



**INSTITUTO NACIONAL
DE ESTADÍSTICA Y GEOGRAFÍA**

INNOVATIONS IN DATA DISSEMINATION

20 FEBRUARY 2009

UNITED NATIONS, NEW YORK

SEMINAR INNOVATIONS IN DATA DISSEMINATION

As in most countries around the world, INEGI has moved from traditional publications to electronic data dissemination and general and custom services.

- Work has been undertaken to address different audiences from grammar school children all the way to higher education students and researches, and of course, to planners and decision makers in both the private and public sectors.

SEMINAR INNOVATIONS IN DATA DISSEMINATION

- With the intensive use of the web and the production of some specialized systems such as:
 1. IRIS a Geospatial Information System.
 2. The BIE to access social and economic time series.
 3. Datacubes to access cross-sectorial time series and microdata.
- We look to satisfy most of the information needs of users.

SEMINAR INNOVATIONS IN DATA DISSEMINATION

- However we have also developed products seeking to disseminate information for specific audiences, among them it is important to mention:
 1. *Cuéntame de México* (Tell me about Mexico)
 2. *Estadísticas a propósito de* (Statistics related to)

CUÉNTAME DE MÉXICO (TELL ME ABOUT MEXICO)



Información para niños y no tan niños



Buscar



¡México tiene un Ángel de la Guarda!

¿Lo conoces?



Regístrate



Foro de discusión



Mapas para imprimir

Mapoteca digital

Glosario

Sabías que...

Juegos

censos económicos
2009



- *Cuéntame de México* is a statistical and geographical information product aimed at general public and elementary education students. The main objective is to aware future citizens of the value of using information.

CUÉNTAME DE MÉXICO (TELL ME ABOUT MEXICO)

- Includes interactive games to promote learning by playing.
- Promotes knowledge about Mexico and care for environment.
- Presents intuitive navigation where subjects are represented by colors.
- Promotes a dynamic discipline that helps understanding geographical interaction but not in an encyclopedic way.
- Dissemination of this product is through internet and through *Enciclomedia* reaches 75,000 classrooms.

<http://cuentame.inegi.org.mx>

“ESTADÍSTICAS A PROPÓSITO DE...” (“Statistics related to ...”)

- “**Estadísticas a propósito de...**” is a tool that provides national statistical and geographical information related to commemorative world events, for example: International Women’s Day, World Environment Day, World Population Day, etc.
- In 2008, INEGI was in 1,693 journalist’s notes at mass media with this product and registered 517,533 visits to the web site.
- In 2009, INEGI is planning to publish 19 national papers (10 of them with local information).

“ESTADÍSTICAS A PROPÓSITO DE...”

(“Statistics related to ...”)

