

Emerging Trends in Data Dissemination

Alan Smith OBE

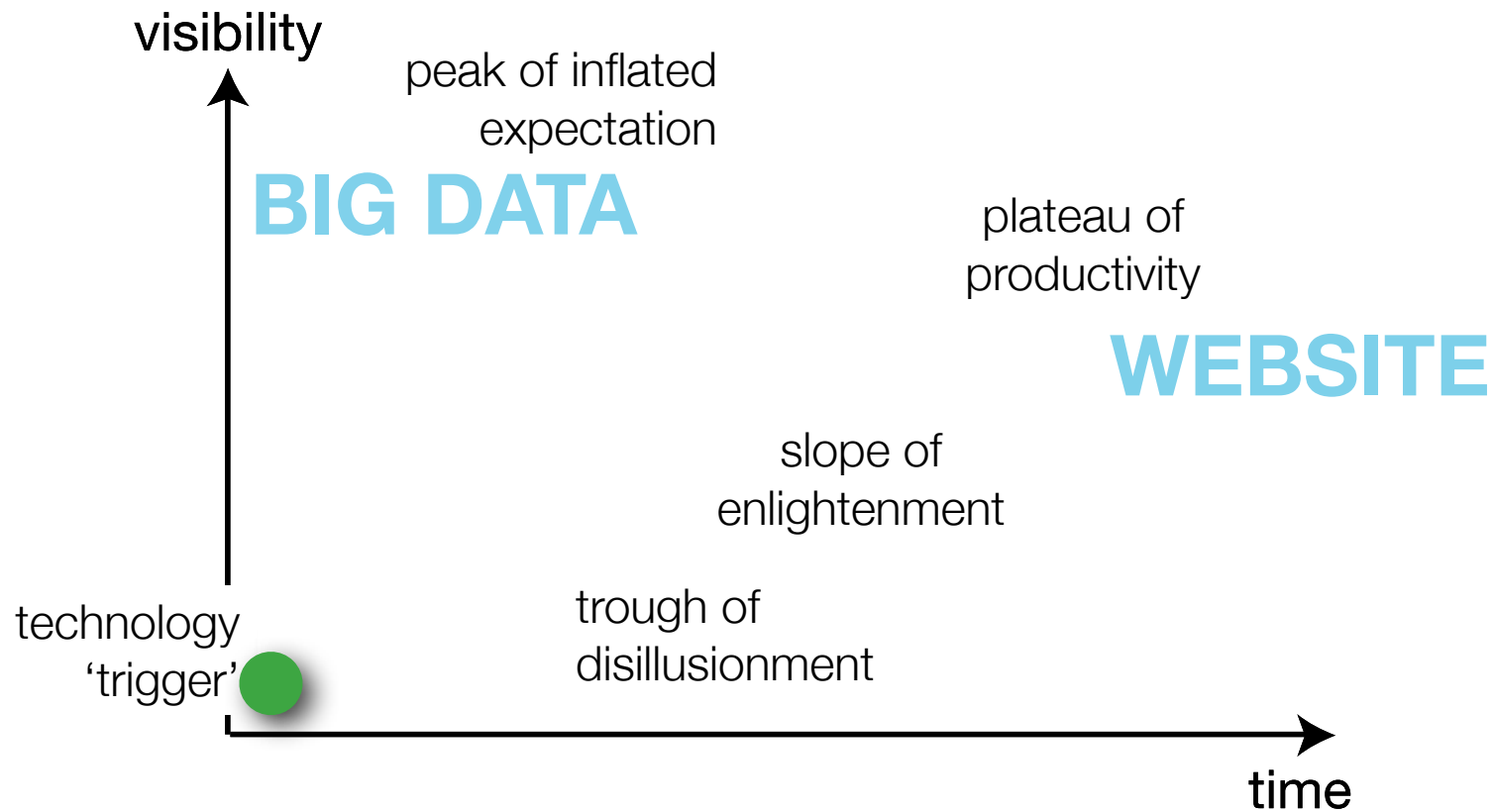
Data Visualisation Centre, UK Office for National Statistics

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United Nations Regional Workshop

Amman, Jordan September 2013

Emerging Trends and the Gartner 'Hype Cycle'

