

Insert Green Workshop title slide

Discussion: Key Takeaways

1. Find a partner.
2. Each partner share three key takeaways from the workshop.
3. As a group, discuss the key takeaways for your NSO and choose one to share with the workshop.

Objectives

Knowledge of currently available census data dissemination tools.

Knowledge of how to develop dissemination products, work with data users, and communicate with the public about the data.

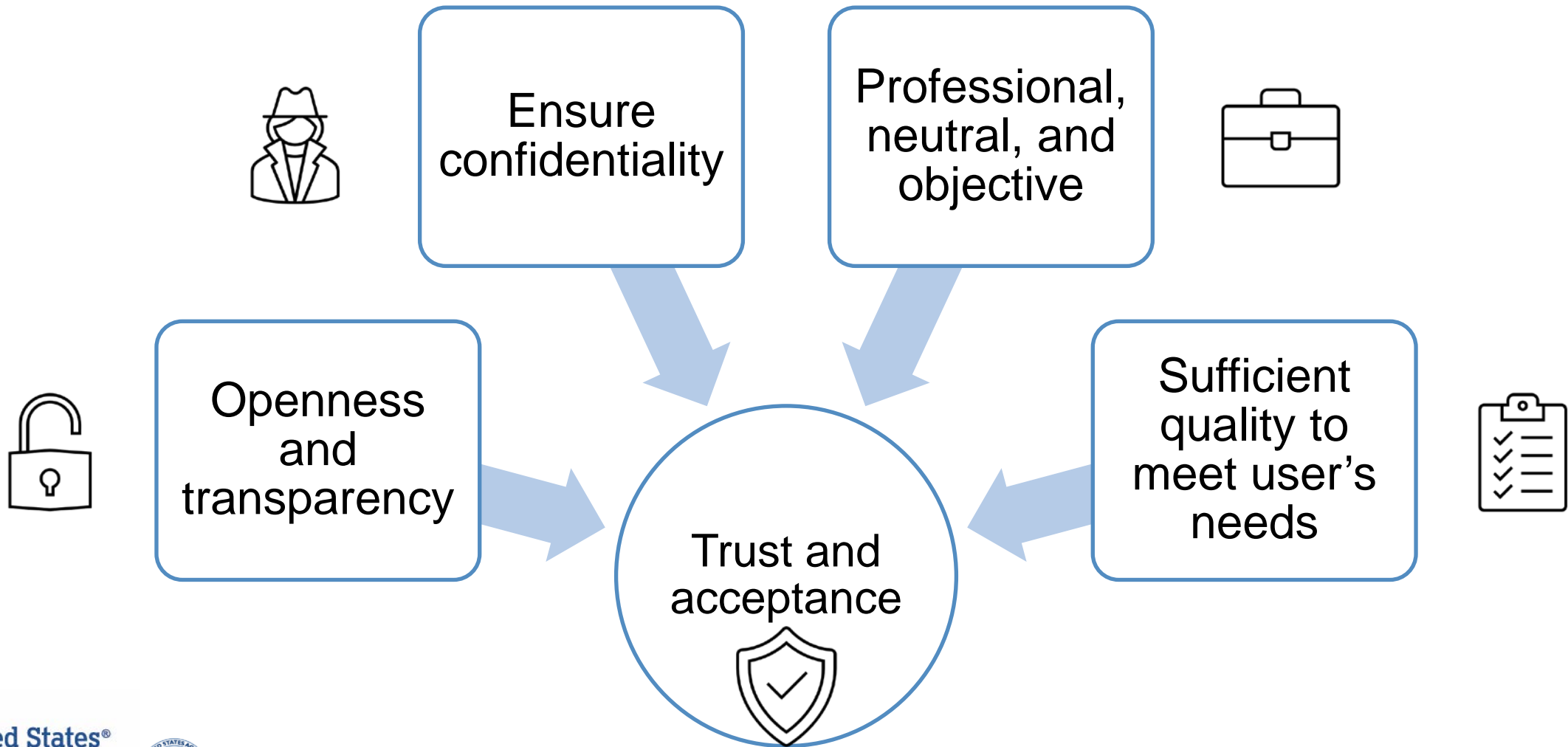
Sharing country expertise and experience on design and implementation of data dissemination strategies.



The Mission of a Dissemination Program

To discover and meet the expressed needs of data users by producing, promoting, and disseminating easily acquired, user-friendly, accurate data products in a timely and service-oriented manner.

Key Principles of Dissemination



Working with Data Users

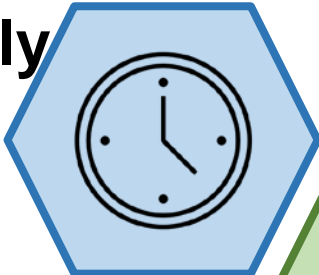
When?

Data users should be brought in **before** the questionnaire content is finalized.

Questionnaire content work should be guided by a dissemination plan developed with data users.

Consulting data users should **not** be a one-time event.

