



Know the times – transforming Hungarian dissemination products from a classic automobile into a dynamic cabRIO

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Time is changing faster than ever nowadays, posing significant challenges to official statistical services. In order to meet the expectations of the economic and social environment statistical offices need an accurate knowledge of users' needs. Finding the way in the labyrinth of user needs Hungarian Central Statistical Office (HCSO) pursued a general user satisfaction survey last year, transforming the knowledge gained over 1600 answers into a new dissemination strategy. Regards to the development of dissemination products a few well-defined areas stood out, such as more intensive needs for electronic publications and interactive visualisation tools as well as using multiple communication channels. According to the international trends and the Hungarian users' needs the proportion of electronic publications is rising in our publication portfolio. In 2014 an interactive web-based publication was introduced in our website as a new portfolio element, entitled 'Counties of Hungary in focus' comparing regions in a number of statistical themes with interactive charts. All data are generated automatically from HCSO's databank, updated on a quarterly basis. It has been a huge success – more than 10 thousand downloads in a few months – similarly to interactive graphs and maps published on our website, also under continuous development. Wide range of interactive graphs are available on our website, at the moment interactive population pyramids, line, bar, bubble, radar and cycle charts making our statistics more user-friendly and more understandable. Emphasizing the importance of regional and geo statistics over 300 indicators are shown in 56 interactive maps, which can be found in our website. The role of online communication channels besides our website is constantly growing, since, according to surveys, more than seven-tenths of the Hungarian population are internet users and a significant number of them are also very active in the social media. The most popular social media channel is the Facebook in our country, 4.8 million Hungarians have a Facebook profile at the moment, that is, 48% of the whole population. In order to reach more users, getting more feedbacks and expanding statistical literacy and culture, we created an official Facebook account in Hungarian last year. HCSO also joined Twitter community, with both a Hungarian and an English account.

Keywords: electronic publication; visualization; user needs; social media.