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
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
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
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.)
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
For enhanced utilization

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