

The Dissemination Game

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How to communicate official statistics to non-expert users

Intro: The Users

A person is shown from the chest down, sitting at a desk and typing on a laptop. The person has long blonde hair and is wearing a dark top. On the desk, there is a smartphone and some papers. The background is slightly blurred, showing what appears to be a computer monitor. The entire image has a dark blue overlay.

**Citizen User
Information Forager
Expert**

Section 1:

Social Media

1. Tailor your content



How?

Quotes



ONS @ONS · Jan 20

Retailers saw strong sales in the run up to Christmas. [@StatsKate](#) explains: ow.ly/fNTE308bo5f



Commenting on today's official retail figures, Kate Davies, ONS Senior Statistician, said:

"Retailers saw a strong end to 2016 with sales in the final quarter up 5.6% on the same period last year, although the amount bought fell between November and December once the effects of Christmas are removed.

"There were some notably strong figures from smaller retailers, in particular butchers, who reported a significant boost in sales in the run up to Christmas."

Kate Davies, Senior Statistician, ONS



1



10




3

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How LinkedIn built a Community of Half a Billion

Aatif Awan
Vice President, Growth & International Products at LinkedIn
www.linkedin.com/in/aatifawan
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Aatif Awan
How LinkedIn built a Community of Half a Billion

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INTERNET TRENDS 2017 -
CODE CONFERENCE

Mary Meeker
May 31, 2017
ipcb.com/InternetTrends

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Kleiner Perkins Caufield & Byers
Internet Trends 2017 Report

1,627,740 views



24 BOOKS
you've never heard of - but will
CHANGE YOUR LIFE
{ RYAN HOLIDAY }

Ryan Holiday
24 Books You've Never Heard Of - But Will Change Your Life

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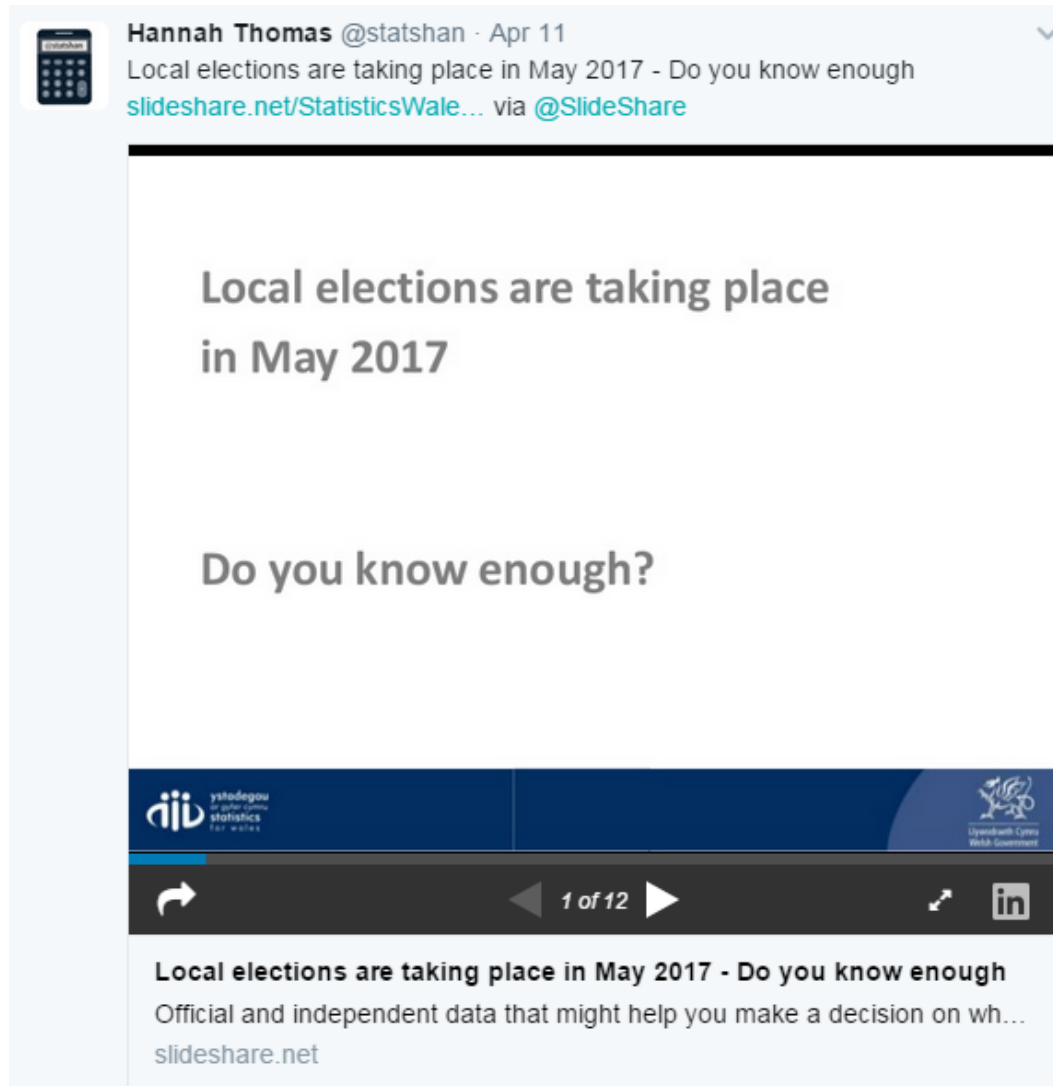
Pinot



How to
Become a Thought
Leader in Your Niche




Slideshare




Hannah Thomas @statshan · Apr 11
Local elections are taking place in May 2017 - Do you know enough
[slideshare.net/StatisticsWale...](https://slideshare.net/StatisticsWales/Local-elections-are-taking-place-in-May-2017-Do-you-know-enough) via @SlideShare

**Local elections are taking place
in May 2017**

Do you know enough?

