User oriented data dissemination: Users' needs and profiles
Experiences by Turkish Statistical Institute

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Introduction
1. Dissemination process is an intermediary between data producers and users. This process contributes to continuously improving statistical activities concerning data collection, processing and analyses.

2. Dissemination activities in all countries changes with the technological developments and society. In particular this change is not only driven by web, but also by information society. Turkish Statistical Institute (TURKSTAT) follows these trends to produce and disseminate the information in a usable way. Users want more up-to-date, comparable, harmonized series of data as well as quick and easier access and well presented data and metadata. It can be said that user demands are directing the production and dissemination stages.

3. Aim of dissemination is to ensure transparency and to offer a large audience easy access to statistical data. Dissemination principle of TURKSTAT is to satisfy user's requests, timely and with high quality information.

Users and Their Needs
4. With the rapid developments in communication technologies, information becomes a strategic resource for public and private sectors. Improving dissemination and accessibility of the statistics is the core point on users' satisfaction. Our targets are;

- user oriented policy
- reaching and serving all user groups (central government, public organizations and territorial authorities, research institutions and universities, private sector, media, general public, international users)
- providing quality information

5. Each user group has different needs. Some questions arise while reaching the users in an effective way.

- Principles on web page – which data and how it should be put on the web page?
- User oriented data production – Who are the users? What kind of data they need? What are their expectations?
- Publication policy – What kind of publications and for who?

6. The main aim of TURKSAT is to reach all kinds of users rather than targeting specific audiences. Our publications and web site is designed as clearly as possible for general public as well as researchers and media. To reach our targets following studies were realized.

Users Satisfaction Surveys

7. The customer/user satisfaction survey is an important tool to detect user needs and profiles. User feedbacks could be integrated into planning process of official statistics. In this context, the most frequently mentioned areas are the public sector, media, research sector, general public, business community and local authority.

8. TURKSTAT User Satisfaction Survey has been realized firstly in 2005. In this application we targeted to measure general tendency in our users in order to improve effectiveness of services, data quality, presentation and dissemination channels. Several questions asked for the personal profile, interested statistical subjects, satisfaction with the performance of TURKSTAT staff, accessibility of the user service, duration of the answer.

9. For this application we defined 8 different user strata, which are public institutions, private enterprise, universities, local authorities, media, international organizations, individuals.

Challenges:
10. User survey was made by face-to-face interviewing and internet application. The non-response rate was too high for both methods. Response rate was 20% for face-to-face and 30% for internet application. Beginning from September 2007, this survey will be available on our web page (www.tuik.gov.tr) and it is planned to organize the survey regularly for monitoring the levels of use and satisfaction of various user groups. Focus group interviewing like universities and media is also planned to be realized in 2008.

User Management System for the User Oriented Policy

11. For the user oriented data production and dissemination, every enquiry is recorded to the system including subject of the enquiry and detail information of the user. User Evaluation Report is prepared each year with details and distributed to all of the divisions and regional offices. This system is giving the response to the question as **"Who are our users?"**

12. In this way, we are able to make detailed analysis on our users and requested subjects. User Management System helps us to get a feedback from the customers, to know who the customers are, and to analyze the inquiries. We are also available to carry out some special surveys on publications, web site etc. and also able to sent mails to specific user groups and asking special questions.

Enquiries by user classification, 2006

Users	Number	%
Total	**7 896**	**100.0**
Persons	4 441	56.3
Private instutions[1]	1 448	18.3
Public organizations	1 215	15.4
Central and local authorities[2]	282	3.6

International organizations/foreign embassies/persons	248	3.1
Universities	133	1.7
Media	55	0.7
Other	74	0.9

[1] Associations, Labour Unions, Companies, etc.
[2] Prime Ministry, Ministries, National Assembly, Parliamentarians, Governors, Municipalities, Political Parties, etc.

