

**Statistics Norway's dissemination policy**  
April 2007

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Printed by: Statistics Norway

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This handbook lays down the main rules for dissemination by Statistics Norway, and gives useful advice and tips on its dissemination work. This document replaces rules, guidelines and routines for dissemination that have been available on the intranet and the Publishing handbook, SSH 64. For more information or for further clarification, please contact Statistics Norway's Department of communication. This document is updated on an ongoing basis. Changes of a material or fundamental nature are decided by the director general.

## 1. Statistics Norway's dissemination policy: Satisfied users

*Common factual basis* Statistics Norway is the central body responsible for covering the need for statistics on Norwegian society. Official statistics are the nation's common factual basis and are essential for a living democracy. Statistics make it easier for people to stay informed and for politicians and the business community to make decisions, see Strategies 2007.

Statistics Norway's dissemination policy is based on the provisions of the Statistics Act covering Statistics Norway's role and duties, on the transparency principle and on international guidelines for official statistics from the EU and UN, among others.

*Available to all* Official statistics are a common good for society and shall be available to everyone. Statistics must be presented in such a way that the main results can be understood without expert knowledge of statistics. Statistics Norway's statistics and analyses must be accessible and understandable in order to enable users to obtain information on Norwegian society. Statistics Norway shall use its know-how to make the statistics coherent, understandable and accessible. Statistics Norway's statistics and analyses shall cover the needs of the general public, and also be extensive enough and detailed enough to cover the business community and the authorities' needs for statistics for use in analyses and policy formulation.

*Dissemination channels* The main channel for disseminating statistics and analyses is [ssb.no](http://ssb.no). All Statistics Norway publications shall be freely available on [ssb.no](http://ssb.no). All statistics published by Statistics Norway shall be available in detail in StatBank on [ssb.no](http://ssb.no), in addition to the main results being presented in a text format via the daily statistics releases. All publications shall be announced well in advance by means of the advance release calendar, and released at 10am on the day specified. The main products on [ssb.no](http://ssb.no) are the statistics' home pages for Today's statistics, Focus on, Statistical magazine, Publications and StatBank.

The Focus on pages are compiled to give an introduction of a specific area to users who have no expert knowledge of statistics and to provide an overview of statistics available in the area. The Focus on pages have an established structure and range from the general to the specialised and detailed.

The [ssb.no](http://ssb.no) website: [Statistics Norway - homepage](http://ssb.no)

Publishing on [ssb.no](http://ssb.no) consists of releasing official statistics and publishing documentation, analyses and research results. The majority of the analyses and documentation are also published as paper publications.

All content on [ssb.no](http://ssb.no) is free to access. Where content is copied and used, Statistics Norway must be quoted as the source. Special adaptations and work on customising statistics for individual users must be paid in full, see [price policy](#).

In order to cover user needs, all statistics and most of the analyses are published in both Norwegian and English. Statistics Norway publishes at least 25 per cent of material in both Norwegian languages (Bokmål and Nynorsk). All of our forms and related material are also available in both Norwegian languages. For more information, go to: [Dissemination in Nynorsk - the intranet](#). The media is vital for reaching users. Statistics Norway has therefore drawn up guidelines for media contact, [see section 12](#).

*Official statistics* Statistics Norway is the central body responsible for official statistics in Norway and produces around 85 per cent of official statistics in Norway. All statistics published by Statistics Norway are regarded as official statistics, with the exception of certain pilot surveys, which upon the approval of the director general can be published through Reports, the Statistical magazine etc., provided that such pilot statistics are only published on a one-off basis.

Together with [the Statistics Council](#), Statistics Norway is developing solutions that enable a more seamless access to official statistics regardless of whether they are produced by Statistics Norway or someone else. The relevant institution must publish the official statistics themselves and the seamless access shall comprise portal services in addition to the individual institution's release of statistics. The portal services can, for example, be a common advance release calendar, Focus on pages for certain areas across the institutions, and a common e-mail subscription system.

Historically, Statistics Norway also publishes official statistics from other institutions. This particularly applies to certain tables in the Statistical yearbook of Norway and tables that help create a holistic description of an area of society. As the seamless solutions on the Internet are made available, the need for Statistics Norway to publish statistics from other institutions will diminish.

The ten key quality principles in the dissemination of statistics from Statistics Norway are:

1. The statistics shall be relevant to the users and cover what is naturally included in a statistics area.
2. The statistics shall be published in a timely and punctual manner in relation to the timeframe/period of time that the statistics apply to and the general needs of society.
3. The statistics shall be accurate.
4. Statistics shall be comparable and consistent with previously published statistics, other statistics from Statistics Norway and statistics from other institutions and countries.
5. The statistics shall be accessible by being easy to find, easy to understand and well documented with a description and background details.
6. All users shall be treated equally.
7. The statistics shall be professionally independent of the authorities and other parties that may have an interest in how the statistics are formulated and presented.
8. Data security and privacy protection shall be safeguarded.
9. Publication by Statistics Norway shall be predictable, with statistics releases being announced well in advance.
10. Statistics Norway shall be available to receive enquiries from users and shall give quick and relevant responses.

These quality requirements apply to all of Statistics Norway's statistics regardless of whether they are produced as part of a government assignment or a user-financed assignment.

Reference is also made to the quality requirements for official statistics: [European Statistics Code of Practice](#).

- Releasing statistics* Statistics Norway's statistics consist of 880 releases during the course of a year, which are divided into around 330 different statistics. A set of statistics covers part of an area of society. How an area of society is described through individual statistics depends on what it is natural to include and that the access to data is fairly consistent over time.
- All statistics have their own homepage on [ssb.no](http://ssb.no). A key characteristic of statistics is that the tables in the statistics are collectively released on the same date. The statistics are the overarching component for all publications of tables and diagrams. Statistics can contain text, tables, diagrams, tables in StatBank, About the statistics and contact persons, and are available in Norwegian and English.
- Research and analysis* Statistics Norway believes it is important to carry out analyses and research based on the statistical material. By actively throwing light on a topic that is being discussed in the broad societal debate, Statistics Norway imparts knowledge, and the value of statistics increases. The periodicals *Samfunnsspeilet* (only available in Norwegian) and *Økonomiske analyser* play a key role here, as do the Statistical magazine on [ssb.no](http://ssb.no) and Reports, Statistical Analyses and Economic Survey. These are important dissemination channels for the research and analysis work in Statistics Norway. Analyses and research results that are based on statistics or accounts that have not previously been published, such as the Economic Survey and the economic trend reports, cannot be published until the statistics have been released.
- Micro data for research* Statistics Norway is responsible for disseminating micro data for research purposes to researchers both in the institution and externally. This applies to micro data from both sample surveys and register data. Researchers at recognised research units and authorised students can loan data for research purposes. The specific research work shall be documented in a project specification. § 2-5 of the Statistics Act and the resolution of the Data Inspectorate of Norway dated 16 March 2006 form the basis for Statistics Norway's supply of data for research purposes.
- For more details, go to [section 11, Security handbook](#) (Norwegian only) and [Data for research](#).
- Comparisons* In order to understand society with the help of statistics, it is crucial that the statistics contain long time series and comparisons across groups and countries. Random deviations can often occur from one period to the next, and it is often necessary to compare several years in order to see the broad picture in the development. Many areas will have breaks in the time series, which will mean that the statistics are not comparable. However, revised figures will be produced if possible.
- International comparisons are important for a small country like Norway. When Statistics Norway publishes statistics it is beneficial to include comparable statistics from other countries. However, they often have a different release date or are not comparable. In these cases, it is important to compare statistics from previous years and compose separate articles describing the Norwegian development seen in relation to other countries. An [overview](#) has been compiled of recommended sources for international statistics and which international sources can freely be used to create international comparisons.
- Statistical literacy* The UN has published a practical guide giving tips on disseminating statistics. The main target group for the guide is statisticians, researchers and employees of statistics offices worldwide. *Making Data Meaningful: A guide to writing stories about numbers* contains tips on how to write good articles, create intelligible tables,

graphics and maps, at the same time ensuring that the presentation is independent and neutral.

Go to [New guide shall give life to statistics - the intranet](#)

#### *Courses and seminars*

Conveying knowledge through talks, courses and seminars is a vital part of Statistics Norway's dissemination. Courses are held on various statistical topics and practical courses are held on how to find the statistics, for instance on [ssb.no](#). Some of the courses are open to everyone and are announced on [ssb.no](#). Other courses are for a special institution or target group. Seminars are held in connection with special releases, publications in the Statistical Analyses series or relevant events. The seminars last either half a day or a whole day, or are short seminars held at the end of the working day.

See the current information: [SSB: Seminar](#)

#### *Subject areas in Statistics Norway*

Statistics Norway has created its own classification system for subject areas, which is defined as a standard. All statistics published by Statistics Norway are classified according to this standard. The Department of communication has responsibility for the statistics being assigned to the correct subject area. Go to [Statistics Norway - statistics classified by subject area](#) and look at [the standard database](#).

