The reason of success or attempt of analysis
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In this presentation, we will look at the examples of standard evaluation and of non-material success. Also, we will try to make a short analysis of them.

PUBLIC AWARENESS CAMPAIGN

In a campaign to support the development of basic input-output tables with regard to promotion of economic and social official statistics it was necessary to ensure:
- informing official statistics users, expert community and all residents of the Russian Federation about development of base input-output tables, as well as economic and social information obtained from federal statistical surveys;
- positioning of obtained official statistics as accurate and reliable;
- formation of public opinion on the compliance of the official statistics production methodology with recommendation of international organizations and other countries’ practice;
- create motivation for all users to study and use statistics in their activities and daily life;
- introduction of official data in the socio-economic, political, scientific, educational, journalistic practice.

MEASURABLE INDICATORS

NUMBER OF:
- Publications in the media;
- Promo videos/ advertisements on TV, radio, internet;
- Thematic reports/programs on TV – not less than 11 at least on 2 federal TV channels
- Series of radio programs – not less than 8 on the federal radio
- Hot-line calls
- At least 15 bloggers’ posts with at least 1000 subscribers
- Infographics – not less than 4
Special projects – quizzes, computer games, promotional runninggs, competitions for best media publication (media competition)

CONCLUSIONS

- In 2013 there were recorded positive and neutral 20,074 posts.
- The basic context of reference to Rosstat is use of published data from a reliable source.

The basic amount of negative posts are related to:
- spread of media articles and publications of individuals
- criticizing Rosstat data, usually without reference to specific facts.
- allegations that official Rosstat data were modified for the "best picture."
- The basic amount of positive messages were caused by release of information materials from Rosstat.

The blogosphere reacted very loyally to meetings with representatives of Rosstat. All the meetings were followed by positive posts.

PRICES

- The main context references of Rosstat were publication of weekly and monthly consumer price indices in the Russian Federation, the most popular of which were the price of food and fuel (POL) - 6358 posts.

- Greatest media attention was drawn to the regular publication of data on the consumer price index in the most "sensitive" groups of goods and data on living standard of the various categories of the population.

PROJECT GRADUSNIK AIF

From December 2011 there has been the Project «Градусник АиФ» - joint project of Rosstat and the publishing house “Argumenty I Fakty”

The project fulfills the following tasks:
- Informs
- Enlightens
- Controls
+ this project deals with the most topical issues:
Which products will go up this autumn?
How much will the Russian people spend on the New Year holiday meal?
How did the USD and Euro rates affect people’s well-being?

The Project Gradusnik AIF addresses the most topical issues
- Maximum and minimum CPI for food products in the Russian constituents
- Maximum and minimum CPI for all goods and services in the Russian constituents
- Households’ rating of their financial situation
Thus, the rise in prices is controlled not only by the Federal Antimonopoly Service of Russia, but also non-governmental organizations and the Public Chamber of the Russian Federation.