

Understanding the potential

Creating a cross-GSS data family

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ONS

Messages in the Media

WHAT EXACTLY IS THE MEDIA SAYING?

In addition to insights gained from engaging with identified users, **We have identified 5 media quotes providing insights into current Trade data challenges.**



"Don't forget that 70% of our trade currently takes place with countries with whom we have no trade deals at all" - **Boris Johnson, 2016**

"Reality Check: Is 70% of UK trade with non-trade states?" - **Peter Barnes, BBC 2016**



"Global trade statistics lack granularity to inform traceability and management of diverse and high-value fishes"
- **Cawthorn, DM & Mariani, S, 2017**



"US is the UK's top trade partner - NOT the EU after figures show Britain has a surplus of almost £40bn"
- **James Burton & James Salmon, Daily Mail 2017**



"My vision for a bold, thriving Britain enabled by Brexit"
- **BORIS JOHNSON, FOREIGN SECRETARY The Telegraph, 2017**

"Dear Foreign Secretary, I am surprised and disappointed that you have chosen to repeat the figure of £350 million per week. It is a clear misuse of official statistics."
- **Sir David Norgrove, 2017**



"Trade is important for Britain because about 28% of what we produce is sold abroad, exported. And we benefit from importing too, which we do even more. **Estimates of how many jobs are supported by exports to EU countries vary, but they are typically of the order of three million or more.** This is not, however, the same as saying they depend on the UK being an EU member."
- **Andrew Walker, BBC 2016**

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Messaged
i
Media



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What Are Trade Data Users Telling Us?

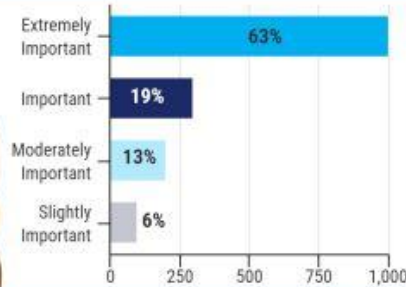


- Statistics, Themes and Quotes!

Statistics show some needs are rated higher than others.

What this means:

Feedback analysis shows certain needs have higher priority than others



Quotes



"It can be a challenge to find the correct and up to date data"

"We know where the data we currently use is but we don't know if there are other data out there that could be better suited"

"Not sure where to find the data I need. There are lots of sources so which one should I use?"

"It would be good if there was an alert system to get updates for when the next data release is"



Extremely important

1

Our top priority: "What" and Where"

What this means:

63% of the feedback shows users want to be made aware of what data is available and where the data can be found