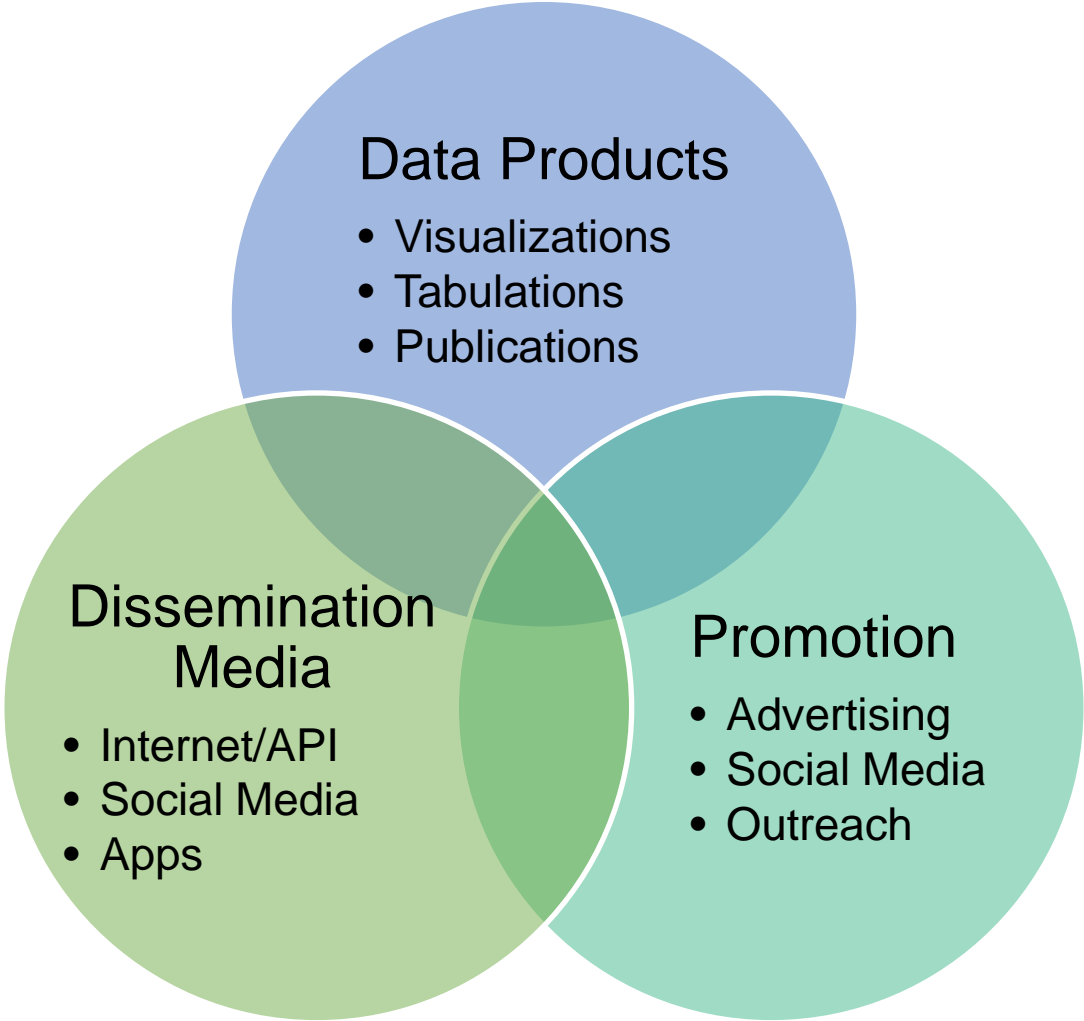
Early



Often



Elements of Dissemination



Types of Data Products

Tabulations/ Databases

- Printed tables
- Tabular data files
- Databases
- Microdata
- Restricted use files
- Geographic data
- Georeferenced data

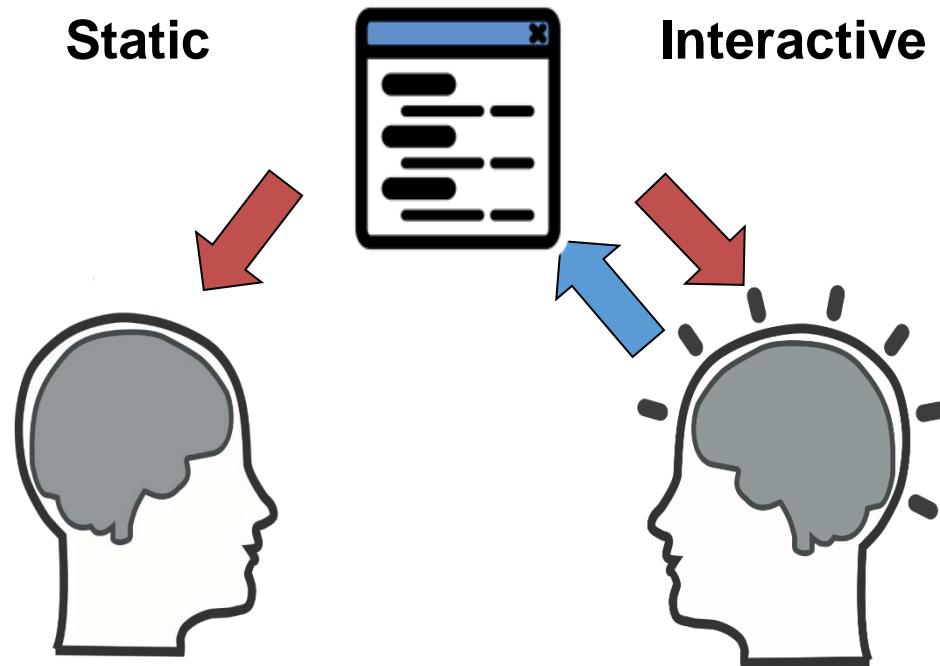
Publications

- Reports
- Briefs
- Visualizations
- Atlases
- General interest and special audience products
- Methodological documentation
- Administrative Reports

Metadata

- Reference
- Structural

Dissemination Media



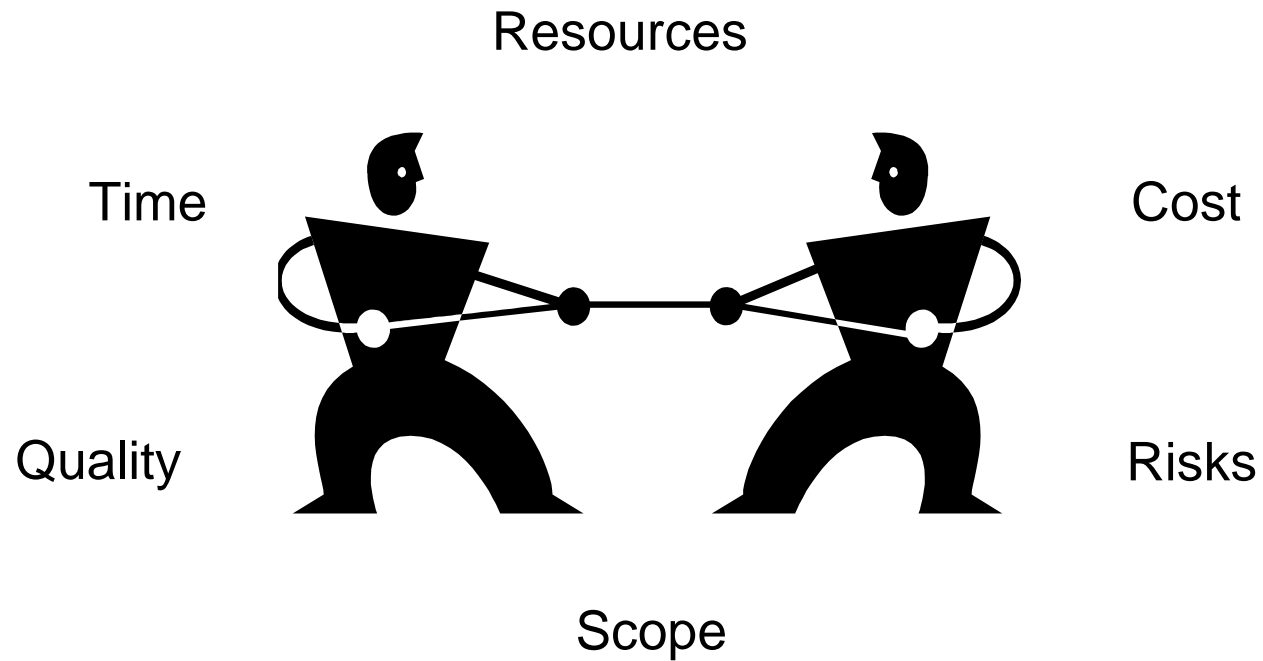
“The genre of interactive charts is leaping ahead of static graphics... Online, interactive chart will become the norm nudging aside paper-based, static ones”

