



Dynamic Publishing For NSOs the next step beyond data visualisation to data engagement

Merry Branson | Assistant Statistician (Branch Head)
Customer Services Branch | ABS 2017 Program Delivery

United Nations Regional Workshop on Data Dissemination and
Communication, Manila, 20 - 22 June 2012



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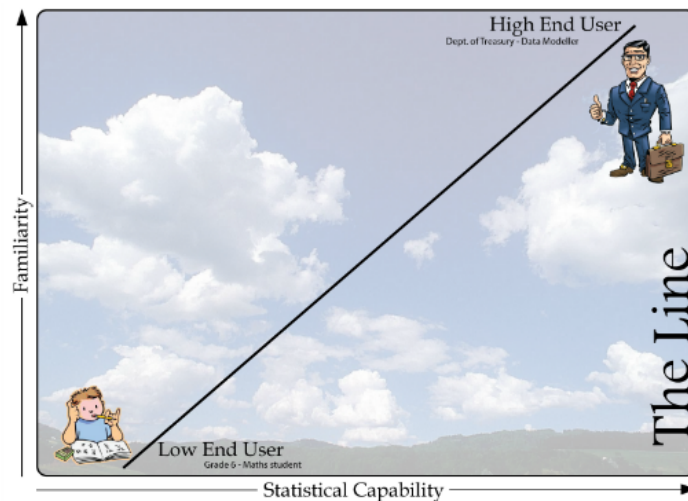
Why data engagement , interactive tools and statistical stories?



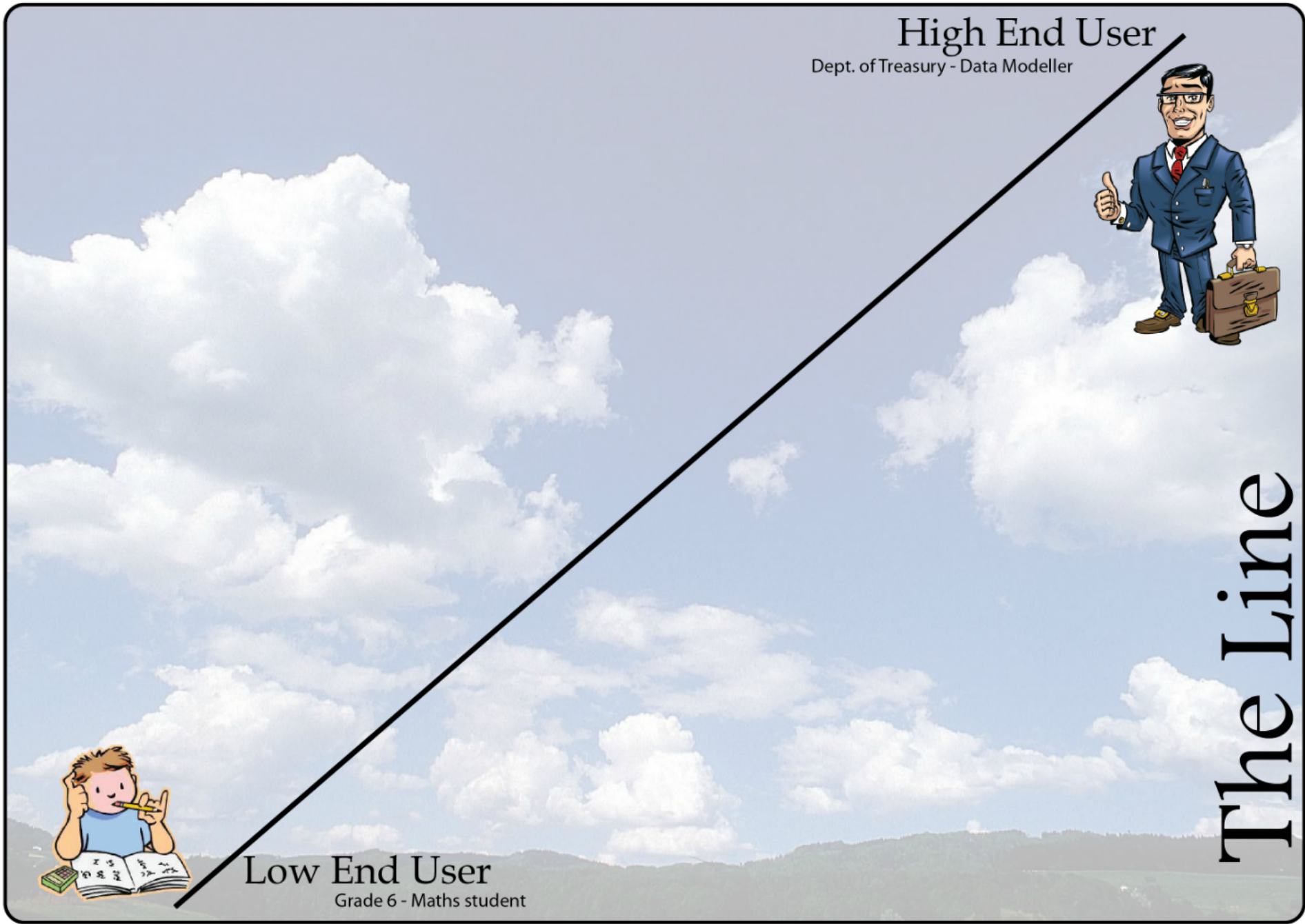
The use of **data engagement**, **interactive tools** and **statistical stories** are enabling us to communicate statistics in more engaging and understandable ways.

