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FOR EUROPE (UNECE)
CONFERENCE OF EUROPEAN STATISTICIANS**

Work Session on the Communication of Statistics
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Session 2: Changes in Communication

Using graphics and video to communicate, monitoring their effectiveness and sharing on new channels

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1 Introduction

Businesses and citizens provide the information for statistical agencies to produce their statistics. It is our duty to give something back by explaining what they mean in an accessible format. Statistics impact on the lives of everyone with policies and personal decisions made based on the trends of the society we live in.

The introduction of the internet changed the landscape as to how we can communicate statistics. Over time and in particular in recent years there has been a shift from print publications towards online only. The internet has given the ability to access larger audiences cheaply and easily but it has also increased the amount of information that users and potential new users can access. The challenge is to make sure our information is clearly understood and reaches those who need it.

Using advanced techniques – such as interactive charts, video and infographic design – used to be for the very few due to the costs and skills required. New technologies have made it easier and more cost effective to enter this field. The benefits are to produce engaging content that gives users a wider range of options to choose from.

2 Infographics

There is more data in the world than ever before and, in addition to statistical agencies, there are many more organizations also collecting and publishing information. Every day there are new reports on different topics with new conclusions. With so much information and demands on individuals' time, grabbing the attention of our audiences has never been so difficult.

Companies spend millions of pounds on branding, using graphics and advertising to promote themselves and grab the attention of potential customers. Promoting our work is similar

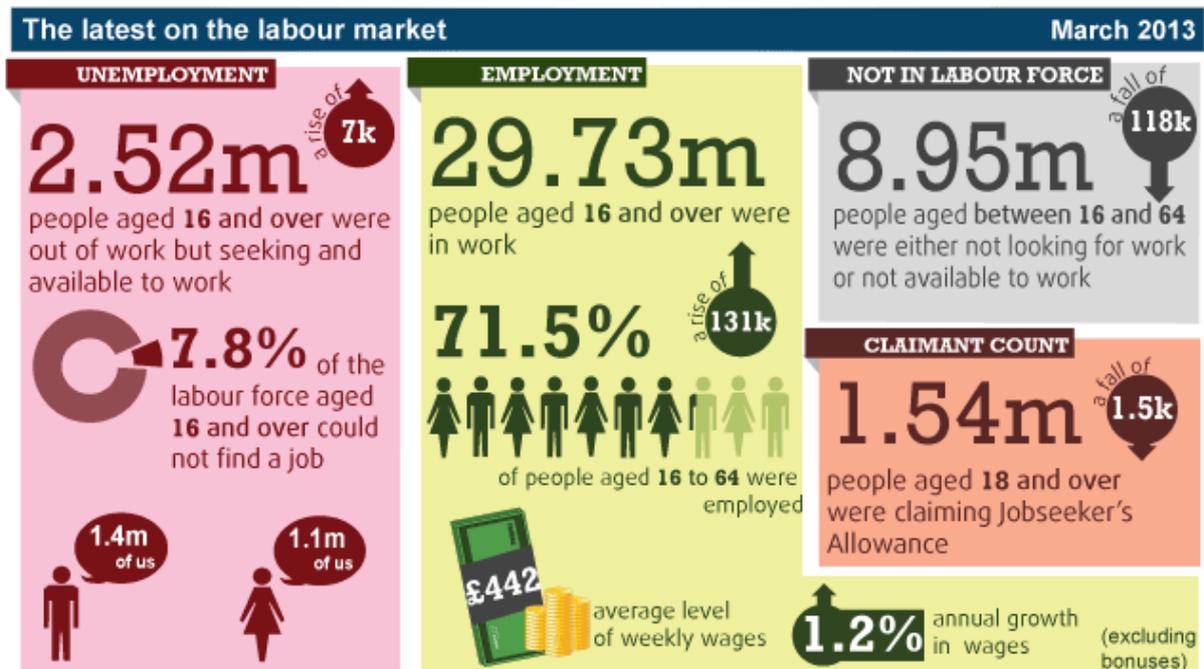
except we do not have the same marketing budgets, so we have to be smart in getting our message over in a cost effective way.

An infographic is a mix of analysis, storytelling and design and are ideal to communicate key messages in data quite quickly. A good infographic is more likely to be shared than a report, meaning you can get your users to promote your work for you.