–*The Economist*,
2 December 2014

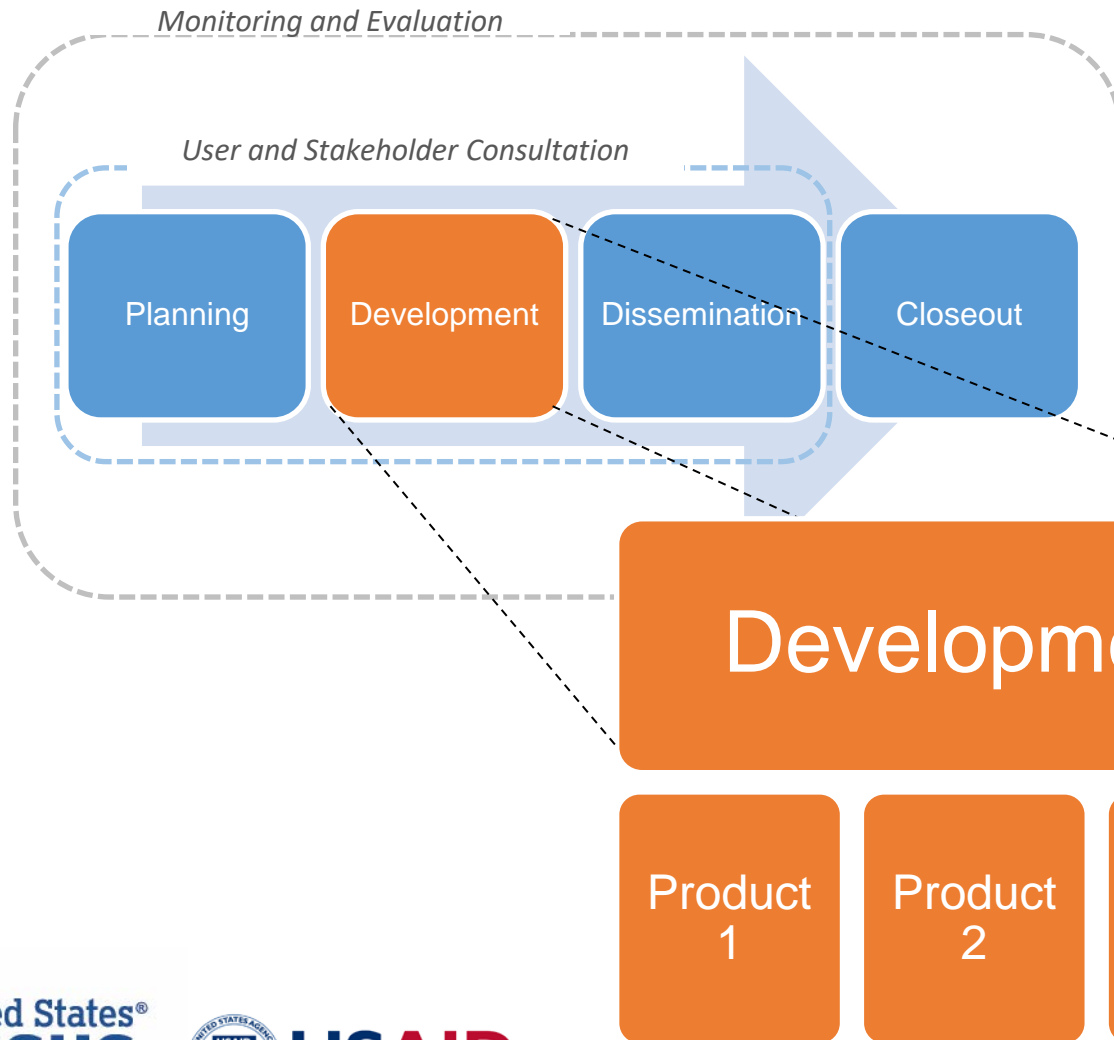
Planning for Dissemination

Plan early in the census process!

Before Enumeration!