More engaging and interactive content will contribute to our efforts to raise **statistical literacy** levels amongst our users and the Australian community.

Helps us to achieve the aspirational goal of **Australians using statistics to make sensible, informed decisions**



Familiarity



High End User

Dept. of Treasury - Data Modeller



The Line

Low End User

Grade 6 - Maths student









Statistical Capability

Examples from the ABS website

Interact with our data page

Showcasing a number of interactive data visualisations using Google Motion Charts, Animated Population Pyramids, Inflation Calculator and interactive charts.

 <p>Google Motion Charts House Price Index</p> <p>Google Motion Chart demonstrating House Price Indexes - Eight Capital Cities Median House Prices (unstratified) from March Quarter 2007 onwards</p>	 <p>Google Motion Charts Australian Population Projections</p> <p>Google Motion Chart demonstrating Australian Population Projections for Years 2006 to 2056</p>
 <p>Australian Historical Population</p> <p>A concept that demonstrates the growth of Australia's Population by states and territories from 1789</p>	 <p>Animated Population Pyramid</p> <p>A population pyramid is a graph showing the age and sex distribution of a population. It is a useful tool in revealing information about a population's history and future possibilities. The ABS animated population pyramid shows the change of population distribution over time.</p>
 <p>Consumer Price Index Inflation Calculator - The Real Worth of Money</p> <p>A fun tool that demonstrates the change in purchasing power of an amount of money between two chosen dates. The difference shown between the user's input value and what the CPI Inflation Calculator outputs demonstrates the effect of inflation over time.</p>	 <p>Tourist Accommodation - Room Occupancy Rate, Australia</p> <p>An interactive tool that allows you to compare the Room Occupancy rates of the Hotels, Motels and Serviced Apartments with 15 or more rooms in each state of Australia.</p>

<http://www.abs.gov.au/websitedbs/D3310114.nsf/home/Interact+with+our+data>

interactive charts.



[Google Motion Charts House Price Index](#)

Google Motion Chart demonstrating House Price Indexes - Eight Capital Cities Median House Prices (unstratified) from March Quarter 2002 onwards.



[Google Motion Charts Australian Population Projections](#)

Google Motion Chart demonstrating Australian Population Projections for Years 2006 to 2056



[Australian Historical Population](#)

A concept that demonstrates the growth of Australia's Population by states and territories from 1788



[Animated Population Pyramid](#)

A population pyramid is a graph showing the age and sex distribution of a population. It is a useful tool in revealing information about a population's history and future possibilities. The ABS animated population pyramid shows the change of population distribution over time.



[Consumer Price Index Inflation Calculator - The Real Worth of Money](#)

A fun tool that demonstrates the change in purchasing power of an amount of money between two chosen dates. The difference shown between the user's input value and what the CPI Inflation Calculator outputs demonstrates the effect of inflation over time.



[Tourist Accommodation - Room Occupancy Rate, Australia](#)

An interactive tool that allows you to compare the Room Occupancy rates of the Hotels, Motels and Serviced Apartments with 15 or more rooms in each state of Australia.

Examples from the ABS website

If Australia was only 100 people...