#### *Statistics Norway's visual profile*

One of the aims of Statistics Norway is to have a uniform profile. One of the ways of achieving this is through a uniform design program. Most employees in Statistics Norway only need to act in accordance with Statistics Norway's profile by using the available templates for letters (Word), publications (Word), Power-Point presentations, business cards (on [the intranet](#)). These templates must be used. All special formulations shall be designed by the Department of communication. This applies to presentations, publications, brochures, signs, marketing material, announcements and anything else that contains or could contain visual graphic components.

Statistics Norway's design consists of logo type, use of colours, illustration components, typeface and layout. The design portrays Statistics Norway as a modern, professional and confidence-instilling institution.

## 2. Releasing official statistics

Statistics Norway is solely responsible for deciding what, when and how statistics shall be released. The term "release" is used in relation to publishing new official statistics, while "publishing" is the publishing of supplementary products such as publications, the Statistical magazine, the periodicals, plus others. Before statistics can be released, they must be approved ([see section 5](#)). Statistics are released on the date specified in the advance release calendar, and simultaneously for all users.

Statistics Norway's statistics follow these main principles for dissemination:

- All statistics are published on [ssb.no](#).
- New statistics releases are announced in the advance release calendar and made available to the outside world via Today's statistics on [ssb.no](#).
- The main results in the new statistics are presented and commented on in Today's statistics.
- The main tables (the most important and most used tables) are presented as pre-formatted tables with a fixed layout on the statistics' homepage.
- The complete statistics (all the figures that it is natural to publish) are available in StatBank.

The scope of Today's statistics can vary depending on how central the statistics are, how much interest there is in the statistics and what is needed to understand the

statistics. However, there are certain minimum requirements that apply to all Today's statistics presentations:

- Name of the statistics, for example "Bonds and commercial papers"
- Title, for example "Reduction in commercial paper issues"
- Lead paragraph
- Pre-composed tables, and diagrams where relevant
- All figures that it is natural to publish for the statistics shall be available in StatBank.
- About the statistics
- Norwegian and English versions

The scope of the text/diagrams in Today's statistics does not need to be consistent. For example, it may be the case that some monthly statistics generate more interest or contain more interesting information some months than others. In these cases, the scope can be greater than in months that are not so important.

There is no requirement for Norwegian and English articles to be identical, and there is often good reason for the English translation deviating from the Norwegian article. It may be that a lesser degree of detail is required in the English article, such as in relation to figures for some municipalities. In other cases, there may be a need to include an explanation in the English article of concepts or social conditions that are peculiar to Norway, e.g. financial support from the government for parents of young children, which is simply known as "cash support" in Norwegian.

StatBank is the main channel for the complete statistics. Tables showing the main results should also be provided as a supplement to Today's statistics.

## 2.1. Access to official statistics before release

In principle, no one has access to the statistics before they are released. This is one of the most important principles of Statistics Norway's dissemination policy, and is designed to ensure equal treatment of the users.

*For Statistics Norway employees*

Line managers and other Statistics Norway employees involved in approving and preparing the release on [ssb.no](http://ssb.no), can have access to the statistics prior to release. Other employees in Statistics Norway may be given such access for purposes of their work but statistics must not be made public, either directly or indirectly, before they are released through Today's statistics on [ssb.no](http://ssb.no).

*For special users*

Advance access to statistics for special external users must be approved by the director general and announced in this document.

The following arrangements have been approved to date:

- The Ministry of Finance and the Ministry of Local Government and Regional Development are sent figures being prepared for public finances in connection with their work on the national budget, revised national budget and municipal reports.
- When required, the said ministries also receive provisional figures that are retrieved from the register of paid and distributed tax in connection with their work on the ongoing income levelling in the municipalities. The material cannot be used for any other purpose until the figures have been released by Statistics Norway. (Resolution of the meeting of the executive committee 19 February 2003.)

*Owners of administrative data used in statistics production*

A number of our statistics are based on administrative data. In such cases, data owners may, in principle, have current knowledge of figures before our release. Such figures can also be published by register owners, but our statistics may

deviate from the register owner's statistics due to the addition of new criteria or other controls and revisions.

Material is often processed in collaboration with the data owner in order to ensure the quality of the data. Such contact does not contravene the rules on the releasing of statistics, and can be a practical part of the quality assurance procedure. However, it is important that data owners do not forward our statistics to third parties or use them in their executive work before they have been released by Statistics Norway. The principle that the release of statistics to parties other than the relevant data owner shall be carried out by Statistics Norway or simultaneous to Statistics Norway releasing the statistics must not be deviated from. Once the statistics have been released by Statistics Norway they are available for everyone.

The director general must give his approval in cases where owners of administrative data require access to our processed statistics before release.

#### *User-financed statistics*

Under the terms of the obligation to provide information in the Statistics Act, the release of statistics shall comply with the main rules for release, also with regard to user-financed statistics. Where user-financed statistics are not subject to the information obligation, as is the case for a number of interview surveys, customers can have access to the results before they are released. However, no deviations can be made from the principle that the release of statistics to parties other than the relevant customer shall be carried out by Statistics Norway or simultaneous to publishing by the customer. Once the statistics have been released by Statistics Norway they are available for everyone. Before release, the customer can only use the results internally.

## **2.2. Advance release calendar**

The advance release calendar provides an overview of the statistics due to be released in the next four months, giving their name, subject area classification, release date and the name/e-mail address/telephone number of contact persons for the statistics. In addition to being a useful planning and management tool in the release of new statistics, the advance release calendar also covers important quality principles, by demonstrating that Statistics Norway is predictable, professionally independent and treats all users the same, among other things.

The divisions are responsible for reporting new statistics to the advance release calendar as early as possible, and preferably four months in advance. The annual statistics are announced by week number, but the monthly and quarterly statistics are announced by date. Where it is desirable to announce annual statistics on a certain date, this is discussed with the editorial team of Today's statistics.

With regard to first-time and one-off releases, exceptions may be agreed with the editorial team of Today's statistics in the Department of communication to include the releases in the advance release calendar at a later date. Together with the divisions that have releases due, the editorial team of Today's statistics draws up a detailed calendar for the next fourteen day period fourteen days prior to release.

Changes to the release date in the advance release calendar after the statistics have been announced should only be made in special circumstances where the statistics have been delayed or have been completed well before the planned date.

The text in the advance release calendar shall be in the same language as the presentation of the release.

More information on routines for publishing Today's statistics is available here. More information on the advance release calendar is available here. Information can be entered in the advance release calendar here: Advance release calendar.

Go to the advance release calendar: [Forthcoming statistics](#).

### 2.3. New statistics

All statistics have their own homepage on [ssb.no](#), with a defined [alias](#).

Decisions on establishing *new current statistics*, *major reorganisations of existing statistics* or conducting a *one-off survey* are made by the director general. Where the work is part of a project, the project specification must clearly state that the aim is to develop new official statistics. Where new statistics are a by-product of a project, the proposal for new official statistics shall be forwarded as a separate issue.

Proposals for decisions on establishing new statistics or major reorganisations of existing statistics shall be forwarded to the director general along with documentation on principles, definitions, the application of the obligation to provide information and compulsory fines, the collection system (register use and form content), revision/processing and releasing.

The system and results must be approved in a simplified decision (as a minimum) by the director general well before the *initial release*. The proposal shall be discussed with the Department of communication before being forwarded to the director general. When the director general has given his approval, the Department of communication shall assign an alias and establish a new homepage.

#### Reminder for establishing new statistics or major reorganisations - dissemination

Releasing and publishing in collaboration with the Dept. of communication

Name of statistics and subject area classification	<ul style="list-style-type: none"> <li>Application to the Department of communication</li> </ul>
Advance release calendar	<ul style="list-style-type: none"> <li>Release date shall be given in the advance release calendar. Contact the Department of communication.</li> </ul>
Release	<ul style="list-style-type: none"> <li><b>Director general shall approve initial releases.</b> A release entails entering the statistics in StatBank, publishing Today's statistics and About the statistics in Norwegian and English. To be discussed with the Department of communication first.</li> </ul>
Publishing	<ul style="list-style-type: none"> <li>See section 3: <a href="#">Publication by Statistics Norway - after release</a></li> </ul>

### 2.4. Cessation of statistics

As with establishing new statistics, the cessation of statistics shall be approved by the director general (in a simplified decision). In addition, the homepage of the statistics shall inform site visitors that the statistics are no longer available and include any references to where newer data can be found. Users will still be able to access the statistics homepage even although the statistics are no longer available, but the page will be downgraded to archive level.

### 2.5. Releases through Today's statistics

*Today's statistics* is the daily release on [ssb.no](#). All new official statistics are released in the form of a Today's statistics presentation, which is announced in the advance release calendar. Statistics shall only be released in line with this routine. Only when the statistics have been released can figures from these be published in other Statistics Norway publications or in some other way. New analyses of previously released statistics are not classed as new statistics.

