



Engaging with citizens through statistics

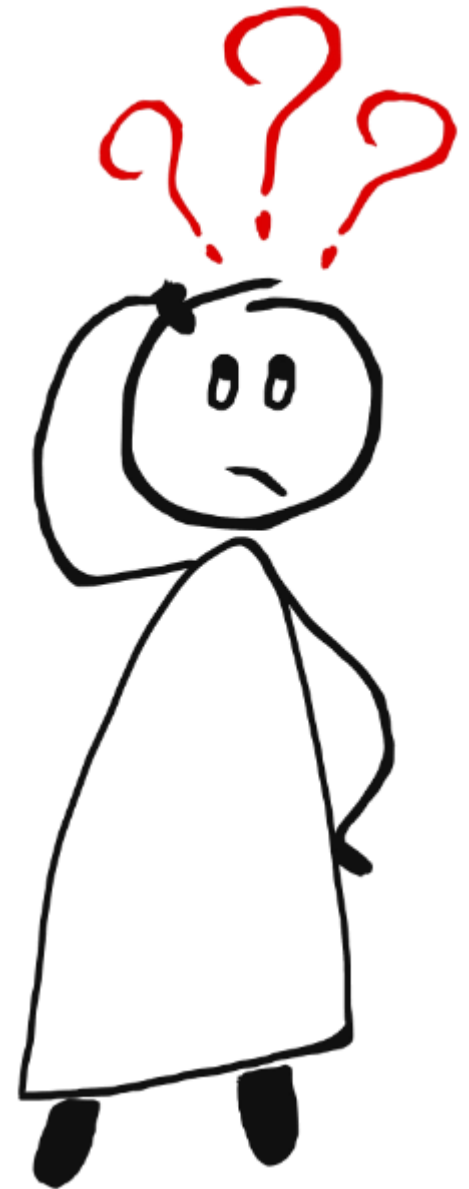
Experience from Eurostat

Julia Urhausen

Eurostat, Unit B4: Digital dissemination

Julia.urhausen@ec.europa.eu

**...but who are
these 'citizens'?**



**...are scared
of statistics**

**...believe what they
read on the news**

...are not interested

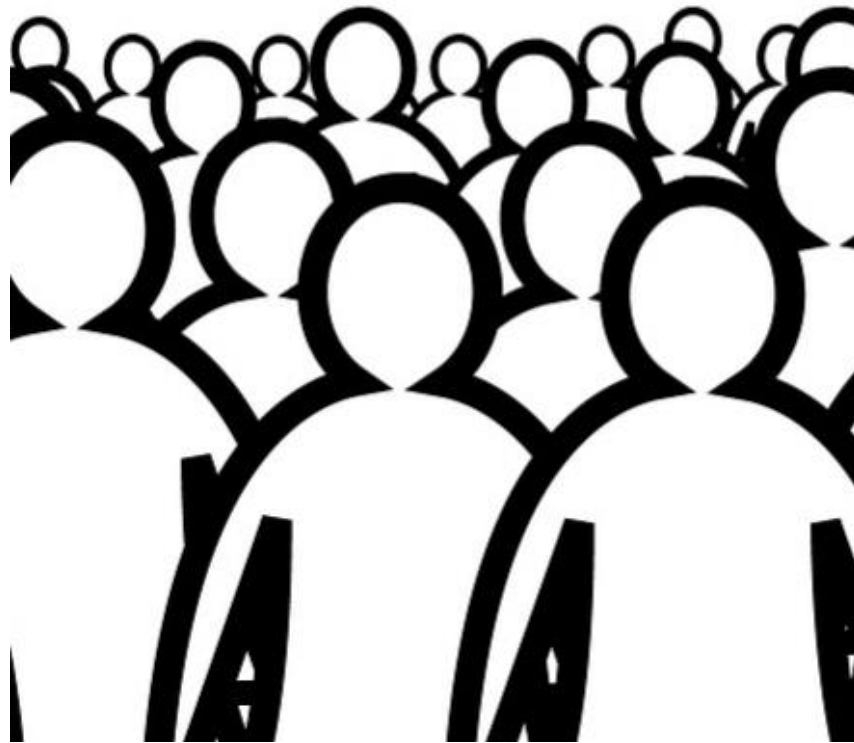
**...use
Eurostat
data
regularly**

**...have used
Eurostat data
a few times**

**...do not know
Eurostat exists**



Our user: the unknown person?