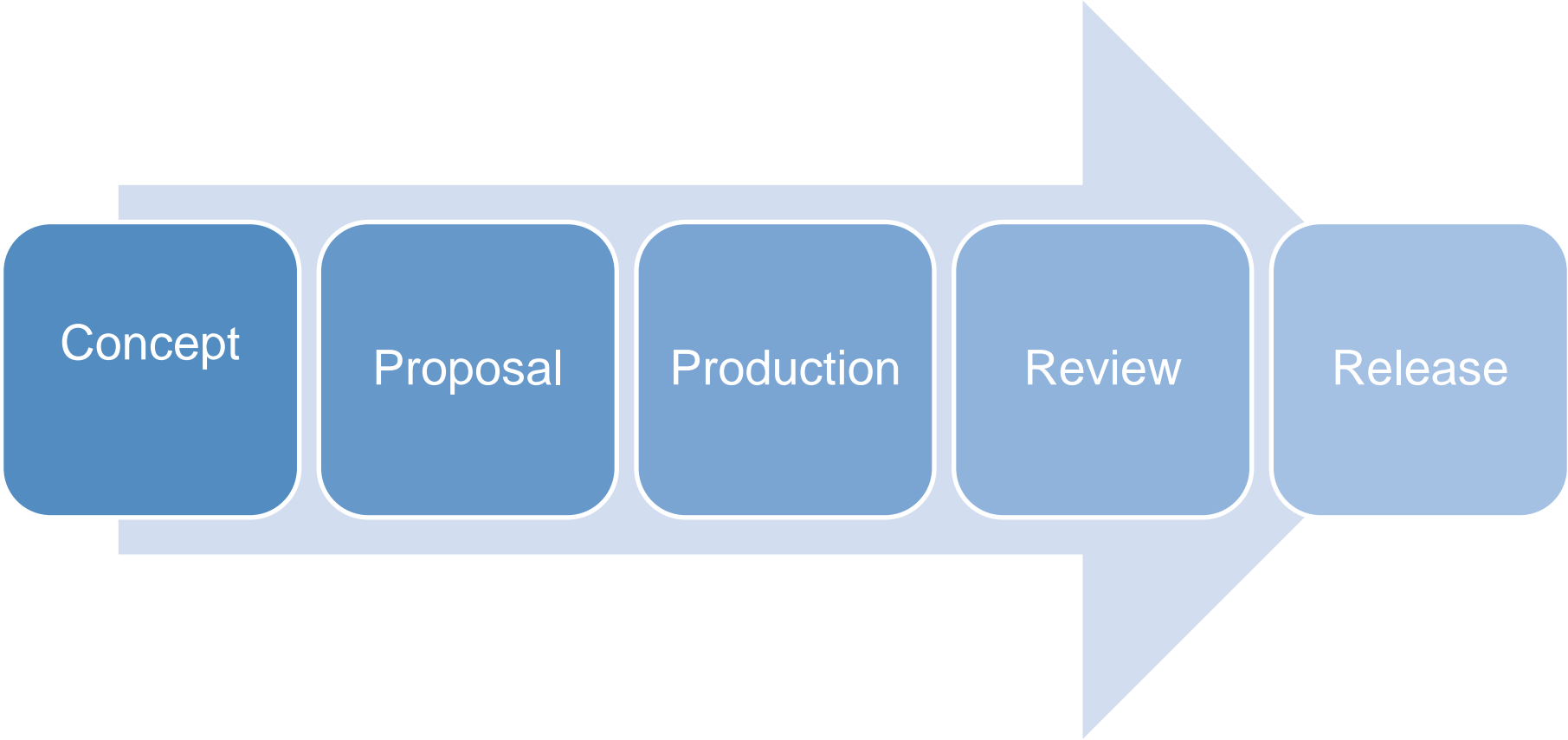


Stages in a Census Dissemination Program



During development, each individual product needs to have its own plan and has its own lifecycle.

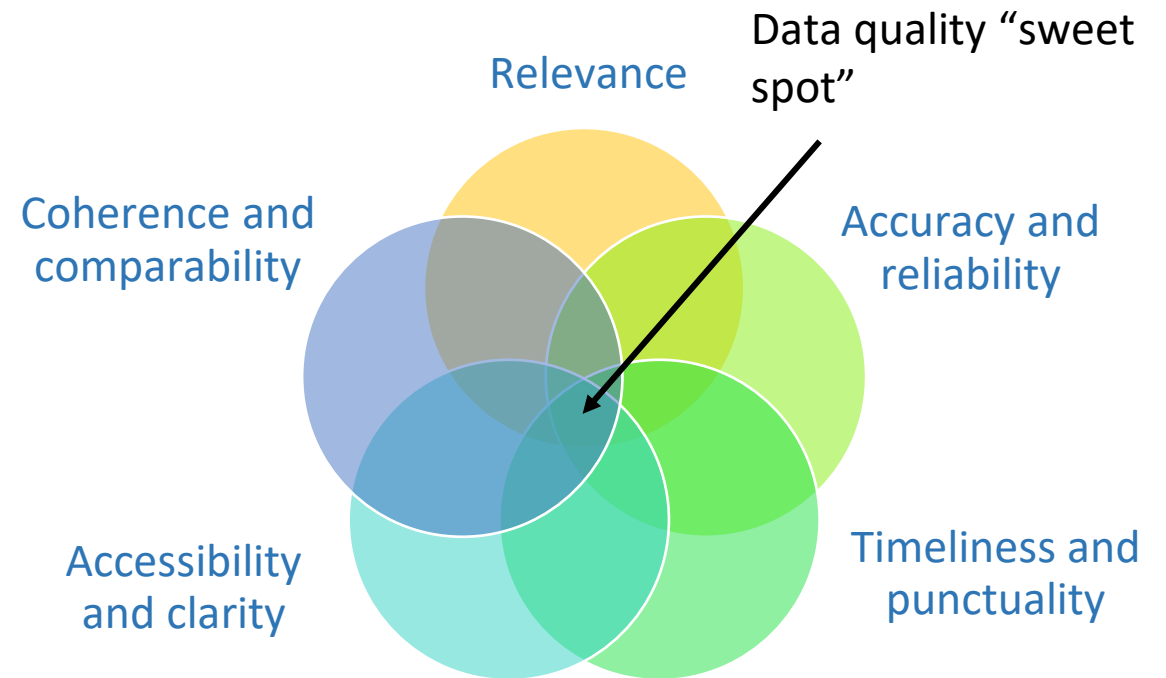
Planning: Individual Product Life Cycle



How Data Users See Quality

“Quality” is not determined solely by scientific accuracy.

It is the **data user**, your customer, who decides if your data products have “quality.”