Today's statistics are published every weekday at 10am precisely, in both Norwegian and English. In the event that [ssb.no](#) is not operational at 10am, and important and/or market-sensitive statistics are due to be published, the editorial

team of Today's statistics shall initiate a routine for how the main figures shall be disseminated.

Statistics are published in the form of aggregated quantities, such that the information that is given characterises a mass and not individual statistical units. Official statistics shall not be published in such a way that data can reveal the identity of the customer or other statistical unit to their detriment. Cases of doubt will be considered by the [Confidentiality committee](#).

Today's statistics always consist of an article and tables. They can also contain graphic presentations in the form of diagrams and maps. Today's statistics are compiled by the relevant division together with the editorial team of Today's statistics.

Text and tables in Today's statistics have fixed deadlines. Both the Norwegian and English versions of the article, tables, diagrams and About the statistics are uploaded to Q:/internett/fagseksjon/(emnemappe)/(statistikkmappe)/ when they are ready. The final deadline for tables and diagrams is 7am the day before release, and the deadline for articles is 9.30am. Some economic short-term statistics have a later deadline. If a delay is necessary, the editorial team of Today's statistics should be contacted as soon as possible.

Some helpful advice has been given for the releasing of statistics, [Checklist for Today's statistics - intranet](#) and [Brief introduction to first-time publishing - intranet](#).

For more information, go to: [Today's statistics publishing - intranet](#).

## 2.6. About the statistics

All statistics' homepages have established metadata information, known as About the statistics. This is the statistics' "how to", and contains all central metadata such as terms, production data, error sources etc.

About the statistics shall give a general, up-to-date account of the publication as a whole, plus previous publications and time series. The purpose of About the statistics is to enable users to understand the complete time series in the statistics, not just the newest figures. Conditions that only apply to a single publication are referred to in the Today's statistics article.

A *template* is used for About the statistics, which has been drawn up in Bokmål, Nynorsk and English. About the statistics shall be available in Norwegian and English, and be in the same language as the article in Today's statistics.

[About the statistics - Bokmal](#)

[About the statistics - English](#)

[About the statistics - Nynorsk](#)

## 2.7. StatBank Norway

StatBank contains all statistics published by Statistics Norway.

StatBank is structured in such a way that the user can customise tables and then download these to a PC for further processing. StatBank has been developed to handle multi-dimensional matrices, based on Statistics Norway's standards for variables and code lists.

The divisions are responsible for establishing and updating StatBank. The Department of communication provides training, guidelines and advice. With regard to first-time publishing in StatBank, it is particularly important that the divisions contact the Department of communication well in advance in order to clarify the most expedient publishing possible.

StatBank is available for external users via [ssb.no](http://ssb.no). A [user manual](#) has been compiled.

Internally in Statistics Norway, StatBank is also available via PC-Axis (Start/Programmer/PC-Axis & PX-Map).

For more details of StatBank, go to [StatBank - intranet](#)  
StatBank can be found here: [StatBank](#)

### 3. Publication by Statistics Norway – after release

New central publications, Focus on pages and magazine articles shall normally be announced on the homepage of [ssb.no](http://ssb.no) well in advance of their release date. All publications are made available to all users simultaneously. No one can access publications in advance, see [section 2.1](#).

#### 3.1. Statistical magazine and Focus on pages

##### *Magazine articles*

The Statistical magazine has its own area on [ssb.no](http://ssb.no), and contains article series where Statistics Norway employees, and sometimes external contributors, write about various trends and phenomena in Norwegian society that emerge from the statistics. Articles on Statistics Norway's activity in general, statistics notifications on international conditions and comments on our research and analyses publications are also frequently included in the magazine.

##### *Focus on pages*

The Focus on pages contain statistics on various subjects. They give an overview of the different aspects of Norwegian society. In addition to key figures and important trends, the pages also provide more detailed information, historical statistics, relevant links and definitions of terms. The Focus on pages are designed to be interesting and easily understood by the general public, including upper secondary school pupils. The Focus on pages act as an introduction to more statistics and show the most important main results. They also include relevant research results from Statistics Norway's research work. The Focus on pages are updated with the most recently published figures and are presented in both Norwegian and English.

The Focus on pages have an established structure and, as a minimum, shall contain:

- Principal figures/key figures on the subject
- Brief texts containing the main features within the subject
- Definitions of terms where necessary
- International and historical comparisons
- Links to relevant statistics, analyses and publications from Statistics Norway
- Links to relevant statistics from other sources

The Focus on pages shall have visual elements (images, graphs, animations) and emphasis is placed on making the figures interesting and understandable.

The Department of communication is responsible for the Focus on pages. The pages are designed by the Department of communication together with the relevant division(s) using [Statistics Norway's templates](#). Each Focus on page has an editor, see [the overview of Focus on page editors - intranet](#).

##### *Valgaktuelt*

Valgaktuelt (Norwegian only) is published on [ssb.no](http://ssb.no) in connection with all general and local elections. The purpose of Valgaktuelt is to help focus the political debate on what political initiatives are needed. Around 25-30 articles are published in August before the election. The areas assumed to be relevant during the election campaign and where Statistics Norway can provide information are covered. Articles for Valgaktuelt are produced in line with the routine for Today's statistics.

### 3.2. Paper editions of publications

Publications cover the following paper series, which are also available on ssb.no: Official Statistics of Norway, Reports, Statistical Analyses, Samfunnsspeilet, Økonomiske analyser, Social and Economic Studies, Discussion Papers, Plans and reports, Notater, Documents, Interne dokumenter (only on the intranet), Statistisk sentralbyrås håndbøker and Reprints (not electronic versions).

Most of the series have an ISBN and/or ISSN number, and a copy of all series must be submitted to the National Library of Norway. The National Library downloads Internet publications that are stored digitally.

The same number of Samfunnsspeilet and Økonomiske analyser periodicals are printed each time and sent to the same recipients. The other series are printed as required. These publications are not stored centrally.

Some publications are also published outside the series, such as the Statistics Act, This is Norway, Facts about education in Norway and Minifacts about Norway.

Selecting a series is discussed with the Department of communication. Where there is uncertainty surrounding the placing of a publication in a series, the director of the relevant department decides, or the director general in consultation with the Department of communication.

Statistical Analyses, Samfunnsspeilet, Økonomiske analyser, Reports, Discussion Papers and Social and Economic Studies can also have external contributors.

#### *Official Statistics of Norway*

As well as being released on ssb.no, all statistics shall have documented publishing in the form of publication in the Official Statistics of Norway (NOS) series. Publishing of this nature is aimed at ensuring a permanent paper-based minimum archiving of all statistics that give the statistics' main results over time as defined by Statistics Norway, a fixed minimum of metadata and information on where more detailed information is available.

The series shall satisfy the following requirements:

- The NOS publications give the main results of one or more of the statistics.
- The NOS series is edited as a paper publication and is also entered on ssb.no in a PDF format.
- All statistics shall belong to only one NOS.
- The NOSs shall not normally be published more than every three years, or after material changes in methods or in the statistics. The time series that is presented in the NOS must, as a minimum, go back to the previous corresponding NOS publication, whereby the individual statistics' NOS issues collectively give a picture of the statistics main results over time.
- All of the NOSs shall be published in both Norwegian and English.
- NOSs shall be in the same language as the relevant Today's statistics. In aggregated NOSs, this means that the publications may have text in both Bokmål and Nynorsk.

The series shall contain:

- Main results for the statistics in the form of text, i.e. the main points from Today's statistics with the emphasis on development features.
- Metadata (the corresponding About the statistics)
- Maximum 5-7 main tables (i.e. the most important tables from Today's statistics on the statistics' homepage)
- Table list of other available published tables and where they are published (StatBank and tables in Today's statistics)
- All metadata and tables/diagrams that are published in NOS are already presented in Today's statistics/StatBank.

- The series can contain metadata/main results linked to official statistics published by other parties. These publications shall follow the same principles for NOS publications as Statistics Norway's statistics.

The Statistical yearbook of Norway is published in the NOS series, but has a slightly different design and function than other NOSs. The yearbook contains a summary of the development within most areas of Norwegian society for a broad-ranging public. The tables in the yearbook give main figures and time series, and not details. The text in the tables in the yearbook is in the same language as the relevant Today's statistics. The yearbook is published in both Norwegian and English on [ssb.no](http://ssb.no) and in paper format. Sami statistics and Svalbard statistics are published in the same format as the yearbook.

All statistics standards that Statistics Norway is responsible for, can be viewed at [ssb.no](http://ssb.no). Central standards shall also be published in the NOS series. The standards shall be dealt with by the Standards committee and approved by the director general. The standards are published in both Bokmål and Nynorsk. The decision on whether to publish the standards in English is made on an individual basis.

*Reports* In the Reports series, analyses and comments on results from various surveys are published, as well as more problem-oriented analyses, and method and model descriptions from the individual research and statistics areas. Publications in this series can be in either Norwegian or English.

*Statistical Analyses* The Statistical Analyses series disseminates the processed statistical information to a wide circle of users (the media, the public, the education service). The presentation format is designed so that the books can be read without any expert knowledge of the subject, statistics or processing methods. Emphasis shall be placed on using graphic presentations such as maps and diagrams. Topics covered shall be of general interest.

