

# UNECE Task Force on Population Projections

## Preliminary Recommendations and Good Practices: Disseminating Results

Eurostat-UNECE Work Session on Demographic Projections  
Geneva, April 20<sup>th</sup> 2016

# Introduction

- Successfully communicating results = key responsibility of projection producers
- NSO and User survey comparisons
  - Frequency of projection updates (frequent enough)
  - Projection horizon (produced versus needed)
  - Language of dissemination (too technical/too simplistic)
  - Aspects of dissemination users would like improved/expanded
  - Elements disseminated versus importance/satisfaction
- Literature review – strategies for communicating science results

# Introduction

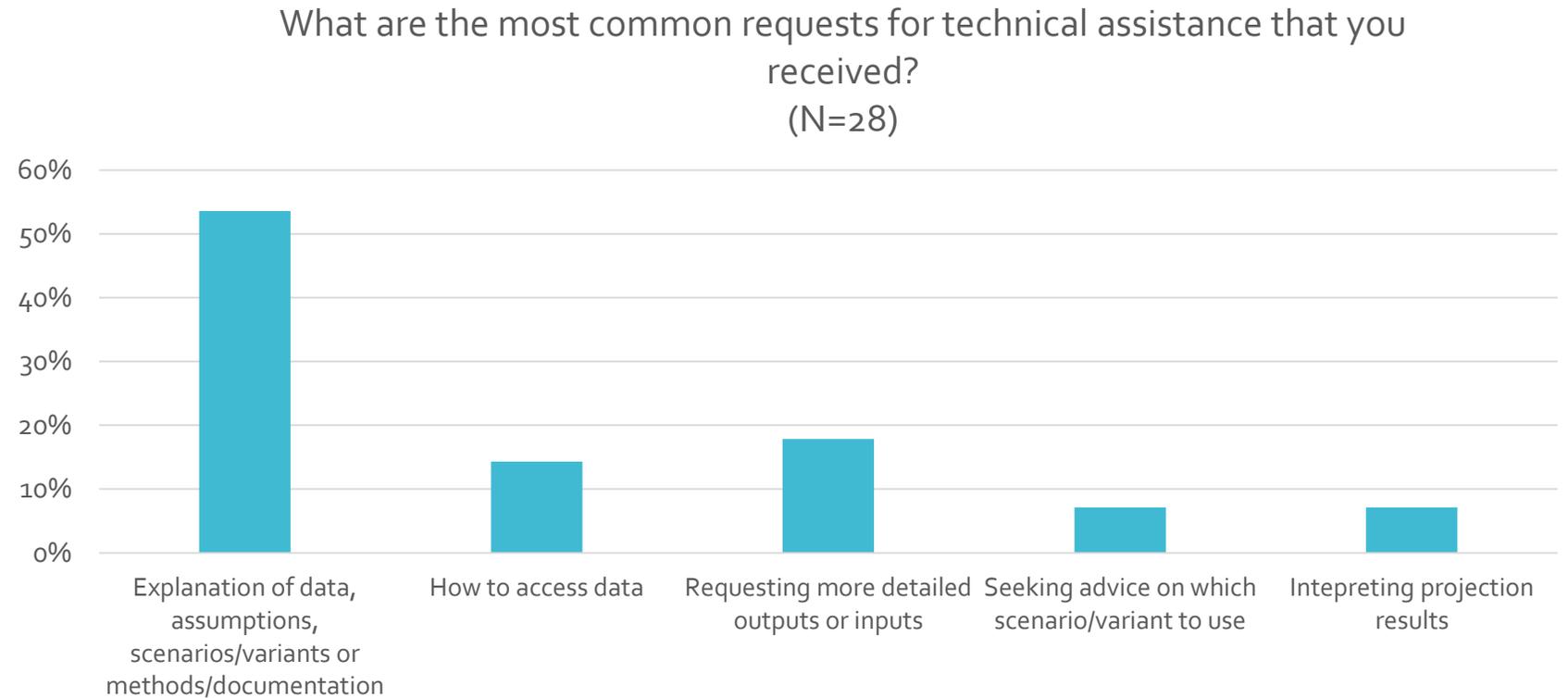
- Generally, NSOs do understand the areas in which users feel communication of projection results could be improved:
  - Customizable/interactive databases
  - Expanded analysis of the uncertainty of projections
  - Customized disseminations for different types of users

# Introduction

- Users generally satisfied with disseminations but expressed need for more detailed results
  - Greater availability of detailed projection data
  - Greater elaboration of methodology and assumptions
  - More than half of NSO respondents received requests from users for further explanation of projection data, assumptions and methods