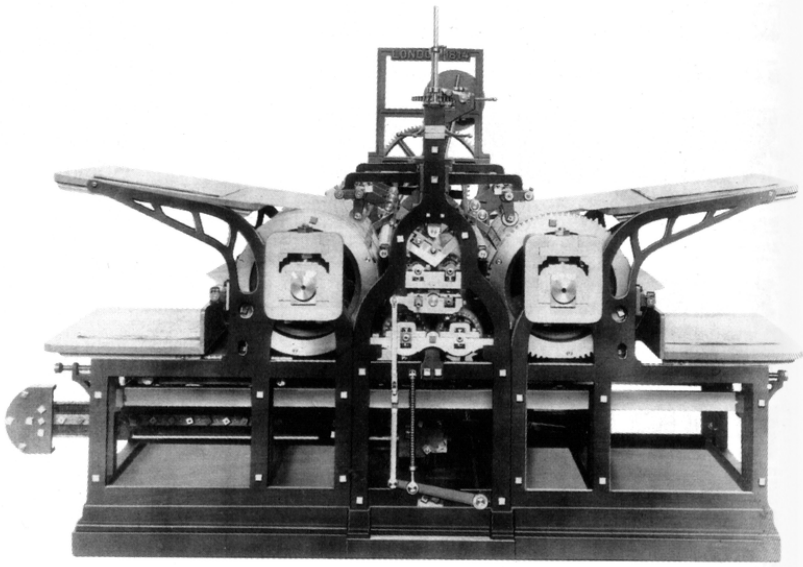




meet and anticipate user needs
(or else...)

Emerging Trends in Content

From Print to Web



Koenig's steam press, 1814



Content: Visual, Personal and Social

The screenshot displays the BBC News UK homepage with a featured article titled "Your Olympic athlete body match". The article includes an interactive tool where users can input their height and weight to compare themselves with Olympic athletes. The tool shows a scatter plot of athlete data points, with a specific point highlighted for a user with a height of 1.73m and a weight of 73kg. To the right of the plot, a profile for Ewa Palies is shown, including her photo, team (Team GB), and statistics: Height 1.73m (5ft 8in), Weight 73kg (11st 7lbs), Gender Female, and Sport Handball. The page also features a sidebar with navigation links and a top navigation bar with various service options.

BBC NEWS | [World Service](#) | [Education](#) | [low graphics version](#) | [feedback](#) | [help](#)

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30 July 2012 Last updated at 17:14 74K [Share](#) [f](#) [t](#) [e](#)

Your Olympic athlete body match

Olympic athletes come in all shapes and sizes, from the lithe limbs of Japan's Asuka Teramoto to the gargantuan frame of China's Zhaoxu Zhang. But how do you measure up in comparison? Try our app below and find out. Why not then share your results with your friends?

Height Metres | Feet Weight Kilograms | Pounds | Stone **COMPARE** Results for 1.73m and 73kg:

TALLEST

1.73m, 73kg

You are most like:
Ewa Palies
Team GB

Height 1.73m, 5ft 8in
Weight 73kg, 11st 7lbs
Gender Female
Sport Handball

Competing in
Women's Handball

Share:
[facebook](#) [twitter](#)