94 are employed 47 are women



If Australia was - 100 People

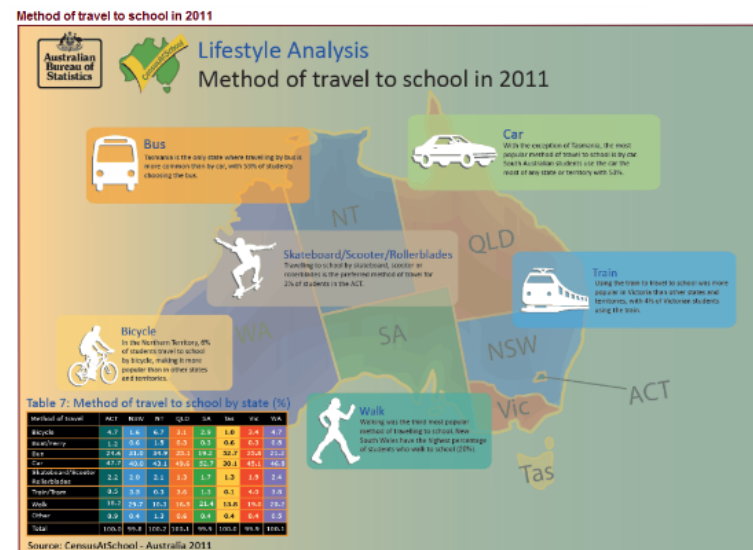
Reducing Australia's population to only 100 people makes it easier to see the differences in Australia's population characteristics.

<http://www.abs.gov.au/websitedbs/c311215.nsf/b337456813aeb918ca256de4002cad58/7de6c2bd296da880ca25776d00042d93!OpenDocument>

Examples from the ABS website

CensusAtSchool Infographics

Using data collected from the CensusAtSchool Questionnaire, a series of infographics were developed to capture the characteristics, attitudes and opinions of students who completed the questionnaires.



<http://www.abs.gov.au/websitedbs/cashome.nsf/Home/infographics>

Examples from the ABS website

National Regional Profiles

Using Google Maps to enhance the navigational experience, the National Regional Profiles provides a snapshot summary of a particular Australian region from a number of ABS statistical collections.

National Regional Profile 2006-2010

[How to find a Region](#) [Compare Regions](#) [About the Data](#) [Videos and other Help](#) [Past Issues](#)

Use the list or map to select a region, then click on Get Data to download a data profile in a new window.

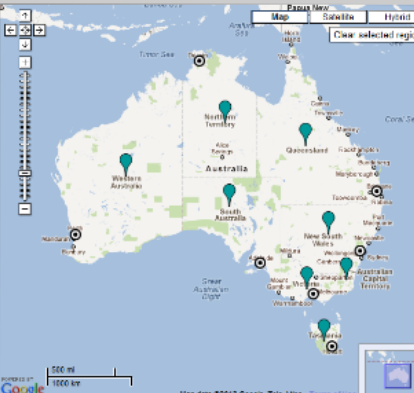
Search
Find an address in region [Search tips](#)
Finished Parsing 16 markers in 0.041 seconds

Legend

- Country
- State/Territory
- State/Territory Capital
- Statistical Division (SD)
- Statistical Subdivision (SSD)
- Statistical Local Area (SLA)

Select region by name or by map
 Show boundaries on the map
SD/SSD/SLA | Local Government Area

- Australia - Get Data
 - New South Wales - Get Data
 - Victoria - Get Data
 - Queensland - Get Data
 - South Australia - Get Data
 - Western Australia - Get Data
 - Tasmania - Get Data
 - Northern Territory - Get Data
 - Australian Capital Territory - Get Data
 - Other Territories - No profile available



Map | Satellite | Hybrid
Close selected region

100 mi
100 km

Map data ©2012 Google, Tele Atlas, DeLorme, etc.

<http://www.ausstats.abs.gov.au/ausstats/nrpmnsf/NEW+GmapPages/national+regional+profile?opendocument>

Examples from the ABS website

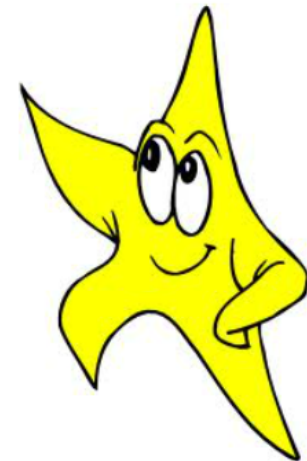
Census Spotlight



<http://spotlight.abs.gov.au>

So why dynamic publishing?

- The user is no longer just a “reader” of the Web. The new web user is a “protagonist” of the Web.
- They increasingly play an **active role** to disseminate, to share, to discuss, to promote and to improve information.
- The 2.0 user is **co-star in the production** of information
- So, “putting the user at the center” means giving to the user a chance to **speak directly** with our data.
- An important growing audience for us are other systems that interact with our sites through **machine to machine services**.