Knowing out about users & their needs helps to

- Improve our products & services
- Better reach out & communicate
- Stay relevant as provider of official statistics

There are several ways to find out:

- Analysing user requests (direct contact)
- User satisfaction surveys (direct)
- User profiling & usability tests (direct)
- Feedback on social media (direct / indirect)
- Website usage figures (indirect)
- E-reputation analyses (indirect)

Eurostat's experience: How we found out about our users

- Step 1: In-depth user analyses
- Step 2: User profiling

Users

Light

Political parties and organizations

Private users

Intermediate

Public administration

Students and educators

Commercial companies

National statistical institutes

International organizations

Social media multipliers

EU institutions and agencies

Heavy


Directorates-General and services of the
European Commission

Media

Researchers

Commercial disseminators

Focus on



users of Eurostat products on migration & asylum statistics

Overview of products we offer to users

Product / channel	Mainly directed at	Content
'Themes in the spotlight'	Light users	Visualisation + short text
Website section	Intermediate users	Text + access to data
Statistical articles	Intermediate users	Text + tables + visuals
Posts on social media	Twitter: intermediate Facebook: light	Visuals + short message
News releases	Intermediate (Journalists)	Text + tables + graphs
Books, reports	Advanced users	Text + tables + maps
Metadata	Advanced users	Text

Engaging with users of migration and asylum statistics

- ***Measuring the impact of 'products' (indirect)***
 - How? - Website views; re-tweets; mentions;...
 - Why? - Easy way to obtain information about the relevance and reach of the product
- ***Obtaining feedback (direct)***
 - How? - User questions; comments on social media; usability tests of a specific 'product'
 - Why? - improvement of existing products; input for development of new products

Measuring the impact: Example 1

Product / channel	Mainly directed at	Level
Statistical articles	Students; educators; intermediate users	Easy-medium

Most viewed :

1. Migration and migrant population statistics
2. Electricity price statistics
3. Unemployment statistics
4. National accounts and GDP
5. Asylum statistics
6. Quality of life indicators - measuring quality of life
7. Renewable energy statistics
8. Tourism statistics
9. Employment statistics
10. Marriage and divorce statistics

Page views 2017

1. 267 000 views
2. 242 000 views
- ...
5. 150 000 views

Measuring the impact: Example 2

Product / channel	Mainly directed at	Content
Posts on social media	Twitter: multipliers Facebook: light users	Visuals + short message

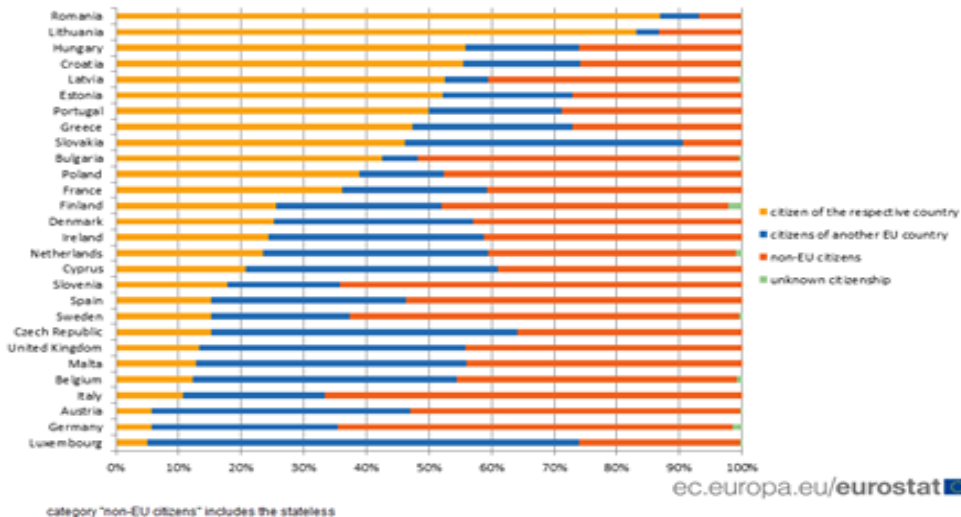
A total of 4.7 million people immigrated to one of the 28 EU Member States in 2015. This figure includes both immigration from outside the EU and immigration flows between EU countries.

Of these immigrants, 50% were citizens of non-EU countries, 30% had citizenship of a different EU Member State from the one to which they immigrated, 18% migrated to an EU Member State of which they had citizenship (for example, returning nationals), and 1% were stateless.

The term 'Immigrant' refers to a person who has entered a Member State to establish his/her usual residence in its territory for a period that is, or is expected to be, at least 12 months.

