



Special Session Call for Papers:
Topic: Spreading out official statistics in the digital world
(SS-OS_USERS)

Session Chair:

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Special Session Abstract:

Current and future users are the main reason for and the purpose of the existence and development of the statistical system. Since user needs take the highest priority in the system development, the activities should be aimed at their satisfaction. This process is not as simple as it looks – different user groups have different needs, capabilities and expectations, which makes communication and dissemination of official statistics complex. The aim of this session is to address diversity of ways of spreading out official statistics in the digital world through a variety of output channels and services. Therefore, the focus of this session is on the examples of best practices in the following:

- dissemination and communication that involve adapting to emerging technologies
- increasing awareness of the value of official statistics among those who have not been exposed to the statistical data (statistical literacy)
- the use of social media channels and data visualisation techniques, which have made statistics more accessible to users
- obtaining a better insight into our users – their needs for statistical services as well as their professional knowledge, identifying the requirements of current users and the needs of potential future users
- outreach activities such as blogs, hackathons, contests, awareness raising activities and similar.

Special Session Keywords:

- User engagement, satisfaction and user needs assessment
- Managing customer relations
- Communication strategies and promotion of official statistics
- Statistical literacy
- User interaction via social media
- Visualisation and interactive tools
- Web analysis
- Dissemination
- Outreach activities

Note: When submitting the paper, please select:

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