 ystoddegon
at ymherfwrdd
statistics
for wales

 Llywodraeth Cymru
Welsh Government

1 of 12

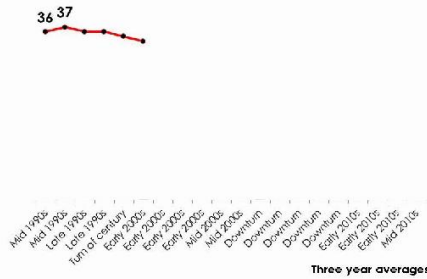
[Local elections are taking place in May 2017 - Do you know enough](#)
Official and independent data that might help you make a decision on wh...
slideshare.net

[See it working](#)

Animated gifs

hannah thomas @handawnthom · Mar 23

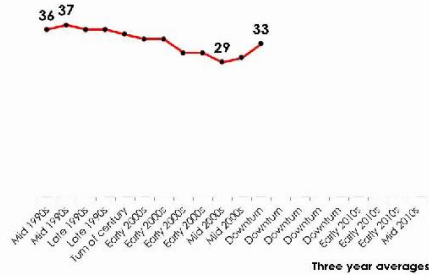
Percentage of children in Wales in income poverty relative to the UK average, since the mid 1990s



GIF

hannah thomas @handawnthom · Mar 23

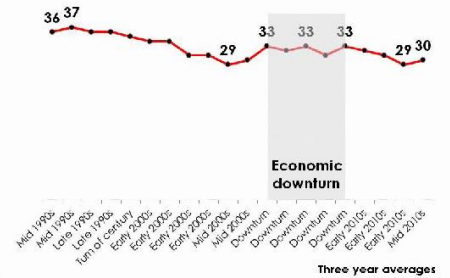
Percentage of children in Wales in income poverty relative to the UK average, since the mid 1990s



GIF

hannah thomas @handawnthom · Mar 23

Percentage of children in Wales in income poverty relative to the UK average, since the mid 1990s



GIF

[See it working](#)

Animated gifs

You Retweeted

 **Statistics for Wales** @StatisticsWales · Apr 12

What's deprivation like where you live in Wales? #LocalElections
#OnYourDoorstep ow.ly/eIPu30aKQR4



WIMD Domains

Overall Income Employment Health Education Access to Services **Community Safety**

Physical Environment Housing

Lower Super Output Area

Cathays 10

Ranked 1 of 1909 (Community Safety)

View the full deprivation profile

GIF Demo of interactive tool



[See it working](#)

2. Use Events

The background of the slide is a blurred photograph of a large crowd at a night event. The scene is filled with out-of-focus lights in various colors, including red, white, blue, and purple, creating a bokeh effect. The crowd is dense, and the overall atmosphere is that of a lively, high-energy gathering.

How?

Awareness days

ONS Retweeted

Richard Tonkin @richt2 · Apr 21

Why do we need to value nature? My colleague Emily talks natural capital accounts & #EarthDay in latest @ONS blog blog.ons.gov.uk/2017/04/21/ear...



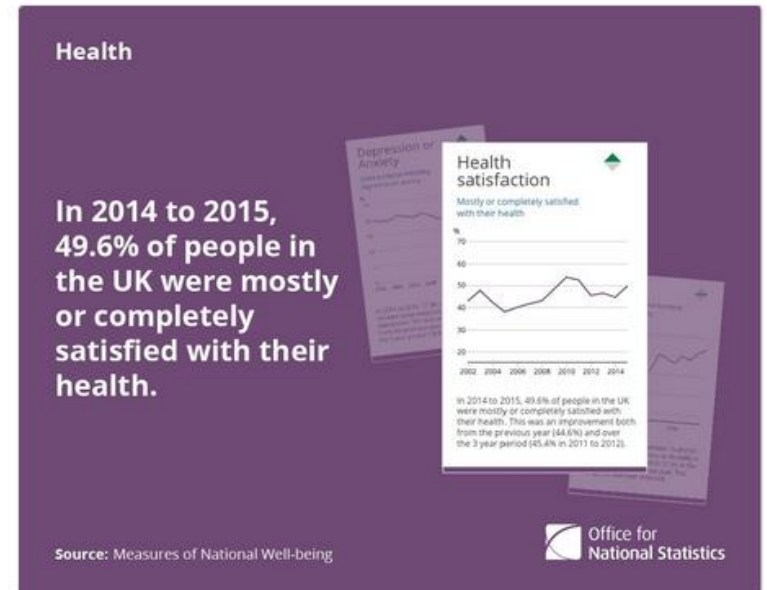
4 24 19

ONS Retweeted



Matt Steel @StatSteel · Apr 7

Half of UK adults (49.6%) were mostly or completely satisfied with their health in 2014-2015 ow.ly/Xvtr30aCifF #WorldHealthDay