User Feedback

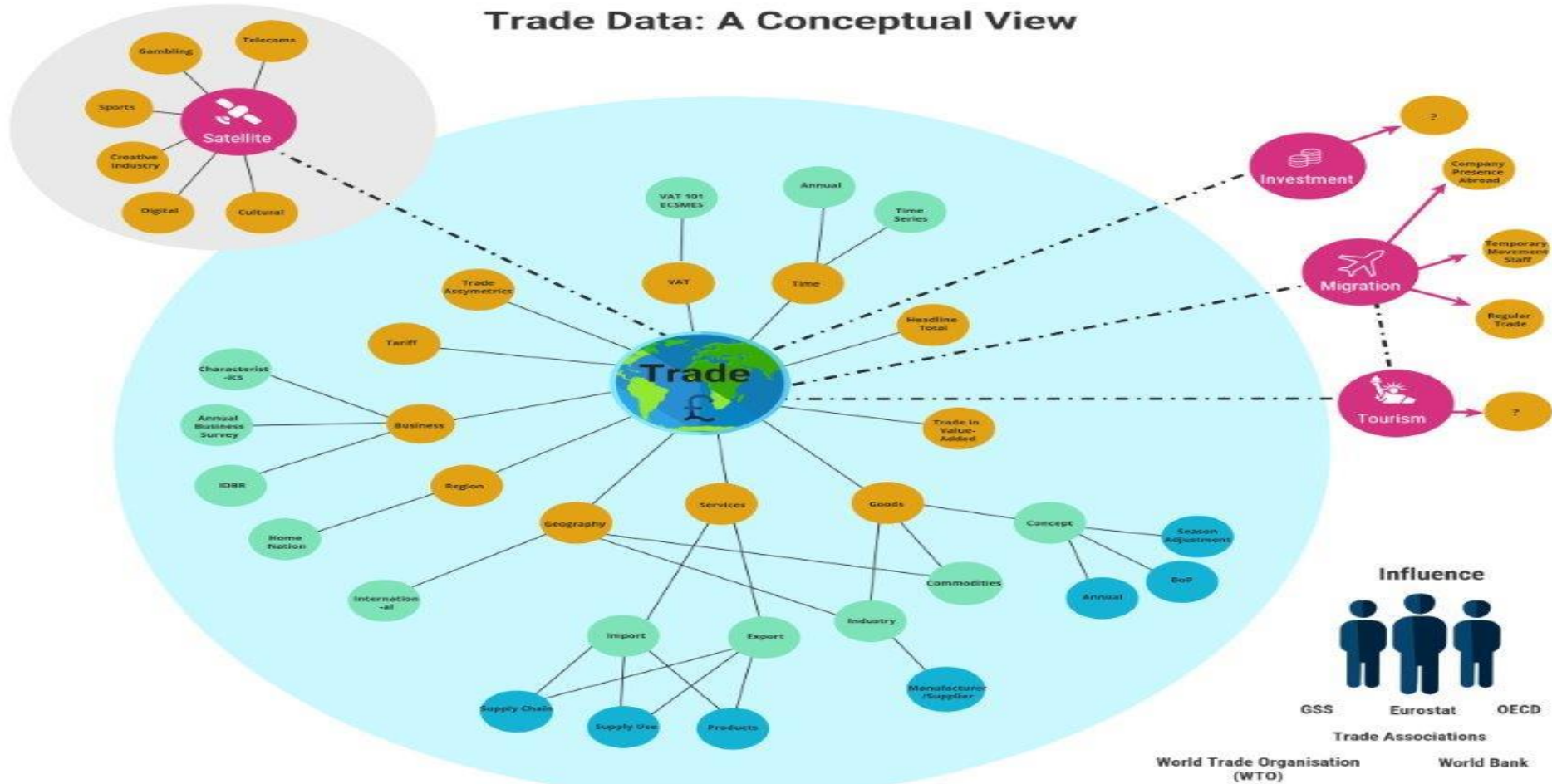
- 1. We NEED a revolution in statistical dissemination**
- 2. We HAVE to make data more accessible to users**
- 3. Dataset Families SHOULD offer a solution**

Introducing Dataset Families

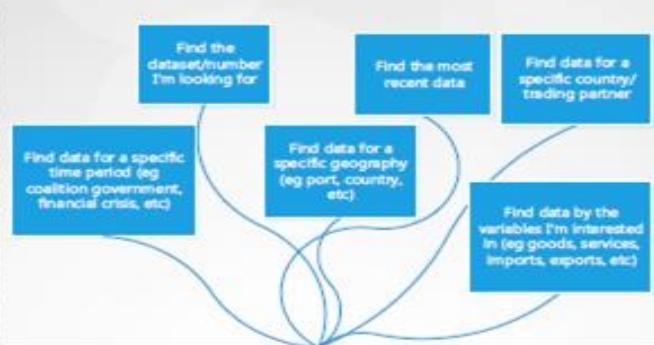
Trade Statistics



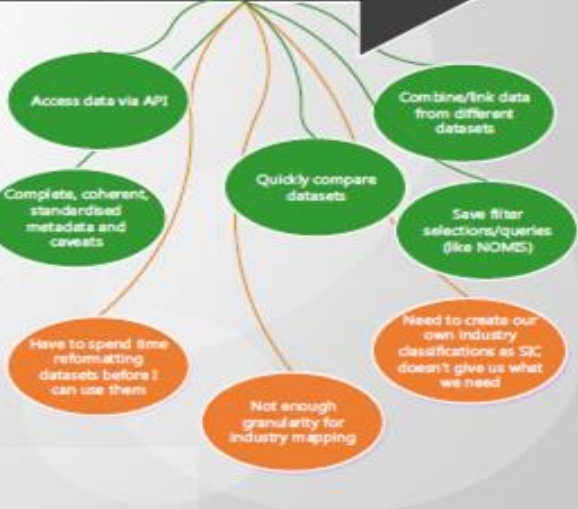
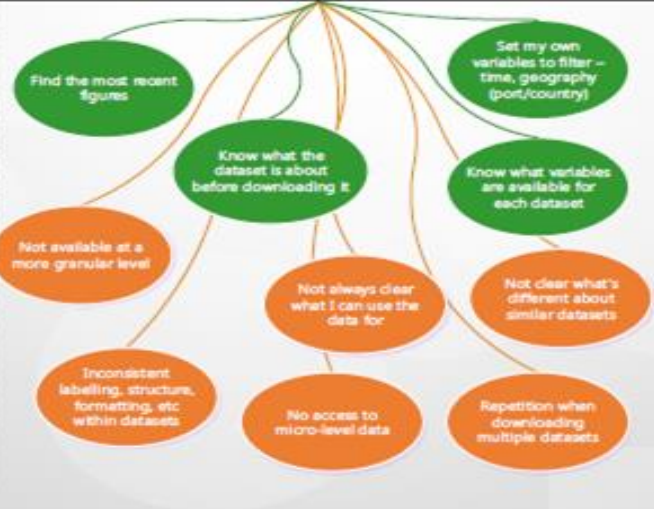
Trade Data: A Conceptual View



