Using the Website to Increase the Effectiveness of Communication

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OUTLINE OF PRESENTATION

1. Sources or raw data

2. Data availability

3. Informing data users about data availability

4. Considerations for a more responsive web site

5. Accelerated Data Program – NSO data archives

6. Future directions

Sources of Raw Data

- **Censuses**
  - ❖ Census of Population
  - ❖ Census of Agriculture and Fisheries
  - ❖ Census of Philippine Business and Industry
- **Surveys such as**
  - ❖ Labor Force Survey
  - ❖ Family Income and Expenditure Survey
  - ❖ Functional Literacy, Education and Mass Media Survey
  - ❖ National Demographic and Health Survey
  - ❖ Survey on Overseas Filipinos
  - ❖ Annual Survey of Philippine Business and Industry

Sources of Raw Data

- **Administrative Records**
  - ❖ Domestic Shipping
  - ❖ Foreign Trade
  - ❖ Building Permits
  - ❖ Civil Registration

❑ **Public Awareness and Understanding of census/survey**

- Identification of different target groups to solicit support and generate awareness

- Key messages delivered through available channels (radio, TV, print media, internet)

- Instructional materials on the census for schoolchildren

❑ **Data Dissemination Activities**

- Data release launching

- Information campaign prior to the conduct of a census/survey

Data Availability and Accessibility

- Newspapers
- Radio (Census Serbilis sa Radyo)
- Internet (http://www.census.gov.ph)
- Formal publications
  - Electronic format
  - Print

Some Data and Frequency of Release

Data Category	Source of Data	Frequency of Release
Price Indices		
CPI, Inflation	Price Survey	Monthly
Producer Price Index	Producer Price Survey	Monthly
Production Indices (Value and Volume of production index)	Monthly Integrated Survey of Selected Industries	Monthly

Some Data and Frequency of Release

Data Category	Source of Data	Frequency of Release
Foreign Trade Statistics		
Imports, Exports	Bureau of Customs, Export Declaration, Import Entry, Inward and Outward Foreign Manifest	Monthly
Construction Statistics	Approved Building Permits	Quarterly
Labor Force Statistics	Labor Force Survey	Monthly
Family Income and Expenditure Statistics	Family Income and Expenditure Survey	Annual
Vital Statistics	Civil Registration Documents	Annual

Data users are informed of the available data

- Advanced release calendar of designated statistics (www. census.gov.ph/calendar.htm)

- Press releases/Special Releases (posted in the NSO website)

Some Data Users, Statistical Products, and Media

Data User Category	Type of products	Media
Policy makers	Key results of statistical activities	Press releases and memos
Policy analysts, researchers	Customized tabulations, detailed data for further analysis	Microdata
Business sector	Customized tabulations, detailed data for further analysis	Special tabulations, microdata

Statistical Products Currently Available

❖ **Press releases**

❖ **Special releases**

❖ **Formal reports**

• **Microdata files**

• **Special tabulations**

❖ Available on the web site

Considerations for a More Responsive Web Site

- Policy review
- Capability building activities
- Infrastructure
- Content management

Policies for review

- **Web policy**
- **User agreements**
- **Manual of style**
- **Pricing policy**
- **Citizen's charter**

Capability building activities

- **Web design**
- **Archiving**
- **Desktop publishing**

Accelerated Data Program

World Bank IHSN-OECD-PARIS21

- Provision of selected hardware
- Provision of standard methods and software
- Capability building activities
- Technical assistance

Based on national needs

NSO Data Archive

(http://www.census.gov.ph/nsoda)

- International standards for the documentation of NSO microdata

- Promote effective use of existing census, survey and administrative-based documents

- Provide equitable access to microdata

- Ensure long term preservation of microdata

- Provide detailed metadata and other publicly available materials

Data Available in the Archive

Including metadata and other materials

- Survey microdata
- Census microdata
- Administrative-based microdata

Microdata Sets Available

- Public Use Files (Anonymized)
- Licensed Files (Semi-anonymized)
- Files accessible on-site (Data enclave – sensitive data, difficult to anonymize)

Archiving Activities

- Acquisition
  - ❖ Continuing activity of NSO to ensure that all collected microdata will be proficiently documented.
- Documentation
  - ❖ NSO data archivists are trained to adopt the Data Documentation Initiative (DDI) and Dublin Core (DCMI) standards
- Anonymization
  - ❖ Principles and methods for measuring risk and for anonymizing data are applied

Future directions

- Revised policies
- Establishment of data enclave
- Web site enhancements

Document.
Disseminate.
Preserve.

Thank You…