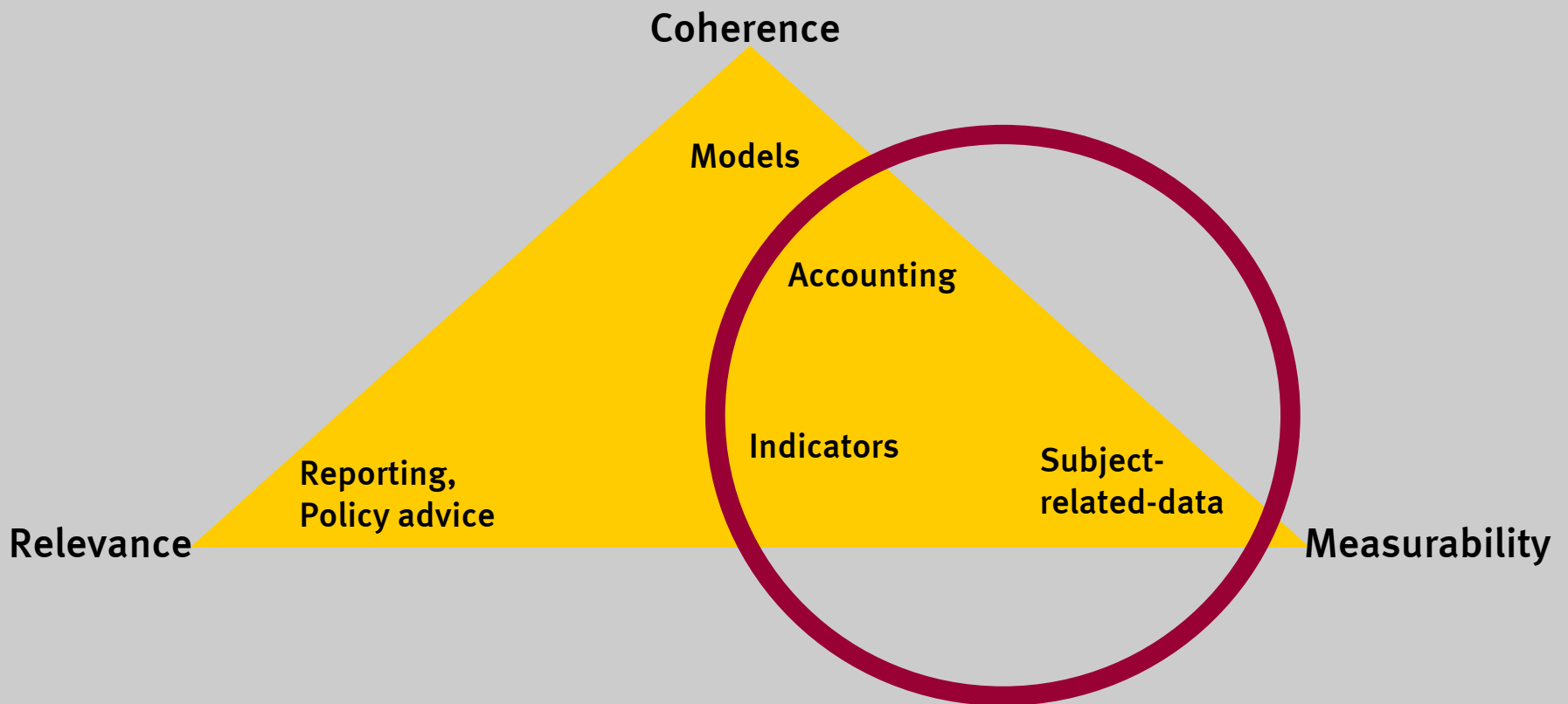


ADDING MEANING TO NUMBERS

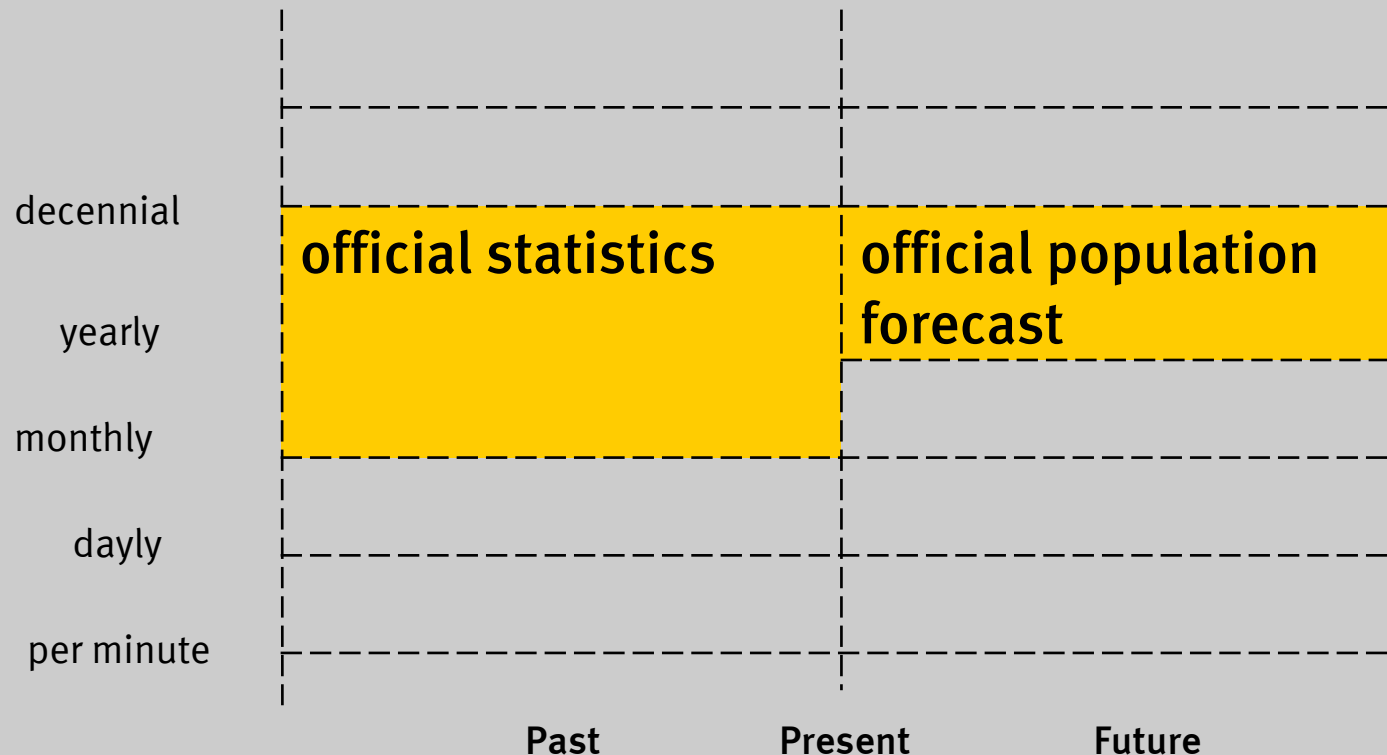
**Potentials & Limitations of Data Interpretation,
the Case of Germany**