<http://ec.europa.eu/.../products-eurostat-ne.../-/EDN-20171215-1>

Distribution of immigrants by citizenship, 2015, %



86 Reactions, Comments & Shares *i*

68 Like | 50 On Post | 18 On Shares

5 Wow | 2 On Post | 3 On Shares

6 Sad | 5 On Post | 1 On Shares

2 Comments | 2 On Post | 0 On Shares

27 Shares | 27 On Post | 0 On Shares

0 Post Clicks

0 Photo Views | 0 Link Clicks | 0 Other Clicks *i*

NEGATIVE FEEDBACK

0 Hide Post | 0 Hide All Posts

0 Report as Spam | 0 Unlike Page

Reported stats may be delayed from what appears on posts

Reach 6 410
(above average in Dec)

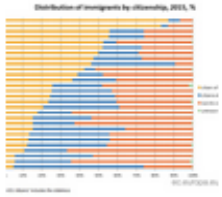
86 reactions, of
which 27 shares

🌱 **Get More Likes, Comments and Shares**
Boost this post for \$3 to reach up to 3,500 people.

👤 6,410 people reached

Boost Post

👍👎😮 Daniela Vintila, Kajetan Kozieradzki and 55 others 1 Comment 27 Shares



EU_Eurostat @EU_Eurostat

A total of 4.7 million people immigrated to one of the 28 EU Member States in 2015
[http://ec.europa.eu/eurostat/web/products-eurostat-news/-/EDN-20171215-1 ...](http://ec.europa.eu/eurostat/web/products-eurostat-news/-/EDN-20171215-1)
pic.twitter.com/NkJPBk8mQS



Reach a bigger audience

Get more engagements by promoting this Tweet!

Get started

Impressions	31,584
Total engagements	1,035
Media engagements	446
Link clicks	387
Retweets	80
Likes	53
Detail expands	44
Profile clicks	23
Replies	2

**Reach 31.5 thousand
 1 000 reactions
 3.3% engagement rate, 5th best in December**

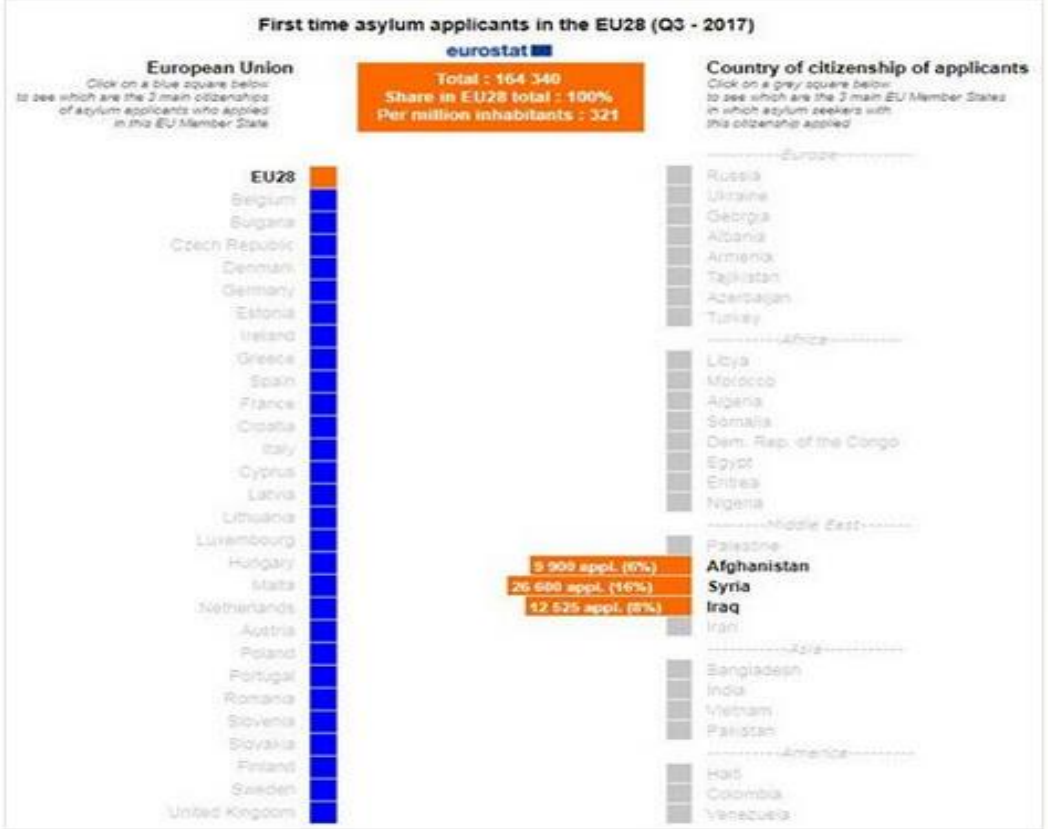


Eurostat

Published by Tim Allen [?] · December 13, 2017 at 10:45am · 🌐

👍 Like Page ...

