United Nations | Department of Economic and Social Affairs Statistics

UNITED NATIONS SIAP Statistical Institute for Asia and the Pacific

Increasing engagement around data and statistics – identifying and responding to user needs

(e-Learning course)

27 March-28 April 2023

Guideline

I. OVERVIEW OF THE COURSE

Identifying and responding to the needs of users for data and statistics is at the heart of the mission of National Statistical Offices (NSOs) and national statistical systems. NSOs already undertake many activities interacting with different users such as preparing press releases to aid journalists and communicate with the public at large and organizing launch events/workshops to disseminate important results from surveys and censuses. In general, the NSO interacts with users towards the tail end of the statistical production process when the data is disseminated. There is an opportunity for national statistical offices to further improve their collaboration with users by engaging more systematically throughout the statistical production process. User engagement is the process of conducting a dialogue with users of official statistics to understand their needs and improve the products, services and operation of a statistical organization accordingly.

In this course participants will learn what user engagement is and how to identify users (including new and potential ones). Other topics that will be covered include tools for engaging users, developing user engagement strategies and how to tailor different outputs to different users. Further details on course content follow below.

II. TARGET PARTICIPANTS

The target audience are those involved in the production and dissemination of data and statistics in the National Statistical System (NSS), who need to ensure that their work is relevant and used.

This includes primarily staff that work with statistics production and communication at NSOs and at various Ministries, Departments and Agencies. While the user engagement skills are quite developed in many high-resource contexts, the NSS in mid- and low-resource contexts are often much less experienced with this kind of work and have followed a more traditional approach to data and statistics production (whereby statistics are communicated to users only at a late stage in the production cycle, with relatively limited consideration of how the content and presentation meet user needs). The course is therefore mostly aimed at those settings.

III. LEARNING OUTCOMES

By the end of the course, participants will be expected to:

- Understand what user engagement is and all the related key concepts
- Identify users and potential users of official statistics
- Choose the most appropriate engagement tools for different groups of users
- Understand steps involved in developing a user engagement strategy
- Apply good practices around dissemination.

IV. COURSE DESIGN AND CONTENT

Each module consists of slides with explanations. After all modules have been completed, participants will be required to complete a final test that will cover all modules. The modules are expected to take a maximum of 4 hours to complete. Participants are also expected to attend regularly scheduled live webinars. The webinars will provide an overview of the course topics and allow for participants to ask questions; more details will be provided at the beginning of the course. Furthermore, participants are encouraged to actively participate in the online forum of the course. In total, the course is expected to take a maximum of 15 hours. Topics for discussion will be posted on a regular basis and participants are invited to share their views/comments/questions.

Outline

Module	Coverage
1. **Why do we need more user engagement around data?**	• Introduction and learning objectives. • What is user engagement? • How can we engage with users?
2. **What is user engagement?**	• Introduction and learning objectives. • Key concepts • Why is user engagement important?
3. **How to engage with users**	• Introduction and learning objectives. • Who are our users? • User engagement tools • Feedback loops and receiving feedback • Strategic thinking
4. **Producing engaging statistics**	• Data storytelling • Writing about statistics in an engaging way • Presenting data in graphs and tables • Infographics and other data visualizations

V. EVALUATION

Participants must receive a final grade of 70% or higher to get a certificate. The final grade will be comprised of a test and course project. More details on the test and course project will be provided at the beginning of the course.

VI. SOURCE MATERIAL

This course draws upon various sources, including international statistical standards and case studies from national statistical offices.