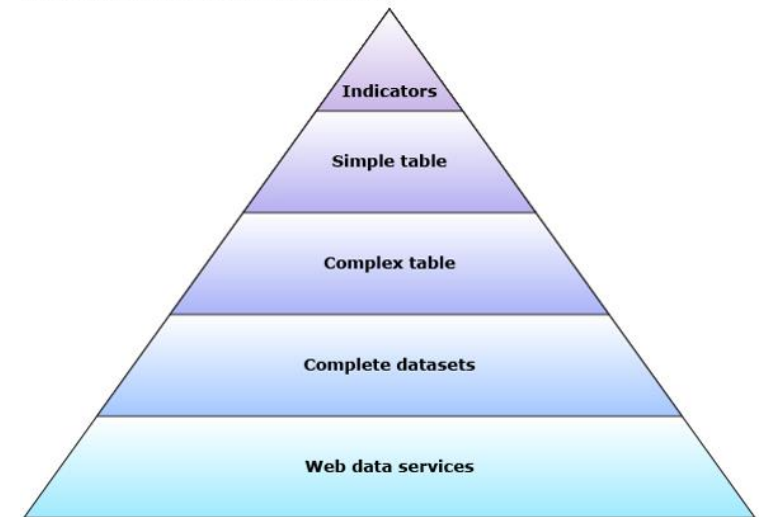
- **Downloadable data and reports**

For in-depth information and analysis (in a standard format i.e. CSV, SDMX, PopGIS)

- **General description of main activities**

Statistical subject areas, services, staff and contact information

Statistics Canada's dissemination model



Principles of data dissemination on the web

Dissemination channels

- **Online publishing**

Datasets: tables & charts

Recent releases

Search

- **E-Newsletter**

Subscribe to updates by email

- **Social media**

Twitter, Facebook

- **Offline material**

Downloadable and printable reports

Principles of data dissemination on the web

Keep things running

An out-of-date website is a dead website

- **Publish what you produce**

Make sure you can keep things up to date

- **KISS : Keep Things Simple and Short**

Make sure you have the time to keep things up to date

- **Maintain your skills set**

Keep making updates will save you time in the long run

- **Use available tools and datasets**

Harvest data from external tools (PDH .Stat, PDH Microdata, IMF DSBB...)