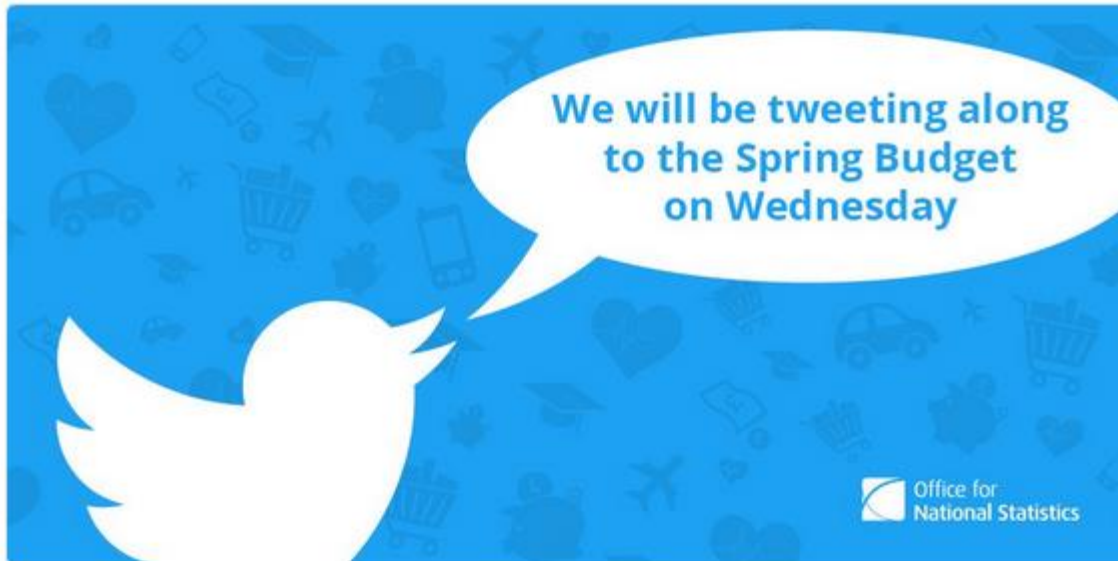
5 2

Political events



Following

We'll be tweeting along to the [#SpringBudget](#) tomorrow with the latest, relevant data. Follow along.



Calendar events



ONS
@ONS

Follow

If Mary and Joseph lived in the UK today they would be living on Joseph's annual wage of around £26k [ow.ly/vHsH3075irr](https://www.gov.uk/ow.ly/vHsH3075irr)



ONS
@ONS

Following

Leaving Rudolph a carrot on Christmas Eve? A kilo is 8% cheaper this year than last [ow.ly/CVIK306Iz3P](https://www.gov.uk/ow.ly/CVIK306Iz3P)



ONS
@ONS

Following

On Christmas Day 2014, 1,440 babies were born in England & Wales - exactly one born every minute! [ow.ly/WAqW306TPNn](https://www.gov.uk/ow.ly/WAqW306TPNn)



ONS @ONS · 31 Dec 2016

Happy New Year in the top 3 languages stated as main language in #2011Census!
[ow.ly/tUod307p42R](https://www.gov.uk/ow.ly/tUod307p42R)



Happy new year
in the top three languages stated as a main language
on the 2011 Census of England and Wales

- 1 Happy New year or Blwyddyn Newydd Dda
92.3% of the population stated English or Welsh as their main language
- 2 Szczęśliwego Nowego Roku
1.0% stated Polish
- 3 ਨਵਾ ਸਾਲ ਮੁਬਾਰਕ
0.5% stated Punjabi

Office for National Statistics



12

6

3. Build relationships



How?



Richard Tonkin @richt2

30 Nov 15

But remember - statistics are not just for Christmas...
twitter.com/ONS/status/671...



Richard Jones

@richardjonesuk

Follow

@richt2 but some of them are seasonally adjusted.

12:36 PM - 1 Dec 2015

3



John Flatley @ONSJohnFlatley

19 May 15

Replying to @nickmalleson
@nickmalleson Pleased you found it useful. Lots more here:
ow.ly/N8aln



Nick Malleson

@nickmalleson

Follow

@ONSJohnFlatley very useful indeed, thanks John!

12:21 PM - 19 May 2015 · Leeds, England



Construction News

@CNplus

Follow

The #ONS is improving its statistical coverage of the construction industry. @StatsKate tells CN how it will do it
bit.ly/1MsmQak

11:52 AM - 5 Jun 2015

4 1



Francesca Moore

@drfplmoore

Follow

Geography of mortality over time by @StatsLiz- fascinating!
twitter.com/StatsLiz/statu...

9:59 AM - 27 Jan 2016

1



Elizabeth McLaren @StatsLiz

1 Jul 15

Replying to @ManCity
@MCFC @AsaElliott @amcgrath1uk Technically 647th in England and Wales! Over summer will find out if name gone up/down in popularity!



Manchester City

@ManCity

Follow

@StatsLiz that's us told! Thanks for the clarification, Liz.

11:19 AM - 1 Jul 2015

1 2



Elizabeth McLaren @StatsLiz

18 Dec 15

A small peak nine months after Valentines day too.....
twitter.com/ONS/status/677...



Stoorie

@Stoorie2

Follow

@StatsLiz @ONS a small peak is all it takes..

11:48 AM - 18 Dec 2015

1





4. Plan

Section 2:

Change your outputs

1. Make it snappy



Example

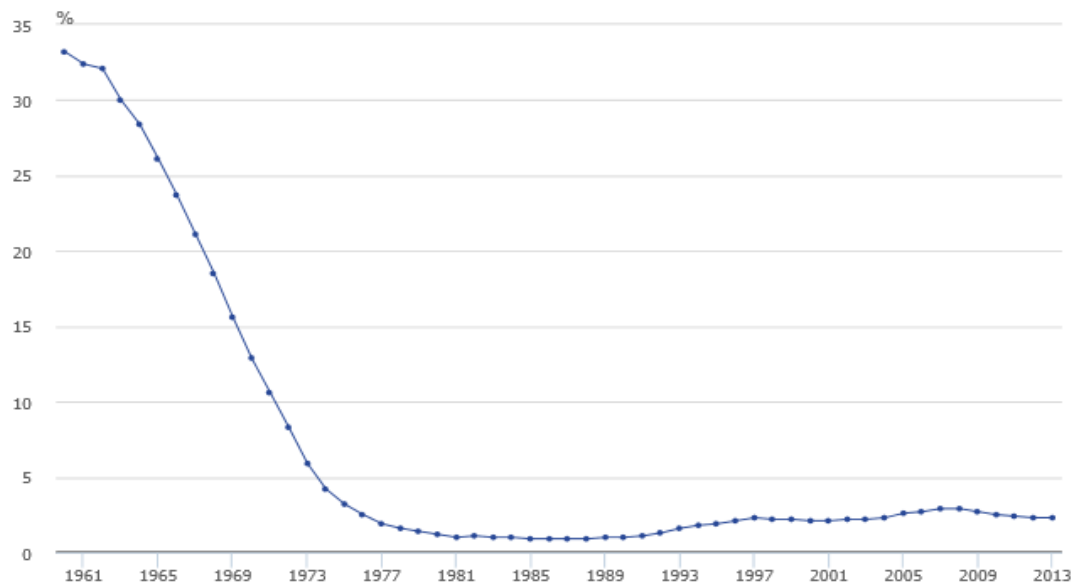
Content on ONS website

Home births

In 2013 in England and Wales, 2.3% of women giving birth did so at home (Figure 1), unchanged from 2012. In 1960, the percentage of women giving birth at home was 33%, but this fell to a record low between 1985 and 1988 when only 0.9% of women gave birth at home. Between 1988 and 2008 there was a small rise in the percentage of women giving birth at home, with the exception of a period of relative stability between 1997 and 2004. More recently, between 2009 and 2012, the percentage of women giving birth at home declined slightly.