BBC SPORT
BBC Weather

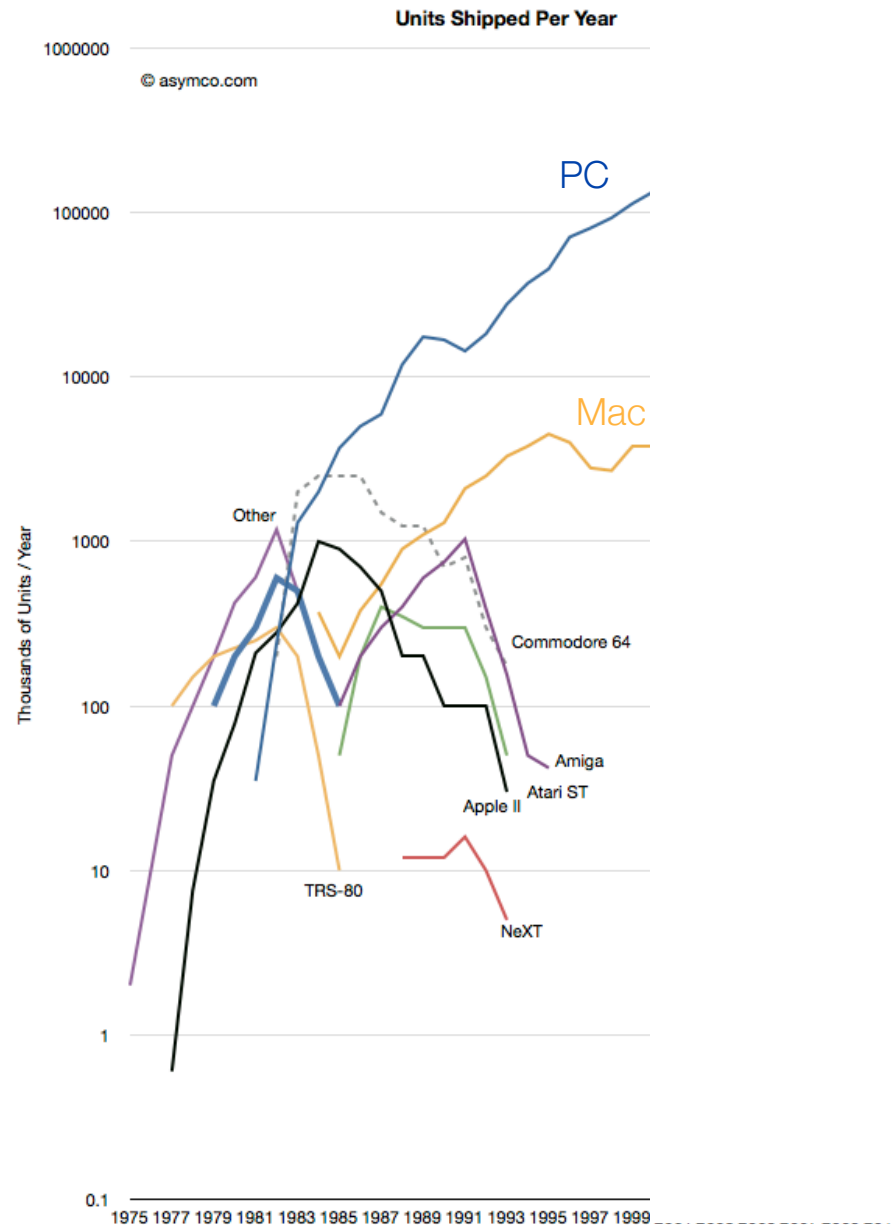
Also:
▶ London shar...
▶ Barclays clos...
▶ Bank staff 'fe...

Towards mobile content

Apple has sold over 500 million iOS devices (2013)

71% of 16-24 year olds online via mobile devices (UK, 2011)

45% of all UK internet users went online via mobile devices (2011)



Thoughts on Flash

Apple has a long relationship with Adobe. In fact, we met Adobe's founders when they were in their proverbial garage. Apple was their first big customer, adopting their Postscript language as the core of the current desktop platform. We have grown together with the corporation together to serve their joint creative customers – Mac users buy around half of our Creative Suite products – but beyond that there are few joint interests.

“HTML5”