WORK PROGRAM 2009

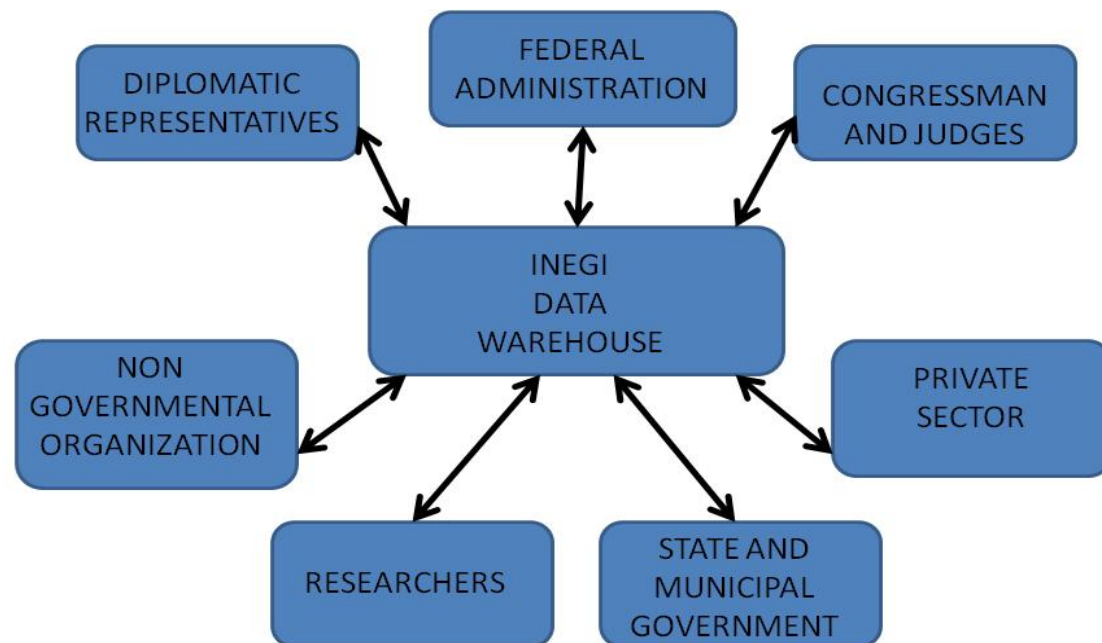
DATE	EVENT	DATE	EVENT
FEBRUARY ▪4 ▪14	▪World Cancer Day ▪Valentine´s Day (marriages and divorces)	AUGUST ▪12	▪International Youth Day
MARCH ▪8 ▪22	▪International Women´s Day ▪World Water Day	SEPTEMBER ▪28	▪World Health Day
APRIL ▪30	▪Universal Children´s Day	OCTOBER ▪1 ▪5	▪International Day of Older Persons ▪World Habitat Day
MAY ▪1 ▪10 ▪17	▪International Labor Day ▪Mother´s Day ▪International Internet Day	NOVEMBER ▪2 ▪25	▪Day of the Dead -traditional mexican day ▪Elimination of Violence against Women International Day
JUNE ▪5 ▪21 ▪26	▪World Environment Day ▪Father´s Day ▪International Day against Drug Abuse	DECEMBER ▪1	▪World AIDS Day
JULY ▪11	World Population Day		

SEMINAR INNOVATIONS IN DATA DISSEMINATION

- More recently, the National Statistical and Geographic Information System Law, approved by Congress last year, refers to the Public Information System in which attention and information access to strategic users is mentioned.
- For this reason, the Institute developed a program for these strategic users named **INEGI's Virtual Terminal**.

INEGI'S VIRTUAL TERMINAL

- Within the universe of users of statistical data produced by INEGI, there is a reduced group of organizations which -due to the magnitude of the information they handle- require special mechanisms for a highly efficient process to deliver and search for information.