Figure 1: Maternities taking place at home, 1960-2013

England and Wales

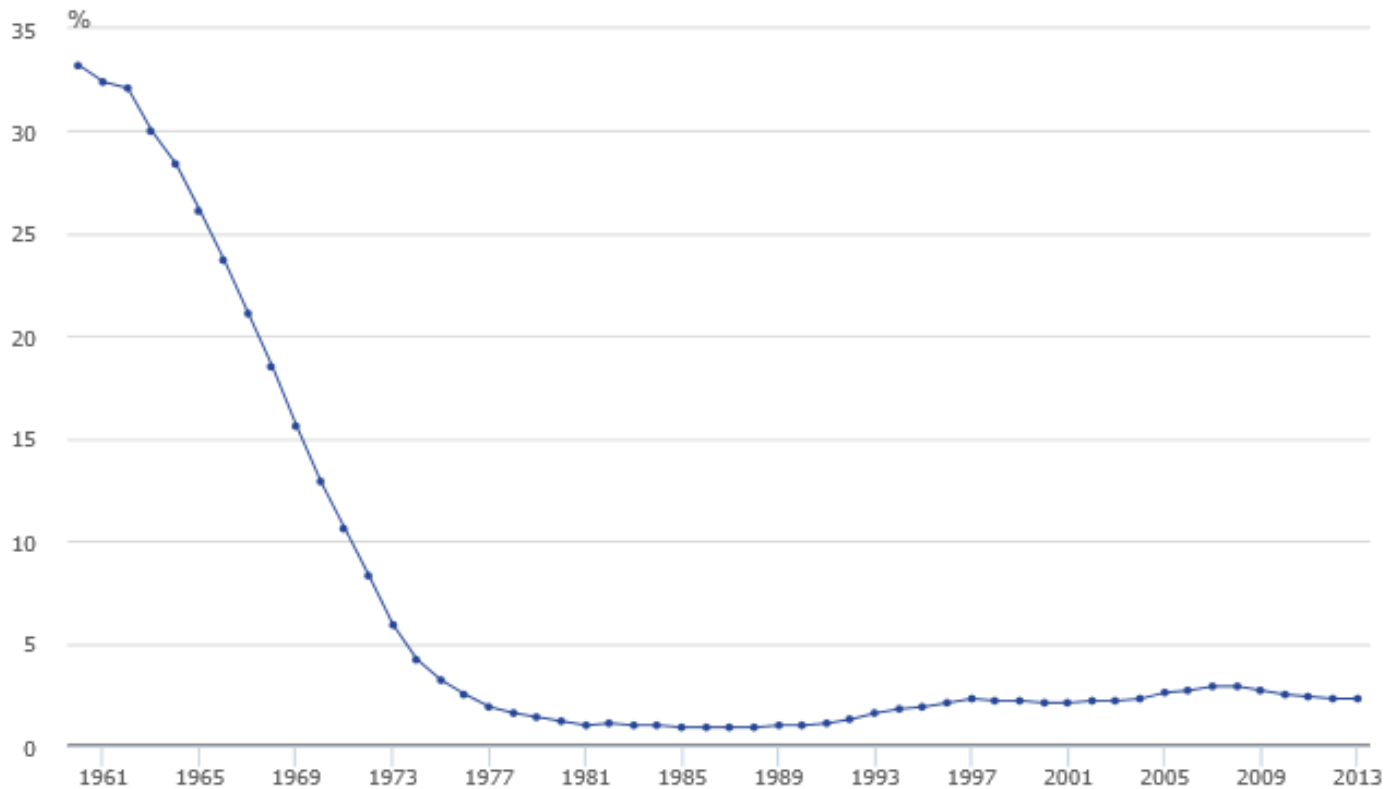


Source: Office for National Statistics

My adaption

Just 2.3% of births took place in the home in 2013, down from 33.2% in 1960

Percentage of births taking place at home, England and Wales, 1960 to 2013



Source: Office for National Statistics

2. Change your tone



Example

Content on ONS website

Gender pay differences

While there is no single measure that fully deals with the complex issue of the differences between men's and women's pay, in this bulletin we use median hourly earnings (excluding overtime). Including overtime can skew the results because men work relatively more overtime than women, and using hourly earnings better accounts for the fact that men work on average more hours per week than women. The median is less affected by a relatively small number of very high earners than the mean, and therefore gives a better indication of typical pay. A paper further explaining our position on this topic is available.

My adaption

The gender pay gap – what is it and what affects it?

As Jane Austen (almost) said: it is a truth universally acknowledged that men (generally) get paid more than women.

But do they get paid more than women for doing the same work? That is harder to answer.

The data published today in the Annual Survey of Hours and Earnings (ASHE) will give us the most up-to-date information on the pay gap between men and women.

3. Beware the jargon



Example

Content on ONS website

UK GDP growth in Quarter 1 2017 has been revised down by 0.1 percentage points from the preliminary estimate published on 28 April 2017; mainly due to broad-based downward revisions within the services sector.

My adaption

Growth in UK GDP between the last quarter of 2016 (October to December) and the first quarter of 2017 (January to March) was estimated to be 0.3% on 28 April 2017.

However the most recent estimate puts GDP growth over this period at 0.2%.

This change is mainly due changes in estimates of growth within the service sector.