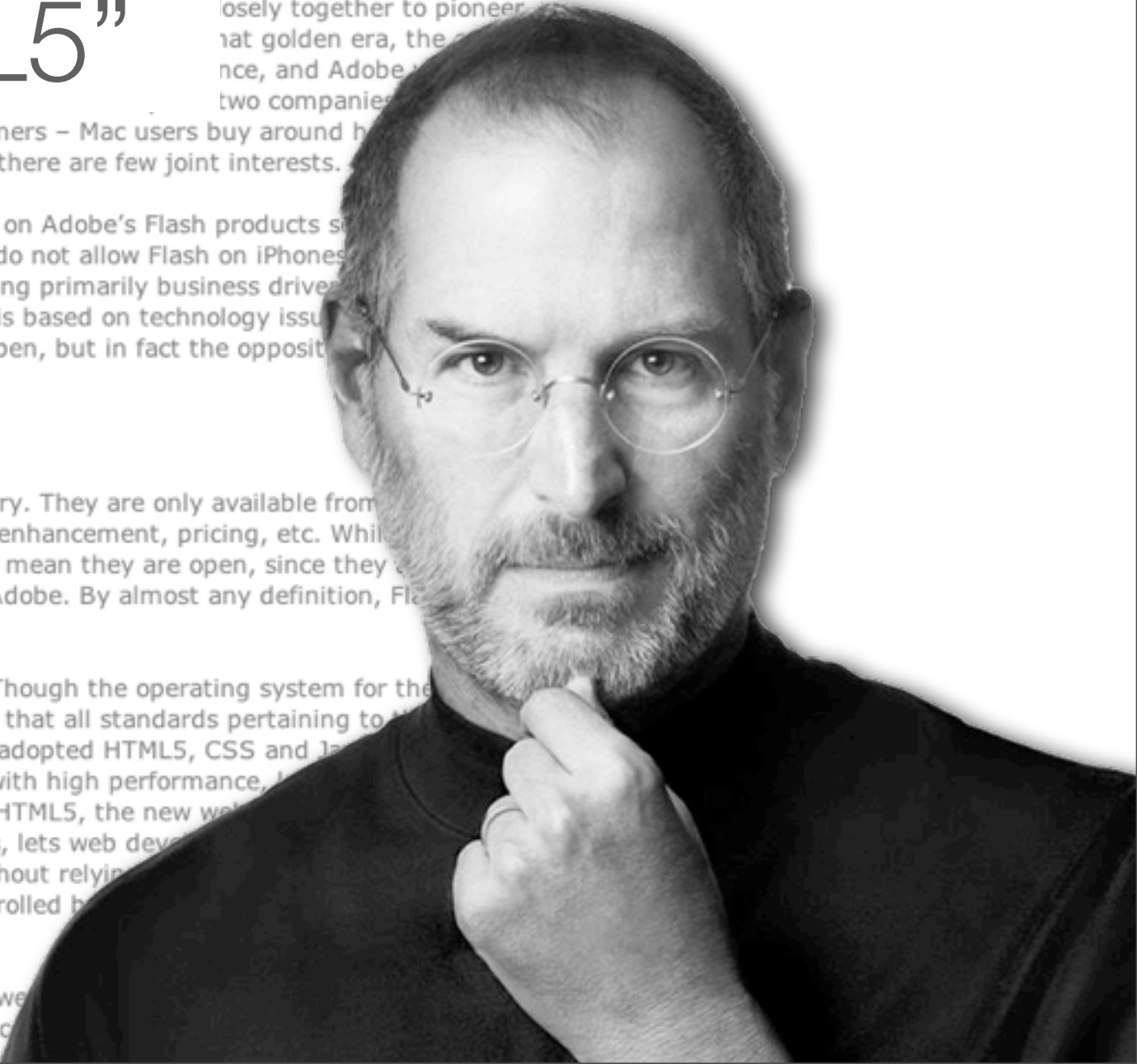
I wanted to jot down some of our thoughts on Adobe's Flash products so that our users and critics may better understand why we do not allow Flash on iPhones. Adobe has characterized our decision as being primarily business driven to protect our App Store – but in reality it is based on technology issues. We are a closed system, and that Flash is open, but in fact the opposite is true. We'll explain.

First, there's "Open".

Adobe's Flash products are 100% proprietary. They are only available from Adobe. Adobe has sole authority as to their future enhancement, pricing, etc. While Flash products are widely available, this does not mean they are open, since they are controlled entirely by Adobe and available only from Adobe. By almost any definition, Flash is a closed system.

Apple has many proprietary products too. Though the operating system for the iPhone and iPad is proprietary, we strongly believe that all standards pertaining to the web should be open. Rather than use Flash, Apple has adopted HTML5, CSS and JavaScript as open standards. Apple's mobile devices all ship with high performance, low power implementations of these open standards. HTML5, the new web standard adopted by Apple, Google and many others, lets web developers create rich typography, animations and transitions without relying on Flash. HTML5 is completely open and controlled by the community. Apple is a member.

