Engaging with citizens through statistics
Experience from Eurostat

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...but who are these 'citizens'?
...are not interested

...are scared of statistics

...do not know Eurostat exists

...use Eurostat data regularly

...believe what they read on the news

...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
<table>
<thead>
<tr>
<th>Users</th>
<th>Light</th>
<th>Intermediate</th>
<th>Heavy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Political parties and organizations</td>
<td>Public administration</td>
<td>Directorates-General and services of the</td>
</tr>
<tr>
<td></td>
<td>Private users</td>
<td>Students and educators</td>
<td>European Commission</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Commercial companies</td>
<td>Media</td>
</tr>
<tr>
<td></td>
<td></td>
<td>National statistical institutes</td>
<td>Researchers</td>
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<tr>
<td></td>
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<td>International organizations</td>
<td>Commercial redisseminators</td>
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<tr>
<td></td>
<td></td>
<td>Social media multipliers</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>EU institutions and agencies</td>
<td></td>
</tr>
</tbody>
</table>
Focus on
users of Eurostat products on
migration & asylum statistics
## Overview of products we offer to users

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

<table>
<thead>
<tr>
<th>Product / channel</th>
<th>Mainly directed at</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statistical articles</td>
<td>Students; educators; intermediate users</td>
<td>Easy-medium</td>
</tr>
</tbody>
</table>

## 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
3. ...
4. 150 000 views

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Page views 2017 refers to the number of views the statistical articles on the European Commission's website had in 2017. The highest viewed article was 'Migration and migrant population statistics', followed by 'Asylum statistics'.
Measuring the impact: Example 2

<table>
<thead>
<tr>
<th>Product / channel</th>
<th>Mainly directed at</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts on social media</td>
<td>Twitter: multipliers</td>
<td>Visuals + short message</td>
</tr>
<tr>
<td></td>
<td>Facebook: light users</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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-net/EDN-20171215-1
Reach 31.5 thousand
1 000 reactions
3.3% engagement rate, 5th best in December
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

Reach 3 708 (around average for Dec)

41 reaction, including 15 shares
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
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..."

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...

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..."
Which #EU countries had the most asylum seekers? #UK and #Poland... ec.europa.eu/eurostat/docum... #migrants #stats

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/11RGco9y8v

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."

...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

- News release on EU population / migration
- News release asylum seekers in 2016
- News item on asylum Q3/2017 + immigration by citizenship
...and much more information

<table>
<thead>
<tr>
<th>TOP PROFESSIONS</th>
<th>UNIQUE AUTHORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalist</td>
<td>101 (20%)</td>
</tr>
<tr>
<td>Scientist &amp; Researcher</td>
<td>94 (19%)</td>
</tr>
<tr>
<td>Executive</td>
<td>72 (14%)</td>
</tr>
<tr>
<td>Teacher &amp; Lecturer</td>
<td>62 (12%)</td>
</tr>
<tr>
<td>Artist</td>
<td>53 (11%)</td>
</tr>
<tr>
<td>Student</td>
<td>30 (6%)</td>
</tr>
<tr>
<td>Sales/Marketing/PR</td>
<td>23 (5%)</td>
</tr>
<tr>
<td>Politician</td>
<td>19 (4%)</td>
</tr>
<tr>
<td>Legal</td>
<td>17 (3%)</td>
</tr>
<tr>
<td>Software developer &amp; IT</td>
<td>16 (3%)</td>
</tr>
</tbody>
</table>

35% 608 authors

65% 1131 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

User feedback  →  Recommendations  →  Improvement  →  New product
Usability test: Visualisation on asylum
Developer watching videotape of usability test.

NO! That’s not how you’re supposed to use it!
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