A collection of approximately 15 Polaroid photographs is scattered across a vintage-style map. The photos depict various scenes: a cup of coffee with a lemon slice, a person in a field, a group of people, a sunset, and other travel-related imagery. The map in the background shows geographical features like rivers and roads in muted colors.

**4. A picture paints a
thousand words**

Example



Let's get married. OK – when?

Deciding on a date for a wedding – it might be something you never do or it might be something you end up doing more than once – but what could affect people's choices?



5. Try new things

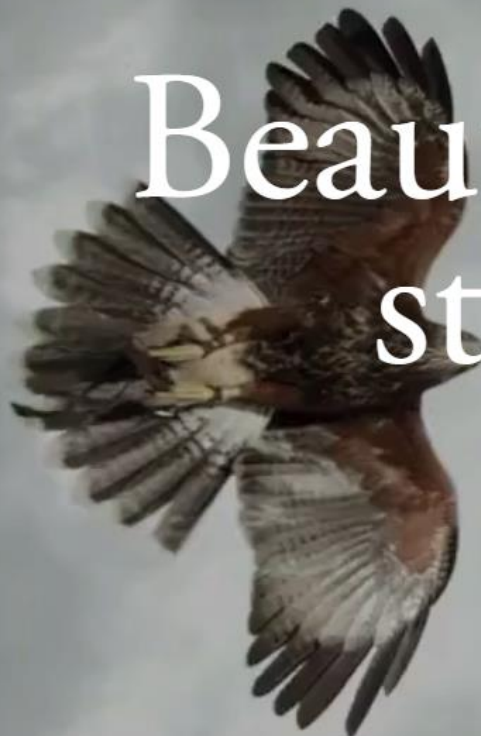


Example



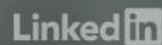
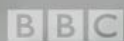
SHORTHAND

Beautifully simple storytelling

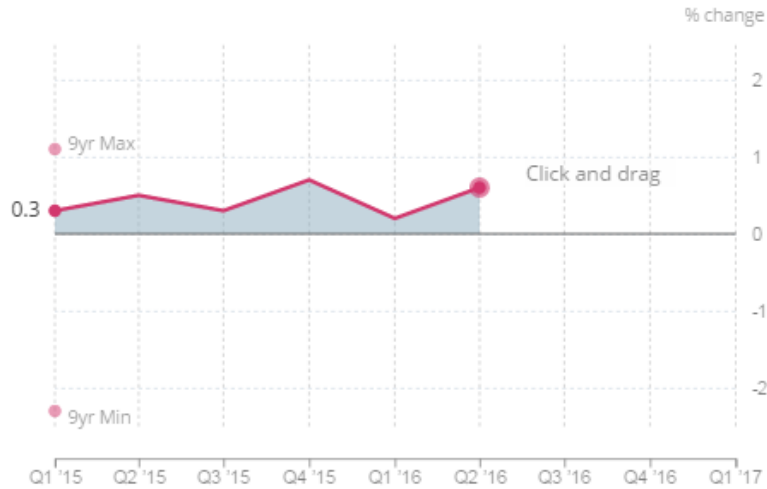


CREATE A FREE ACCOUNT

AS USED BY

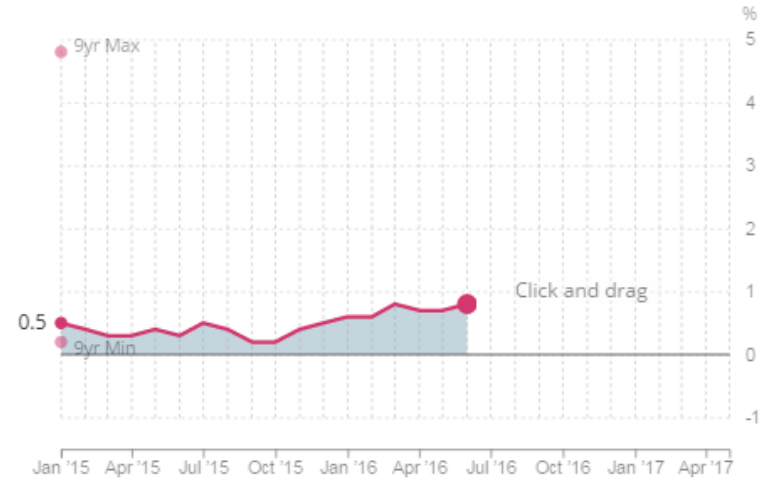


The rate of quarterly economic growth, as measured by gross domestic product (GDP)...



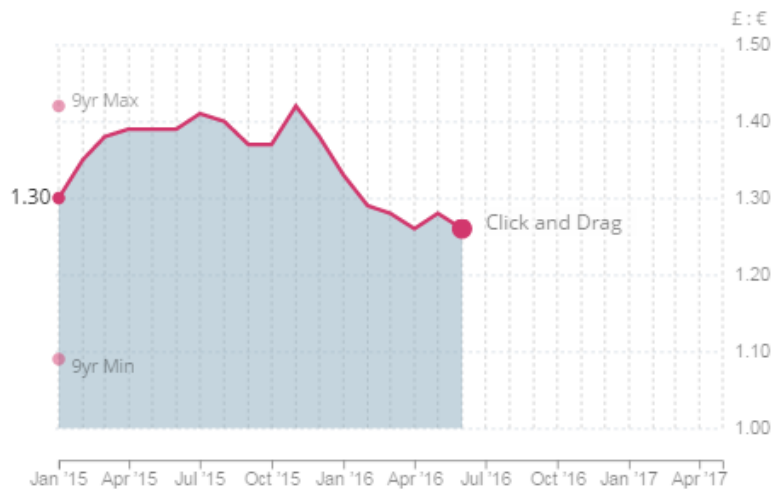
How did I do?

The rate of inflation...