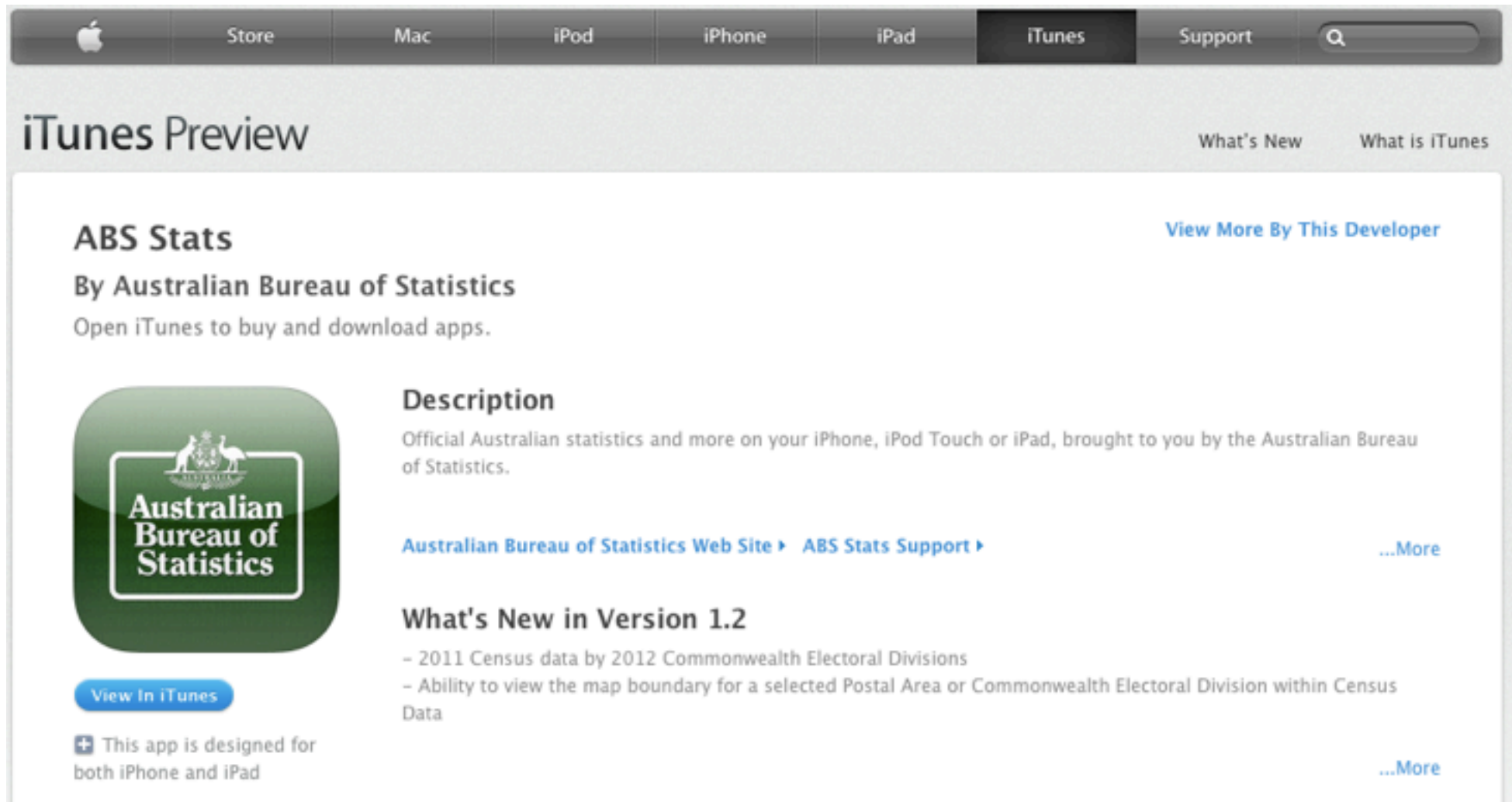
Apple even creates open standards for the web. We created the WebKit open source project and created WebKit, a core technology that is the heart of the Safari web browser.



