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Data Dissemination to a Web-based Audience :
Optimizing Content Based on Audience Needs

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A. Introduction

As for advancing in information technology bringing about rapid globalization, the government of Thailand needs statistical information to formulate new economic and social orders through the national economic and social development plan to achieve higher living standard for the people of Thailand.

2. The National Statistical Office of Thailand (NSO) is committed and responsible for collecting, compiling and disseminating statistics of all the country sectors. NSO provides such of statistical products and services to the users. As for data dissemination, NSO has the channels to meet the statistical needs of different users.

3. Its objectives of NSO data dissemination is to provide the relevant information in efficient and effective manner as well as in a format to meet the audience needs from both the local and international communities.

4. Although there have been many changes over the years in the methodology and implementation of data dissemination, a key mechanism for accomplishing data dissemination is the use of information technology. At present, NSO has taken the advantages of internet to be the major role in the development of data dissemination. Dissemination technique as suitably has

been revised time to time to cope with the rapid changes in the internet medium for reaching the best practice.

5. In the role of data dissemination targeting to a web-based audience is one more essential requirement of NSO to disseminate statistical data. As for the information presented to a web-based audience it was intelligible to the intended audience. This poses a significant challenge to NSO for well-organized management in providing suitability data format to the users as accuracy, timeliness, and reliability.

B. Implementation of Information Dissemination

(A) Focusing on Critical Tasks

6. A vision of NSO aiming the statistical data, as a compass, to enabling the audiences to achieve their management. It is believed that the internet is one more essential tool of NSO to disseminate statistical data for attaining the vision as well as the objectives and targets of dissemination.

7. To attain targets of website management, it is important for NSO to focus on critical tasks. A critical task might be surveying for audience needs, researching a specific issue, or applying for a government program. We can find customers' critical tasks from many ways, namely listening to user questions, reviewing our data and talking to the users. Besides, it should be analyzed by web metrics to figure out what people are looking for on our

website. We will know what the most-visited pages are or which pages people spend the most time. Basically, different audience groups often have different critical tasks. Our website planned initially to serve several audience groups, seeking to each group for determining what is most important to them. Meanwhile, the survey was run on our website for asking visitors what task they were trying to accomplish, and whether or not they were successful.

(B) Method of NSO dissemination

9. As for statistical data, it is released to the users of information obtaining through a statistical activity. Data dissemination consists of distributing or transmitting statistical data to users. NSO provided various release media as possibly in electronic format including the internet, CD-ROM, and etc.

10. The need of NSO to communicate with users to ensure for meeting their respective needs. This is a best practice. However, there has been the dimension of data dissemination that NSO considered as follow:

- a) The data: coverage, periodicity, and timeliness;
- b) Access by the public;
- c) Integrity of the disseminated data; and
- d) Quality of the disseminated data

(C) Suitability for Web-Based Audience

11. Organizing content based on the audience's needs is a best practice for managing on NSO's website. Initially, the form of navigation was considered in many factors, namely topic, events, task or service, audience group and geographic location. As for navigation by organizational structure, it has traditionally been less effective for the web audiences, NSO have used this as an alternative. Consequently, it needs more information on our audiences and communicating with them by analyzing regularly their requests and needs. Nevertheless, organizing our content based on feedback and other survey as well.

12. What's easy to use is the thing that the audience would like to access, especially people coming to our website with a specific task in mind. A large number of audience need to complete online. If our website does not serve them completely their task, they will leave.

13. Identifying the mission and purpose of our website, it helps our staff to clarify the task of our website that it should essentially serve the web-based audiences to accomplish quickly and easily. Based on audiences' needs change, testing and analysis it should be an ongoing effort.

14. As for the usability tests and customer satisfaction, NSO plans to organize for the most web visitors--both citizens and

other audience groups--are familiar with navigating websites by subject or audience.

15. NSO used a variety of ways to determine the best way to organize information for the web-based audience. In addition, NSO organized to adjust the website in ways that help them use it and enabling the audience to obtain information and services as their requirements. Seeking to know the audiences' preferred methods for navigating website, it is beneficial to build an overall organizational structure for website. This is sometimes referred to as information architecture.

16. NSO website focusing on special audiences, it has a gateway or other tool such as a portal or database that organizes part of the web for a specific audience. These tools help NSO to provide the breadth of information and services about a particular topic or audience group.

The portal website can improve the audience's access to information and services, strengthening the quality of content, and providing cost and efficiency savings to the organizations. Government agencies need to work together to develop cross-agency websites rather than developing them in isolation.

17. Developing cross-agency portals is posed as significant challenge of NSO for providing many benefits to the public and to the government agencies by bringing together information and

services from multiple organizations on a particular topic or audience group.

C. Problems and Challenging in Data Dissemination

(A) Appropriateness for Web-based Content

18. As for web-based content management, NSO has various ways of providing appropriate web-based content. Web-based contents are modified to be easy to develop and be optimized for fast and easy setup. Moreover, it is capable to work on any standard web server platform on regular basis and very easy to learn and gives the NSO staff the flexibility to separate layout.

19. Challenging to developing web-based content management solution it would be required a web-based application in the capabilities of NSO. It needs to develop for making a web site accessible to the audiences around the world and tailoring a web site based on known information about an individual user to improve the site's effectiveness and enhance the user's experience as well as ensuring the web site achieves maximum throughput to minimize the user wait times

(B) Governance-based Management

18. Because of the heart of government websites is accomplishing the mission; therefore, in organizing of web-based content based on the governance structure must define the

persons who are involved in creating and managing content, developing and supporting technology, and – most of all – achieving the agency’ s mission. This is one of a significant challenge to NSO for achieving the web governance structure management as completely in the near future.

(C) Obstacle in Web-based Management

19. Administrative support is a key to acquiring the resource necessary to implement a web-based management. This support is vital to securing adequate resource. With regard to web-based content, a commitment must be made to fund the technical and human resources to deliver its content. Moreover, implementing a web-based management may require significant funding outlays before yielding positive results.

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D. Conclusion

20. For many statistical agencies, the internet has become the significant tool to disseminate the statistical data to the audiences and has become the effective points of contact between NSO and its users base. For many audiences the web-based content and its system would be the only grounds on which they could judge the NSO. Many users would obtain mission-critical data from the NSO. The facility of learning, use, and audience satisfaction, along with quality, and the essence of

content and functional capabilities, will determine the success or failure of the NSO effort.

21. NSO provides information and services on the internet opening up a way for the audiences both in domestic and abroad that it should be adjusted the output to fit their needs. It needs to maintain a clear picture of the intended audience for NSO Web initiative; understanding the audiences is critical to reaching web-based objectives. Conveniently available information presented in web-based content should have clearly defined goals and objectives. At present, the audiences with internet access are much more likely to contact the NSO than non-internet users. It realizes that the internet helps beneficially in conducting their requirement with NSO.