Creating a Review Process

6 Types of Review:

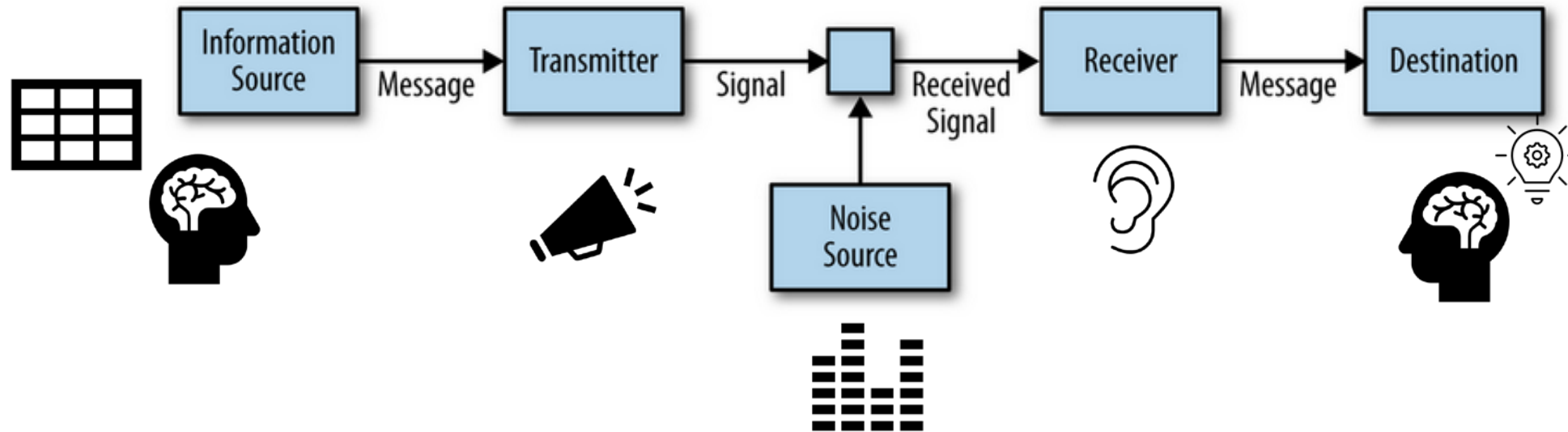
- Supervisory review
- Content and subject matter review
- Statistical review
- Data visualization review
- Methodological review (if necessary)
- Policy and sensitivity review

Review applies to:

- News releases
- Tweets
- Core Statistical Products
- Experimental Statistical Products
- Working papers, Professional papers, and Abstracts
- Research reports guiding decisions about USCB programs
- Presentations and handouts at public events, such as seminars or conferences
- Data sets and their associated documentation.
- Tabulations, including custom tabulations, estimates, and their associated documentation
- Statistical graphs, Infographics, figures, and thematic maps
- Interactive data visualizations

Principles of Data Communication

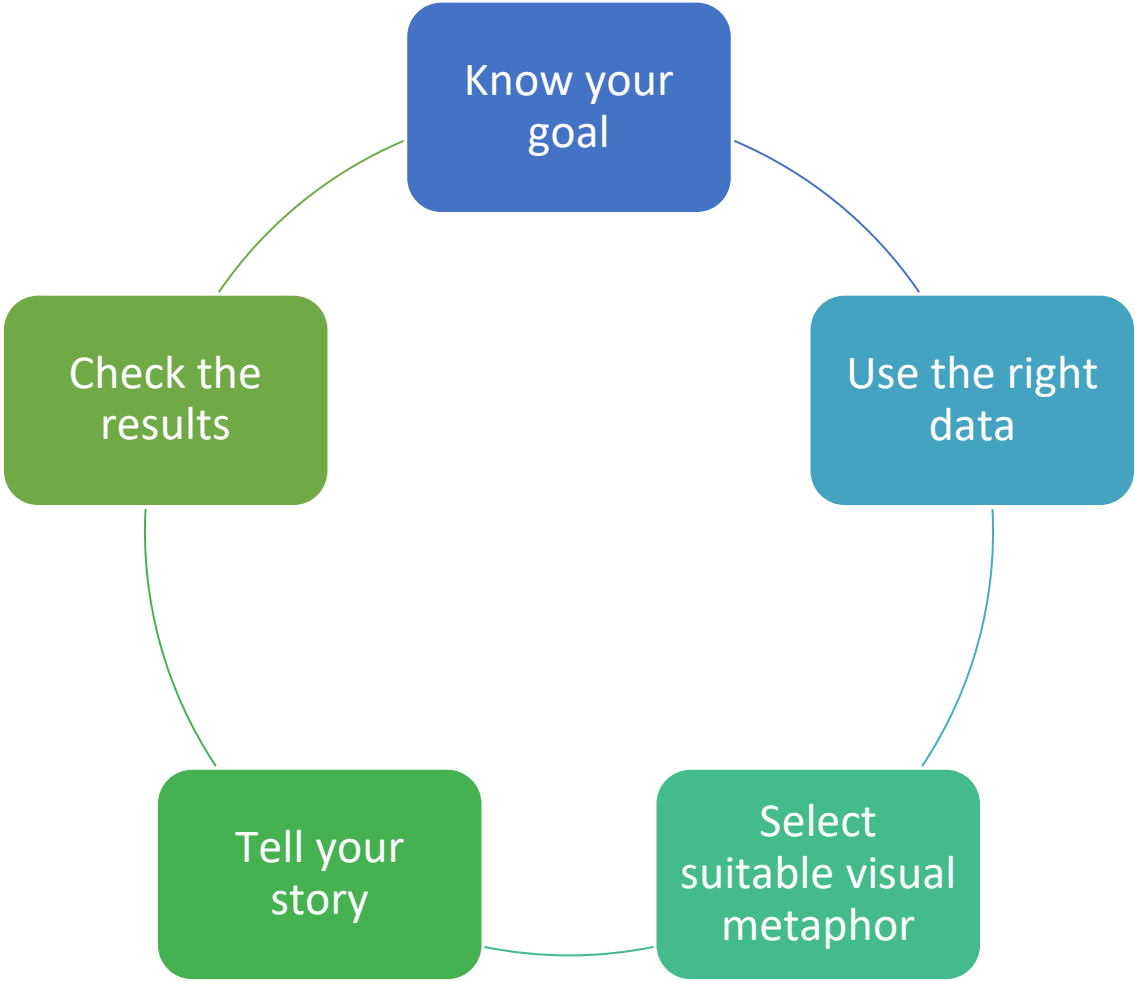
Model of a communication system



Shannon, Claude E. and Weaver, Warren. 1940. *The Mathematical Theory of Communication*. Urbana: University of Illinois Press.

