



Data Dissemination and Utilization: Some Considerations

United Nations Statistics Division



“A census is not complete until the information collected is made available to potential users in a form suited to their needs”

(UN Principles and Recommendations for Population and Housing Censuses, Rev.3, par. 3.240)

- Transforming data to information (for informed decision)
 - Making the right information available and easy to use
 - Marketing the information to potential users
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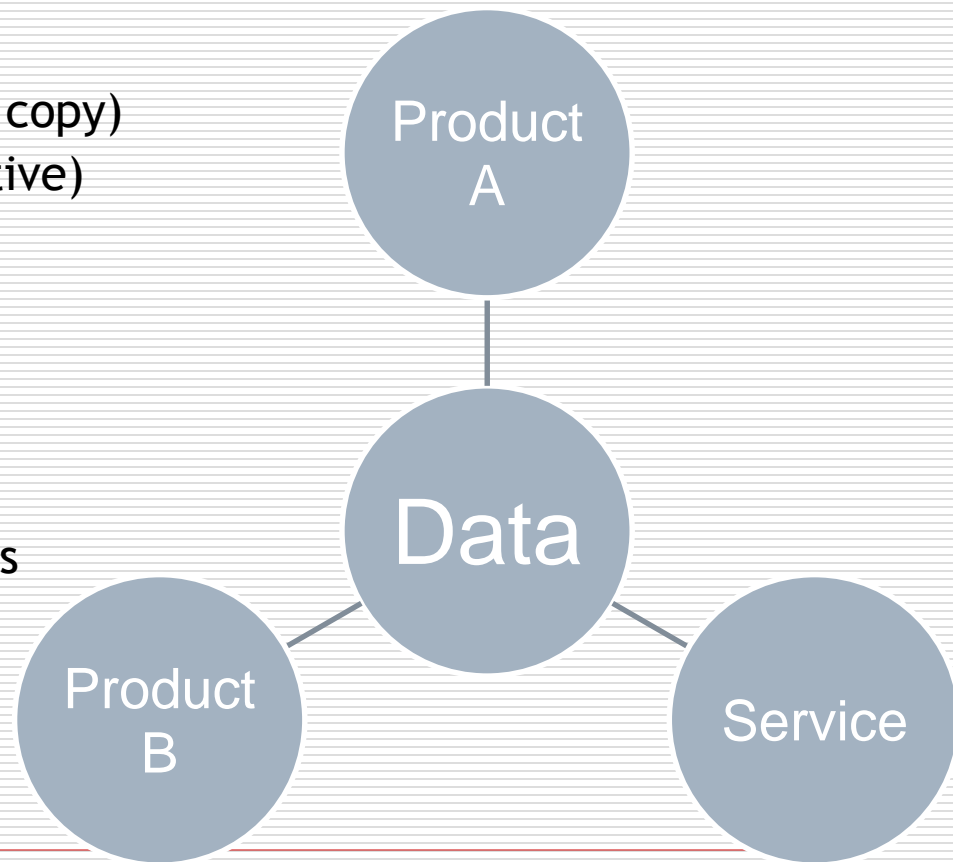
On determining user needs

- ❑ There are different types of census data users with different and diverse data needs
 - government, businesses, researchers, civil society, individuals
 - ❑ Supply and demand: Analyse users' needs and build a matrix of users, by products and services that fit their needs
 - Are there gaps between users' needs and data availability?
 - ❑ Suitable products and services in different formats should be developed to match the diverse type of data users and their needs
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From users' needs to ...

- Suitable—
 - Products
 - Publications (hard & soft copy)
 - Maps (hard copy, interactive)
 - Interactive data bases
 - Micro-data
 - Formats
 - Print
 - Internet
 - Mobile device formats
 - CD-Rom/DVD
 - Services
 - Customisation
 - Do-it-yourself





“Suitability” means—

- ❑ Timely
 - Quick → provisional → final
 - ❑ Accessible
 - From whom, where, how
 - Fit to level of technology
 - Use of fit-for audience terminology
 - Affordable
 - Service provision
 - ❑ Interpretable
 - Metadata provided
 - concepts and classifications; methods of data collection and processing; measures of data quality
 - Commentary on data by NSO
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Technology – Enabling factor for dissemination

- ❑ Information and Communications Technologies (ICTs)
 - Interactive database
 - Open access/free download facility
 - Dissemination of micro-data
 - Web-based mapping
 - Social media/networking
 - Mobile device (SMS, formats, etc.)
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Dissemination challenges

- ❑ How to present the right data with the right context to meet users needs –
To be user-oriented
 - ❑ How to ensure that the most recent and most correct data are used and displayed-Use of ICT and **data accessibility**
 - ❑ How to take advantage of the **spatial dimension** of census data
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For enhanced utilization

- What approaches could enhance data utilization?
 - How can countries better harness the benefits of ICT fo
 - What communication strategies can be used to enhance utilizations by diverse audiences, including lay persons?
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