



Engaging with users to improve the dissemination of European statistics

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Structure & content



1. Why? – Context
2. How? – Eurostat's user profiling exercise
3. What? - Usability tests
4. Which? - Implementation & lessons learned

1. Why? - Context



Stay relevant as provider of official statistics



Better communication



Improve our products & services



Develop new targeted products & services

2. How? - User profiling exercise



Setup:

- Field studies: remote, in-context interviews & observation of user behavior with Eurostat products
- 40 participants from across Europe

Results:

- Demographic / professional information on users' needs to be complemented with goals and behaviour
- Users' continuum
- Potential users can fit as advanced, intermediate or light users



Five personas of users of European statistics

Technical Advanced User — Pietro



Demographics

31 years old

Works for a big consultancy firm that redistributes European and international statistics as a commodity to its clients.

Key Goals

Pietro wants to **collect data of high quality for his clients**. He is motivated to go the extra mile to provide them with exactly what they need fast.

“The search time to find the right datasets is too long, but I cannot give up, it is my job to find the data I am looking for.”

He is not looking for publications or visualisations, he is only interested in raw data. At his firm, they create publications and data visualisations themselves.

Main Tasks

- Setting up automatic downloading of multiple datasets
- Browsing for new datasets that his clients might want
- Looking up datasets to send the link to clients
- Checking datasets suggested by clients

Characteristics

Statistical literacy



Computer proficiency



Visits Eurostat daily, sometimes several times in one day.

Tools used

- Bulk Download
- Web Services
- Database

👍 **We should** make automation as easy as possible, allowing Pietro to download many datasets at once.

🗨️ **We must not** change the way data are disseminated or the way variables are measured without any notification.

Analytical Advanced User — Ingrid



Demographics

48 years old

Works as a policy maker for the European Commission's Directorate General for Trade.

Key Goals

Ingrid typically goes straight to Eurostat's database to get **raw data**, at least if she knows what she is looking for. Sometimes, however, she needs data on an unfamiliar topic. In that case she will search Google for publications from Eurostat to get an idea of the statistics available.

"I sometimes distrust processed data, I prefer to draw my own conclusions"

She needs to find datasets and **download them to do her own calculations and create her own graphs.**

Main Tasks

- Looking for relevant datasets
- Adjusting the layout and format of the tables
- Saving bookmarks to return to the datasets later
- Downloading tables to Excel

Characteristics

Statistical literacy



Computer proficiency



Visits Eurostat sometimes daily, when writing a research paper, but at least weekly.

Tools used

- Database
- Statistics Explained
- Statistical Reports (but no PDFs because they are not user friendly)

👍 **We should** provide a good overview of everything that is available on Eurostat.

🗨️ **We must not** provide publications as PDFs, because they are not easy to work with (copy-paste).

Data Oriented Intermediate User — Isak



Demographics

28 years old

Works as a journalist for a national newspaper. He does not write about data, but looks for statistics on the topics he is writing about to support articles.

Key Goals

As a journalist, Isak is constantly looking for many different angles to support the stories he is working on. This means he comes to the Eurostat website with a **very specific goal in mind**, not just to browse around. He does look at **both data visualisations and tables** with raw data, yet he only uses the latter for his articles. A graphical designer at his editorial office will create charts or infographics from those data when necessary.

“The challenge lies in finding the data, more than in interpreting the data.”

Main Tasks

- Searching for visualisations and raw data
- Downloading selections of specific tables
- Sometimes taking screenshots to show the graphic designer how the data could be presented

Characteristics

Statistical literacy



Computer proficiency



Visits Eurostat a few times a week.

Tools used

- Tables, Graphs, Maps
- Database (but less)
- Statistics Illustrated

👍 **We should** provide good crosslinks between different extraction and dissemination tools with data on the same topic.

🗨️ **We must not** let users waste time with looking for relevant data.

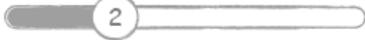
Visually Oriented Intermediate User — Mia

	<h3>Key Goals</h3> <p>Mia typically only visits Eurostat whenever she needs to put things in a European perspective for her studies. Although she has a specific goal in mind, she often deviates from that goal and starts exploring other topics too.</p>	<h3>Characteristics</h3> <p>Statistical literacy </p> <p>Computer proficiency </p>
<h3>Demographics</h3> <p>21 years old</p> <p>Studies Political Sciences and International Relations. She is currently in the third year of her Bachelor program.</p>	<p>Although she can interpret tables, she prefers to look at graphs and maps because they are easier to interpret and give an overview much more quickly. Mia does not mind getting conclusions from Eurostat's publications and reports, but she draws her own when writing essays.</p> <p><i>"Raw numbers are interesting but graphs immediately give you an overview."</i></p> <h3>Main Tasks</h3> <ul style="list-style-type: none">• Searching for reports, publications and visualisations• Copy/pasting text and making screenshots	<h3>Tools used</h3> <ul style="list-style-type: none">• Visualisation Tools• Tables, Graphs, Maps• Database (but less)• Statistics Explained• Statistical Reports

👍 **We should** provide her with the tools to easily save and download the bits and pieces she needs for later reference.

🗨️ **We must not** let her get lost inside Eurostat, but still allow her to explore.