Source: Jones, Ben. 2014. *Communicating Data with Tableau: Designing, Developing, and Delivering Data Visualizations*. Sebastopol, CA: O'Reilly Media, Inc.

Principles of Data Communication



Visualizations

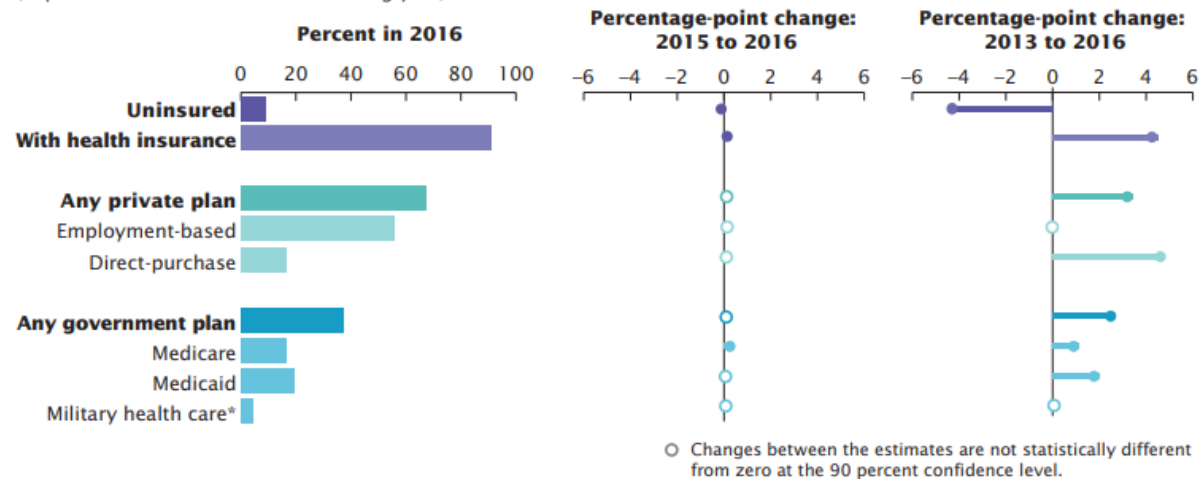
Figure 15.

Lollipop Chart Example

Here, the lollipop chart signals a different measure than that in the bars.

Percentage of People by Type of Health Insurance Coverage and Change From 2013 to 2016

(Population as of March of the following year)



Uses

- Alternative to bar chart
- Expressing ratios

Visual Metaphors

- Runners in a race
- Beads on a string

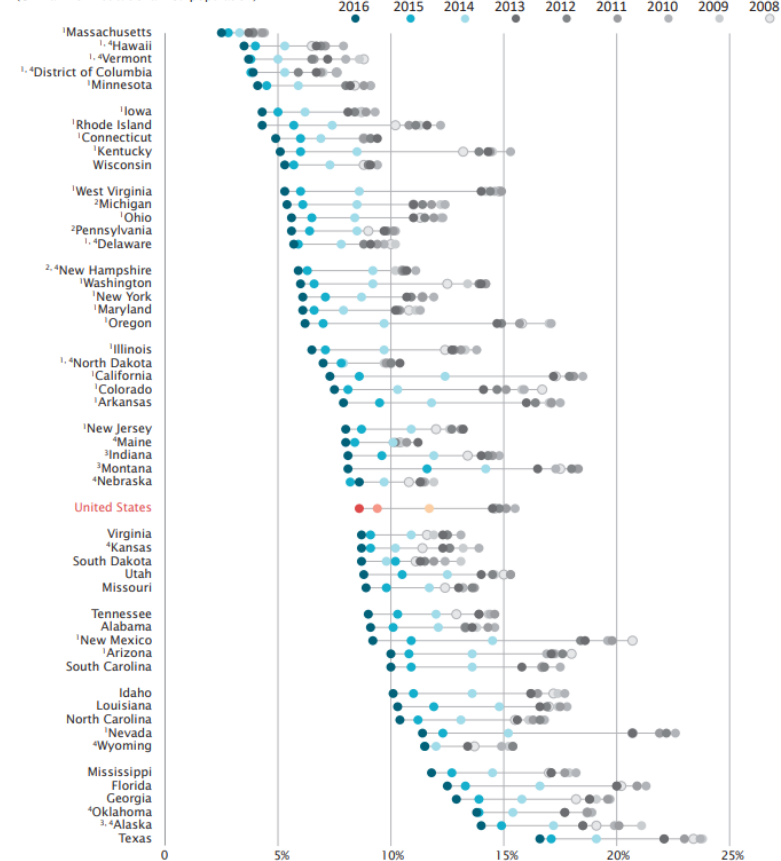
Figure 16.

Stacked Line Chart Example

The state list is sorted by the most current year estimate. The line extends from highest point to lowest point to emphasize the range. White space is used to break up the long list that otherwise creates a dense block of text.

Change in the Uninsured Rate by State: 2008 to 2016

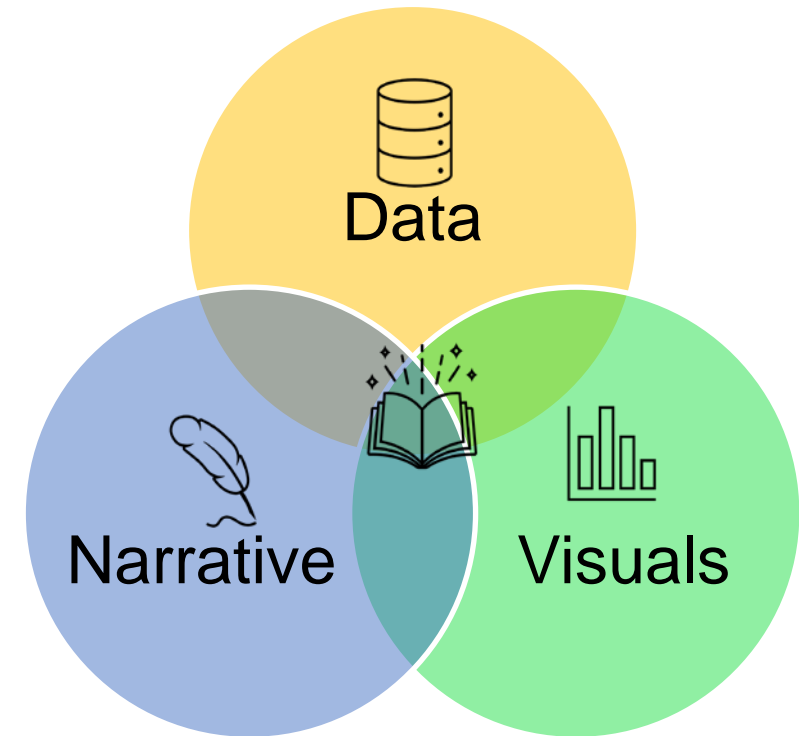
(Civilian noninstitutionalized population)