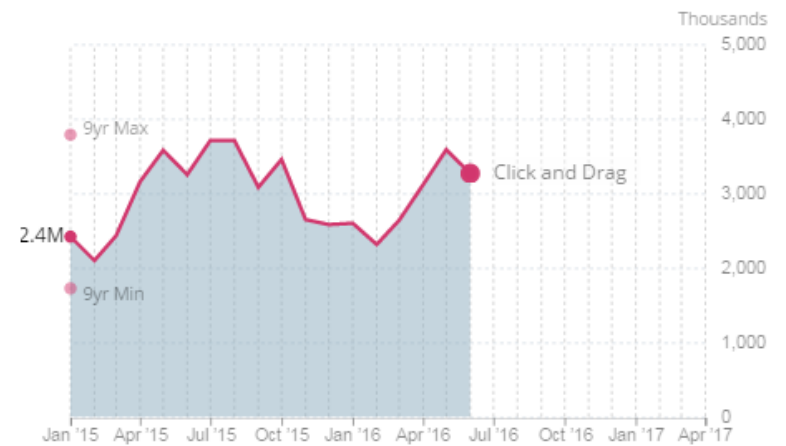
How did I do?

The value of the pound relative to the euro...

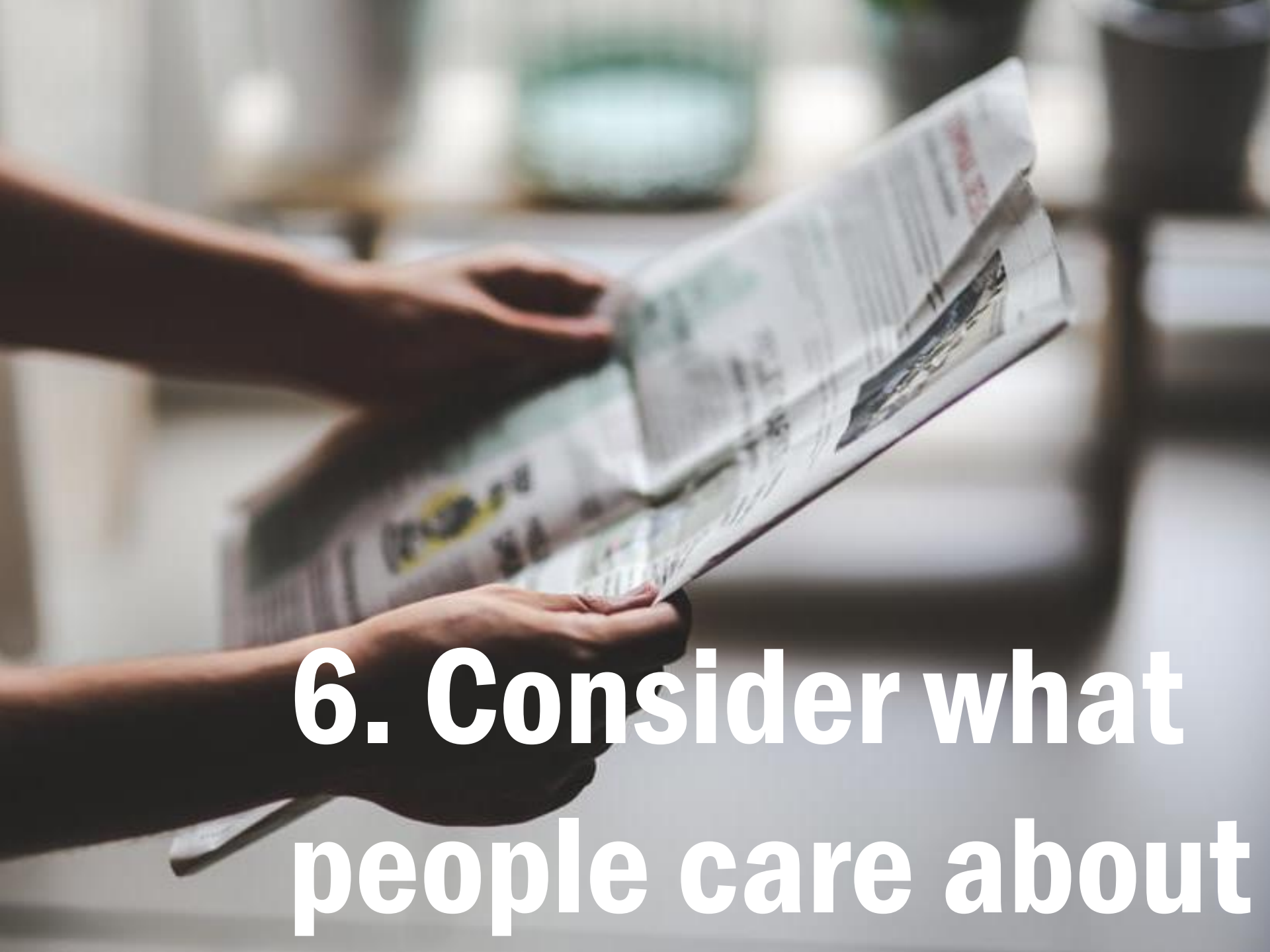


How did I do?

The number of visits by overseas residents to the UK...



How did I do?



**6. Consider what
people care about**

Examples



How long will my pension need to last?

27 March 2015 By ONS Digital

People are living longer. On average, people aged 55 today will live to their mid-to-late 80s. Around 1 in 10 men and 1 in 5 women this age will live to 100 – and receive their telegram from The Queen.

Being more informed about how much longer you potentially have to live is no bad thing, especially when it comes to financial planning. Enter your details below in our calculator and find out your life expectancy, your chance of living to 100... and how long you'll likely need to make your pension pot last.

What is your age?

Are you male or female?

 Male Female

Calculate your life expectancy

ONS @ONS · Jun 28
Replying to @ONS

Public sector workers could be earning an extra £31 per week on average had their pay growth kept up with the private sector since 2011

Average weekly earnings, Great Britain
Total pay, pounds per week

Year	Public sector	Private sector
April 2011	£477	£443
April 2017	£508	£501

Source: Average Weekly Earnings

Office for National Statistics

7 58 21

ONS @ONS · Jun 23

One year on from the Brexit vote, what do ONS statistics tell us about the UK?
Test your knowledge with our new quiz [ow.ly/Y2Rr30cPwSo](https://www.ons.gov.uk/quiz/Y2Rr30cPwSo)

The Brexit vote one year on: what's changed?

