

## Localized Dissemination System

Serhat ATAKUL (Turkish Statistical Institute / Dissemination and Communication Department)

[serhat.atakul@tuik.gov.tr](mailto:serhat.atakul@tuik.gov.tr)

### *Abstract*

An NSI should pay attention to informing the society about the scope of official statistics. This can be done by improving communication with users and finding tailor made solutions for target user groups. Official statistics are used by many different user groups each having somewhat different data needs. Finding new presentation methods special to each user group may help to promote the use of statistics. To this end, TurkStat developed a model to increase the use of official statistics across the country. The model is based on preparing various information packages according to user needs. Users can basically be grouped into two categories: users at the national level and users at the local/provincial level. There are also other classifications such as administrators, press members, academics, non-profit organizations and the business community.

Localized or specially prepared custom packages are sent to its group of users every day. The staff responsible for dissemination in 26 regional offices and a team in the central office carry out the operation. A total of 23,000 individuals from different target groups are informed by almost 27 different version of the same press release. The feedback was excellent; many positive comments, especially from local authorities, were received and many people contacted the central office as well as the regional offices to get involved in the system. TurkStat recognized that localized and specialized information attracts much more attention from users. There was not any less data on the website before this dissemination model created. However, many of the users simply did not know where to find the pieces of information before the information was made visible for them.

Key Words: localized dissemination system, tailor made dissemination.