**Social Reporting in Europe 2009
Villa Vigoni, March 22-24, 2009**

Working areas of official statistics



Working areas of official statistics



Operational Fields

1 Quality control

2 Internet

Visualisation – Writing stories

3 Cross-section-analysis

Operational Fields

1 Quality control

2 Internet

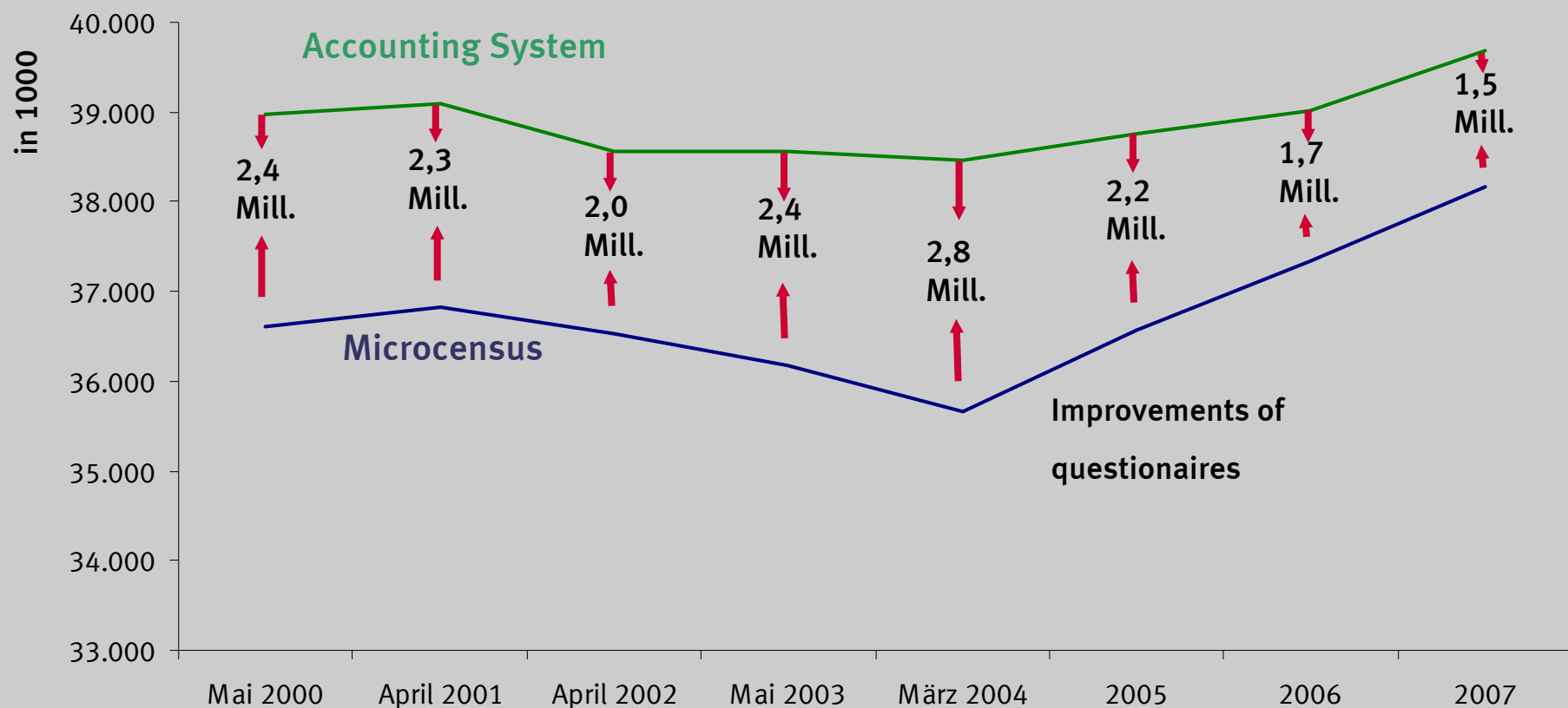
Visualisation – Writing stories

3 Cross-section-analysis

Quality control

- **Household surveys (examples)**
 - **Interviews**
 - Face to face
 - Via telephone
 - **Written questionnaire**
 - **Online survey (internet access)**
 - **Proxy surveys (Microcensus)**

Employed Persons, 2000 - 2007



Analysis of Measurement Errors

- Proxy method
 - Ignorance of proxy-persons.
- Main status
 - Jobs of pupils , students, pensioners are not declared
- Efficiency
 - Too much questions tempt to neglect some jobs
- Misunderstandings
 - Different perceptions of questions or classifications

