

# Involvement with users

*Principles, priorities and strategic knowledge*

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# UN Fundamental Principles of National Official Statistics

- Principle 1.

“Official statistics provide an indispensable element in the information system of a democratic society, serving the **Government, the economy and the public** with data about the economic, demographic, social and environmental situation. To this end, official statistics that meet the test of practical utility are to be compiled and made available on an impartial basis by official statistical agencies to honour citizens’ entitlement to public information.”



# EU Code of Practice

PRINCIPLE

11

RELEVANCE

European Statistics meet the needs of users.

## INDICATORS

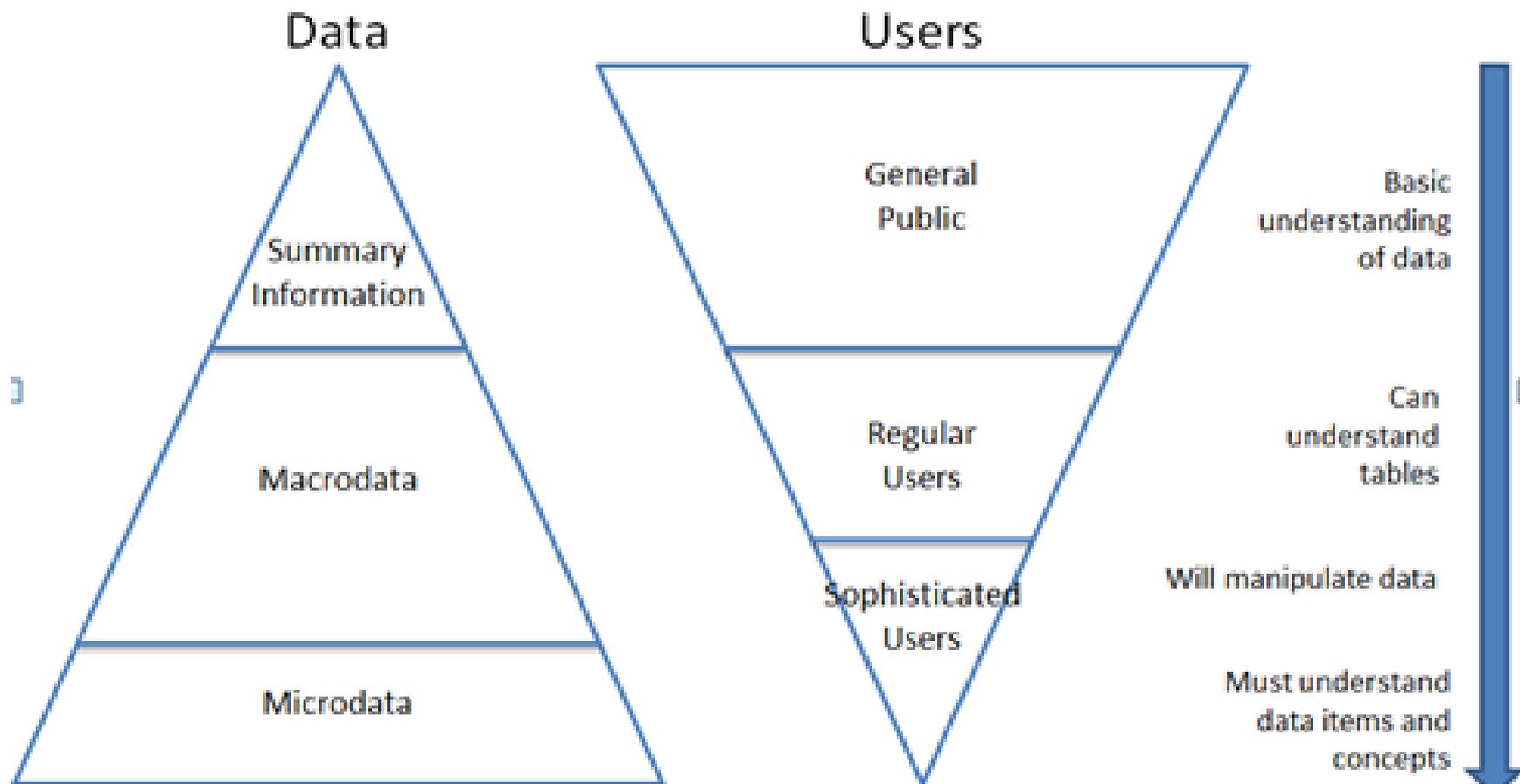
11.1: Processes are in place to consult users, monitor the relevance and utility of existing statistics in meeting their needs, and consider their emerging needs and priorities.

11.2: Priority needs are being met and reflected in the work programme.

11.3: User satisfaction is monitored on a regular basis and is systematically followed up.



# Different data needs



# User types

- User behavior (eg Farmer, Miner and Tourism)
- Sector (eg ministries, authorities, media, academia)
- Knowing of NSSRA (eg existing or potential users)

Build a matrix



# Defining

- Any thinking about a service must start with the question: what is the user need?
- Defining a user need must be strict and honest. For NSIs, it's the need the user has of the NSI, not the need of the NSI to impart information to the user.
- Important distinction, because it means that you'll be able to more accurately measure the success of your services and iteratively improve them to meet the needs of the people who'll make use



# Evidence

Good evidence points can include:

- Existing content. Use analytics to show that content that already exists is being regularly accessed
- Customer facing staff. Talk to people who work on service desks or in call centres. These people talk to users regularly and are able to tell you what the most pressing and real user needs are.
- Search terms. Use search logs to show that people are expressing a need for content or functionality by searching for it on the website
- User research. You may have previously commissioned user research that can help you understand what your users needs are.



# Frame the needs

- The way you describe each user need can have a big impact on how successfully you ultimately meet the real need of the user. Especially for your most important user needs it's important to make sure you have framed the need correctly.
- It can be difficult to get the framing right from analytics data alone. Especially for your most important user needs, be sure to do some qualitative research (talking directly to users) and talk to frontline staff to make sure the wording properly reflects the real user need.



# User inputs –from danish practice

- Citizens trust survey
- User satisfaction surveys
- Usability surveys
- Focus groups
- User meetings
- User groups on all subjects
- Media monitoring
- Questions to Information service
- Web analytics (on use and navigation)
- User groups on all subjects
- Training courses



# Share knowledge about users

- Focus on the user should be incorporated all the processes in statistical production
- Users are not alike, and preferences are changing
- Share relevant information about users
- Let the knowledge of users and user behavior be included in the development of statistics, dissemination and communication



# Strategic priority of users

This is not easy!

- Define a ranking of users or user groups.
- Work with concepts such as priority and strategic users - but also existing and potential users.
- Target dissemination-products, communication, level of description and analysis in relationship to usergroups.

# Userbased strategy for Communication and Dissemination

- Initiating

A Communication and Dissemination Strategy must describe the target groups the NSI will reach, including priorities thereof. Moreover, it should clarify the level of service the NSI must have for managing user contact.

- Follow-up

To ensure that the sub-projects and products that are developed based on Communication and Dissemination Strategy, the Strategy also establishes the principles for monitoring and quality assurance based on users experience.

