



Informing the nation with web 2.0

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statistics for informed

decision making

What is web 2.0?

- A simple minded definition
It is all about CONNECTIONS
 - Web 1.0
 - Web 2.0
 - Web 3.0
- SJIAOS – Web 2.0 and Official Statistics

Data dissemination or communication?

- Dissemination vs communication
- Key elements of data communication
 - Improving discoverability, navigation, and accessibility
 - Contextual linking of statistical data with metadata
 - Telling engaging statistical stories
 - Discovering own stories using statistical data
 - Providing open access to information
 - Using Web 2.0 as enabler

What to cover in this talk?

- Ideas on
 - Improving discoverability, navigation, and accessibility
 - Telling engaging statistical stories
 - Using Web 2.0 as enabler

Finding information on web sites

Two broad approaches

- Cognitive science (surfing behaviour)
 - Tourist
 - Harvesters
 - Minors
- Personas (user types)
 - Story teller
 - Advisor and decision maker
 - Researcher
 - Report compiler
 - Model feeder
- ABS website redesigned using CS
- SNZ website redesigned using Ps

Reference

- SJUNECE
 - Data communication – emerging trends and practice of the ABS
 - In Volume 23 Number 4, 2006
 - Siu-Ming Tam and Regina Kraayenbrink

Telling engaging official stories

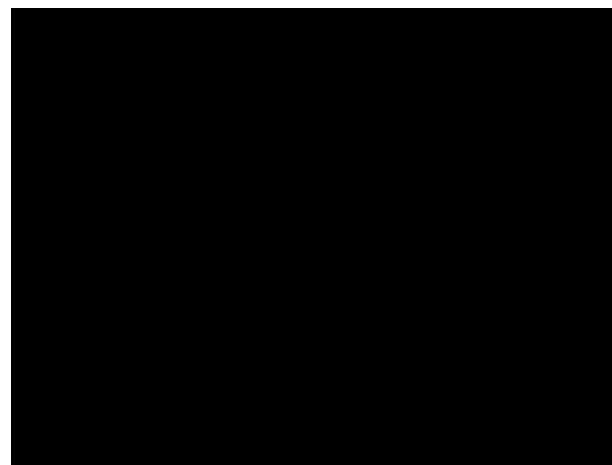
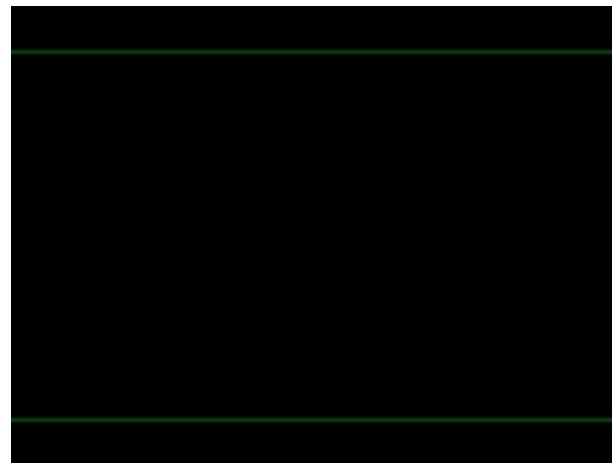
- What is common between a musician and statistician?
- What is the statistical equivalent of a musical instrument?

Telling official stories

- StatVideos@ABS
- Pyramidisation
- Visploration

StatVideos @ ABS

- Trends in household Work
- Home and Away



Pyramidation

- Population pyramid
- “Pyramidise”
 - Trade Data
 - Unemployment

Visploration

- Google's Public Data Explorer
 - [International data](#)
 - “Visploration”
 - [Australian data](#)

Web 2.0 for engagement and collaboration

- Web 2.0 and Gov 2.0
 - Transparency, engagement and collaboration
 - AMIGO blog
- [Betaworks](#)
 - a collaboration tool
 - a place to grow ideas
- Engagement blogs
- Dissemination blogs

Betaworks ideas

- Topics @ a glance
- If Australia was 100 people
- One stop shop for ABS statistics
- Personal inflation calculator
- Etc.

Key points

- Communication not dissemination
- Improving discoverability of information is key
- Good instruments available to tell official stories
 - StatVideos@ABS
 - Pyramidise or visplore datasets
- Engagement and collaboration using blogs.

Questions?