Some of the other benefits of an infographic:

- Around 90 percent of the information to the brain is visual and so infographics can grab attention quickly.
- They are portable as they easily be reused by other websites or shared on social media.
- They can drive traffic to your other work if they capture the attention and make people want to know more.
- Media organizations that suffer with data overload can use them to quickly understand your story and this gives them a platform to promote the work even further.
- They are memorable. People can remember the information in a graphic more than in text, increasing the education value

ONS have been using infographics for the past year with some great success. Here is an example of one of the smaller ones that we shared on social media. A couple of full length graphics are available in Annex A.



1. Unemployment, employment and not in labour force estimates for November 2012 to January 2013 and changes since August to October 2012
2. Claimant count is for February 2013 and the fall is compared to January 2013
3. The labour force is everyone who is employed or unemployed

The above graphic is used to share the key information that is otherwise shared in the following formats

Labour Market Statistics, March 2013



Coverage: UK
 Date: 20 March 2013
 Geographical Area: UK and GB
 Theme: Labour Market

For November 2012 to January 2013:

- The employment rate for those aged from 16 to 64 was 71.5%, up 0.3 percentage points from August to October 2012 and up 1.1 from a year earlier. There were 29.73 million people in employment aged 16 and over, up 131,000 from August to October 2012 and up 590,000 from a year earlier.
- The unemployment rate was 7.8% of the economically active population, unchanged from August to October 2012 but down 0.5 from a year earlier. There were 2.52 million unemployed people, up 7,000 from August to October 2012 but down 136,000 from a year earlier.
- The inactivity rate for those aged from 16 to 64 was 22.3%, down 0.3 percentage points from August to October 2012 and down 0.8 from a year earlier. There were 8.95 million economically inactive people aged from 16 to 64, down 118,000 from August to October 2012 and down 320,000 from a year earlier.
- Total pay and regular pay rose by 1.2% compared with November 2011 to January 2012. However as inflation measured by the Consumer Prices Index was 2.7% between January 2012 and January 2013, there continues to be a cut in the real value of pay.

SUMMARY

1 Summary of headline LFS¹ indicators

United Kingdom
 (thousands) seasonally
 adjusted

	LFS household population ¹		Headline indicators					
			Employment		Unemployment		Inactivity	
	All aged 16 & over	All aged 16 to 64	All aged 16 & over	All aged 16 to 64	All aged 16 & over	All aged 16 & over	All aged 16 to 64	All aged 16 to 64
People	MGSL	LF20	MGRZ	LF24	MGSC	MGSX	LF2M	LF2S
Nov-Jan 2011	49,988	40,073	29,167	70.6	2,507	7.9	9,314	23.2
Nov-Jan 2012	50,350	40,177	29,141	70.4	2,652	8.3	9,274	23.1
Feb-Apr 2012	50,442	40,183	29,324	70.7	2,599	8.1	9,193	22.9
May-Jul 2012	50,532	40,187	29,580	71.2	2,592	8.1	9,013	22.4
Aug-Oct 2012	50,625	40,204	29,801	71.2	2,510	7.8	9,072	22.6
Nov-Jan 2013	50,717	40,220	29,732	71.5	2,516	7.8	8,954	22.3
<i>Change on quarter</i>	92	17	131	0.3	7	0.0	-118	-0.3
<i>Change %</i>	0.2	0.0	0.4		0.3		-1.3	
<i>Change on year</i>	367	43	590	1.1	-136	-0.5	-320	-0.8
<i>Change %</i>	0.7	0.1	2.0		-5.1		-3.5	

Some of the feedback we have had for the infographic includes:

- Teachers are using the graphics within their lessons.
- Media are including them within the online reports.
- Journalists have been using the graphics rather than the traditional reports to shape their broadcast pieces.
- Lots of praise on Twitter – sharing of the graphics much higher than sharing of anything else.

3 Re-using infographics with video

In 2011 ONS launched a YouTube channel (www.youtube.com/onsstats) with the aim of explaining the key messages in our stories in a new format using short video commentaries. There are more than 130 videos on different topics and themes and most have been using PowerPoint to tell the story.

Following the launch of the infographics we have now started telling the story using a video that reuses them and moves around the graphic with an audio commentary. One benefit is that, since the graphic has already been created, it is very quick to then turn it into a video.