Almost 165 000 people applied for asylum in the EU in the third quarter of 2017. Syrians, Iraqis, Afghans and Nigerians were the most numerous. Over the first three quarters of 2017, numbers of asylum applicants registered remain around the levels recorded in 2014, before the 2015 peaks. Check the data for your country here: <http://ec.europa.eu/.../themes-in-the-spotlight/asylum-q3-2017>



41 Reactions, Comments & Shares

31 Like 24 On Post 7 On Shares

3 Wow 2 On Post 1 On Shares

0 Comments 0 On Post 0 On Shares

15 Shares 15 On Post 0 On Shares

0 Post Clicks

0 Photo Views 0 Link Clicks 0 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Reach 3 708 (around average for Dec)

41 reaction, including 15 shares

Get More Likes, Comments and Shares Boost this post for \$3 to reach up to 3,500 people.

3,708 people reached

Boost Post

LG Wallmark, Kovács Levente and 24 others

15 Shares



EU_Eurostat @EU_Eurostat
Check where **#asylum** seekers in your country come from with **#ESTATSpotlight** tool from **#Eurostat**: <http://ec.europa.eu/eurostat/news/themes-in-the-spotlight/asylum-Q3-2017> ... pic.twitter.com/wRS9z6NDQ4



Reach a bigger audience
Get more engagements by promoting this Tweet!

[Get started](#)

Impressions	13,717
Total engagements	343
Link clicks	180
Media engagements	88
Detail expands	25
Retweets	15
Likes	14
Hashtag clicks	12
Profile clicks	7
Replies	2

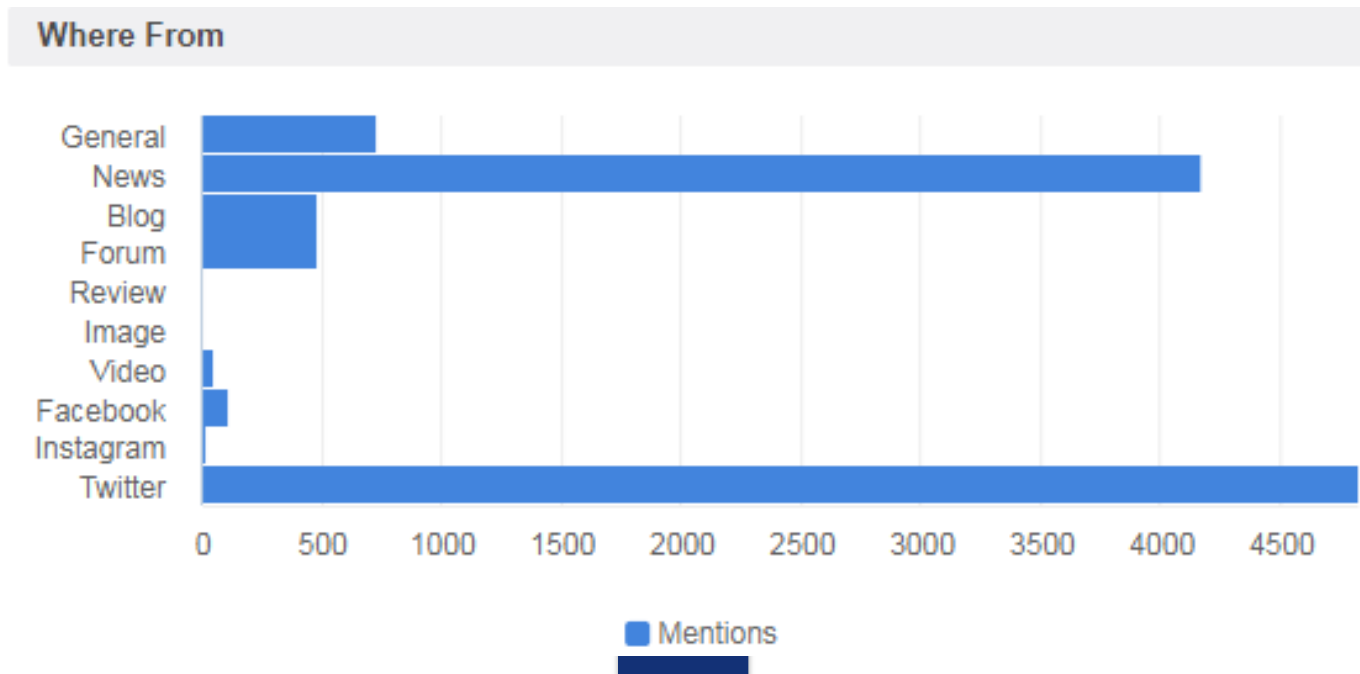
Reach 13.7 thousand
340 reactions
2.5% engagement rate