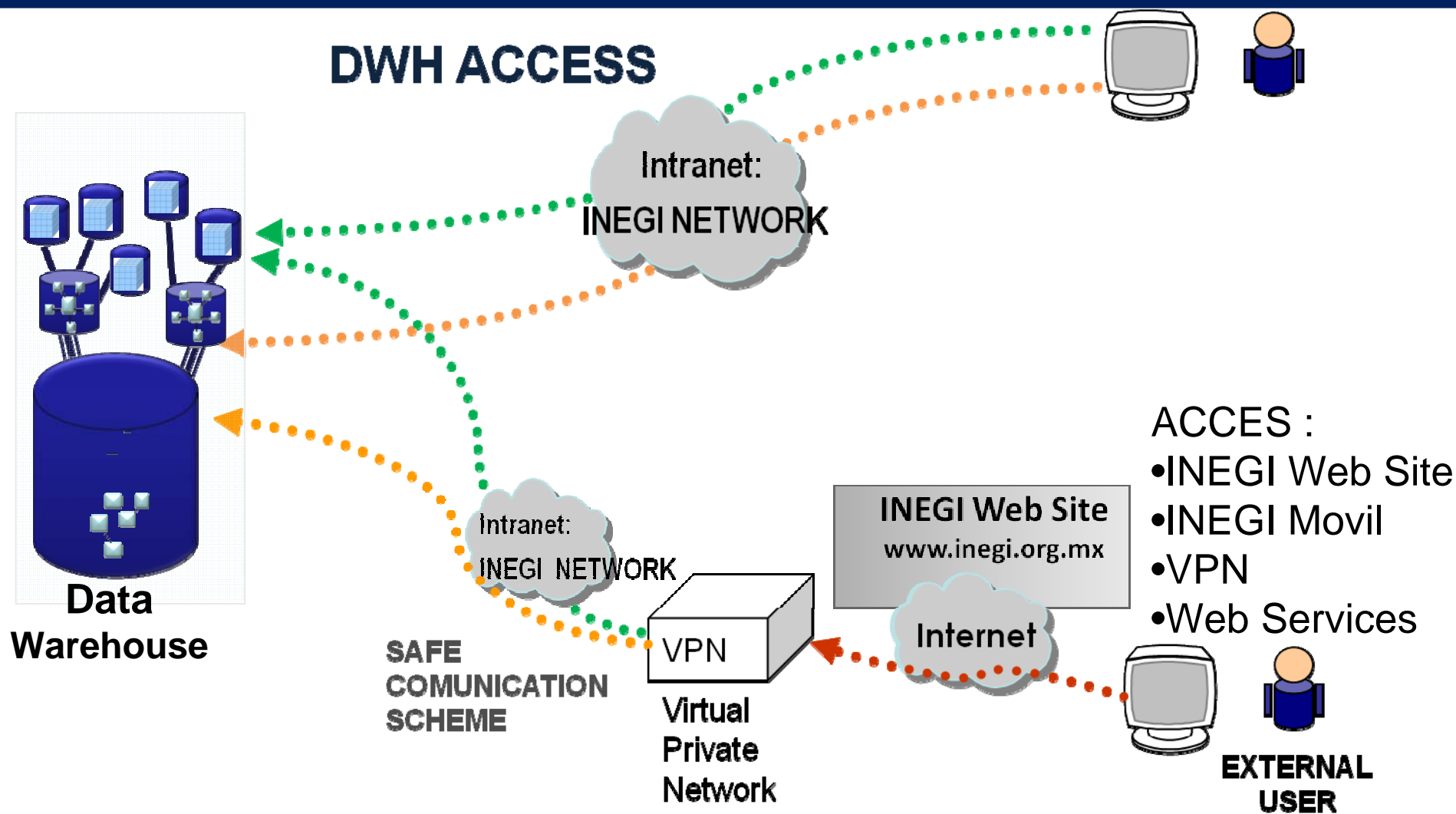


INEGI'S VIRTUAL TERMINAL

- The purpose of INEGI is to construct a strategic network of strategic users to disseminate statistical and geographic information, in order to help them in their decision making process and in the construction of public policies.
- For these large users, INEGI can help them to install within its own facilities, electronic working stations dedicated to handle specialized information from the institute, including all the tools available for an optimal access and advantage of the resources, supported and operated by its own personnel, trained by INEGI.

INEGI'S VIRTUAL TERMINAL

DWH ACCESS



CONCLUSIONS

- The seminar has provided a discussion floor on how best to address the challenges being placed on National Statistical Offices.
- Among the papers reviewed in this Seminar, we have learned of several innovations in data collection, data management but also data dissemination. We have learned that the most popular alternative of publishing data is the presentation of charts and graphs with the synergy of statistics with geography; and internet is the principal channel for data communication.

CONCLUSIONS

Among specific innovations we can mention that:

- **In Austria.** There are cubes for all areas of analysis: Basic registers as well as cubes for the registered based test census 2006. The scheme used was under the OLAP technology (stands for On-Line Analytical Processing). With this technology, data can be displayed in a multidimensional way by using measures and dimensions (geographically). Using OLAP cubes one can view the data on the required level of aggregation for each dimension.

CONCLUSIONS

- **Brazil.** Is willing to construct, in terms of web design, a minimalist portal (where less is more), in which the user, through a search program, will be served with the lowest number of clicks.
- In **Germany**, they develop the idea of using customer information systematically with the purpose of creating an “efficient information offer”. Ideally, the continuous evaluation of customer information will lead to an ever adjusting. Optimised offer. Thus the customers themselves quasi create the offer through their demand.

CONCLUSIONS

- And the Office for National Statistics of the **United Kingdom** established a dedicated Data Visualization Center within its Methodology Directorate to tackle the risk of creating a rift between dissemination and communication of data.

And ensuring that the important messages in data are easy to find.

CONCLUSIONS

- **Of course there are many other innovation in the papers presented. We encourage all of you to contact the statistical offices to learn from each other strategies.**