News agencies have started to embed these videos within their online coverage of the stories. Here is an example from the Huffington Post

Employment Figures Continue To Defy Economic Gloom, But Youth Unemployment Rises

The Huffington Post UK | By Charlie Thomas
Posted: 20/02/2013 09:27 GMT | Updated: 20/02/2013 09:27 GMT



11 9 2 0 5

f share t tweet g +1 e email c comment

GET UK ALERTS: Enter email SIGN UP

FOLLOW: Careers, Unemployment, Video, Unemployment, Business News, Office For National Statistics, Business, Employment, Office Of National Statistics, Ons, UK Economv, UK News

4 Social Media monitoring

Having the stories, graphics and videos is important and they provoke conversation about the information we produce. Social Media is a relatively new phenomenon and lots of conversations take place about our information every day. There are too many conversations for someone to keep a handle on each one. The first golden rule for a brand – be that Nike, Heineken or ONS – is to ‘listen’ and get a real sense of what’s being said.

There are many free and paid for tools that help with social media monitoring such as Topsy, Socialbro, Conversocial, Klout and HootSuite. In fact it’s estimated there are close to 500 established tools out there. The key is to work out what is best and returns results in a way that are useful and actionable for you.

ONS use Topsy to monitor Twitter. It allows numerous automated searches on keywords relevant to your brand. So one we have is called ‘labour market’ for example. And within that it looks for terms we associate with it and those that our audience might. There’s a famous saying that “in a given month, millions of users will google ‘cheap flights’ but the aviation industry call them ‘low fares’.” So the lesson here is that as well as listening out for content we think is relevant, we should also listen out for content that is very much relevant but using different keywords.

We also get alerted when normal chatter gets above a set level, an indication something’s stirring. It shows you what keywords have peaked, and what might require us to respond or, even better, contribute to something with a simple tweet or richer content. You can also see who is the most engaged in each area (great for focus groups) as well the most influential (great for swift dissemination).

All of this insight is incredibly useful for the day-to-day business but also over time is likely to inform long term strategy and content.

