

User-friendly dissemination of statistics

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User-friendliness = ?



Pentax IQZoom 200 QD 35mm Film Camera

An uncompromising yet **user-friendly camera**, the IQZoom 200 expands the realms of photographic possibility with....

- Findable/easy to find
- Accessible
- Useful
- Understandable

Dissemination is many things:

- Press releases (press conferences, seminars...)
- Release calendar
- Tabular publications; with documentation, definitions, etc.:
 - as printed publications
 - electronically: Diskettes, CD-ROM
- Analytical reports, books, journals
- Internet (tables/ charts/ text/ databases....)
- Popular presentations: Pamphlets, brochures, posters...
- Information services:
 - Library
 - Answering service (telephone, letters, fax, e-mail)
- Lecturing, meetings, seminars....

Dissemination

– some important issues

- The role of users
- The role of media
- Numbers or analysis?
- Printed publications – electronic dissemination?
- Metadata

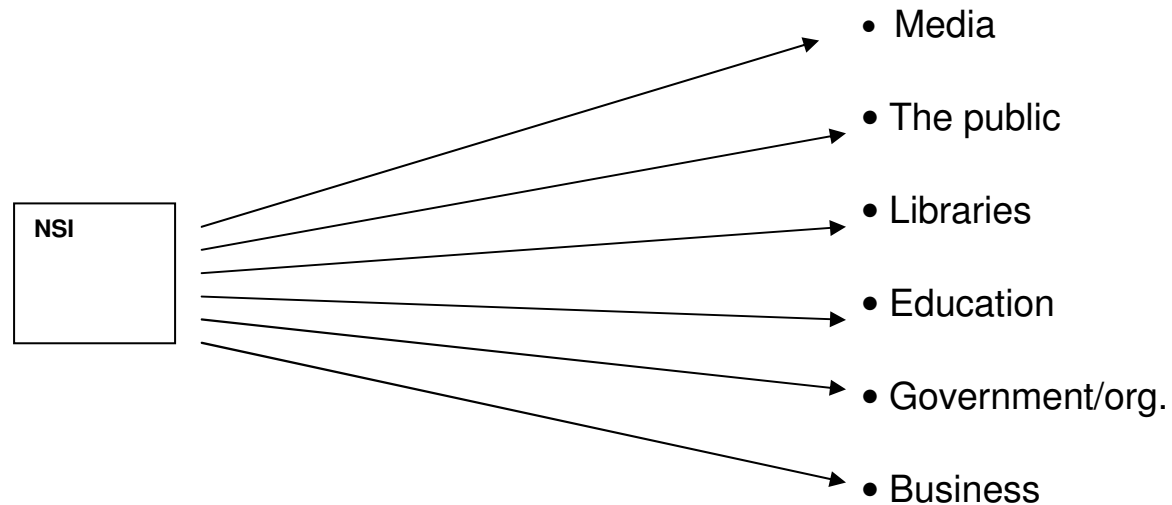
The role of users

“user-friendly = “let’s ask the users”?”

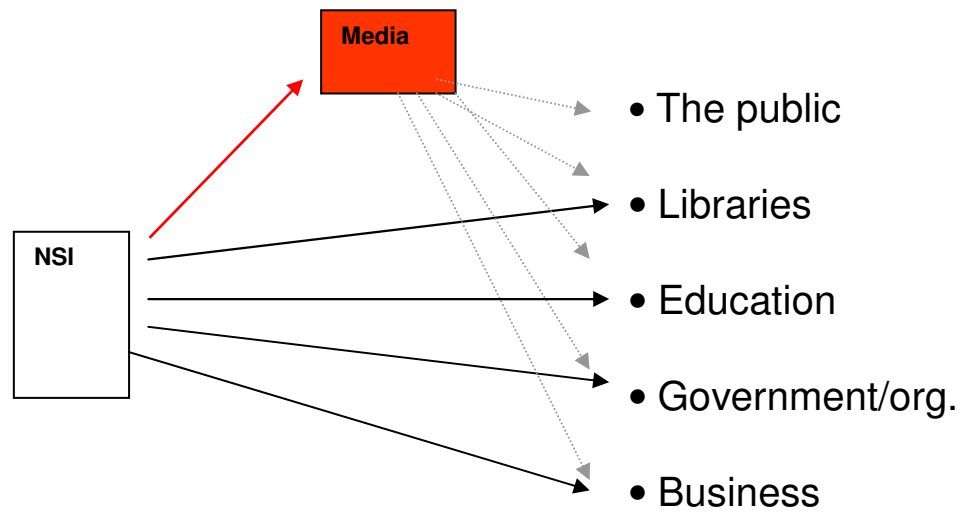
But many users do not know what they want!