30%

traffic to media websites from tablet/mobile device

Proprietary Apps (iOS and Android)




The screenshot shows the iTunes Preview page for the 'ABS Stats' app. At the top is a navigation bar with links for Store, Mac, iPod, iPhone, iPad, iTunes (highlighted), and Support, along with a search icon. Below the navigation bar is the 'iTunes Preview' header with links for 'What's New' and 'What is iTunes'. The main content area features the app title 'ABS Stats' by the 'Australian Bureau of Statistics'. A blue button labeled 'View In iTunes' is positioned below the app icon. A plus sign icon indicates the app is designed for both iPhone and iPad. The 'Description' section provides details about the app's content and includes links to the Australian Bureau of Statistics website and support. A 'What's New in Version 1.2' section lists updates, such as the inclusion of 2011 Census data and a map boundary feature. A 'View More By This Developer' link is located in the top right corner of the app preview area.

ABS Stats [View More By This Developer](#)

By Australian Bureau of Statistics

Open iTunes to buy and download apps.



Description

Official Australian statistics and more on your iPhone, iPod Touch or iPad, brought to you by the Australian Bureau of Statistics.

[Australian Bureau of Statistics Web Site](#) ▶ [ABS Stats Support](#) ▶ [...More](#)

What's New in Version 1.2

- 2011 Census data by 2012 Commonwealth Electoral Divisions
- Ability to view the map boundary for a selected Postal Area or Commonwealth Electoral Division within Census Data

[...More](#)

[View In iTunes](#)

+ This app is designed for both iPhone and iPad

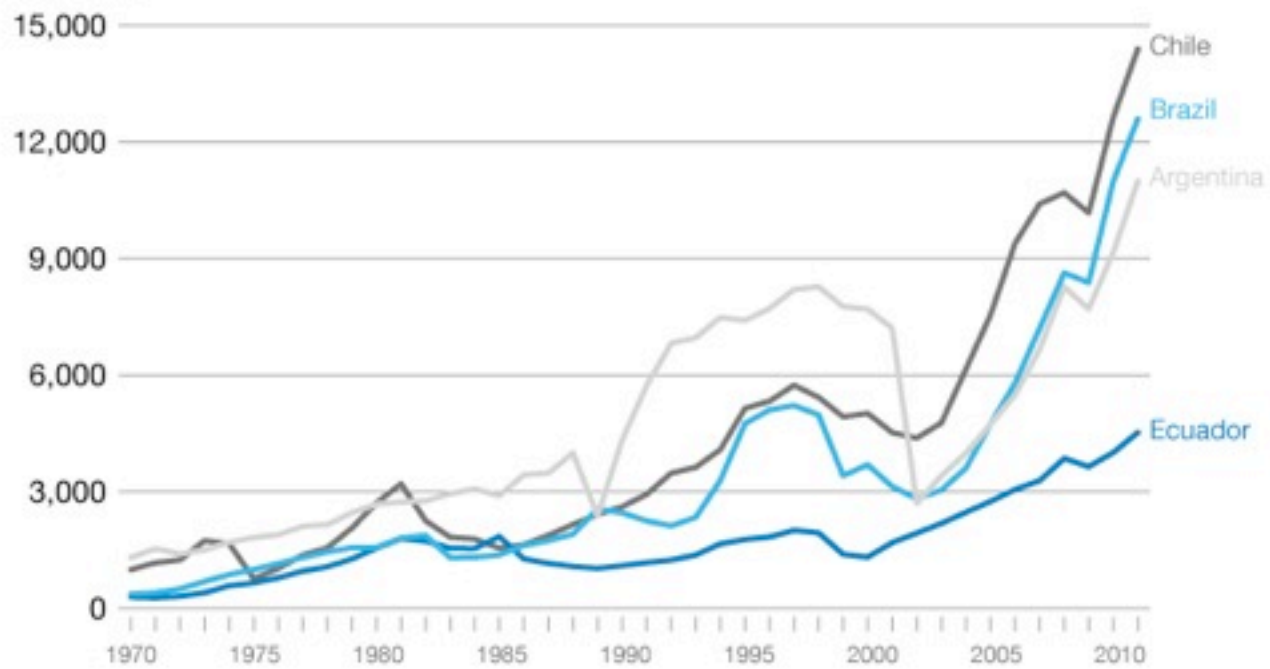
New opportunities for presenting statistics

