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**EUROPEAN COMMISSION
STATISTICAL OFFICE OF THE
EUROPEAN COMMUNITIES (EUROSTAT)**

**ORGANIZATION FOR ECONOMIC COOPERATION
AND DEVELOPMENT (OECD)
STATISTICS DIRECTORATE**

Joint UNECE/Eurostat/OECD Seminar on the Management of Statistical Information Systems (MSIS)
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Topic (ii): Dissemination and client relations

MDSS (MICRODATA SERVICE SYSTEM)

Supporting Paper

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**Providing Microdata
in the KNSO (Korea National Statistical Office)**
‡ KNSO (Korea National Statistical Office):

The KNSO is the premier source of information about the Korean people, society, and the economy and it tries to provide microdata without any restrictions to meet users' needs as much as it can. All the production and provision of microdata rest on principles that the KNSO holds dear. The KNSO honors the public's privacy and protect confidentiality of the data.

‡ For the Privacy and Confidentiality Issues:

- Eliminating personally identifiable information and statistically sensitive information
- Applying different restriction rules to the subdivisions of region
- Ensuring that only a restricted number of variables are available for the items that have 3 or more subjects.

‡ Providing Microdata:

The KNSO produces 53 kinds of statistics and 26 out of them have been served to the public, which are covering a range of topics, from agriculture and fisheries to business.

‡ Providing Microdata by Type of Data

Types of data	2002	2003	2004	2005
Microdata	387 cases	381 cases	409 cases	646 cases
Aggregate data	106 cases	93 cases	88 cases	81 cases
List data	17 cases	13 cases	32 cases	38 cases
Total	510 cases	487 cases	529 cases	765 cases

MDSS (MicroData Service System)
I. Overview of MDSS
‡ Customer Complaints under old system

According to the customer satisfaction surveys of 2003-2005, there are several customer complaints: 1) the procedures to obtain data are complex, 2) data is not provided to customer in a timely manner, and 3) data is expensive.

‡ The Aim of the MDSS

- The MDSS is an innovative service system aimed at improving the complaints procedures in microdata services.
- The MDSS has a user interface design in which data users can set individual preferences for

selection, extraction and payment of microdata, and then they can download the microdata immediately from the KNSO(Korea National Statistical Office) web site.

‡ **Function & Guide to MDSS users**

- There are exercise courses through computer simulation for beginner with Help, Q&A, and FAQ at the initial page. Also, there are user friendly guides to MDSS users – ‘How to use microdata’, ‘How to order microdata’ , and ‘Follow the procedure step by step’.
- One-Click Function for Extraction and Enumeration: Choose the statistical microdata from Menu / Select survey items to extract or enumerate data / Determine the sequences of items, codes or enumeration conditions / Frequently used methods of extraction and enumeration etc.

II. Evaluation under new system of the MDSS

‡ **Improve Customer Satisfaction**

- The KNSO routinely query purchasers and other users about the microdata services every November. Especially, the KNSO conducted surveys in February, 2006 to evaluate customer satisfaction under the new system of the MDSS which has operated since January 1st, 2006. As seen the below table, the customer satisfaction scores are dramatically increased under the MDSS.