Draw your estimates on our interactive charts

GIF

Office for National Statistics

1 10 3

7. Be upfront & honest



Example

The popularity of the name Muhammad/Mohammed/Mohammad

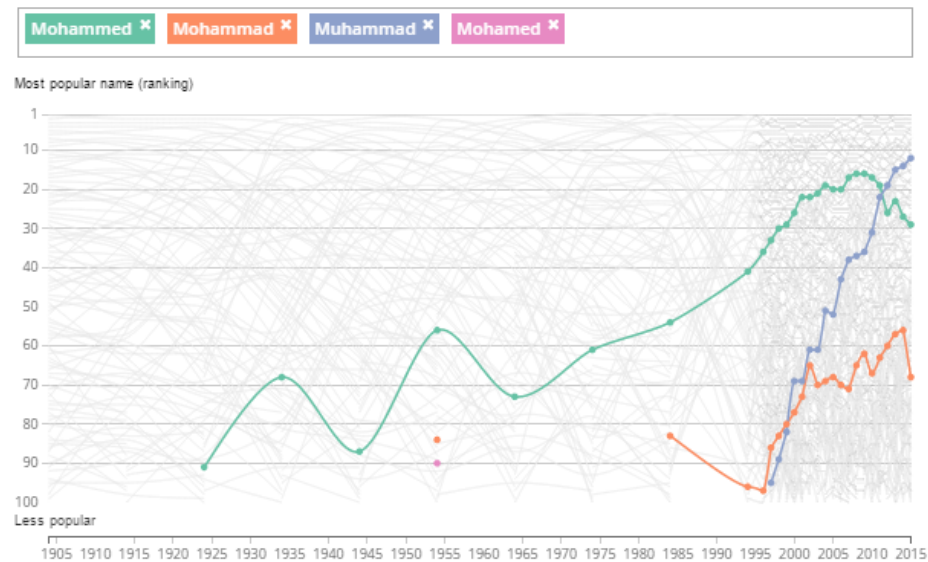
2 September 2016 By ONS Digital

The name Mohammed ranked at 91 in 1924

The appearance of Mohammed in the top 100 is not such a new phenomenon – the first time this name entered the top 100 was in 1924 when it ranked as the 91st most popular name for baby boys. This was not a blip as the name has featured in the top 100 most popular names for baby boys every ten years from 1924 to 1994 and every year since 1996.

Different spellings have joined it in the top 100 in more recent years, but three spellings of the name were also in the top 100 in 1954.

Rank of Mohammed, Mohammad, Muhammad and Mohamed in England and Wales for every ten years between 1904 and 1994 and for every year from 1996 onwards



Source: [Baby Names - England and Wales, ONS](#)

Why are Muhammad/Mohammed/Mohammad rising up the rankings?



8. Have fun!

Examples

Baby Names



 **Volodymyr Kupriyanov**
@v_kupriyanov [Follow](#)

This is probably the best piece of dataviz I've seen from ONS: 10 pop culture influences on baby names

 **10 pop culture influences on baby names: Game of Thron...**
The most popular baby names in 2014 were Amelia and Oliver. However, the latest data has shown that more parents appear to be looking to modern culture for inspiration on the naming of ...
visual.ons.gov.uk

 **ONS**
@ONS [Following](#)

ONS makes longlist for [@infobeautyaward](#) Data Journalism category
informationisbeautifulawards.com/showcase/657-1... for baby names piece

 **10 pop culture influences on baby names: Game of Thron...**
The most popular baby names in 2014 were Amelia and Oliver. However, the latest data has shown that more parents appear to be looking to modern culture for inspiration on the naming of ...
visual.ons.gov.uk

 **Elisabeth Garratt**
@eagarratt [Follow](#)

who said stats couldn't be fun? Great [@ONS](#) feature on statistics, pop culture and baby names

 **10 pop culture influences on baby names: Game of Thron...**
The most popular baby names in 2014 were Amelia and Oliver. However, the latest data has shown that more parents appear to be looking to modern culture for inspiration on the naming of ...
visual.ons.gov.uk



Halloween

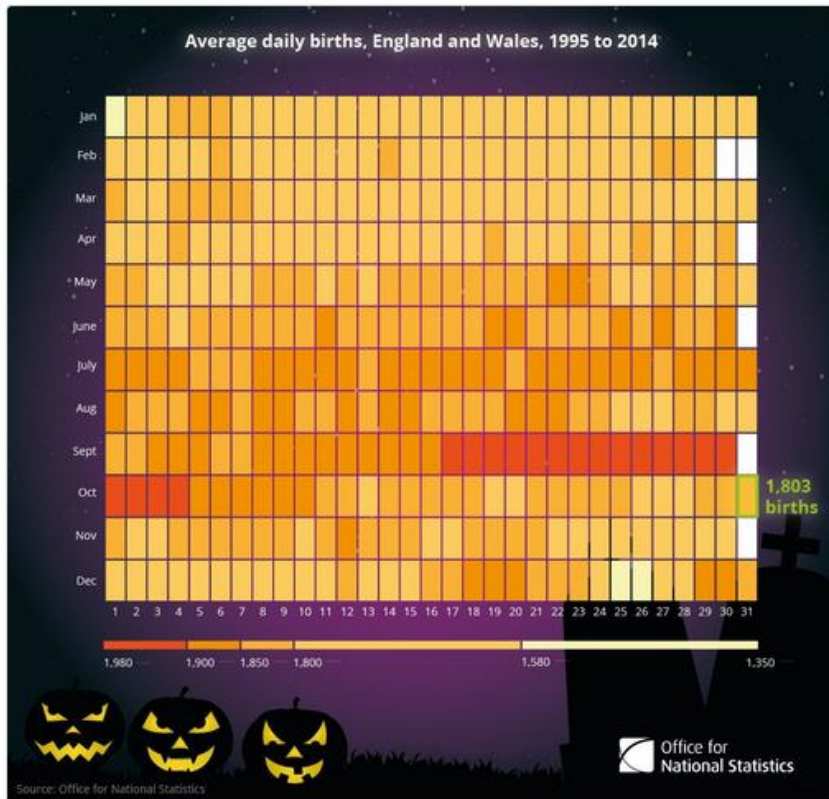


ONS
@ONS

Following

Expecting your own little pumpkin this Halloween? Average of 1,803 babies were born on Halloween between 1995 & 2014