Web Site Design to Give Quick Access

13. Internet provides excellent opportunity for promoting statistical information and is more functional medium offering us opportunity to disseminate wide range of data and metadata. Web site is the main dissemination channel of TURKSTAT. Web site interface is designed both for researchers and as well as for simple data users. Web site has been restructured in 2006 and user interface has been improved by taking into account the user needs. People who want quick information or indicator can easily find the related figures from the "selected series" part on the web site.

14. The main aim of TURKSTAT is to put as much data as possible on the web site along with the dissemination databases. Currently 750 tables and 18 databases with time series exists as an excel file free of charge. Metadata is also available in SDDS format. All contents on the web site are also included in our English web site. Classification server facilitates users to find commodity codes mainly used by public organizations, private companies and research institutions.

15. Subscription to the web site is encouraged and the e-mail notifications in selected subjects of the news bulletins sent automatically to the subscribers at the time of release, upon their preference (link/content).

Analysis on the web site, 2006

	Number
Number of visitors	3 090 219
Number of page views	11 231 959
Number of downloads	4 767 510

Subscribers of the web site

	Number	%
Total	**10 250**	**100.0**
Workers (public, private)	6 964	67.9
Student	2 015	19.7
House wife	546	5.3
Retired	105	1.0
Owner of a property	17	0.2
Other	603	5.9

Improving Dissemination Channels:

16. Besides putting most of the information on the web site, TURKSTAT is trying to improve other dissemination channels knowing the fact that not all of the users have internet access. In this context, SMS and Teletext channels have been developed. SMS channel is used mostly by business people who want certain data and teletext used by the persons at their home.

17. Despite the increasing trend of internet and online access, TURKSTAT maintains the other channels.
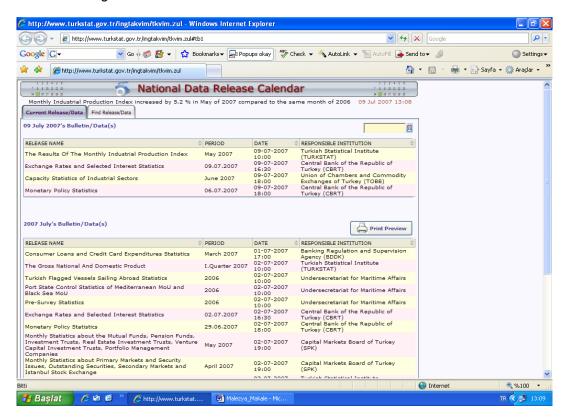
<u>Teletext through national television broadcast:</u> Main headlines of the news bulletins are also available on national television.
<u>Mobile data dissemination service:</u> Users can also reach certain headlines depending on their interest via mobile phones. Short messages are being sent to users on the general data of the news bulletins.
<u>Automatic Telephone Information Line:</u> The TURKSTAT provides an information consultancy service for its user's by telephone. Users are also allowed to get some basic statistical indicators by means of automatic sound responding system via TURKSTAT telephone station line without charging an extra price.

National Data Release Calendar

18. News bulletins allow users to get information on latest figures released by NSOs. To supply users timely data, annual release calendar is prepared at the end of each year. Beginning from 2007, this calendar is extended with other institutions included in the Official Statistical Program.

What Kind of Publications

19. TURKSTAT publishes about 100 statistical publications in a year that are prepared bilingual, both in Turkish and English. All printed publications are also available in PDF format and also distributed on CDs. With the increasing importance of internet, TURKSTAT gives priority to electronic publishing.

20. For the widespread use of statistics in primary schools, a study on "Brochures for Childs" which will give figures in an understandable manner and consists of mostly graphics is at the preparation stage.

21. Most of the publications are designed for the researchers and there are also summary and time series tables for basic data users. Brochures and leaflets (free of charge) are the tools to give general profile of the country.

Conclusion

22. Depending on the user needs, TURKSTAT tries to improve ways of dissemination. Following the information and communication technologies for best serving to all kinds of users is an important aspect of National Statistical Offices. TURKSTAT is pursuing all the developments and made a good progress within 2 years on web site restructuring, databases and also user management system.

23. Knowledge on user profiles and needs leads to improved service, growth in use of statistics, effective changes in dissemination strategies.