Personally Interested Light User — Kristoffer

	<p>Key Goals</p> <p>Although Kristoffer occasionally uses an article or data visualisation from Eurostat in his English class, he visits the website more out of personal interest. Usually he arrives on Eurostat by clicking on a Facebook post that intrigues him. He is very much interested in the European project and likes to look for similarities and differences between European member states.</p>	<p>Characteristics</p> <p>Statistical literacy </p> <p>Computer proficiency </p> <p>Visits Eurostat about once a month.</p>
<p>Demographics</p> <p>42 years old</p> <p>Teaches English and History in high school. He is very interested in the European project and checks statistics out of personal interest.</p>	<p>Looking at visualisations and occasionally reading reports is where it stops for Kristoffer. He never downloads data and seldomly digs deeper to draw his own conclusion.</p> <p><i>“The general view is enough for me, I am not enough of a specialist to dig deep into the data.”</i></p> <p>Main Tasks</p> <ul style="list-style-type: none">● Checking out data visualisations (that he gets from Facebook) or reading reports	<p>Tools used</p> <ul style="list-style-type: none">● Facebook page● Themes in the Spotlight● Digital Publications● Visualisation Tools● Tables, Graphs, Maps

👍 **We should** make sure that users who arrive on Eurostat via Facebook can navigate their way around the rest of the site.

🗨️ **We must not** ignore the fact that he will also end up in the database or main tables every now and then. |

3. What? - Usability tests



Statistics Explained – new page structure



Thematic sections on Eurostat website – new layout

Setup:

- 12 participants
- In-lab or remote sessions in English
- Think-aloud method
- Understanding users' goals and behaviour

Users want:

 to easily scan the page / identify the information that they are interested in

✓ easy: improve structure; add highlights, bullets, visuals, etc.; short "pointy" titles & texts

HIGHLIGHTS	DIRECT ACCESS TO...
 <p>Discover PEEIs for your country With our scoreboard, you can quickly get a snapshot of the situation in your country for all indicators over the most recent period.</p>	 Balance of payments  Business and consumer surveys  International trade  Industry, trade, services
 <p>Keep your finger on the pulse Our PEEIs news releases help you to know all about the latest trends and developments in the EU, euro area and the Member States.</p>	 Labour market  Monetary and financial indicators  National accounts  Prices
 <p>Read our monthly reports Get a synthetic picture of the macroeconomic situation in the recent past with our monthly reports on data for short-term economic analysis.</p>	 Complete database  Selected tables  Publications  Release calendar

Users want:



clear & coherent use of icons, labeling, titles...

✓ easy, but good internal coordination required

 **Tweet** Euro area unemployment at 8.5% in March 2018

What information can I find here?

In this section, you will find statistics on the drivers, emissions, impacts as well as mitigation and adaptation measures related to climate change.

DIRECT ACCESS TO...



Complete database



Selected tables



Methodology



Legislation



Publications



Statistics Explained

Users want:



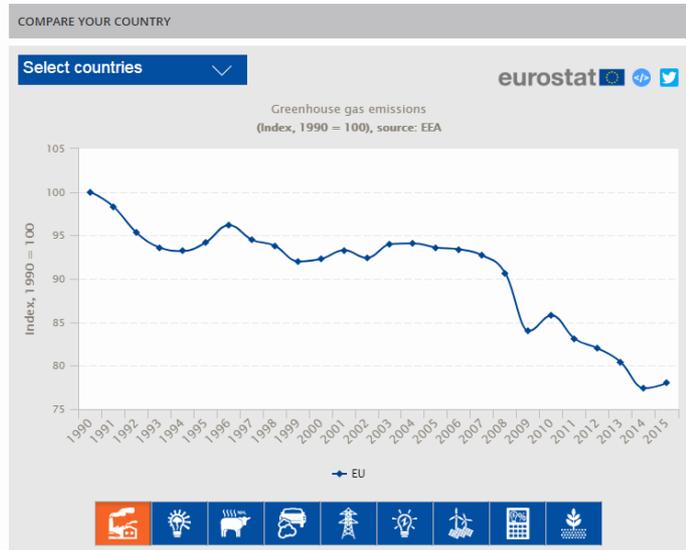
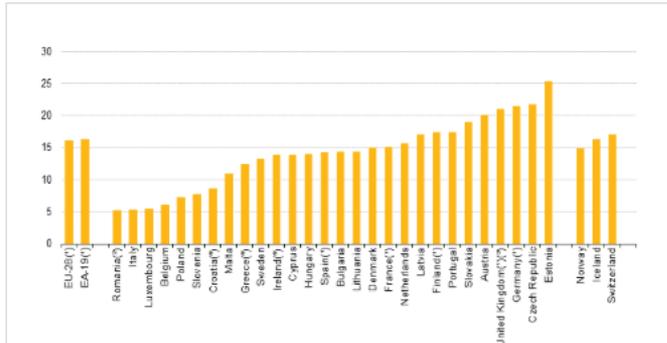
graphs & charts:

- some want stand-alone graphs
- some want them complemented by text

✓ Medium: technical development, creation & maintenance

Gender pay gap levels vary significantly across EU

For the economy as a whole^[1], in 2016, women's gross hourly earnings were on average 16.2 % below those of men in the European Union (EU-28) and 16.3% in the euro area (EA-19). Across Member States, the gender pay gap varied by 20 percentage points, ranging from 5.2 % in Romania to 25.3 % in Estonia (Figure 1).



Users want:



answers to (their) questions with few clicks

✓ Medium: information is not always accessible with 1-2 clicks / under 1 link only, but could be set-up



[Information on data](#)

- [Where does our energy come from?](#)
- [How dependent are we on energy imports?](#)
- [Which kind of energy do we consume in the EU and how much does it cost?](#)



How is my country doing?

Use our line chart to display a selection of indicators related to climate change: visualise latest trends and compare your country to others.

4. Which? - Implementation & lessons learned

- Implementation: easy to challenging
- Feedback can be contradictory
- Other websites shape user expectations
- Direct & continuous engagement with users gives gives valuable insights about needs and expectations

**How much are we willing to adapt or change?
Whose feedback should we follow?
What's feasible?**





Thank you for your attention

Any questions?



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