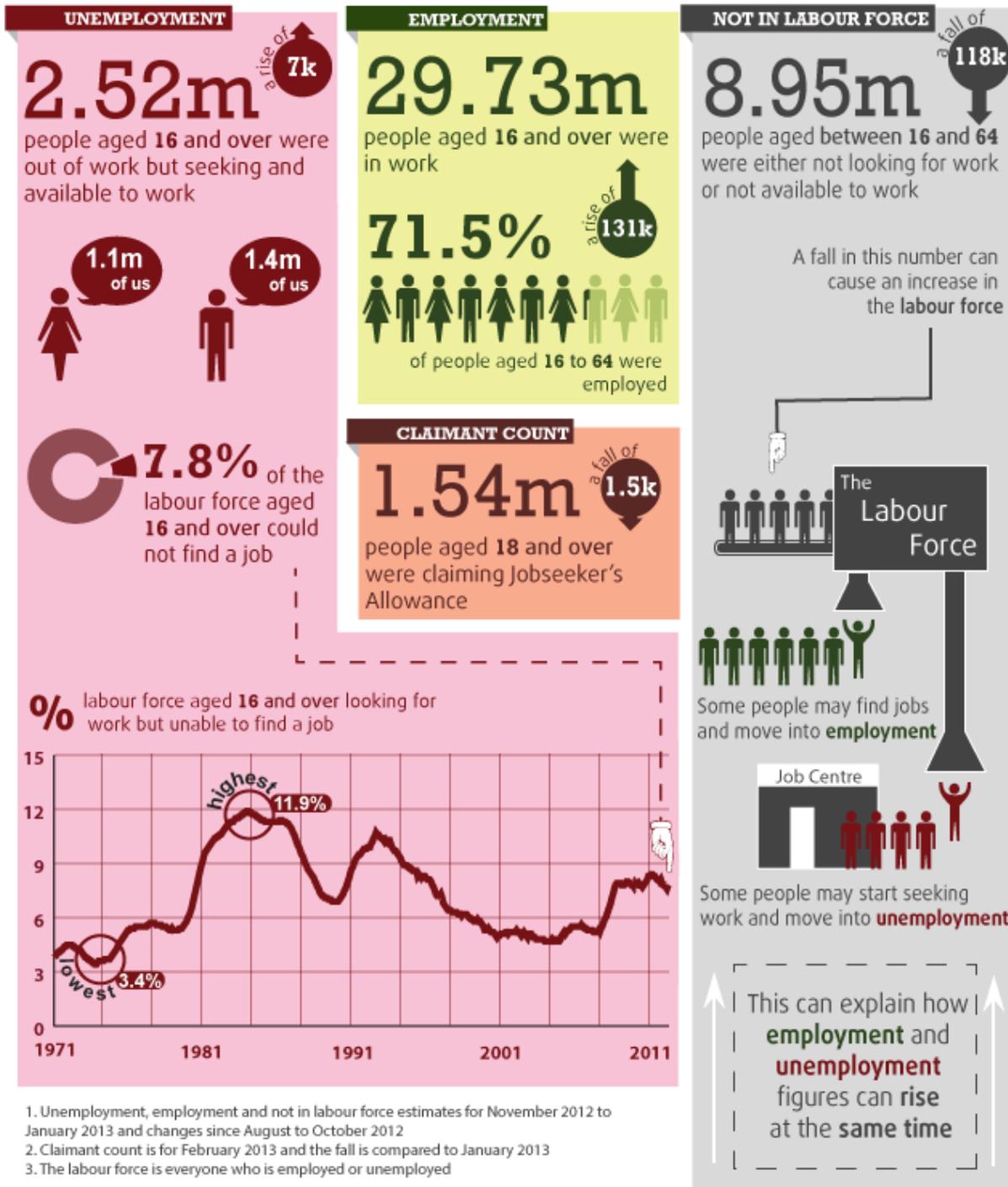
5 Channel fragmentation

Facebook and YouTube are the biggest social media channels so brands naturally default to them, and rightly so. The same also applies to Twitter and other big players such as LinkedIn. However just because they’re big doesn’t mean they’re best.

- Pinterest (an online scrapbook of images) for example is massive in the US and holds promise for the rest of the world. It’s great for us as images on there would link straight to our site. In the US it refers more traffic than twitter.
- Tumblr is another one. It is a cross between Facebook and Twitter though smaller in number of users, for time spent on site it has more than Twitter. It also skews well with those younger than 30.
- Google+ is very interesting and directly challenges Facebook as both experiences are relatively similar. Again, outside the US it’s quite small but integrating your social media content into a user’s search results on Google’s search engine is an incredibly powerful proposition that Facebook is looking to compete with via a tool called Open Graph. But as yet, they are lagging behind.

These are all still large social networks however. The perhaps uncharted territory is to find the niche areas on the Internet where our content (in the users definition of what our content is – per the ‘cheap flights’ example above) is talked about. Social media monitoring will help find these over time.

Annex A



Self employment in the labour market

Office for National Statistics

SELF-EMPLOYED

APRIL TO JUNE 2012

EMPLOYEES

4.2m
of those employed
work for themselves

14%



Those working as self-employed are more likely to be male

70%
are male
47 years
average age

Self-employed people are more likely to work very long hours



25.0m
of those employed
work for someone else

85%



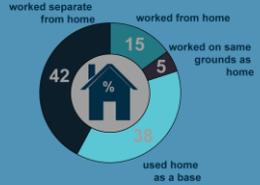
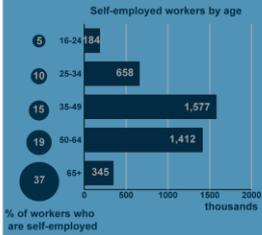
Those working as employees tend to be younger

40 years
average age
51%
are male

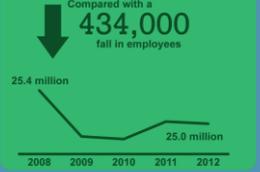
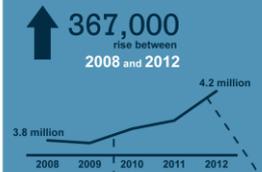


Employees tend to work less hours on average per week

Top 3 occupations



CHANGES SINCE 2008



147,000 of the rise was between 2008 and 2011

219,000 of the rise was between 2011 and 2012



Most of the rise was for people working less than 30 hours per week

55% of the rise was for people working 30 hours or more per week

