

Abstract for Innovation in Official Statistics Seminar

## **Innovation in Disseminating Statistical Data – the ONS (UK) Data Visualisation Centre**

As statistical offices produce ever greater volumes of data (often more outputs for increasingly smaller areas), there is a risk of creating a rift between dissemination and communication. Are users being drowned in data? How do we ensure that the important messages in data are easy to find?

The maturing of the internet (collectively known as Web2.0) potentially offers as great an opportunity to publishers as the invention of movable type in the 15<sup>th</sup> Century. But to exploit this potential fully, official statistics providers need to revisit fundamental concepts of data presentation and marry them to both emerging technologies and a better understanding of how users interpret statistical data.

The Office for National Statistics has recently established a dedicated Data Visualisation Centre within its Methodology Directorate to tackle these and other issues.