



Measuring Trust in ABS Statistics

Siu-Ming Tam
FAS, ICDS
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statistics for informed

decision making

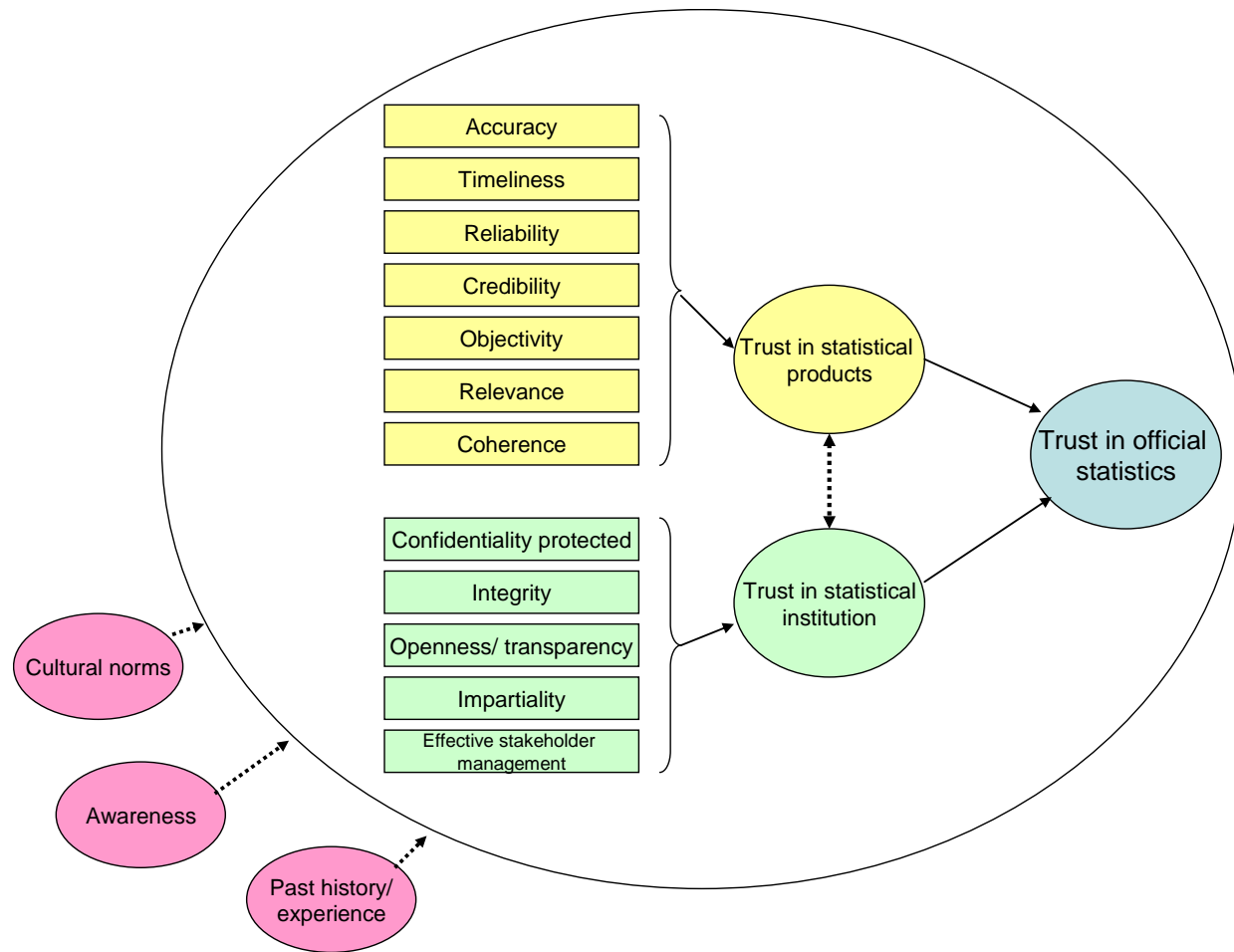
Why this project?

- Project commissioned by the OECD
 - Headed by ex-Chief Statistician
 - Develop a measuring instrument for international comparison
- ABS involvement
 - Active member of an Electronic Working Group

What is trust?

- A multidimensional construct including
 - motives, outcomes, communication, integrity, professional competence, consistency, loyalty, openness and transparency
- Operates within a context of
 - past actions
 - Consequences
 - wrt values and principles important to the trustor
- Can only be built up over time but can be lost overnight
 - “Trust comes by foot and leaves on horseback” – Slovic (1993)

OECD Trust framework



ABS work to date

- Strong contributor to the EWG
- Cognitive testing
 - General public vs the informed public
 - Multi-phased
 - outsourced
- General public
 - Greater emphasis on customer service, communication and information, personal relationships
- Informed public
 - Focussed on management, efficiency, governance, systems and processes.
- Assistance provided to Stats Canada and Korea

Trust survey

- To be conducted from mid May to end June
- About 2000 respondents
 - Special selection for journalists, social and economic researchers
- Report expected in July