

UNECE Work session on gender statistics
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Use of gender statistics in policymaking and policy monitoring

Voices of statistics users: interviews from a gender point of view



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Starting points

- ✓ The value of an effective statistical system lies on its capacity **to inform public, debate and decision-making**
- ✓ Communicate efficiently and **improving the dialogue between users and producers of statistics** are essential requisites in order to ensure that numbers and indicators can be used for this aim
- ✓ Continuous and constructive dialogue between users and producers is important also **to bring out own official statistics** with respect to the amount of data circulating on the network



Specific communication strategies

- ✓ Communicate efficiently requires to identify and **classify different types of users**
- ✓ Each type of user is likely to have **different level of statistical literacy and specific interests**
- ✓ Each of them needs a **specific communication strategy**



Different type of users classification

Institutional users



- ✓ They generally need data for governmental and administrative decision making for comparison over time and space in order to verify the impact of decisions

Non-Institutional users



- ✓ They focused particularly on having detailed statistics and indicators on the various dimension of the phenomena of interest and metadata concerning the sources of data.

Different type of users classification

Users with a general interest on statistics (e.g. living conditions)

- ✓ Journalists and media
- ✓ Citizens
- ✓ Students and Teachers



Users with a specific subject/domain interest (e.g. economic performance)

- ✓ Other decision makers
- ✓ Policy analysts
- ✓ Marketing analysts
- ✓ Experts in a specific field



Users with a research interest (e.g. well-being)



- ✓ Scientific community – academics, researchers at universities/research institutions
- ✓ Consultants and researchers in Governmental Agencies and private sector

Different type of users classification



Very heavy users: researchers who use disaggregated and micro data and who contribute to the improvement of data quality by engaging with data producers



Heavy users: researchers, specialists, politically or civically-engaged citizens, and others that use statistics on a daily basis. They know where to find data and how to interpret it



Light (occasional) users: users who, from time to time, looks for or checks some figures. These users can find some difficulty in getting the data they need



Non-users who might be Potential-users: people who do not go looking for data believing it is hard to understand and not being aware of data's relevance for their decisions in everyday life

Working method



Interviews with three different type of users of gender statistics



- ✓ Daniela Colombo, former President of AIDOS, Italian association for
in development

- ✓ Donato Speroni, Journalist, member of ASVIS, Italian Alliance for Sustainable
Development

- ✓ Flavia Marzano, Assessor *Roma Semplice* with delegation to equal
opportunity and gender policies



[Video of the interviews](#)

Goals

Collecting some **empirical evidences** on:

- ✓ type and frequency of use of gender statistics
- ✓ how users interacts with producers
- ✓ suggestions and proposals by users
- ✓ room for improving the dialogue between users ad producer of gender statistics



Question n. 1

Which kind of gender issues have you dealt with in your work?

Link video



Question n. 2

How often have you used gender statistics?

Link video



Question n. 3

Usually, where do you find the data and indicators you need (publications, websites, etc.)?

Link video



Question n. 4

Have you ever interacted directly with the producers of statistics? How was that interaction (easy? difficult?)

Link video



Question n. 5

Have you suggestions for official statisticians to improve the interaction between users and producers of statistics in order to stay aware of evolving demands, in terms of statistical content, formats and channels?

Link video



Main evidences and recommendations

«It is easier to get the data if you belong to a category of “*important*” users»

«The *culture of data* must be improved»

«We need to encourage the use of gender statistics for *public decisions and policy monitoring*»

«User *interaction* experiences with NSIs improve data use»

«The dissemination through *social media* reaches a very large number of users»

«There are still *unexplored fields* of gender statistics (e.g. women and environment)»

«Websites and *infographics* are the most used tools»

«Gender issues are *transversal* and gender statistics are relevant for all categories of users»

Main evidences and recommendations

Be aware of possible information asymmetries

Developing statistical communication skills

Collaborating in production and dissemination of data which show the results of the commitment of the institutions

Establishing projects in collaboration with users

Defining social media strategy for statistics communication and dissemination

Expanding the research skyline of gender issues

Anyone must be able to use the information regardless of the technology used or any disabilities

Do not neglect gender issues regardless of the subject addressed



Many thanks for your attention!
