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This presentation discusses how the move of the Web from a document to data-driven structure offers National Statistics Institutes opportunities to engage with a wider variety of users.

Meanwhile, users are determined (but struggling) to extract information from data. To do this successfully, content on the Web needs to be optimised, using visual, personal and social themes. Producing such content opens up opportunities for NSIs to syndicate their content to mainstream media, dramatically increasing the audience for official statistics.

Some examples are presented from the UK, based on experiences of disseminating 2011 Census results.