An editorial committee has been appointed for the series. The aim of the committee is to comment on proposals/outlines for publications, and offer advice and guidance on future work, particularly as regards first-time publications. Proposals on publications should therefore be submitted to the committee as soon as possible. The editorial committee can also, on its own initiative, propose books/subjects that are suitable for publication in the series.

Statistical Analyses are always published in Norwegian and are sometimes translated to English. This is decided by the editorial committee and the relevant division on an individual basis.

*Samfunnsspeilet* The Samfunnsspeilet periodical disseminates articles with relevant analyses and comments within the areas of population, living conditions and lifestyle to a wide circle of users. It contains up-to-date information on important social, economical, demographic and cultural changes in Norwegian society, and addresses relevant problems in a simple form, illustrated by statistics and research results. Samfunnsspeilet is only published in Norwegian, and six editions are published a year.

The editorial team of Samfunnsspeilet is located in the Department of social statistics.

<i>Økonomiske analyser/ Economic Survey</i>	<p>Økonomiske analyser contain articles with socio-economic content, overviews of economic trends in Norway and abroad, and figures from the national accounts.</p> <p>Økonomiske analyser include the Økonomisk utsyn, which is published annually in February/March, plus three publications on economic trends. The latest development in the Norwegian economy is reviewed here based on provisional figures from the quarterly national accounts. Comments are also given on the development in the international economy. In addition, model-based prognoses of the Norwegian economy for the next 3-4 years are presented.</p> <p>The section on the Norwegian economy and the four special editions of Økonomiske analyser are also available in English under the heading <u>Economic Survey</u>, but this is only published in an electronic format.</p> <p>Økonomiske analyser also contain articles based on statistics work and research projects in Statistics Norway.</p> <p>Økonomiske analyser are published six times a year. <u>The editorial teams for Økonomiske analyser and Economic Survey</u> are located in the Research department with members from throughout Statistics Norway.</p>
<i>Social and Economic Studies</i>	<p>The Social and Economic Studies series covers new research contributions, monographs (book/thesis with a description of a defined subject) and edited works in the areas Statistics Norway carries out research activity. Publications of the series are scientific publications.</p> <p><u>The editorial team</u> of the Social and Economic Studies series is located in the Research department.</p> <p>Publications in this series are either published in Norwegian or English. This is decided by the editorial committee and the division/research group on an individual basis.</p>
<i>Discussion Papers</i>	<p>Material published as Discussion Papers is intended for international publication. A Discussion Paper can, however, be longer and more comprehensive than a standard article, and can include detailed calculations, results, background material etc. It may also be appropriate to use appendices in order to document material that will not be included in the final, published version.</p> <p>Discussion Papers are only published in English. <u>The editorial team</u> of the series is located in the Research department.</p>
<i>Notater/Documents</i>	<p>Documentation notes, research studies, method studies, pre-projects and pilot surveys are published in the Notater/Documents series. Publications in this series shall have a defined statistical foundation or relevance. Where this is not the case, the Interne dokumenter series is a more appropriate platform. Statistics, results and analyses from various surveys are not published here, but in series such as Reports for instance. Publications in Norwegian are included in the Notater series and publications in English are included in the Documents series.</p>
<i>Statistisk sentralbyrås håndbøker</i>	<p>This series covers various handbook type publications, i.e. guidelines, manuals, reference books, overviews and catalogues. Most of the handbooks are aimed at employees in Statistics Norway and their main channel for publication will be the intranet, with capabilities for search enquiries and for continuous updating. The main points in handbooks are often published in paper or PDF format for the benefit of interested external parties.</p>

<i>Plans and reports</i>	The Plans and reports series contains documents with an “institutional” stamp and notes with an official nature; normally documents with no author. These include Statistics Norway’s activity plan, strategies and annual reports. The activity plan for departments and plans that are of a more internal nature, are published in the <i>Interne dokumenter</i> series. While some publications in this series are always published in both Norwegian and English, such as annual reports, this is decided on an individual basis for other publications.
<i>Interne dokumenter</i>	This series is intended to contain various notes, documents, reports, research reports, documentation etc. that are mainly of interest internally, and that are not suitable to include in other series. These can include notes on administrative or personnel policy issues, IT reports and guidelines, and minutes from seminars. This series also covers departmental activity plans and other plans of an internal nature. The series is only published on the intranet.
<i>Reprints</i>	This series consists of reprints of sections from books or articles from professional journals, written by Statistics Norway employees. Reprints can be in either Norwegian or English. Due to copyright regulations, this series is not published on <a href="http://ssb.no">ssb.no</a> , but can be obtained at the Library and information centre.

## 4. Internal dissemination and the intranet

The main channel for written internal information is the intranet. The intranet is intended to help Statistics Norway employees find and use updated information and knowledge. The intranet shall also promote interaction and create an identity by providing better knowledge on organisation, tasks and employees.

The intranet is a useful work tool that promotes knowledge, openness and the sharing of information in Statistics Norway. The intranet is a tool that employees can use to easily retrieve up-to-date and relevant information for support in decision making, reports etc. and can act as a common portal for other systems and databases. The intranet shall also have a social profile.

The intranet contains all internal information that relates to Statistics Norway. The structure of the intranet is based on subject, and is not a hierarchy structure. This means that the content is classified into subjects, and the various information components are related to each other.

The area pages on the intranet contain all information in Statistics Norway that relates to a large group of employees. Information concerning a smaller group of employees, such as just one division, is entered on the division’s homepage on the intranet.

The Department of communication is responsible for the intranet and also carries out the day-to-day work involved in the further development of the structure, the editorial work on the homepage and the highest level in the area pages. Underlying pages are the responsibility of the owner of the area.

E-mails shall not normally be sent to all employees. In cases of uncertainty, employees should consult the Department of communication.

## 5. Approval of releases and publications

Releases of statistics and all publications must be approved before release/publication.

### 5.1. Approval of Today's statistics

Approving a release of Today's statistics entails checking that:

- The article presents the results in line with the table shown.
- The presentation (text, tables, diagrams, figures in StatBank) as a whole gives a holistic picture of the statistics presented.
- The figures that form a natural part of the release are in StatBank.
- The presentation complies with the quality requirements for publishing in Statistics Norway, as covered in this document.
- The content that is published cannot be traced to the customer or other identifiable unit, see the [Confidentiality committee](#).
- Notification of the release is given in the advance release calendar in line with the rules.
- The statistics are documented in About the statistics.

Today's statistics are designed jointly between the relevant division and the editorial team of Today's statistics editor in the Department of communication. The final presentation must be approved by the director of the statistics department or whoever his responsibilities have been delegated to. Where disagreement arises, the department makes the final decision with regard to subject content, but the Department of communication's assessment of the message and language shall be given a great deal of emphasis. In the event of disagreement in matters of a fundamental nature, the matter must be discussed with the director general, who will make the final decision.

Separate rules apply when establishing new statistics, see section 2.3 [New statistics](#).

### 5.2. Approval of other publications on [ssb.no](#)

*Statistical magazine*

Before contributions to the Statistical magazine can be approved, the draft article shall be discussed with the Department of communication in order to assess whether the article is relevant for the Statistical magazine. Magazine articles are subject to the same quality requirements as Today's statistics. The magazine articles shall be approved by the director of the relevant department or whoever the responsibility has been delegated to.

Magazine articles should be available in both Norwegian and English. Whether the article should be published in English is determined based on the subject and the relevance to English-speaking readers. The English version does not need to be identical to the Norwegian. In some cases, it may be necessary to explain concepts that are peculiar to Norway more thoroughly than in the Norwegian article. In other cases, it may be appropriate to omit information that is of limited interest to English-speaking readers.

*Valgaktuelt*

Valgaktuelt follows the Statistical magazine's routines for approval. Articles for Valgaktuelt are produced in line with the Today's statistics routine. Prior to approval, the draft article shall be discussed with the Department of communication, which will assess whether the article is relevant to Valgaktuelt.

*Focus on pages*

Focus on pages are approved jointly by division heads/the directors of both the relevant department and the Department of communication. There is often more than one department involved in the process, but the department that has the overall responsibility for the Focus on page will help to grant approval. Final approval of Focus on pages is made by the director general.

*Publishing document parts on ssb.no* Some publications are initially published section by section on ssb.no, before being collectively published in paper format. In these cases, each section must be approved by the relevant approval authority for the series that the publication belongs to, before being published on ssb.no. Other publications are only subsequently updated in the electronic version. Subsequent updating must be approved in the same way as when the publication was first published.

### 5.3. Approval of publications

All publications shall be approved before being submitted for technical editing by the Department of communication. Where a non-standard publication is being considered, the division responsible shall discuss the publication with the Department of communication at an early stage in the process.