Storytelling

When creating your story:

- Give your story a logical narrative flow.
 - Begin at the highest level of data and work down.
 - Start at one point in time and move to another.
- Keep it simple and brief
 - Only highlight noteworthy changes.
 - Prioritize the main takeaway.
- Use facts and numbers creatively, but accurately.
 - Ask: do you have enough data to do this?
 - Provide the complete story, don't cherry-pick.



What is Data Stewardship?

Data Stewardship is the formal, continual process we use to care for the information that is entrusted to us.

This can be information we collect, receive, and release, as well as information about our employees.

Along with the mandate and desire to inform, national statistical agencies have a responsibility to safeguard, to serve as data stewards.



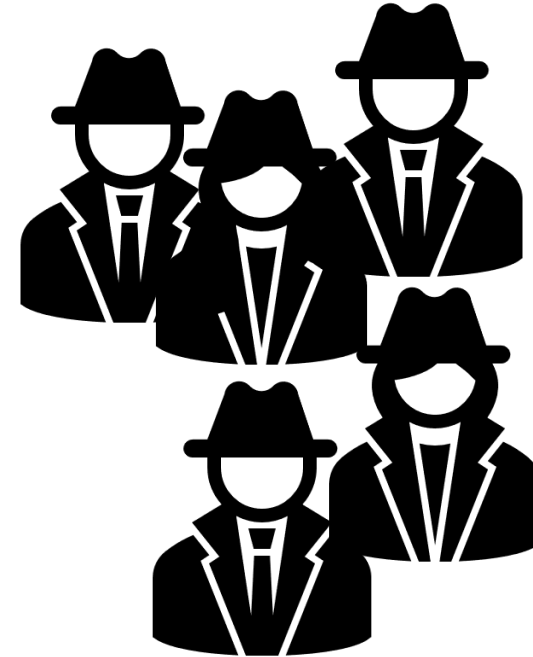
Disclosure Avoidance

What is disclosure?

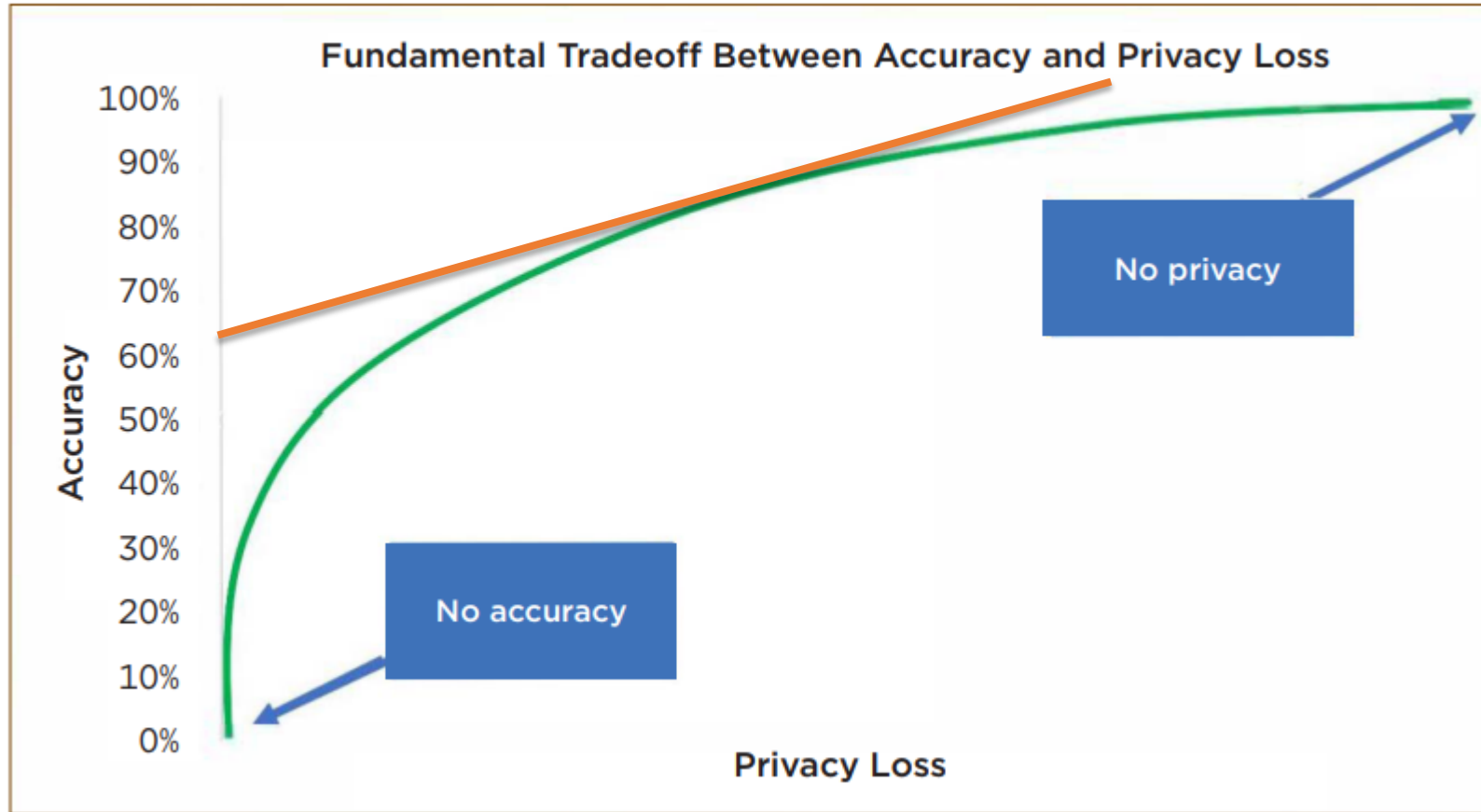
The inappropriate attribution of confidential information to a data subject, whether an individual or an organization.