What do I mean by dynamic publishing?

- Dynamic publishing is a method of designing pages where the user chooses from a navigator and/or list and they generate "behind the scenes queries" which populate the page.
- Using this method, page designers do not work on finished pages, but rather on various layout templates and pieces of content, which can then be combined to create a number of finished pages.



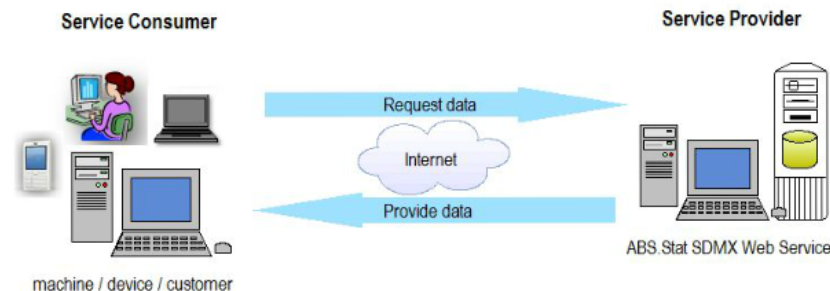
Why is Dynamic Publishing needed?

- this approach offers significant advantages of efficiency over a traditional system of page-by-page design
- we simply cannot pre-prepare all the options our clients may wish to choose to view
- we can easily layer information to cater for users with different statistical literacy
- data refreshes when the underlying output data warehouse is updated



What does it take?

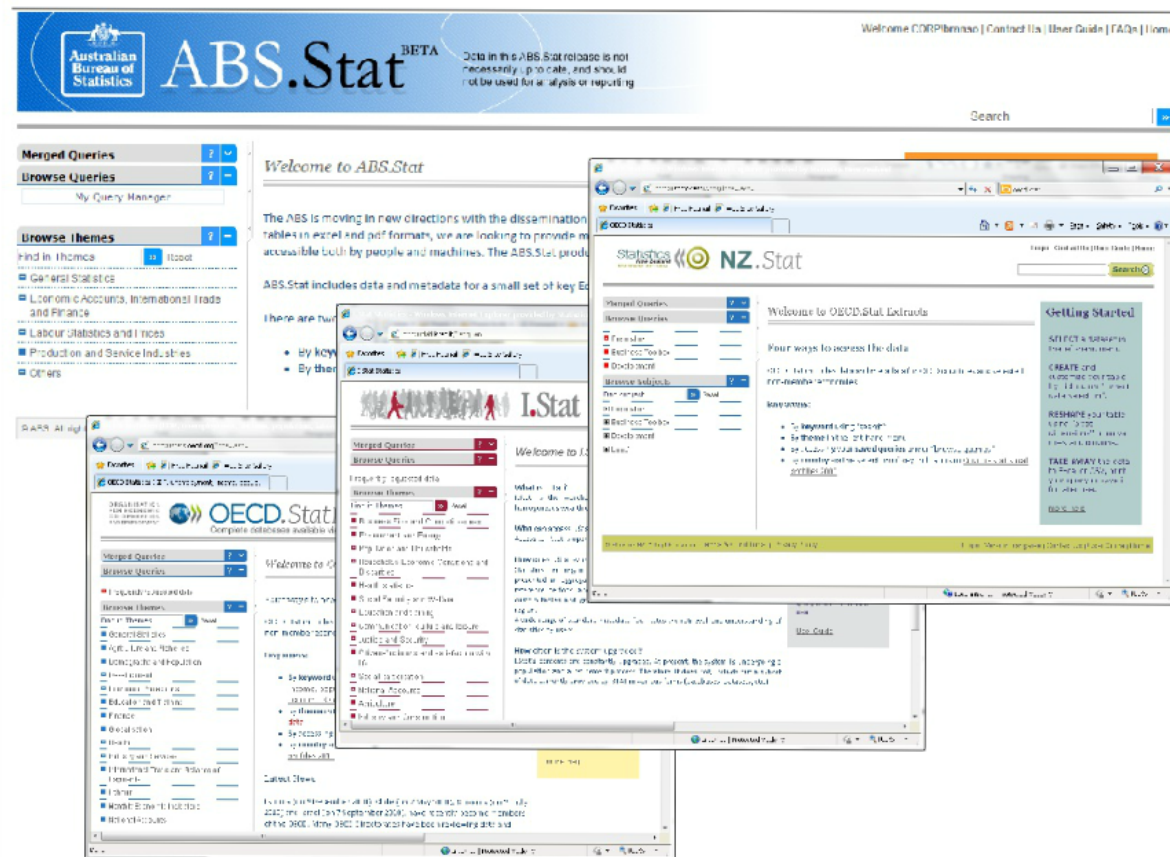
- good data management
- an output data warehouse with web services
- a different way of thinking
- databasing the descriptive text where necessary to explain the data
- very early days for us using OECD's .Stat product
- the most advanced I have seen are IStat, in particular their Noi Italia product