> Page views of the visualisation
6 510 (Mar-Nov 2017)

Measuring the impact: Example 3

E-reputation analyses of 'Asylum' + 'Eurostat' in 2017

- 11 000 mentions of asylum and related terms*





unece.org (News) mozRank: 6.92

17 Nov

Leaving no migrant uncounted – better data for safe, regular and orderly migration

"...targets related to migration, while the United Nations Statistical Commission recommends that all Sustainable Development Goal indicators be broken down by migratory status where relevant. Experts from national statistical offices exchanged experience and discussed common challenges at the annual joint UNECE and **Eurostat** Work Session on Migration..."

dw.com

27 Dec



EU asylum applications drop off drastically in 2017

...in 2017, while 2016 saw 1.2 million people apply for asylum, the Funke Media Group reported, citing the **EU statistics office**. Read more: [Fleeing — but not to Europe](#)
This year's figure is even more dramatic when compared to the number of asylum applications filed at the height of refugee and migrant arrivals in 2015. That year, 1.25 million...



Jon Henley - theguardian.com (News) mozRank: 7.97


20 Sep

More than a million of Europe's asylum seekers left in limbo

"...filed their demand, with Hungary and Greece proving particularly slow. With countries working through the backlog at wildly different rates and asylum seekers continuing to arrive, the researchers said the most recent available figures showed pending asylum applications still numbered 990,500 in June this year. The study analysed data from **Eurostat**..."

 **Marcin Sułkowski** @Sullkowski

Which [#EU](#) countries had the most asylum seekers? [#UK](#) and [#Poland](#)...: ec.europa.eu/eurostat/docum... [#migrants](#) [#stats](#)

 **Tomasz Łysiak** @TomaszLysiak 

14 Dec

In 2016 the highest number of the residence permits issued in U.K., POLAND, and Germany. In PL 58% of permits issued for employment reasons in UE in 2016 (most of them were Ukrainians). **Eurostat** data. Please stop talking that Poland doesn't admit immigrants. It does! [@JunckerEU](#) pic.twitter.com/1IRGco9y8v

Retweets: 67 Replies: 6 Impressions: 312140  Reply  Retweet  Like



vokegaf - [reddit.com](#) (Forum) Posts: 0 Views: 0

18 Dec

An EU citizen living in any EU member state is NOT an immigrant!

"...wants to qualify every use of the word "citizen" with "except EU citizens, who are not actually citizens". And nobody wants to qualify "immigrant" either. Also, even **Eurostat** uses "immigration" to refer to movement between EU member states, and if anyone would give any weight to the EU's definition, I'd assume that it would be them."

