

Strategies of the CSO of Poland for increasing competences in various groups of Users

Topic 5 – Who uses statistics, what do they need and how should we engage with them?

Keywords: data dissemination, users typology, statistical literacy

Introduction

Dynamic development in the ICT has rapidly revolutionized communication and access to information. These changes have created conditions for developing new sources of data and facilitated use of existing ones but on the other hand, they have made the selection of reliable and objective information particularly challenging. Having taken the above into consideration and having recognized users' needs and technology development, official statistics has been constantly shaping its education and data dissemination policy.

New initiatives are being undertaken to improve reading and enhance perception of statistical data. Different actions develop users' ability to understand statistical data, help them draw right conclusions and make evidence based decisions. These actions are targeted at various groups of stakeholders, which are distinguished according to Communication Strategy of Polish Official Statistics.

The paper will present selected services and products which have been developed within the system of Polish official statistics. Activities undertaken by the CSO of Poland are consistent with those which are planned within Eurostat project: DIGICOM – Digital communication, user analytics and innovative products. The goals of the project and its general assumptions will be outlined in the paper.