What is disclosure avoidance?

The methods used to prevent the inappropriate attribution of confidential information to a data subject.



Privacy-Loss vs. Accuracy as Social Choices

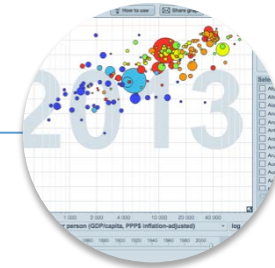


[Disclosure Avoidance for the 2020 Census: An Introduction](#)

Publicity and Promotion



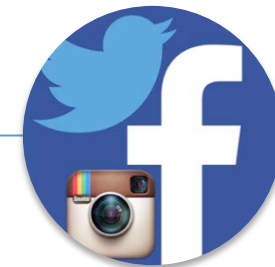
Media Trends



Visual

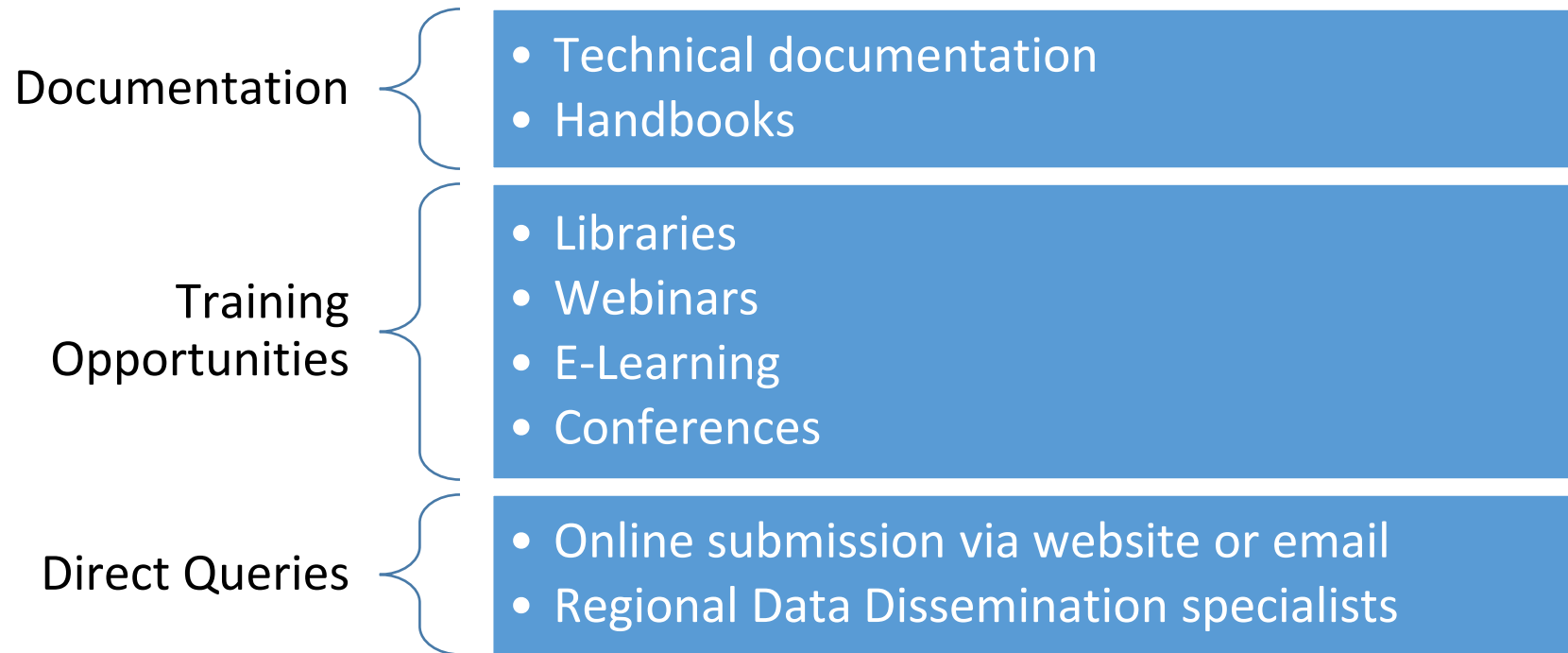


Interactive



Social

Supporting Data Users



Importance of Standardization and Branding

What is a standard?

- A standard is a basis for comparison (rules) used to assess the quality of an object or an activity.

What is branding?

- Branding is the practice of identifying the producer of a product, for example with a logo.

Why are they important?

- Clear standards simplify work for those creating data products. When decisions have been made about font, formatting, layout, visuals, etc., developers and authors can focus on content, the most important part.
- Standardization and branding increase product recognition and trust among users.

Media Relations



Research Partnerships

Multiple types of partnerships may be in place for any country, all linked to the data collected and disseminated by the national statistical agency.



SDG Reporting

“Leave No One Behind.”

SDG Tracker
Bangladesh's Development Mirror

SDG

Target 1.1 : By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day



[Data Visualization \(sdg.gov.bd\)](https://sdg.gov.bd)



4 QUALITY EDUCATION

ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL

<p>Net Enrolment Rate in Primary Education (%)</p>	<p>Primary Completion Rate (%)</p>	<p>Gross Enrollment Rate in Secondary Education (Grade 9 to 12) (%)</p>
<p>Working Age Population with Technical and Vocational Training (%)</p>	<p>Gender Parity Index (GPI) in Enrolment (Primary School)</p>	<p>Gender Parity Index (GPI) in Enrolment (Secondary School)</p>
<p>Gender Parity Index (GPI) Based on Literacy (Above 15 Years)</p>	<p>Literacy Rate of 15-24 Years Old (%)</p>	<p>Human Assets Index</p>

Source: National Planning Commission. (2020). National Review of Sustainable Development Goals. Kathmandu, Nepal; National Planning Commission.

Country Presentations

We heard from you! Thank you for sharing!



Workshop Evaluation

Our Gratitude to UNFPA Eastern Europe and Central Asia Regional Office



Thank you!

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