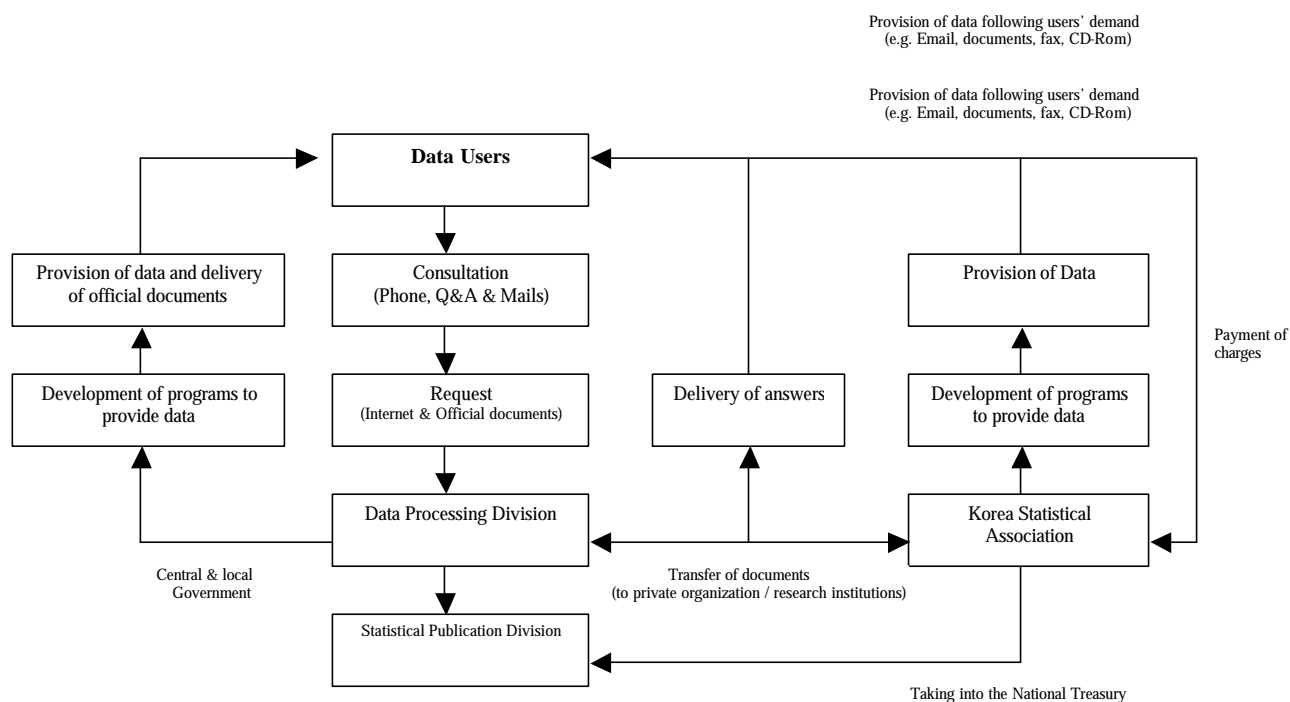
	Customer Satisfaction Rates		
	2004	2005	2006 MDSS
Procedures to obtain Data	39.8%	64.4%	68.8%
Provide Data in a timely manner	39.8%	59.6%	75.0%
...	
Overall Satisfaction	47.6%	70.2%	-

‡ **Additional Benefit**

- Improved the accessibility to microdata & the KNSO
- The number of cases that use microdata sharply increased after MDSS.

III. Inconvenient procedure for using microdata in the past

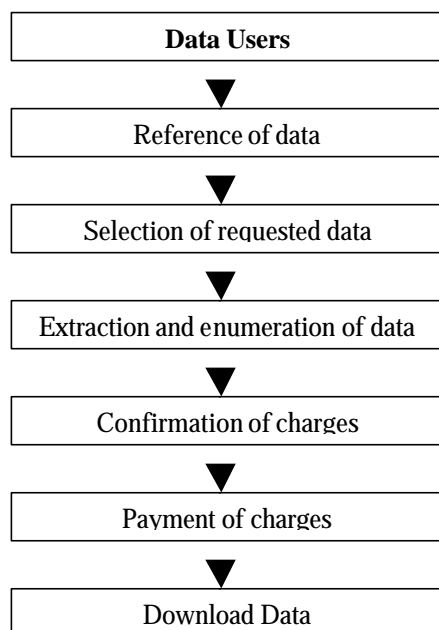
- ‡ Data users reported that the past procedures for using microdata were very complex and time-consuming.



- Complex & long-lasting procedures: 10 days per case on average
- Non-uniformed administrative work: according to users, two separate administration of KNSO(Korea National Statistical Office) and KSA(Korea Statistical Association) worked.

IV. Innovative procedure for using microdata under the MDSS

- ‡ The MDSS makes all the procedures done in half a day and reduces the cost.



- Shorten the period of data provision (10 days → 0.5 day)
- Reduction of the cost

- Users can directly extract & enumerate the data they want
- Generate various formats for the results (text, html, excel, etc.)

V. Old System vs. MDSS

PAST	Emphasis on agreement within the KNSO e.g. limiting the scope of data availability and designating data processing institution	Stress on administrative convenience
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CURRENT	Improvement of administrative procedures in user's shoes	Stress on users' convenience
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RESULT	Settlement of users' complaints and reduction of processing time	Improvement of KNSO reliability
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