International Collaboration

Lots of benefits from collaboration

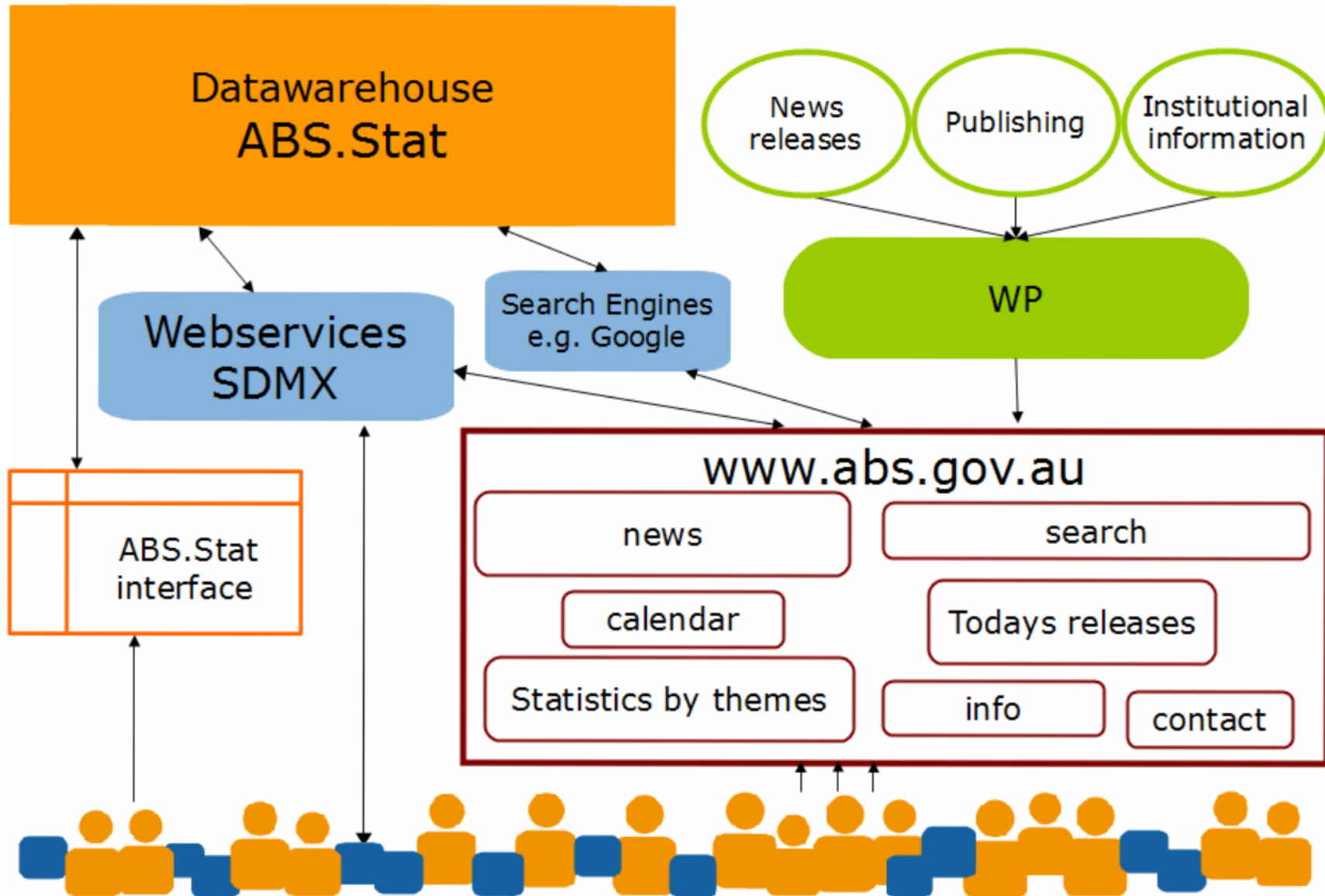
- Stats Italy
- Stats NZ
- OECD
- IMF



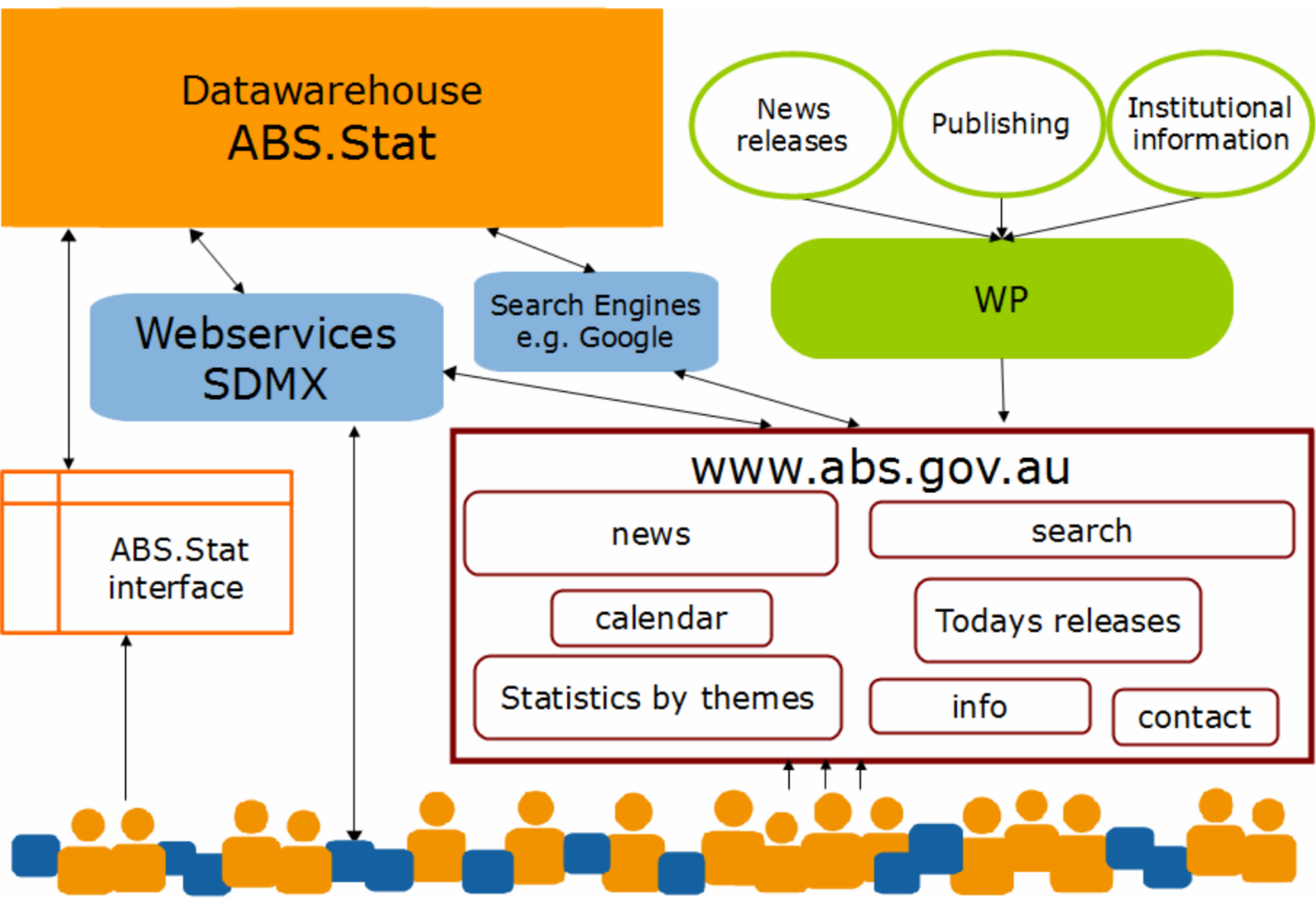
A simple example

<http://par-la-fenetre.net/OCDE/>

In simple terms



Business Process



Any Questions

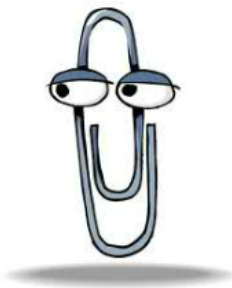
It looks like you
have a question.

Would you like to:

Ask now?

Talk to me
later?

Don't show me
this tip again



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