



Reviewing Aspects of User Orientated Quality Reporting

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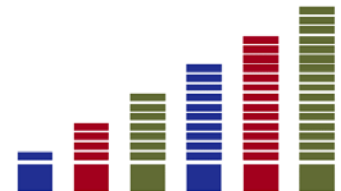
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Madrid, May 31 - June 3

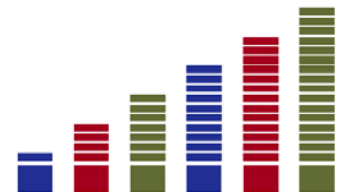
Background

- Office for National Statistics (ONS) publish Quality and Methodology Information (QMI)
- QMI describe methodological processes and strengths and limitations of data
- QMI also report on the European Statistical System (ESS) dimensions of quality



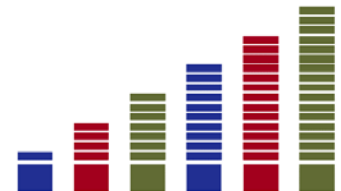
Quality and Methodology Information

- The current format is 5 years old
- The digital environment is changeable:
 - A new ONS website in development
 - User types identified – Inquiring Citizen, Information Forager and Expert Analysis
- What is the first need of quality reporting?
- Helping users to reduce risk of misusing data



Approach

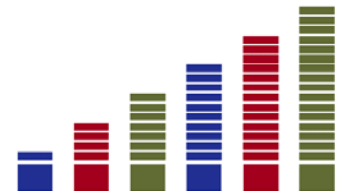
- What should the content of this product be?
- Bespoke or consistent content?
- Selection of information from a proposed list with guidance
- Statistical producers are experts in their data, so we needed to gather their views



Themes 1

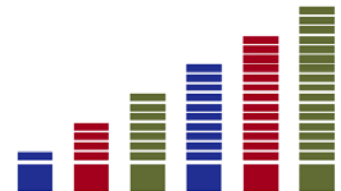
Guidance

- Required outcome
- Important considerations
- Rules to include



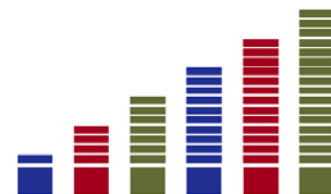
Themes 2

- Standards and definitions
 - Definitions statement
 - Glossary of essential terms
- Content
 - Common themes
 - Guidelines only – producers experience and knowledge plays greatest role
 - Examples could include uncertainty, data sources etc



User testing

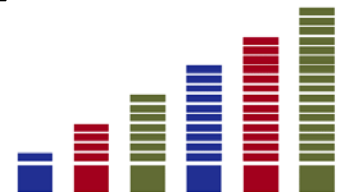
- We needed to ensure new product met user needs
- Created example pages to be tested on new trial website against standard content on trial website
- 140 users (Expert Analysts and methodology contacts) were given both pages and tasks to be tested



Example of Live Page 1

Important points about marriages data

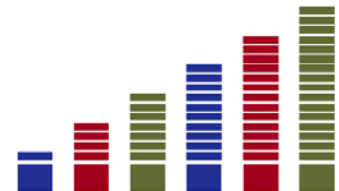
- [marriage statistics](#) are derived from information recorded when marriages are registered as part of civil registration, a legal requirement
- figures represent civil and religious marriages that take place in England and Wales only
- marriages to residents of England and Wales that took place abroad are not included
- the first release provides final statistics, prior to 2013 data the first release provided provisional figures
- statistics available include marriages by sex, age, previous marital status, day and month of occurrence, type of ceremony (civil or religious) and area of occurrence



Example of Live Page 2

Overview

- Annual marriage statistics are published just over 2 years after the end of the data year. Methods and classifications for marriage statistics have remained similar for many years and time series data are available on a comparable basis back to 1837 in some tables.
- Our [User Guide to Marriage Statistics](#) provides further information on methods, legislation and data quality relating to marriage statistics.
- Each year, a certain number of marriage entries are received too late to be included in the annual dataset, mainly due to a delay in register offices submitting quarterly certified copies. Most of this delay is attributable to the clergy or authorised persons who should provide quarterly returns of marriage entries to register offices. Since 2006, the difference between the number of marriages stored on our database and included in our publications has been 0.4% or less annually (a shortfall of between 700 and 900 records a year: Table 1 [User Guide to Marriage Statistics](#)). This is a compromise which must be taken in order to publish timely data.



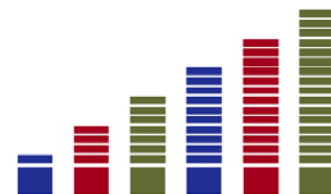
Results of User Testing

- 67% of users chose our example version as the one that best informed on how not to misuse data

- Some comments were:

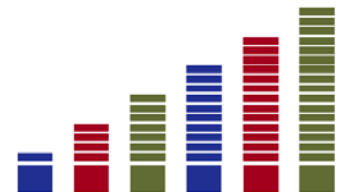
“It makes it immediately clear to users what it does/doesn’t include.”

“Liked the “important points”. These immediately explained the limitations of the data”



Implementation

- Implementation needs to be prioritised
- Used metrics and correspondence on misuse of data to prioritise
- Collaborative process –workshops of 4 producers to share experience and work together to produce pages
- Will build up a portfolio of good practice examples to share



Conclusion

- Quality summary page discussed here is one part of a layered approach
- Layered approach includes QMI and quality information within statistical bulletins
- This research will inform further improvements to other products
- 3 products will then work together to provide a range of quality products that will be accessible to a variety of users