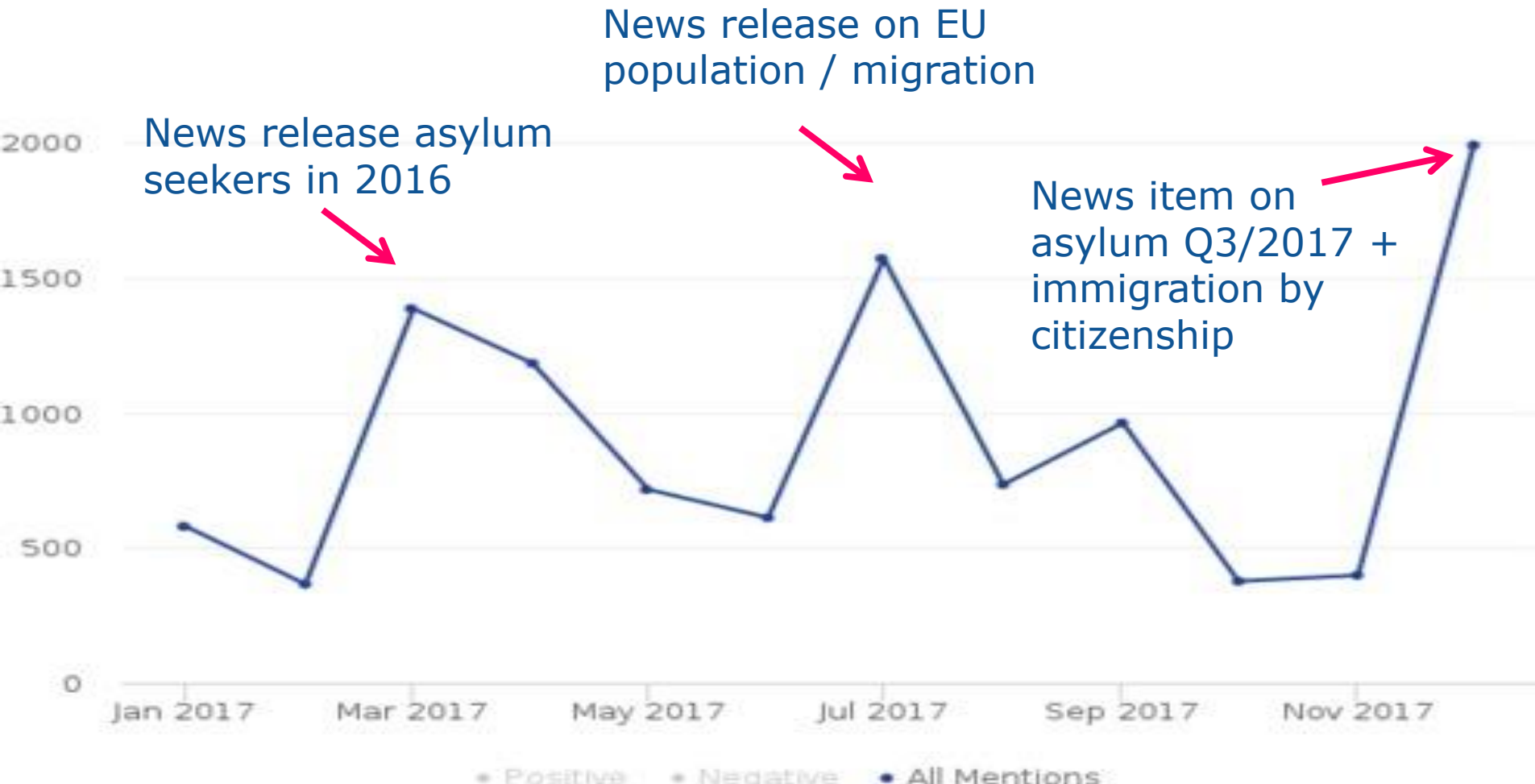
Donald White - [facebook.com](#)

7 Feb

[nytimes.com](#)

"...for 14% of all refugees admitted. That number is dwarfed by the overall estimated number of Syrian refugees - about 11 million in the past six years - as well as the number of refugees who flee to Europe. According to **Eurostat**, 350,000 Syrians applied for asylum in EU countries in 2015. People from the 'travel ban' countries are barely involved..."