Approval involves a check to ensure that the presentation concords with the table data and that the publication gives a holistic picture of the statistics that are presented. The approval also entails a control to ensure that the requirements for effective dissemination, as discussed in this document, are met. Further, checks shall be made that the content in the publication is in line with the requirements specified for publications in the relevant series, see section [3.2 Paper editions of publications](#).

Periodic publications with few or no changes from the last edition in the Official Statistics of Norway series are approved by the division head (simplified approval).

Publications in the Official Statistics of Norway series (that do not qualify for simplified approval), Reports, Social and Economic Studies and Statistical Analyses shall be approved by the relevant division head, departmental director and the director general.

Samfunnsspeilet and Økonomiske analyser have their own editorial team who are responsible for approving these publications.

The following publication series are approved by the relevant departmental director or whoever his responsibilities have been delegated to: Discussion Papers, Notater, Documents, Plans and reports, and Interne dokumenter.

Statistics Norway's handbooks are approved by the director general.

The approval form for publications is completed electronically (Word template: select File - New - Publishing).

### 5.4. Controversial material

Where the publication contains controversial material and/or material that is central to the broad societal debate, where material is expected to generate a great deal of interest, debate or criticism, the article/publication shall be discussed with the Department of communication and be submitted for approval to the director general and the departmental director before release/publishing.

## 6. Publishing of provisional and final figures

Statistics Norway publishes provisional and final figures in many areas. Provisional figures shall only be used where this is crucial in relation to timeliness.

When publishing provisional figures, these shall always be followed up with final figures. All Today's statistics articles containing provisional figures shall (e.g. in a separate text box), where possible, give details of when the final figures will be available.

In addition, all About the statistics shall refer to provisional and final figures in point 1.3 *Frequency and timeliness* or point 6.2 *Coherence with other statistics*. Details will be given here of the use of provisional and final figures. Where relevant, the use of provisional figures will be substantiated and any deviations between the two sets of figures will be explained.

Provisional figures shall remain available and not be deleted when the final figures are released. Provisional figures in tables shall always be marked with an asterisk so that it can clearly be seen which figures are provisional. Where there are good grounds for not keeping the old provisional figures in StatBank, these can be entered in StatBank internally, so that they are available upon request.

StatBank normally publishes provisional and final figures in the same table for the same year. This is done whereby, in addition to the years in the data files, text is added describing the type of provisional figures (e.g. 2003 provisional, 2002 revised, 2001 budget). When provisional figures are only published for parts of the content, they are also normally published in the same table with an explanatory footnote, or they can be published in separate tables where this simplifies the presentation.

The national accounts are revised on a regular basis. International recommendations advise revising figures around every five years. The national accounts are also subject to major revisions when the international guidelines change significantly. These revisions mainly consist of the figures in previous publications of annual national accounts being overwritten. However, the unrevised figures in the national account's quarterly figures should still be available.

## 7. Guidelines for correcting errors

All publications must be quality assured. However, errors do sometimes occur in the released Today's statistics material and in publications that are published and distributed.

It is crucial to maintaining the confidence held in Statistics Norway that errors are acknowledged and documented for the future, and that a candid and professional explanation is given.

There is a high risk of users retrieving data before errors have been corrected, using the figures as official statistics from Statistics Norway, and not discovering that a correction has subsequently been made.

Corrections of material errors in the statistics shall always be indicated with a note stating they have been corrected. This note must never be removed. The corrections must be carried out quickly and the user should easily be able to see what has been changed.

The correction routines shall be adapted to the gravity of the error.

- *Serious errors*: When the figures are central to the statistics (i.e. main figures, aggregate quantities), or when the error will affect the perception of the situation in society to an appreciable degree, or the figures are market sensitive.
- *Other content errors*: When there is either a major or minor deviation, but the figures are less central to the statistics, and have no or little bearing on the outside world.
- *Proofing error*: When the error is more about form than content, for instance correcting typographic errors, changes to the number of decimal places that are presented, errors in the text that do not affect the statistical content, changes to footnotes etc.

## 7.1. Correcting errors in Today's statistics

It is important that serious errors are corrected quickly, particularly on the homepage. Tables and text requiring changes may need extra time (a few minutes) as the corrections are carried out in the divisions. Serious errors on the statistics homepage shall be corrected even where no new text/table is available. Where an error is very serious, the entire article (text and tables; both established tables and figures in StatBank) shall be removed immediately and a message stating when the corrected version will be available posted on the homepage. For corrections that entail changes in the homepage text/introduction, the Today's statistics article will follow the routine for new additions whereby a new Today's statistics notification will also be sent to e-mail subscribers.

It must be easy to see what has been changed when content has been amended. All amended figures in established tables shall have a footnote indicating that the figures have been changed and the date of the change. Where the correction is carried out within 24 hours, the time that the correction was made shall also be specified. Footnotes must not be removed. Corrections of proofing errors shall be made without the changes being marked.

When errors are discovered, the division and the editorial team of Today's statistics in the Department of communication shall be notified. The person in charge of the statistics shall primarily concentrate on correcting the errors and notifying the line internally in the department. Where serious errors are discovered, the Today's statistics editorial team shall inform the head of the Department of communication and the director general without delay. Beyond that, the journalists must decide who else should be informed; the library, external users via a press release etc.

## 7.2. Correcting errors in other publications

Errors that are discovered in other publications are also conveyed to the relevant division and the editorial team of Today's statistics.

Where errors are detected in other electronic products, these shall be corrected and marked with a note. Where errors are serious, other measures, as discussed above for Today's statistics, must be considered.

Where an error in paper publications is deemed to be serious, the original prints shall be corrected. A new version of the publication must then be printed with the inscription "Corrected version", and the date on the cover, and HTML tables and PDF files, where relevant, must be published again on [ssb.no](http://ssb.no), and the new paper publication sent to the known recipients. This version should not be given a new bibliographic number.

## 8. Presentation of figures

### 8.1. Design and editing of tables

A *table* is defined as a systematic, non-verbal presentation of processed statistical material. A table can consist of many different components, which are positioned according to a defined pattern.

#### *Reference tables and analysis tables*

The tables can naturally be divided into two main groups; reference tables and analysis tables. The reference tables generally contain many figures and are structured in form and content. The main purpose of the tables is to enable the users to create an extract of the desired figures for further processing/analysis.

Analysis tables (also known as text tables) contain fewer figures and are simpler and more straightforward than the reference tables. Their purpose is to illustrate a particular problem and include comments. As these tables are, in principle, less

complex, it is natural to set fewer formal requirements on the structure of analysis tables than the structure of reference tables.

*Principles for table structure* The tables shall be simple and clearly set out. This makes it easier for the reader to get an overview of the content and reduces the risk of misunderstandings. It is often better to have several small tables than a few big ones. The tables must provide precise information on the main component and on the variables included. It must also be clear which classification and unit of measurement apply to the table. In addition, the regional level and period of time covered by the table must be specified.

In time series tables, older figures shall appear before newer figures. Where the time classification appears in the left column, the newest figures are placed at the bottom. Where the time classification appears in the table heading, the newest figures shall be placed at the right hand side. This applies to monthly, quarterly and annual statistics, and to publications on both [ssb.no](http://ssb.no) and in StatBank.

Footnotes shall provide information on conditions that can have a bearing on the quality or which affect the opportunities for comparisons over time.

In addition to a table title, all tables on [ssb.no](http://ssb.no) shall have a product title, which via a link enables readers to see the context in which the table was produced.

*Formulating and structuring table titles* The table title shall provide details of the table content that are not practical to place in the table's heading or left column. The table title is also used in the table of contents and as text in links. It is particularly important to convey details of the table's population. In addition, the readability and the users' understanding of the table should be emphasised.

*Table heading and left column* Various types of text can appear in the table heading:

1. Concept description (variable, variable value, period of time)
2. Specification of the population
3. Description of table component (rate, index)
4. Specification of unit of measurement (when it is not the same for the entire table)

Together with the table heading, the left column shall describe the content of the table and its structure over and above that indicated by the table title. The editing and wording in the left column must therefore be seen in context with how the title is formulated. The left column shall be clearly set out and have a systematic structure.

See section [10. Notes, sources, information and references](#) on the use and placing of notes and sources.

*Standard symbols in tables* All publications shall include a complete list of the standard symbols that are approved for use in Statistics Norway, regardless of how many symbols are used in the publication in question. Text tables and appendix tables on [ssb.no](http://ssb.no) shall always include a link to the standard symbols. The link points to the standard symbols overview, which is located at [standard symbols](#) on [ssb.no](http://ssb.no).

For more details of templates for table production, go to [Tables - intranet](#)

*Tables in StatBank* The structure of tables in StatBank mainly follows the prevailing table principles. Table titles and the structure of the tables are generated dynamically according to the content selected in the table extraction. Separate [guidelines](#) have therefore been compiled.

## 8.2. Diagrams

*Why diagrams?* Why use diagrams when a table in most cases gives much more information? The answer to that is – that’s exactly why!