The role of the media

Traditional dissemination model



“New” dissemination model





**Statistician and
journalist: Like
cat and dog?**



**Remember: Journalists
are our best friends: We
must cooperate!**

Media: Rule no. 1

Equal treatment!

- Do not favour certain media**

Media: Rule no. 2

Establish a release schedule/calendar

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Advance release calendar

Coming statistics the next 4 months. Advance release calendar sorted by subject or detailed view.

Release	November	Contacts	Phone
12.11	Enterprises, 2005	camilla.torp@ssb.no svein.myro@ssb.no	(+47) 62 88 55 48 (+47) 62 88 51 73
12.11	Forestry, structural statistics, 2006	trond.amund.steinset@ssb.no terje.olav.rundtom@ssb.no	(+47) 62 88 55 82 (+47) 62 88 53 78
13.11	Building statistics, September 2007	john.egil.bjorke@ssb.no birgit.bjomsgard@ssb.no	(+47) 62 88 54 30 (+47) 62 88 50 97
13.11	Construction cost index for plumbing work in office and commercial buildings, October 2007	ase.wilhelmsen@ssb.no einar.eide@ssb.no	(+47) 62 88 54 61 (+47) 62 88 54 64
13.11	Electricity statistics, September 2007	pal.marius.bergh@ssb.no magne.holstad@ssb.no	(+47) 21 09 44 20 (+47) 21 09 47 70
13.11	Portfolio Investments abroad	benedicte.casteberg@ssb.no yngvar.holm@ssb.no	(+47) 21 09 49 72 (+47) 21 09 44 47
14.11	Road traffic accidents involving personal injury, October 2007	kari.fyhn@ssb.no asbjorn.willy.wethal@ssb.no	(+47) 62 88 55 08 (+47) 62 88 54 15
14.11	Salmon exports. Weekly figures	larissa.hermansen@ssb.no utenrikshandel@ssb.no	(+47) 21 09 47 25 (+47) 21 09 47 53
15.11	Deliveries of petroleum products, October 2007	guro.henriksen@ssb.no	(+47) 21 09 47 65
15.11	External merchandise trade, October 2007	oyvind.hagen@ssb.no trine.tandberg.meggison@ssb.no nina.rolsdorph@ssb.no utenrikshandel@ssb.no kamilla.austnes@ssb.no	(+47) 21 09 47 26 (+47) 21 09 47 08 (+47) 21 09 42 77 (+47) 21 09 47 53 (+47) 21 09 49 58
15.11	Population statistics. Population 1 October 2007, and population changes in the 3 rd quarter 2007	ovind.rustad@ssb.no	(+47) 62 88 53 59
16.11	Cost index for road goods transport, October 2007	klara.skarnes@ssb.no	(+47) 62 88 54 16

Numbers or analysis?

Numbers to the experts?

Analysis/comments to the media & the public?

Print or electronic?

- *Yesterday*: Printed publication first, then electronic/Internet
- *Today*: Parallel publishing: Paper *and* Internet simultaneously
- *Tomorrow*: First on the Internet, then printed version.
(In Statistics Norway, an "Internet first"-policy has been implemented. Statistics are – since June 1999 – released daily on the Internet.).

The future?

Publishing statistics: Two main directions?

	Electronic	Paper
Numbers/ Tables	1	(x)
Text/ Analysis	(x)	2

1. Numbers/tables: On Internet
2. Text/analysis: Printed publications

Metadata

”Data about data”:

- Sources: Population/sample
- Methods: Variance/estimation/calculations
- Concepts/definitions
- etc.