

The Dissemination Game. How to communicate official statistics to non-expert users

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Abstract

This paper looks at the approaches that can be used to improve the communication of official statistics to non-expert users.

In this paper I draw on my four years of experience at the UK's Office for National Statistics (ONS), in particular the three years I spent in the Digital Publishing Division creating content for a website called visual.ons.gov.uk (a sister website to the official ONS website).

The material in this paper is subjective. How to win at the dissemination game is an ongoing challenge and people across the globe have different opinions on what works and what doesn't. Therefore the aim of this paper is not to preach, it is to share my experiences as a statistician working in the digital area of an official statistics office.