Figure 1

GDP per capita¹

Argentina, Brazil, Ecuador and Chile 1970-2011

US Dollars



¹ at current prices

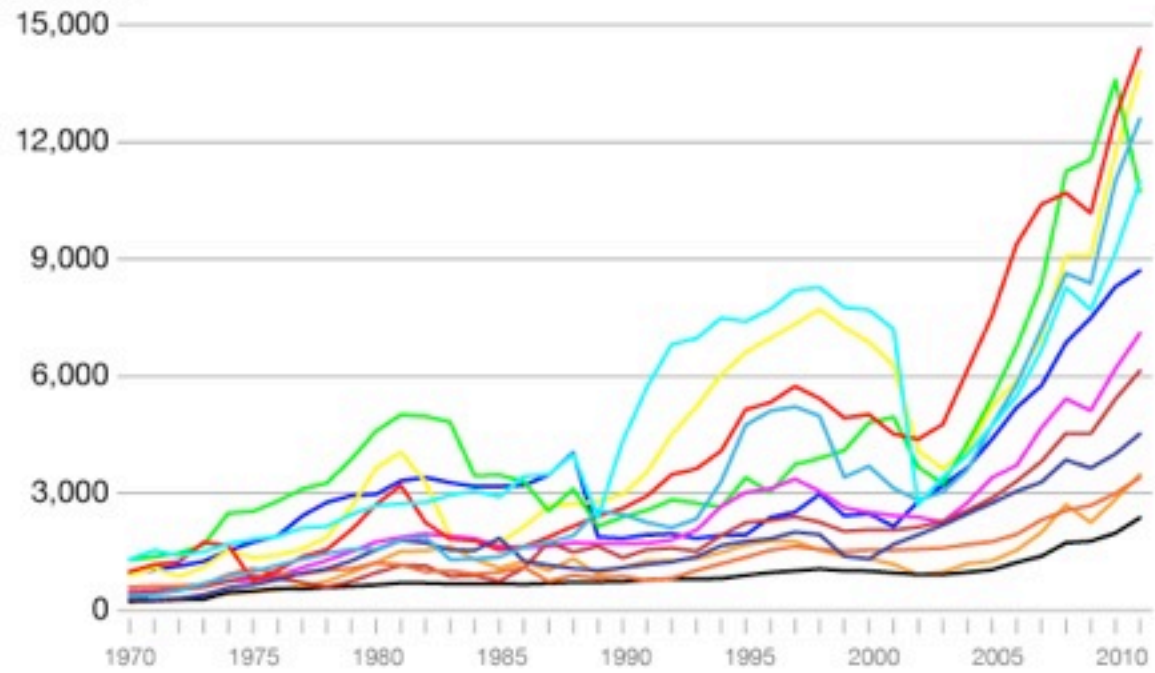
source: United Nations Statistics Division

Figure 1

GDP per capita¹

South America 1970-2011

US Dollars



¹ at current prices

source: United Nations Statistics Division

Case Study: Census in England & Wales

Using content to increase audience

Content syndication - UK Census example

The collage illustrates content syndication for the 2011 UK Census. It features several overlapping screenshots:

- Top Left:** A large graphic showing the estimated population of England and Wales as **56,075,900**. The text below reads "Estimated population for England and Wales".
- Top Right:** A screenshot of **The Telegraph** website. The headline is "Census 2011: Explore the population changes in your area".
- Center:** A screenshot of **BBC NEWS UK** with the headline "England and Wales population up". The article text states: "England and Wales now has a population of 56.1 million people, an increase of 3.7 million since 2001. The graphic below, from the ONS Data Visualisation Centre, tells the story of how this population has grown, through periods of war, disease, depression and immigration." Below the text is a population pyramid for 2011, showing age groups from 40 to 90+.
- Bottom Center:** A screenshot of **The Telegraph** website with the headline "Census 2011: How the population has changed over the last 100 years, charting the national census." It features a similar population pyramid and a small image of Prince William and Catherine Middleton.
- Bottom Right:** A screenshot of a news article from **guardian.co.uk** dated Monday 10 July 2012 15:04 BST. The headline is "2011 Census: population estimates for England and Wales". It includes a population pyramid and a sidebar with social media links.
- Far Right:** A partial screenshot of a website showing a dropdown menu for "West Midlands" and a population pyramid.

+1,000%

increase in page views compared to traffic via statistics.gov.uk

“Visual, personal, social...”



Thank you

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