# Key recommendation

- Provide detailed results



# Disseminating results

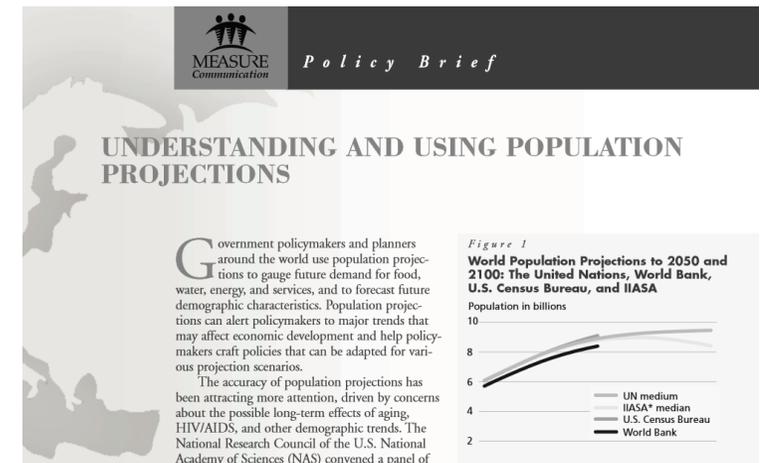
## Good practices

1. Utilize a variety of communication modes and styles to communicate results
2. Introduce information in a progressive manner.
3. Disseminate projection results by single age and year whenever possible
4. Dedicate focus to both short-term and long-term projection results in disseminations
5. Make uncertainty a result in itself
6. Offer customizable/interactive projection data to users in tabular or graphical formats

# Disseminating results

## Good practices

1. Utilize a variety of communication modes and styles to communicate results
  - In particular, to communicate to non-expert users:
    - Use simple, unambiguous and consistent language
    - Include a glossary with clear definitions of important terminology
    - Include introduction that explains key caveats/limitations
    - Pre-test draft dissemination materials
    - Repeat important messages in various forms (verbal, numeric, graphical)



# Disseminating results

## Good practices

2. Introduce information in a progressive manner
  - *Progressive Disclosure of Information*
  - Release projection results in several distinct layers (detailed report, press release, shorter summary articles)
  - Provide separate technical report on methods and assumptions
  - General statements about uncertainty should permeate all layers of the results

# Disseminating results

## Good practices

3. Disseminate projection results by single age and year whenever possible
  - 84% of respondents to the User Survey felt that obtaining projection results by single year and age was important

Disseminating  
results

Good practices

4. Provide results for both short-term and long-term horizons
  - The needs of users in regard to projection horizon are varied

	Projection horizon in years			
	Mean	Mode	Min	Max
NSO (disseminated) (N=32)	54	50	25	100
User (needed) (N=140)	31	10	1	150

# Disseminating results

## Good practices

5. Make uncertainty a result in itself
  - Acknowledge the uncertainty associated with projections
  - Consider the uncertainty an essential key result to be disseminated

Disseminating  
results

Good practices

6. Offer customizable/interactive projection data to users in tabular or graphical formats
  - Ability to customize table/graphical parameters
  - Ability to select desired combination of projection assumptions to generate custom scenarios
  - Tool to improve user understanding of sensitivity of projections to assumptions
  - Generate new/deeper interest in projections and how they are produced

Disseminating  
results

Good practices

## Example: Statistics Norway

### Create your own tables and graphs

1 Select the table containing the variables you want → 2 Select values from different variables → 3 See, export or save your custom table

#### Table: 10213: Population projections, by sex and age, in 9 variants (M) (UD)

My table | Select via search | Select via groups | Information [Log on](#)

Contents 1 of 9

- Medium national growth (Variant MMMM) - Unit: persons
- Low national growth (Variant LLML) - Unit: persons
- High national growth (Variant HHMH) - Unit: persons
- Low net migration (Variant MMML) - Unit: persons
- High net migration (Variant MMH) - Unit: persons
- Strong ageing (Variant LHML) - Unit: persons

Region 0 of 428 Sex 0 of 2 Age 0 of 106

Municipalities Age 1 year groups

0106 ... Fredrikstad	Males	0 years
0111 ... Hvaler	Females	1 year
0118 ... Aremark		2 years
0119 ... Marker		3 years
0121 ... Rømskog		4 years
0122 ... Trøgstad		5 years

Year 1 of 27

- 2040
- 2039
- 2038
- 2037

<https://www.ssb.no/statistikkbanken/selectout/pivot.asp?checked=true> Accessed November 20, 2015.