Trend of 'mentions' in 2017

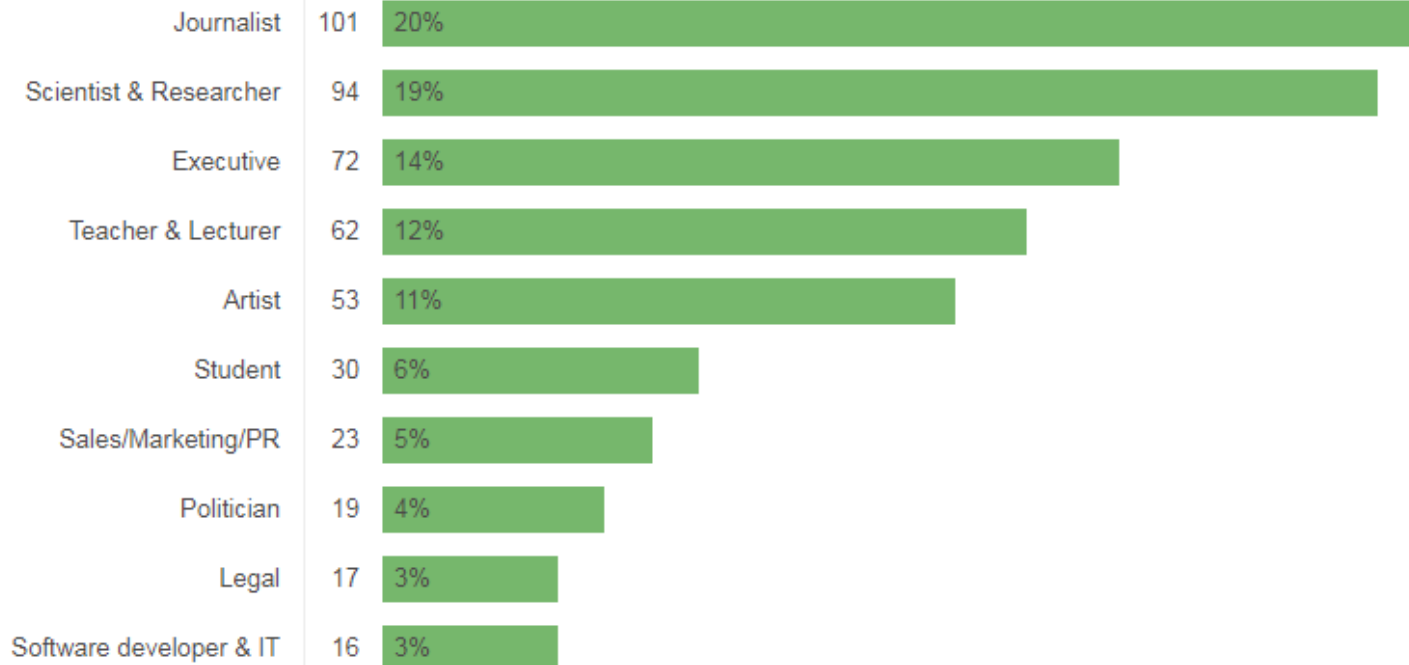


...and much more information



© TOP PROFESSIONS

UNIQUE AUTHORS ©



Engaging with these users

- ***Measuring the impact (indirect)***
 - How? - Website views; re-tweets; mentions;...
 - Why? - Easy way to obtain information about the relevance and reach of the product
- ***Obtaining feedback (direct)***
 - How? – User questions; direct questions on social media; usability tests of a specific 'product'
 - Why? – improvement of existing products; input for development of new products

Obtaining feedback

User questions

- *Why? - provide insight into questions we did not answer, misinterpretation, input for products*

Most common questions:

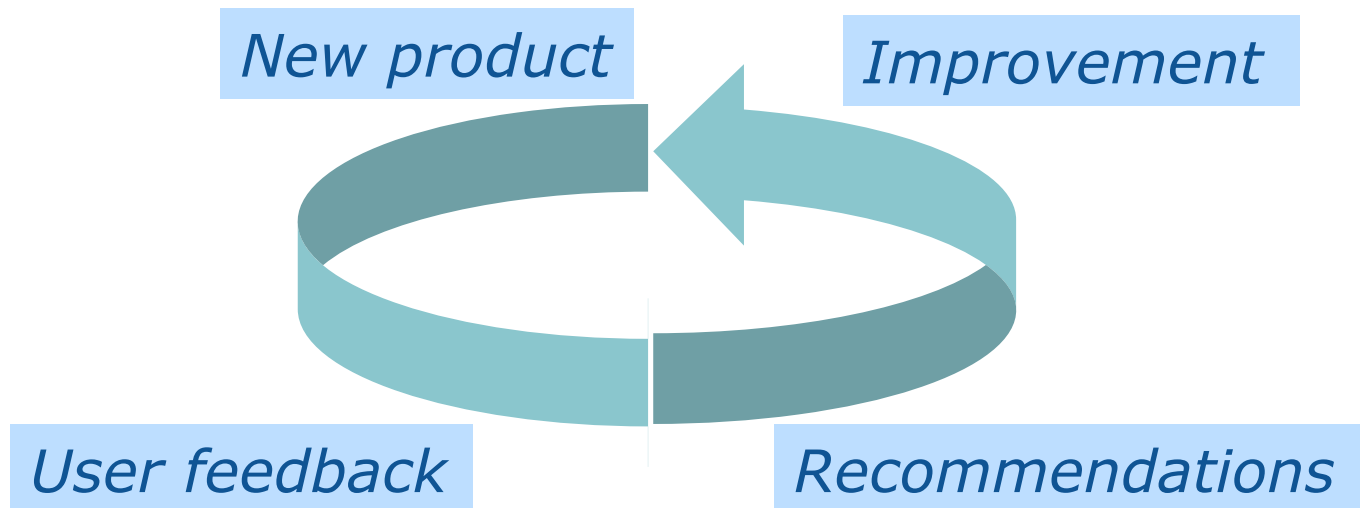
Immigration: *number of UK citizens abroad; Greeks moving abroad after crisis; historic data (1980+); Belgian population by citizenship and country of birth*

