BRINGING OECD DATA TO LIFE

UNECE Workshop on the Communication of Statistics
Washington, DC. 27-29 April 2015

Terri Mitton (terri.mitton@oecd.org)
DATA PORTAL
Home page

Discover statistics in various formats (search, browse by topic, country)

Quick access to OECD.Stat and tools for statisticians

API services (for those who understand such things)

https://data.oecd.org
Quick access to datasets, ready-made tables

Quick access to charts, maps and publications
Real-time data in easy-to-use charts

Definition

Link to source database

Links to related indicators and publications
DATA PORTAL IMPLEMENTATION CHALLENGES
Digital first = Content first

Image source: http://www.bluetel.co.uk/blog/digital-publishing/content-dissemination-going-digital-first
External search: How do we get in the 1st search results on Google?

Collect evidence: use the real words that people type in Google (Google trends)
How audiences view us.
Our share of user’s time online (reach).

Please draw a map of the internet, as you see it. Indicate your “home.”

Daily Reach (percent)

- oecd.org
- worldbank.org
- imf.org
- un.org
- amazon.com

Daily Reach
Source: Alexa
So, our data portal charts are not only interactive, but shareable too

- Real-time data that anyone can use, visualise and share

- ~650,000 embedded chart views in 8 months

- Links back to OECD

Well, it's not clear that the United States has proven it's as good a place to invest as all the other countries now competing for increasingly mobile capital. Over the past couple of decades, the U.S. share of total foreign direct investment (FDI) has actually declined, as countries like China have become increasingly attractive:


This situation was exacerbated by the recession of 2008, which not only cut down on the aggregate amount of investment flowing across borders, but also created uncertainty about the nation’s financial stability. Last year saw a net foreign investment level of $97.8 billion in the United States, which is the lowest level in over a decade.

Source: http://www.washingtonpost.com/blogs
Where do academics find signs?

Let's look at academics

Audiences on OECD website

Academic > Public sector > Corporate > Civil society > Other > IGOs > Media

%
<table>
<thead>
<tr>
<th>Source: Gardner and Inger (2012): How readers discover content in scholarly journals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Where do academics find signs?</strong></td>
</tr>
<tr>
<td>Library systems</td>
</tr>
<tr>
<td>Specialist portal (e.g. Repec)</td>
</tr>
<tr>
<td>Content aggregator (e.g. Proquest)</td>
</tr>
<tr>
<td>Community service (e.g. Mendeley)</td>
</tr>
<tr>
<td>Website managed by key authors in field</td>
</tr>
<tr>
<td>Author’s website</td>
</tr>
<tr>
<td>Publisher’s website</td>
</tr>
<tr>
<td>Email alert</td>
</tr>
<tr>
<td>General web search (e.g. Google)</td>
</tr>
<tr>
<td>Special web search (e.g. Scirus)</td>
</tr>
<tr>
<td>Specialist bibliographic database</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
Where do academics find signs?

...and hope Google will find it.

Means missing out on 85% of researcher starting points.

Source: Gardner and Inger (2012): How readers discover content in scholarly journals
Where do academics find signs?

122,000 referrals/month from these places (~29% of all traffic)

OECD is currently putting out signposts here...

...and negotiating here...

From: Gardner and Inger (2012): How readers discover content in scholarly journals

Specialist bibliographic database 10%

Special web search (e.g. Scirus) 10%

Library systems 10%

Specialist portal (e.g. Repec) 6%

Content aggregator (e.g. Proquest) 9%

Community service (e.g. Mendeley) 6%

Website managed by key authors in field 6%

Author's website 5%

Publisher's website 14%

Email alerts 14%

General web search (e.g. Google) 10%

Special web search (e.g. Scirus) 10%
And to reach some others . . .
. . . if you can’t beat ‘em, join ‘em

360,000 readings/month from these places (without having to visit OECD websites)
Sustainability of the model

THANK YOU

Terri Mitton
OECD Publishing
terri.mitton@oecd.org