



# INFORMATION DISSEMINATION STRATEGY OF THE STATISTICAL COMMITTEE OF THE REPUBLIC OF ARMENIA

## **1. The main values**

- Relevance,
- Accuracy and reliability,
- Timeliness and punctuality,
- Coherence and comparability,
- Accessibility and simplicity,
- Confidentiality,
- Userfriendliness,
- Transparent public debate.

## **Expected changes**

Useful is the statistics which is used. Statistical data are not published for archive. If statistics is not a tool for decision making and does not contribute to the relevant perception of socio-economic phenomena by authorities and public, it does not fulfil its main objective.

One of the prior directions of statistical reorganization is the innovation of statistical information dissemination experience and the policy of its conduction and the implementation of new approaches in that sphere.

Statistical Committee of the RA (Armstat ) shall continue the statistical institutional reform procedures in the context of adhering to internationally accepted statistical principles, a more integral and operative satisfaction of the needs of statistical information users (hereinafter referred to as users).

Statistical information, like any other product, shall meet the requirements of a series of qualitative and quantitative standards (beginning from contents, ending with dissemination). The accessibility of information will become more efficient with the introduction of up-to-date international experience of information dissemination.

Statisticians need a hyperactive communication with the users and a systemic approach to different groups of users, since different groups have different needs, therefore monotonous provision of services would be incomplete and inadequate.

The statistician has to know the users and understand properly the degree of satisfaction with the service provided and/or the causes of dissatisfaction in order to take the necessary measures to handle these causes.

Currently the user is characterized with the integrity of changing statistical needs. It implies innovative IT development. Under the conditions of globalization, new social phenomena and the impact of financial-economic crises the user's condensed interest towards statistical information brings about the introduction of new approaches and satisfaction of extended needs.

In the result of constant improvement of information technologies statisticians get access to diverse, multi-layered and wide-range data which may serve as new resources and sources for statistics.

New means and platforms of communication give an opportunity to extend the scope of statistical information dissemination, visibility and transparency. At the same time, it becomes more convenient and easier for information providers to provide information electronically.

The integration of society with the digital world brings about accessibility needed for statistical sphere. The digitization of data becomes more and more extended, which implies improvement of statistical information dissemination. That procedure has to be organized with the utmost caution and tact so as never to lose the trust in statistics on behalf of information providers and users, based on the principles of Code of Practice of European statistics (specifically, commitment to provision of quality information, impartiality and objectivity, timeliness and punctuality of information, effectiveness, veracity, accuracy and reliability, coherence and comparability, availability and clarity, sound methodology etc.).

Under the conditions of globalization of economy statistics needs more than ever to make the developments of socio-economic phenomena and tendencies, demographic situation of the population accessible for public. The integration and harmonization of Armenian statistics with international statistics becomes imperative, urgent and up-to-date with the view of providing quality dissemination of statistical information, as well as giving the user an opportunity to make relevant comparisons in a preferred format.

In the recent years public discussions, surveys and researches among users have shown growth of interest and attention to such statistical information as socio-economic situation, unemployment, poverty, environment, as well as life expectancy, morbidity, living conditions, etc. The reflection, introduction and dissemination of all this by statistics is becoming an imperative need and expectation of public.

These are necessary tendencies that will result in the clarification of approaches and current decision making in the sphere of statistics dissemination. Therefore, the constantly growing and changing needs of users will result in introduction of flexible and expected statistics even under conditions of shortage of financial means.

At the same time, statistical information has to be updated continuously and the coordination between the body conducting official statistics and administrative registers has to be improved, as well as requirements for the quality of statistical information and their documentation have to be tightened, which will ensure high reliability of statistics, complete objectivity, relevance and impartiality.

## **1. Services**

While producing official statistics the Armstat organizes development of statistical information about economic and social procedures and their results and provides public with information in a defined manner.

In compliance with statistical standards and norms adopted by international organizations the Armstat carries out its activities by means of conducting unified statistical methodology (international methodological guidelines, manuals, etc.), as well as by means of implementing classifiers related to statistics.

The Armstat provides reliability, accuracy, comparability in time and space in a possible long period, confidentiality, relevance, stability and integrity of statistical data, as well as periodical publication, dissemination and accessibility of concise statistical data.

On the basis of user demand research the Armstat meets their statistical demands, hence a clearer knowledge about them and the capacity of identifying them are among the priorities of preconditions of reaching the vision of information dissemination.

The Armstat users are divided into the following main groups: representatives of state governance, financial organizations, business society, trade unions, media, non-governmental organizations, educational and research institutions, international organizations and other users.

The enhancement of studying the users' needs will become more efficient if the Armstat strengthens the regular participation in discussions with users to reveal their hidden needs and make relevant reforms in the process of providing services.

The knowledge of users' needs is an ultimate goal: it has to be reached by bringing time and space together and organizing dialogues and public discussions more often.

The Armstat shall involve the representatives of administrative registers in dialogues and public discussions more actively since their presence can add value both to statistics and users, hence improving administrative statistics as well.