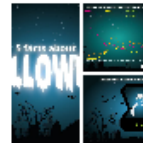
ow.ly/Tugw305DbL8



Pia Wohland
@PiaWohland

Follow

ONS Halloween edition, great idea!



ONS @ONS

Explore our article on five facts about Halloween - a monster mash of data ow.ly/Tugw305DbL8



Emma Mackintosh
@NewsMackintosh

Follow

Classy bit of seasonal comms from @ONS - nice work 🧛🎃
#CommsHero twitter.com/ons/status/792...

5:03 PM - 29 Oct 2016

1 3

Section 3:

Improve your charts

1. Annotation



How?

How the value of the pound compares to its value on the day the date for the EU referendum was announced, January 2016 to October 2016



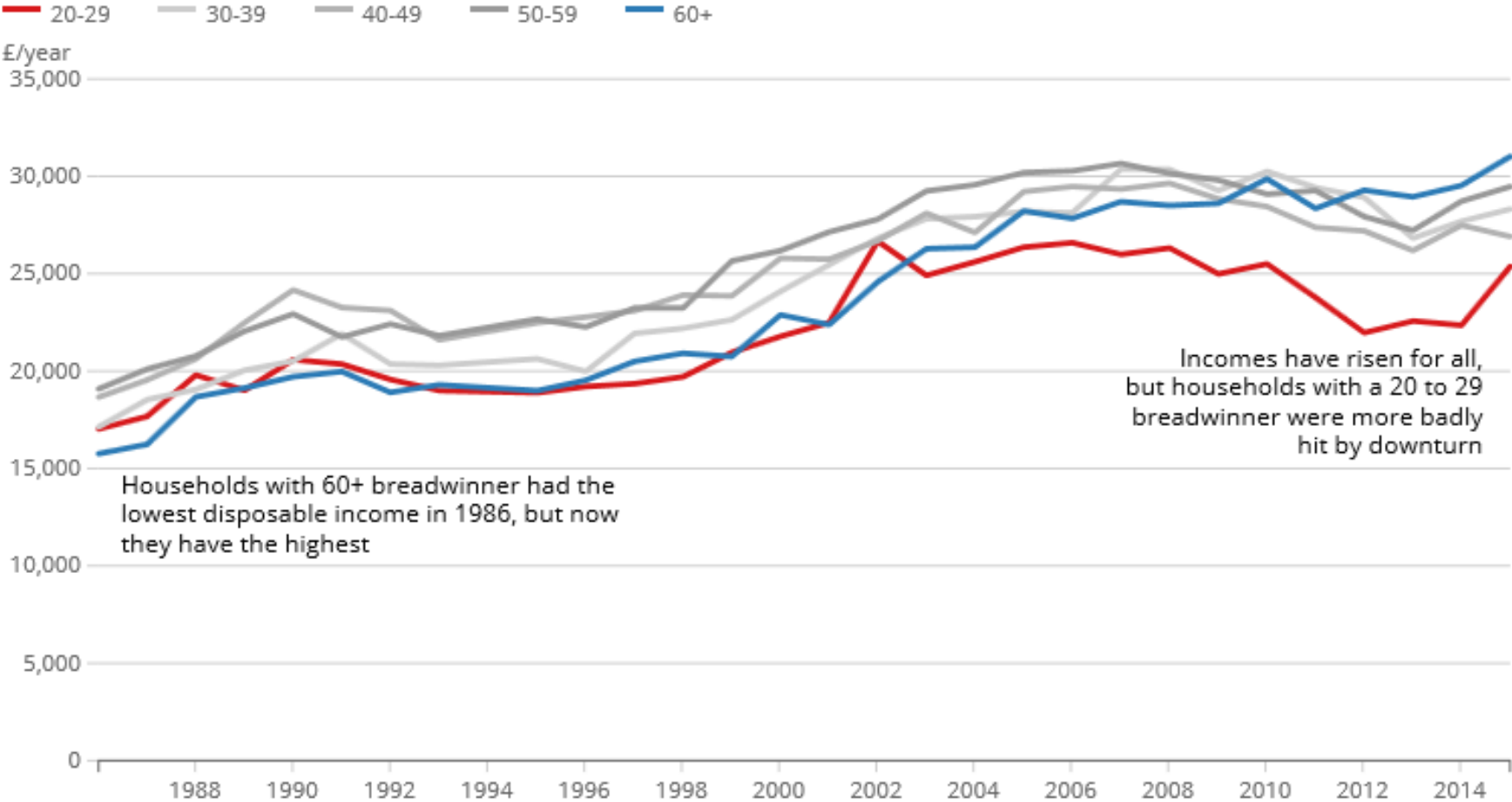
Source: [Bank of England](#)



2. Bring out the story

How?

Average annual household disposable income, by age of breadwinner, UK, 1986 to 2014/15 (adjusted for inflation)¹



Section 4:

Make it easy

A photograph of a grocery store aisle. In the foreground, there are several wooden crates and green plastic bins filled with packaged apples. A price tag in the center-right of the frame shows "R24⁹⁹". In the background, there are more shelves stocked with various products, and several red signs with the word "SAVE" in white. A yellow sign hanging from the ceiling says "ORANGE DOT SALE". The overall scene is a typical supermarket produce section.

**Excuse me, where
are the carrots?**