The Trade Galaxy - simplified

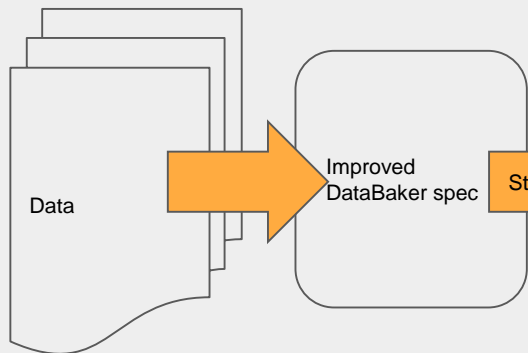


Awareness of Data **Finding Data** **Re-using Data**

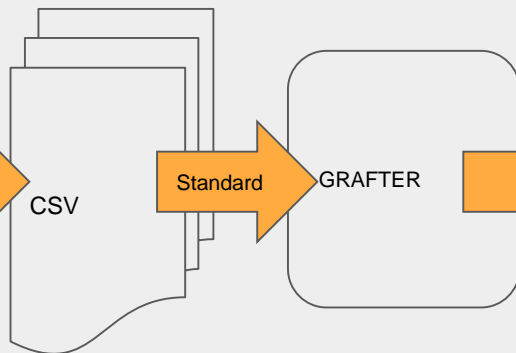


#OfTheGSS

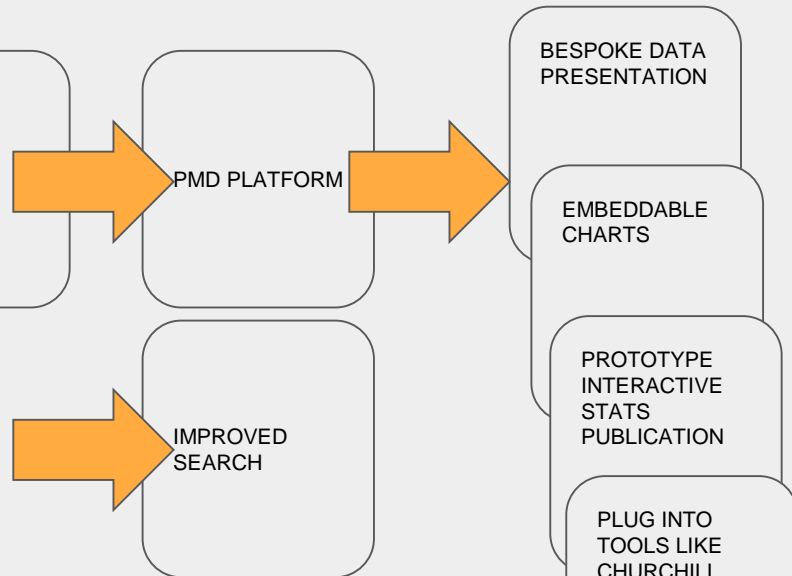
ENHANCED DATA PREPARATION AND VALIDATION



REDUCING EFFORT REQUIRED TO TRANSFORM DATA ENSURING BETTER QUALITY AND WORK TOWARD PRODUCING DYNAMIC VISUALISATIONS



IMPROVING SEARCH AND DISCOVERABILITY



-Unstructured data in from any source

-Enhanced standard transformation pipeline for ALL data types

-Creating standard pipeline in GRAFTER to transform to RDF

- PMD instance
- Increased search capability
- Creation of JSON API for Developers

-Automation of visualisations

“Web users ultimately want to get at data quickly and easily. They don't care as much about attractive sites and pretty design.”

Tim Berners-Lee

Standardisation

+

Harmonisation

=

Better Dissemination

Thanks

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