Another important issue is the satisfaction of special (specific) needs of users. In this case too, the Armstat has to become more tactful and flexible to identify and clarify those needs via communicating and establishing a dialogue with users.

Journalists and researchers are among the main target groups of users. The Armstat attaches a great importance to their needs too and has to be persistent in satisfying their needs contributing to the advancement of statistics.

Official statistics is improved when the whole statistics is collected in one single portal. It requires a well functioning, efficient and up-to-date web page which tends to satisfy the users' needs. The official websites of the Armstat (<http://www.armstat.am> (mirror website: <http://www.armstat.info>), <http://www.armstatbank.am> and <http://www.armdevinfo.am>) are the main channel of contacting users. They are comprehensive platforms of statistics which provide Armstat official statistics, as well as administrative and international statistics produced outside the Armstat.

## **ARMSTAT improves dissemination strategy:**

### **a. To get adjusted to the new and changing needs of users:**

- To announce beforehand about the delay, change of the date of publication of any indicator or non-publication and in case of cancellation to post an announcement on the official website,
- In case of making correction in preliminary, calculated or revised indicators in statistical publications to provide a relevant notice and/or add a correction mark (✧),
- In case of detecting possible errors in statistical publications to make the corrections as soon as possible and to publish them in the Armstat official website so that it is clear what has been corrected,
- To establish a single data base for the users and to group all available data at best,
- To develop a new and existing statistics.

### **b. To add transparency in public discussions:**

- To strengthen cooperation/communication with mass media via introducing socio-economic tendencies of statistics by the Armstat,
- To hold meetings with the users, and cover and discuss the selected up-to-date topics,

- To develop an annual external and internal user training program covering relevant topics and involving target groups,
- To improve statistics dissemination.

**c. To involve the information expected by the users in statistical publications:**

- To extend international statistical comparisons and develop the introduction of information published by different statistical authorities,
- To extend the list of statistical publications conducted by other producers of official statistics and administrative registers,
- To reflect the newly shaped statistical information.

**d. To strengthen cooperation with different user groups:**

- To study and localize international experience,
- To create a possibility to disseminate the new knowledge obtained via international experience exchange,
- To extend cooperation with representatives of schools, higher educational, scientific and scientific-research institutions,
- To enhance and strengthen the relations with state agencies, financial organizations, business community, civil society and international organizations.

**e. To update the official statistical portal:**

- To create new thematic statistical entries,
- To provide users with easy search possibilities in publications and/or data bases,
- To provide a more flexible search possibility,
- To introduce subscription,
- To prioritize electronic versions in the process of information dissemination from the aspect of user self-service (ex. website: [www.armstat.am](http://www.armstat.am)),
- To satisfy the user needs in a more complete way via [www.armstat.am](http://www.armstat.am) and other websites and prioritize their opinions.

**f. Implement the strategy of data publication and dissemination of Agricultural Census 2014 of the RA (check Armstat official site reference <http://www.armstat.am/en/?nid=680>):**

- continuously provide consolidated results of Agricultural Census 2014 of the RA for all statistical information users,
- among all statistical information users save interest about the results of Agricultural Census 2014 of the periodically providing different statistical information.

**2. Process development**

- To deepen and expand the study of the opinions and requirements of statistical information providers and users while developing "State statistical work program", to monitor their implementation,
- To predict the future needs of users, to respond to them quickly, to develop information and provide it to users in a suitable manner,

- To establish efficient relations with user groups (specifically target groups) informing them about statistical news on regular basis,
- To organize press conferences, interviews, briefings frequently,
- To continue to actively respond to mass media requests in order to avoid misinformation and misinterpretation, and in case of discovering such cases to contact the author of the article promptly and ask to make corrections in the publication,
- To identify users' needs, problems and objectives via user need studies and surveys,
- To monitor the coverage of Armstat work, analyze the media publications related to statistics and to respond to them if necessary,
- To make the open library more interactive and coherent with the users' needs, update it on regular basis.

### **3. Provision of data confidentiality**

Confidentiality of statistical information is stipulated by article 14 of the RAL law "On State Statistics" according to which the Armstat ensures the confidentiality and security of provided statistical data.

In exceptional cases the data containing statistical secret can be provided or published in a manner and to the extent devoid of giving an opportunity to reveal the individual (nominal) data directly, with the aim of carrying out scientific research upon the decision of the Council.

All data published by the Armstat and data provided as per users' requirements are presented in an aggregated way.

The data that are statistical secret are not subject to publication or any other form of dissemination without the consent of the provider. The consent can contain restrictions as to data use. The provision of non-dissemination or non-publication of information is not valid in case it is information reflecting natural or other monopolous activity, the non-publication (non-dissemination) of which will have an essential impact on the maintenance of principles of statistical information integrity.

### **4. Expected changes**

- Continuous improvement of dissemination of statistics
- Implementation of dissemination strategy
- Modernization of official statistics portal
- More integral satisfaction of new and changing needs of users
- Ensuring transparency in public discussions
- Enhancing cooperation with different user groups
- Consistent implementation of annual statistical training program with involvement of user groups