A diagram gives a visual, overall impression, which makes it easier to understand certain aspects at a glance, such as main trends in development cycles, differences between groups or correlations between different phenomena. Diagrams give an instant visual impression and outline of both main trends and the details, and are therefore particularly well suited for use in more popular presentations aimed at the public, who are not trained to read and use tables.

Diagrams also take up less space than big tables, and can generate interest by catching the eye. In the same way as for photos, sketches and other illustrations, diagrams can generate interest by acting as graphic elements that make the text more appealing, more inviting and easier to read.

Thus, diagrams give an immediate overall impression and outline. However, they do give a somewhat simplified picture in which details are omitted since precise values are rarely given. If it is important for the reader to be able to view precise values (e.g. with regard to further processing), consideration should be given to using tables instead. Diagrams are more suited to a more "popular" presentation of statistics, where details and decimals are of less importance.

*General advice and rules* A basic rule is that the diagrams shall have as *simple* a design as possible. This applies to both the scope of data that is presented and the use of effects. Don’t try to say everything in one diagram; use more and simpler diagrams instead of one complicated diagram. The number of lines/divisions/groups/values should not normally exceed five. Non-essential elements should be omitted.

However, simplicity must not be at the expense of *completeness*. It must be possible for the reader to view the diagram and understand it as a stand-alone piece of information. It should not be necessary for the reader to have to read the text to understand any special conditions or necessary explanations.

*Omit values on the Y axis?* A common way of dramatising data is to omit values on the Y axis. When it is the details in the development that is the focus, this is both necessary and allowed. However, this should not be done in order to dramatise an otherwise “boring”, development cycle. Additionally, where the Y axis does not start at 0, this should be clearly marked on the axis.

*Symbol key* Most data programs offer different placings of symbol keys, e.g. below the diagram or to the right. These can often be messy and difficult to read. A better solution is therefore to include the key in the diagram, provided that it is relatively short and there is room. This takes longer than accepting the program's positioning, but increases the readability considerably.

*3D* The majority of data programs have the capability to create diagrams with 3D effects. These are often described as three-dimensional diagrams. However, this is a rather dubious use of the term 3D, which should be reserved for diagrams with three axes. What the program does here is simply use the third dimension for decorative purposes; i.e. to give the bars a 3D effect. However, this effect reduces the readability, as it makes it difficult to read the bar values on the Y axis. Statistics Norway does not use this type of diagram.

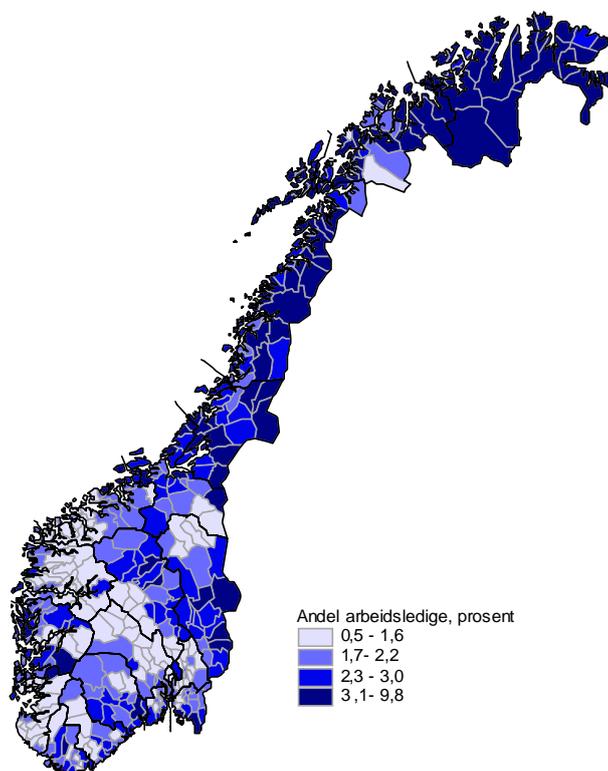
Further reading on [diagrams](#).

### 8.3. Thematic maps

Maps are well suited for clearly describing a geographic distribution of statistics, whereby the user can quickly and easily see the main distribution in the statistics. There are several different types of maps, and the most common for presenting statistics are choropleth maps and symbol maps.

#### *Choropleth maps*

A choropleth map is a map in which each area unit is given a shade or colour depending on which class the data value for area unit belongs to. The choropleth map uses colours, choropleth types or patterns with varying degrees of density to illustrate data that is linked to defined areas:



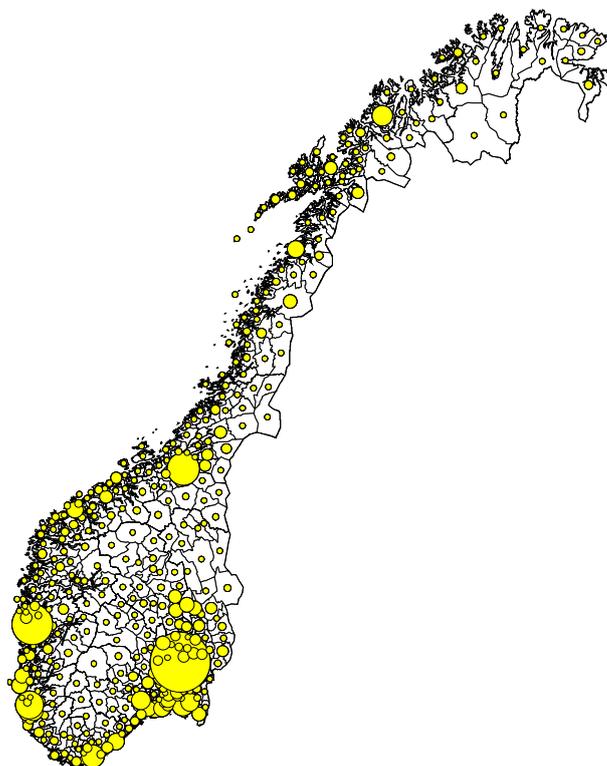
Choropleth maps should only be used to present relative figures, e.g.:

- Numbers or quantities per area unit, such as the number of inhabitants per km<sup>2</sup>
- Numbers or quantities per capita, such as the number of nursing home places per capita
- Percentages, or changes from previous dates/periods of time

In general, choropleth maps should never be used to show variables that are measured in absolute figures (e.g. number of residents, or emissions of NO<sub>x</sub> per county).

#### *Symbol maps*

Symbols used on a symbol map vary in size in order to show absolute values, where the area of the symbol is proportional to the data being illustrated on the map. It is fairly common to use a circle as a symbol, but in many instances, symbols are used that can give associations to the subject to be visualised, e.g. *cars* for road traffic subjects, *elk* for hunting or *tonnes* for the subject of pollution. Comprehending the area of an elk is not quite so easy as that of a circle, so such symbols should be used with caution and only when the sizes to be shown vary to a large degree.



The map shows the total population per municipality, and clearly shows where the largest concentrations of population are in Norway and the localisation of the largest urban municipalities.

When using a symbol map, the following should be borne in mind:

- The *area* of the symbols must be proportional to the numerical values
- The larger symbols must not cover the smaller symbols

Most thematic maps generated in Statistics Norway should quote the source of the map data as follows: “Map: Norwegian Mapping and Cadastre Authority”.

*Colours* The colours in the individual areas in a choropleth map shall vary within a common scale, where areas with low values have a light colour, and areas with high values are dark. The readability of the map depends on the span between the lightest and darkest colours.

A yellow-to-red scale is the most common. This scale also maintains the division between the classifications when printing or copying in black and white. It is sufficient and better in some cases to use a black/white scale.

A red/blue scale is used for data series with positive and negative values, i.e. values that vary around a zero point, such as population changes where the number of inhabitants in an area increases or decreases. Blue is recommended for negative values, and red for positive (the thermometer metaphor, with blue as a cold colour, cold temperature and values below zero, and red as hot and positive values), with the lightest shades used for the values around zero, and then darker colours in both directions, i.e. both for increasing positive and negative values.

*PX-Map* Statistics Norway has developed its own program – PX-Map – for generating thematic maps. PX-Map is also available for external users, and can be downloaded free of charge from [ssb.no](http://ssb.no). PX-Map is an open system in which the user can use his own statistics and map data, e.g. for districts, municipalities, or countries in Europe.

For more information on maps, go to: [Maps - the intranet](#)

## 9. Common technical rules for all publications

*Several authors* In publications with several authors, the authors are listed alphabetically, unless the authors have important grounds for deviating from this (e.g. where one of the authors has written the main part of the publication).

*Dating* The dating and information on source are as follows for most publications:  
© *Statistics Norway, April 2006*

In addition to the year, the month is also quoted, i.e. the date of completion/printing. For series that include the year in the series number, the year quoted shall be the same as the year in the series number.

Care must be taken to ensure that publications that are published well into the New Year are not dated with the previous year's date. However, publications in the first two weeks of January with the previous year's date are acceptable. Publications that are published after mid January should quote the correct year.

Dating on *ssb.no* with date, month and year is automatically assigned during the release routine.

*Pagination* The pagination (page numbering) always starts with the title page or the first page inside the publication. The cover is not counted.