Asylum: *number of applicants; unaccompanied minors; educational levels; why data differs from other sources; comparability over time*

Obtaining feedback

Usability tests

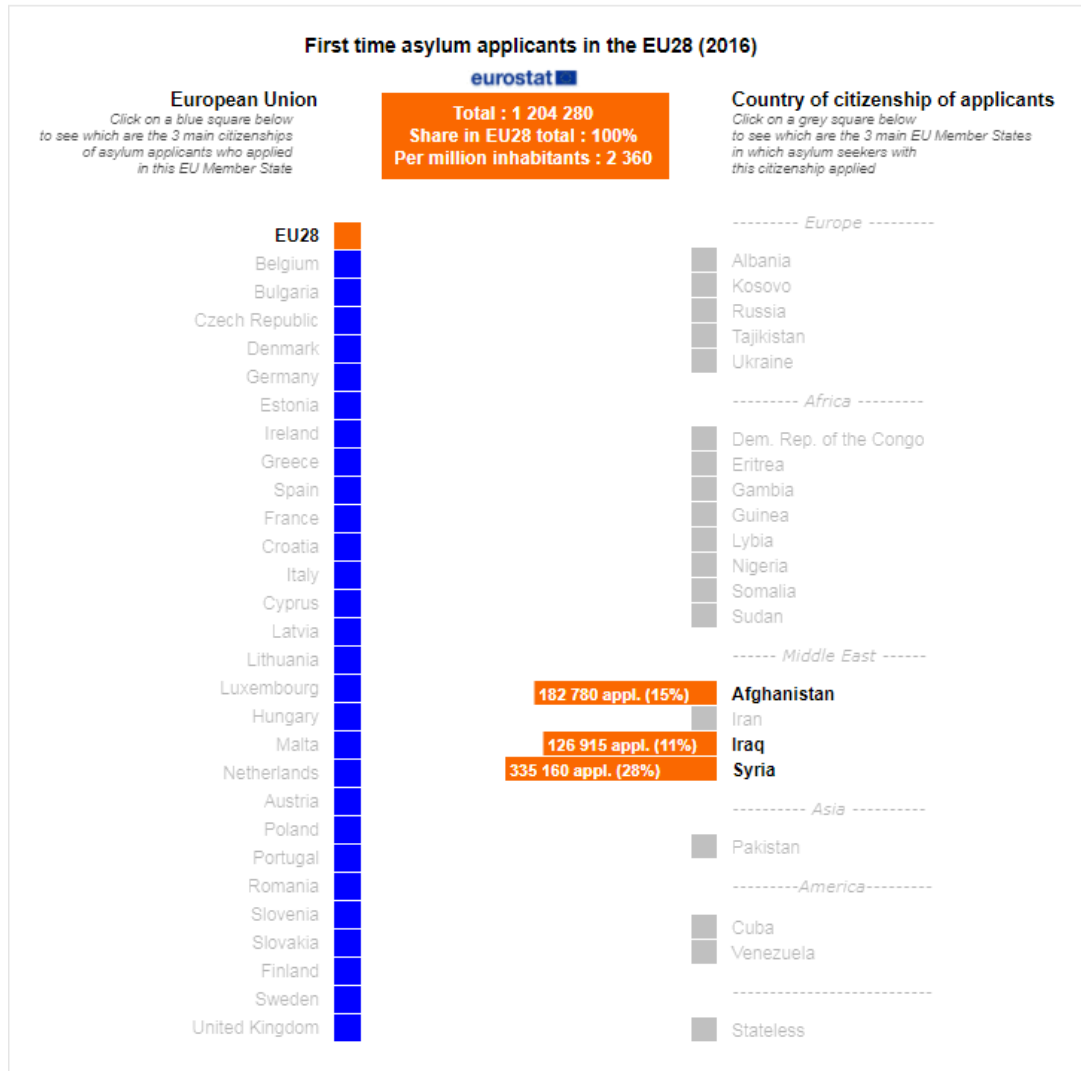
- *Users interacts with one product*
- *Feedback is obtained by 'think-aloud' principle and guided questions*
- *Based on this recommendations are drawn*





European Commission

Usability test: Visualisation on asylum





Developer watching videotape of usability test.

Conclusions & lessons learned

- *User profiling to identify personas which are to use for product development*
- *Testing with 5 users = 85% of usability issues*
- *Identify usability issue that improve the experience for largest group*
- *Challenge: define before how much you are willing to adapt / change (and are able to)*
- *Users are happy as they have a positive learning experience from the testing + promotion effect*