What are we without our users?

Plenary Session
Thursday 20 June 2019

Moderator: Jessica Gardner
Integrating economic statistics in monitoring the 2030 Agenda

Panellists

Indonesia Statistics Office (BPS)
1. Ms. Yuniarti
2. Mr. Zulhan Rudyansyah
3. Mr. Maulana Faris

Nepal Statistics Office (CBS)
4. Mr. Mahesh Pradhan
5. Mr. Gangaram Bhattarai
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What is the role of the NSO in supporting the use of data and statistics?

Understand our users

Data needs and priorities

Communicate quality dimensions and promote use

Statistical skills and literacy

Monitor data use, feedback and response
Who are the most important users of economic statistics?

- National planners
- Central Bank
- Economists and analysts
- International organizations
- Parliamentarians and their advisors
- Academics and researchers
- Media and journalists
- Other government agencies
- Donors
- University
- General public
- Secondary school
- Primary school

Number of responses

0  5  10  15  20
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Six agencies

- Government and semi-governmental organizations
- NGOs, INGOs and development partners
- Academic and research institute
- Media and press
- Political parties and civil societies
- Commercial organizations

1200 sample units

Non-random judgement sampling method

4 dimensions

Six agencies

1200 sample units

Non-random judgement sampling method
Reflections from Nepal’s user satisfaction survey

Four dimensions of user satisfaction

- Satisfaction with CBS data quality
- Satisfaction with CBS statistical products
- Satisfaction with CBS website
- Satisfaction with CBS statistical services

Main sector of statistics used by users

- Population
- Education and literacy
- Health
- Children and women
- District Profile
- Agriculture and livestock
- Construction, Industry and trade
- Labor, employment and remittance
- Income, consumption and poverty
- GDP and National Accounts
- Environment
- Gender
- Disability
- Other
- Price indices
Do you use microdata produced by CBS Nepal?

- Yes: 13%
- No: 54%
- Not aware of microdata availability: 33%

Evaluation of different CBS website attributes:

- Design and appearance
- Coverage of information
- Organization of information
- Update of information
- User friendly
- Overall evaluation
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Are there certain users/audiences that can play a multiplier effect?

How can we get feedback and use this to improve our products?
## TABLE 1: NATIONAL GOALS, TARGETS AND INDICATORS OF PROSPERITY

<table>
<thead>
<tr>
<th>S.N.</th>
<th>National Goal, Target, Indicators</th>
<th>Unit</th>
<th>Status in Fiscal Year 2017/18</th>
<th>Target in Fiscal Year 2023/24</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>High and Equitable National Income</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.1</td>
<td>High Income at the level of Industrialized Countries</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.1.1</td>
<td>Economic Growth Rate</td>
<td>Percent</td>
<td>6.8</td>
<td>10.3</td>
</tr>
<tr>
<td>1.1.2</td>
<td>Per Capita National Income</td>
<td>US $</td>
<td>1047</td>
<td>1595</td>
</tr>
<tr>
<td>2</td>
<td>Human Capital Formation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.3</td>
<td>Productive and Decent Employment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.3.1</td>
<td>Labour Participation Rate (15 years and above)</td>
<td>Percent</td>
<td>38.5</td>
<td>48.5</td>
</tr>
<tr>
<td>2.3.2</td>
<td>Unemployment Rate</td>
<td>Percent</td>
<td>11.4</td>
<td>6</td>
</tr>
<tr>
<td>2.3.3</td>
<td>Share of formal sector in the employment</td>
<td>Percent</td>
<td>36.5</td>
<td>50</td>
</tr>
<tr>
<td>4</td>
<td>High and Sustainable Production and Productivity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.1</td>
<td>Sectoral Contribution in the economy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.1.1</td>
<td>Primary Sector (Agriculture, Forestry and Mining quarrying)</td>
<td>Percent</td>
<td>27.6</td>
<td>23.0</td>
</tr>
<tr>
<td>4.1.2</td>
<td>Secondary Sector (Manufacturing Industry, electricity, gas and water, construction)</td>
<td>Percent</td>
<td>14.6</td>
<td>18.1</td>
</tr>
<tr>
<td>4.1.3</td>
<td>Tertiary Sector (service)</td>
<td>Percent</td>
<td>57.8</td>
<td>58.9</td>
</tr>
<tr>
<td>4.2</td>
<td>Trade Balance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.2.1</td>
<td>Export of Goods and Services (ratio of GDP)</td>
<td>Percent</td>
<td>9</td>
<td>15.7</td>
</tr>
<tr>
<td>4.2.2</td>
<td>Import of Goods and Services (ratio of GDP)</td>
<td>Percent</td>
<td>50.8</td>
<td>51.0</td>
</tr>
<tr>
<td>4.3</td>
<td>National and Sector wise Productivity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.4</td>
<td>Labour Productivity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.4.1</td>
<td>In Rs 1000 (Nepalese Currency)</td>
<td>In Rs 1000 (Nepalese Currency)</td>
<td>184.6</td>
<td>276</td>
</tr>
<tr>
<td>4.4.2</td>
<td>Agriculture Productivity (Major Crops)</td>
<td>Metric ton per hectare</td>
<td>2.97</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: 15th Periodic Plan of Nepal (2019-2023)
National Data Profile
System Portal of Nepal
Example of Display of Macro Economic Indicators Layout in NDP framework
Layout for Data Access by Administrative Disaggregation

National Data Profile

District

Local Level

Bharatpur Metropolitan
MARKETING

- Great Product
- Target Product
- Promotional Strategy
SOCIAL MEDIA USERS OVER TIME

NUMBER OF SOCIAL MEDIA USERS (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE

<table>
<thead>
<tr>
<th>Year</th>
<th>Social Media Users (Millions)</th>
<th>Year-On-Year Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>1,857</td>
<td>+12%</td>
</tr>
<tr>
<td>2015</td>
<td>2,078</td>
<td>+11%</td>
</tr>
<tr>
<td>2016</td>
<td>2,307</td>
<td>+21%</td>
</tr>
<tr>
<td>2017</td>
<td>2,796</td>
<td>+14%</td>
</tr>
<tr>
<td>2018</td>
<td>3,196</td>
<td>+9%</td>
</tr>
<tr>
<td>2019</td>
<td>3,484</td>
<td></td>
</tr>
</tbody>
</table>

SOURCE: BASED ON DATA PUBLISHED IN PREVIOUS ‘GLOBAL DIGITAL’ REPORTS. SEE HTTPS://DATAREPORTAL.COM/ FOR FULL DETAILS.
SOCIAL MEDIA OVERVIEW

Based on monthly active users of the most active social media platforms

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of active social media users</td>
<td>150.0 million</td>
<td></td>
</tr>
<tr>
<td>Active social media users as a percentage of total population</td>
<td>56%</td>
<td></td>
</tr>
<tr>
<td>Total number of active social users accessing via mobile devices</td>
<td>130.0 million</td>
<td></td>
</tr>
<tr>
<td>Active mobile social users as a percentage of the total population</td>
<td>48%</td>
<td></td>
</tr>
</tbody>
</table>

Sources: Latest data published by social media platforms via press releases, investor earnings announcements, and in self-serve advertising tools, Arab Social Media Report, TechRasa; Niki Aghaei; RoseLU; KeiPos analysis.
MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]

- YouTube: 88%
- WhatsApp: 83%
- Facebook: 81%
- Instagram: 80%
- Line: 59%
- Twitter: 52%
- Facebook Messenger: 47%
- BBM: 38%
- LinkedIn: 33%
- Pinterest: 29%
- Skype: 28%
- WeChat: 28%
- Snapchat: 26%
- Path: 25%
- Tumblr: 20%
- Reddit: 16%

SOURCE: GlobalWebIndex (Q2 & Q3 2018). Figures represent the findings of a broad survey of internet users aged 16-64.
IKK Salah Satu Penentu DAU
Semarang - "IKK (Indeks Kemahalan Konstruksi, red) merupakan indeks spasial, dibangun dari Survei Harga Kemahalan Konstruksi (SHKK). Rekonsiliasi ini menjadi ajang 'speak up', bertanya dan berdiskusi. Saatnya mencermati keterbandingan antarprovinsi," jelas Nurul Hasanudin, Direktur Statistik Harga BPS saat membuka "Rekonsiliasi Nasional Data IKK dan Pembinaan Kasi Statistik Harga Keuangan dan Harga Perdagangan Besar (HK dan HPB)" di Hotel Novotel Sem...

See More
Data shown for a recent 1-week period. Insights for the time of day are shown in the Pacific time zone.

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</tr>
</thead>
<tbody>
<tr>
<td>Sun</td>
<td>Mon</td>
<td>Tue</td>
<td>Wed</td>
<td>Thu</td>
<td>Fri</td>
<td>Sat</td>
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</tr>
</tbody>
</table>

**TICKS**

![Times Graph](image)

- 25,482
- 11:00 PM

Jadi, sekarang #SahabatData nggak perlu ragu lagi ya untuk berpartisipasi di SP2020. Dijamin nggak bak... See More
Badan Pusat Statistik
Organisasi Pemerintah
Akun resmi BPS
Pelopor Data Statistik Terpercaya unt... lainnya
bps.go.id/
Jl Dr. Sutomo No 6-8, Jakarta, Indonesia 10010
The Advantages for Using Social Media

- Accurate Target Audience
- Ideal Time Presentation
- Wise Money Spent
Recommendation & challenges

- Remember What Spiderman Said
- Branding
- Special Employee
- Funding
What skills do our users need?

Discovering and Assessing

Analysing and Interpreting

Communicating

Applying

Fig. 1. Model of Statistical literacy

1. Literacy skills
2. Statistical knowledge
3. Mathematical knowledge
4. Context knowledge
5. Critical knowledge

1. Critical stance
2. Attitudes and beliefs
Initiatives and way forward...

- Legislative and Constitutional provision
- NSDS
- Developing strategic partnership e.g. MOU
- Academics focused program
- Increased visibility and credibility of NSO
What are other countries doing to improve statistical literacy?

- Understand our users
- Data needs and priorities
- Communicate quality dimensions and promote use
- Statistical skills and literacy
- Monitor data use, feedback and response
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Understand our users

Data needs and priorities

Communicate quality dimensions and promote use

Statistical skills and literacy

Monitor data use, feedback and response

Activities to improve statistical literacy

<table>
<thead>
<tr>
<th>Activities</th>
<th>0</th>
<th>5</th>
<th>10</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Written guides, factsheets</td>
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<td></td>
<td></td>
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<tr>
<td>Infographics</td>
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<tr>
<td>Videos</td>
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<tr>
<td>Education materials</td>
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<tr>
<td>Help desk</td>
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<tr>
<td>Comics</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Publicity campaigns</td>
<td></td>
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</table>
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Challenges and Opportunities

- Poor statistical literacy
- Lack of communication skills
- How to interpret the statistics
- Website
- Explaining methodology
- Making data relevant

- Keep communication simple
- Better metadata
- Regular meetings
- Promote what we have
- Educate users
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Panellists

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Nepal Statistics Office (CBS)
4. Mr. Mahesh Pradhan
5. Mr. Gangaram Bhattarai
Professor Hans Rosling

Data as a public good

Statistical Storytelling (communicate the statistical stories in the data)