The colophon page (page 2) and blank pages (mainly left pages) should not have overhead text or page numbers, but are included in the pagination.

*Levels* In running text, many heading levels are often more confusing than helpful to the reader. The easiest option is, as in this publication, to have just one level, and have leader text (key words) in the left margin. The number of numbered levels should be limited to a maximum of two; i.e. section and one paragraph:

2. *Section (level 1)*
- 2.1. *Paragraph (level 2)*
- 2.2. *Paragraph (level 2)*
3. *Section (level 1)*

Leader text can be entered in the left margin in level two. A third level can also be used in special cases. This third level does not need to be numbered and is not included in the table of contents.

*Text adjustment* All titles and all text are aligned to the left, i.e. with a non-aligned right margin. No full stops are used after titles - either in section headings or intermediate headings.

*Appendices* All appendices are called "Vedlegg" in Norwegian or "Appendix" in English, regardless of their content. If there are several appendices, these are numbered sequentially with capital letters: A, B, C etc.

The designation Vedlegg/Appendix (+ letter) is placed in the upper right corner of the first page of the appendix.

See also: [Issuing a publication in Statistics Norway](#).

## 10. Notes, sources, information and references

**Notes** Notes shall provide the reader with information that is not practical to include in the main text.

However, notes should be used in moderation. Notes, references or other necessary information can be included in the text as links in electronic documents and in brackets in paper publications. Information on data basis, terms, definitions etc. is placed in separate frames or text boxes and in About the statistics in Today's statistics.

In Today's statistics and magazine articles, the *note explanation* is placed immediately after the text, before For more information. In paper publications, notes can be entered as footnotes (at the foot of each page) or as notes at the end of the document. Footnotes are used in most of Statistics Norway's publications, but notes are placed at the end of the document in Samfunnsspeilet, among others. Notes should not be used in titles.

The notes are numbered sequentially throughout the article or publication. Standard numbers in brackets are used as note symbols in electronic documents. In paper publications, standard numbers are used in bold superscript. Where the note refers to the entire sentence, the symbol is placed *after* the full stop. In electronic documents, the note is added as a link from the note symbol at the relevant word or sentence.

**Source references** With regard to source references, the rules in the Statistical Yearbook of Norway should be adhered to. The *name of the responsible institution* shall be quoted as the *Source* (always in the singular). This will be Statistics Norway for the majority of tables and diagrams, in which case the name of the statistics is also used.

*Source: Consumer price index, Statistics Norway*

On [ssb.no](http://ssb.no), the following copyright text is placed below the Today's statistics article or Statistical magazine: Published (followed by month and year) © Statistics Norway. On [ssb.no](http://ssb.no) there is a link from the copyright symbol to the following text:

*The content and layout on this website are copyright protected. Statistics Norway permits material on this website (text, statistical tables and diagrams) to be freely stored electronically, printed out, duplicated and forwarded to other parties. Photographs may not be reused. Permission is on the proviso that reference is made to the source from which the material is obtained (Source: Statistics Norway). The source shall be quoted in direct connection with each table and diagram that is used.*

*When using material from the website, Statistics Norway recommends inserting a direct [link](#) to Statistics Norway's web service, as opposed to issuing a copy of the material.*

*Questions on the use of material can be forwarded to Jan Bruusgaard, tel. +47 21 09 44 59, e-mail: [jan.bruusgaard@ssb.no](mailto:jan.bruusgaard@ssb.no)*

All publications aimed at external use shall include the following copyright text, normally on page 2 (the colophon page) in paper publications:

© Statistics Norway, month, year

Paper publications shall also state:

*When using material from this publication, Statistics Norway shall be quoted as the source.*

- Notes and sources in tables* In a table, notes are recommended when they make the table easier to read and understand. Note symbols shall not be placed in table titles where another suitable positioning can be found. The symbol shall be in bold superscript before the relevant figure. Where a text description is given, the note symbol shall be in bold superscript after the relevant text.
- The note symbol shall be placed before the full stop where the note text refers to the last word in a sentence. However, if the note relates to the entire sentence, the symbol shall be placed after the full stop. The text for each note shall be concluded with a full stop.
- Notes can roughly be divided as follows:
1. Notes where the entire information is given in the note text
  2. Notes that refer to an appendix or a text paragraph
  3. Notes that refer to another note
- It is recommended that the note text is written in full, even where the note is repeated in the same table.
- Source references are placed below any note text. The text, which begins with *Source:* in the singular (even where there is more than one source), starts at the left table border. The text ends with a full stop.
- More information* Tables and diagrams in the Statistical Yearbook of Norway and similar publications shall also include a reference to where *More information:* can be found. Reference is made here to the statistics' homepage on the Internet, where metadata, other tables and diagrams, articles and information on and links to other publications can be found. Where statistics have been provided by external institutions, the Internet address of the relevant institution must be quoted.
- More information: [www.ssb.no/english/subjects/08/02/10/kpi\\_en/](http://www.ssb.no/english/subjects/08/02/10/kpi_en/)  
 More information: [www.svalbard.net/index.asp?Lang=UK](http://www.svalbard.net/index.asp?Lang=UK)
- Details of more information shall also be given in the Official Statistics of Norway series. About the statistics from [ssb.no](http://www.ssb.no) is used here, where the necessary information on the individual statistics is found.
- Literature references* References are particularly important in publications such as the Social and Economic Studies, Statistical Analyses, Reports, Samfunnsspeilet, Økonomiske analyser and Discussion Papers. Statistics Norway attaches importance to conforming with the main principles followed in relevant literature, simplicity and consistency. The most important elements with regard to the presentation of reference lists are:
- Publications in the reference lists shall specify author name/institution name followed by the year of issue in brackets, followed by a colon. Publications are sorted by the author's surname (first) or institution. The categories that are used are references to the Internet, books (with an ISBN number), articles in periodicals, articles in books and documents (without an ISBN number). The difference between references in these categories is shown by using italics: the *title* is written in italics for books, the *name of the periodical* appears in italics for articles in periodicals, articles in books are written in quotation marks with the *book title* in italics, and no italics are used for documents without an ISBN number.
- On [ssb.no](http://www.ssb.no), links are created to references in articles and publications.
- For more information and examples of literature references, see [Literature references](#).

## 11. Orthography, wording and style

*In Norwegian* In order for publications to have a uniform language style, Statistics Norway shall follow the main forms in Bokmål and Nynorsk that all public institutions are subject to.

See the detailed provisions: [Wording and style - Norwegian](#).

See also the weekly language tips [Language advice on the intranet](#).

The intranet also has information on who to contact in the Department of communication for [language advice](#).

[Dissemination in Nynorsk](#) can be found on the intranet, which has up-to-date information on the use of Nynorsk, tips and writing rules.

Word contains its own *styles*, which shall be used for all *text scripts* in Statistics Norway. This is a simple template used to standardise all types of scripts that are published. For more details, go to: [Issuing a publication in Statistics Norway](#).

Reference is also made to the area on the intranet under Dissemination of [Today's statistics](#).

*In English* English spelling in Statistics Norway is based on British English. The British way of spelling shall be used in all documents, and American spelling shall be used for American proper nouns, e.g. Pearl Harbor. American spelling can also be used in articles written for American periodicals.

Words that can be spelt using either an s or a z in British English, e.g. organisation, capitalisation and utilisation, are spelt with an s.

As in Norwegian, abbreviations should be avoided in main texts. Sometimes there should be a full stop in or following an abbreviation, but not always. A standard rule is that no full stop is used where the last letter in a word is the same as the last letter in the abbreviation.

The currency designation shall appear before the amount, e.g. NOK 20 000. Figures such as 1 000, 10 000 and 100 000 have a space to separate the thousands as in Norwegian; no dot or comma is used in figures. Decimal figures have a decimal point in English, and a comma in Norwegian.

Dates shall not be shortened in standard text, but may be abbreviated in tables and diagrams or where space is limited. The most common way to write dates in British English is 1 October 2004, which can be shortened to 01.10.2004.

The use of capital letters should also be limited in English. This method has become common practice in recent years. The name of companies, organisations and towns must be written using initial capitals, but personal titles are written with small letters, e.g. Øystein Olsen, Statistics Norway's director general.

Titles of articles and publications are written with an initial capital only at the first word, e.g. *Oil and interest rates boom Norwegian economy*.

Where surveys are mentioned and the official name is not used, all words are written in small letters, e.g. the population census in 1971. With regard to publications and surveys where the official name is used and the use of capital/small letters differs from this, the official name shall be used.

In most cases, men/women shall be used instead of male/female, e.g. *Four out of ten students are women*. Male/female shall be used as an adjective, e.g. *the percentage of female students*.

Detailed information is available at: [Wording and style - English](#).

More information is also available at: [Dissemination in English - intranet](#).

## 12. Contact with the media – and other users

### *Advice on all user contact*

Statistics Norway disseminates statistics and research results to the world at large. This is a statutory part of Statistics Norway's work, and helps the institution to be involved in laying down premises for Norwegian politics and society. Statistics Norway has a diverse user group, and all serious enquiries must be answered as well as possible. One of Statistics Norway's main goals is to make [ssb.no](#) effective enough that most users are able to find what they are looking for on our website. Users that need help must also be given advice on how to find the most relevant statistical information.

Data on individuals or individual companies must never be released except where permitted under the provisions of the Statistics Act for research purposes. Statistics Norway is completely dependent on the confidence held in it, especially with regard to the safekeeping of sensitive personal and corporate data. There have not been any serious breaches of privacy protection in Statistics Norway's recent history, and nor must it happen in the future.

Shared e-mail addresses such as [ssb@ssb.no](mailto:ssb@ssb.no) and [library@ssb.no](mailto:library@ssb.no) receive user enquiries in all categories. It is recommended that specialist areas create serviced, shared e-mail address in consultation with the Department of communication, such as [befolkning@ssb.no](mailto:befolkning@ssb.no) and [externaltrade@ssb.no](mailto:externaltrade@ssb.no). By doing so, it is easier to ensure that enquiries are answered in line with the requirements of the [service declaration](#) concerning response times, and it stops the same enquiry being sent to several executive officers in Statistics Norway.

All enquiries shall be answered in a friendly manner, and as quickly as possible, especially those from the media. Where a telephone enquiry cannot be answered straight away, call back or find someone who can help. It is often easier to transfer the caller to the Library and information centre. Calls should not be transferred where it is not known if the person in question can take the call. Check if the person is available first, and if not, ask the relevant member of staff to call back. Enquiries covering a number of issues should as far as possible be coordinated by *one* person so that an aggregate answer is sent.

In the event that Statistics Norway does not have the required statistical information, the user shall, to the degree it is relevant, be referred to other websites, cf. the links that are given on Statistics Norway's [Focus on pages](#) and at [Statistics Norway's library and information centre](#). This particularly applies to websites with official statistics.

Enquiries should be answered in an educational way with the aim of users being able to find the relevant information themselves the next time. Teach the user how to use [ssb.no](#), e.g. draw their attention to the A-Z link, the search function and the Focus on pages. Hopefully, the user will not need help the next time.

See the guidelines on [dealing with e-mail](#) in the library.

*Contact with the media***Media: Be helpful – and be careful!**

The media is Statistics Norway's main channel to the outside world. Statistics Norway is therefore totally dependent on having a good relationship with journalists. Statistics Norway has a good starting point as the vast majority of journalists who contact Statistics Norway do so because they are interested in our statistics and analyses. Not many other institutions in Norway are quoted as often – and in such a positive light – in the media as Statistics Norway.

The advice and guidelines that are presented here are intended to help in connection with interview situations, whereby employees are in a better position to profile the organisation in a positive light.

*Who should give statements?*

Whoever is most familiar with the issue gives the statement. Statistics Norway does not have a media spokesperson. The stronger the element of judgement, the higher up in the line the enquiry should be answered. Media questions normally relate to the interpretation or description of figures, analyses or research results. Where the enquiry is more complicated or controversial, it should be forwarded to the head of the division, who will decide whether it should be sent further up the line. Where necessary, the enquiry shall be forwarded to the director general.

Questions of a general nature or about Statistics Norway's activity in general, are answered by the director general or the departmental directors.

*... and when?*

Never give details of statistics that have not been released. Neither should any indication be given of whether statistics being processed may deviate or concur with previously published figures.

All material published by Statistics Norway shall be available to all users simultaneously. Statistics Norway does not give material with a release date to selected parts of the media in advance.

*... and how?*

Clarify quickly whether it is an interview that is required or if the journalist just wants some background information. (In the case of the former, special care should be taken.)

Prioritise what is most important, put things into context and speak in an understandable language. Prepare statements. It is better to be forearmed, particularly where radio and television interviews are concerned. If the journalist has taken an interest in something that Statistics Norway considers inappropriate, it may be wise to suggest other issues. You know the material better than the journalists, and know what is interesting and what isn't. It should also be remembered that what is news to a journalist may not be news to us.

Be prepared for your comments to be edited. It is very rarely that journalists don't shorten the material. It is the journalist's privilege to select what he believes will be of most interest to the readers.

Ensure that Statistics Norway is quoted as the source. Statistics Norway is held in high regard by the public and a reference to Statistics Norway will normally give the matter extra weight.

Ask to have the interview read back in order to have the opportunity to correct any misquotes or factual errors, but remember that the journalist is free to choose a title and angle.

Notify your immediate superior if the interview/statement could be regarded as controversial.

Correct errors. The journalist cannot be expected to present everything in the same way Statistics Norway would. Statistics Norway must accept that assumptions and reservations are part of the deal. However, where the media makes a clear error, discuss the matter with the Department of communication, contact the journalist in question as quickly as possible and ask him nicely to correct the material.

*What does Statistics Norway comment on?*

Statistics Norway does not take a political stand. Statistics Norway's role is to be a professional independent institution. Statistics Norway shall describe trends and analyse causal relations and consequences. However, Statistics Norway does not offer proposed solutions or take a standpoint on various solutions that entail considerations beyond the relevant specialist area. Journalists are extremely perceptive when it comes to leading statements and political observations – be cautious.

Statements must have a professional basis and be linked to Statistics Norway's work. Don't be tempted to add personal interpretations that do not form part of the analysis/statistics you are referring to. If you are asked for your personal opinion as a leading employee of Statistics Norway, it is crucial that any comments have professional integrity, i.e. that they are based on the insight held by the institution. Where an employee is involved in political issues of a national or local nature, no reference should be made to Statistics Norway or the position held by the person in Statistics Norway. Contributions to political debates that take place via the newspapers, and where Statistics Norway is explicitly involved, should be approved by the director general or departmental director (even where he was the expert who wrote the contribution on behalf of Statistics Norway).

Research-based contributions to a political debate are welcome. However, when issues are discussed in political arenas extra care should be taken as the media often like to add spice to differences of opinion.

It is also part of Statistics Norway's work to actively comment in the media when the media uses statistics incorrectly, or when statistics are available that can throw light on topics being discussed. Statistics Norway shall be pro-active in providing the media with statistics they are not aware of; it is our job to ensure that they find out about them. This responsibility lies with whoever is most familiar with the statistics, and the Department of communication also has a special responsibility.

*Talk to the Dept. of communication, your boss and colleagues*

Contact the Department of communication before being interviewed. If this is not possible, contact the department when you are approving the interview or if you are in doubt and need advice on the media. The director of the relevant department, the director of communication and the director general shall be brought in when the interview is the least bit controversial.

When writing either a feature article or a contribution to a debate, an employee's immediate superior must be brought in, as well as colleagues in Statistics Norway who have good judgement with regard to considering professional questions and media behaviour. Where there are varying opinions on an issue, extra care should be taken in order to avoid taking the internal debate into the newspapers (this doesn't apply to academic journals). Loyal support from colleagues will prevent making statements that cause this to happen. A balanced presentation is a must for dissemination in Statistics Norway.

The Department of communication holds courses on TV/radio interviewing. Individual training can also be arranged, such as prior to a TV interview.

*Press releases*

Statistics Norway only uses press releases to a limited extent. When Statistics Norway publishes material it is not only for the media but for all [ssb.no](http://ssb.no) users. Press releases are mainly reserved for information about the institution, e.g. "New building in Kongsvinger opens", "New boss in Statistics Norway".

Press releases are drawn up together with the Department of communication and approved by the director general.

*Press conferences* Press conferences shall only be held when it is absolutely essential for the journalists to obtain the information they need. In most cases, releases/publications on [ssb.no](http://ssb.no) are sufficient.

One alternative to a press conference is a seminar where not just the media are invited. See courses in [section 1. Statistics Norway's dissemination policy: Satisfied users](#).

In recent years, Statistics Norway has held four press conferences a year in connection with the quarterly economic trends and the Economic Survey.

The decision to hold a press conference is taken by the Department of communication/director general.

For more information, go to: [Media contact - intranet](#).

### **13. Guidelines on royalties**

Statistics Norway encourages employees to use their expertise to contribute to publications released by other parties. This work can help create a better understanding of statistics and improve our knowledge of Norwegian society.

Before an agreement can be entered into with a publisher, approval must be obtained from an employee's immediate superior.

Rights to individual components (e.g. tables/diagrams/methods) that are deemed to be compiled during the course of an employee's work for Statistics Norway or which are compiled by someone else in Statistics Norway cannot be transferred to a publisher.

Writers retain a minimum fee in full. Minimum fee is defined here as a one-off payment from a publisher with an upward limit of 1/3 of the calculated fee for the sale of the entire first edition (max. 3 000 copies).

Royalties in excess of the minimum fee are split, with 38 per cent going to the writer and 62 per cent to Statistics Norway.

Other distributions of royalties may be agreed. This is particularly relevant in cases where the writer has taken full or part leave without pay in order to write.

Where Statistics Norway or the employee's connection with Statistics Norway is emphasised, the Department of communication must be informed.