Operational Fields

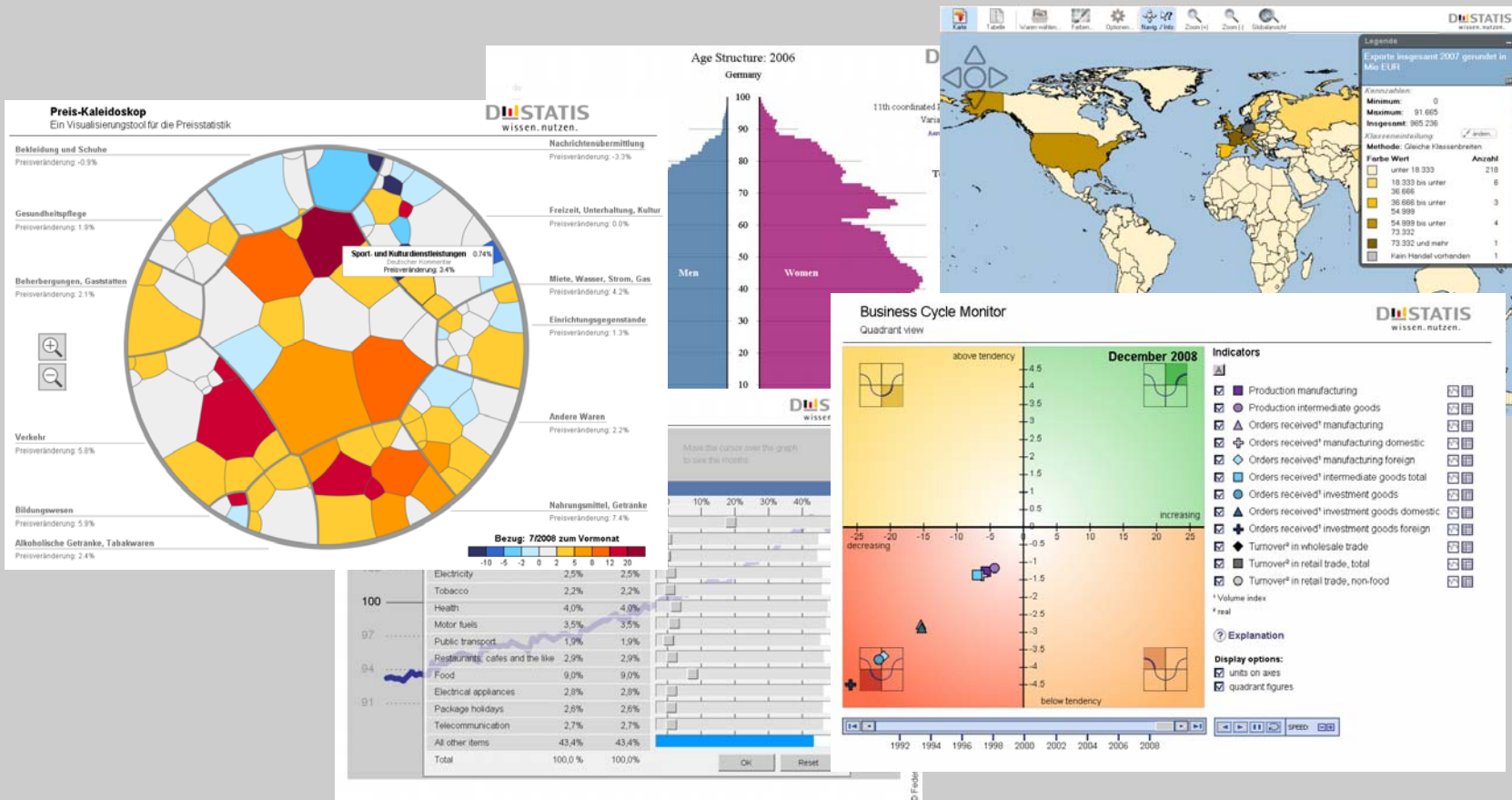
1 Quality control

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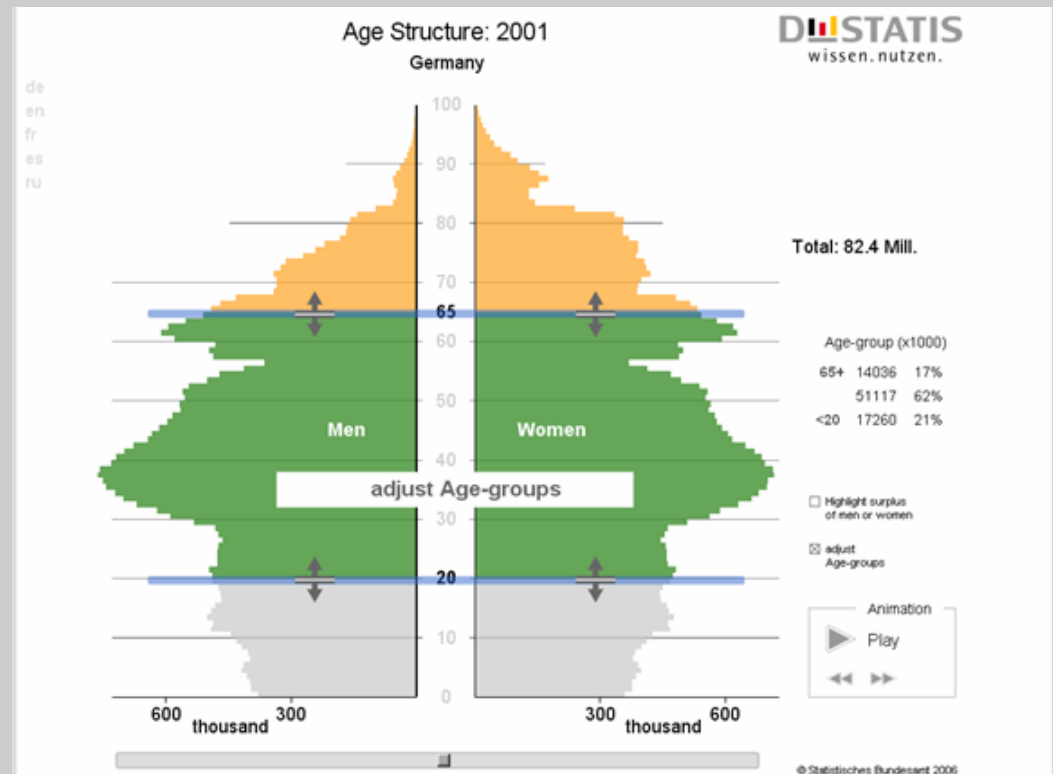
From Eyes to Brain



Living Statistics

Interactive

**Population Pyramid
(Browser required:
Firefox or Opera)**



Operational Fields

1 Quality control

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Visualisation – Writing stories

3 Cross-section-analysis











Writing Stories

What makes a story?














- Current interest
- Current events
- Reference to every day life
- Personal experience
- Calender themes

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STATmagazin

Economy


... the Destatis Web Magazine
Society
Culture ...


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-  [Prices](#)
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Operational Fields

1 Quality control

2 Internet

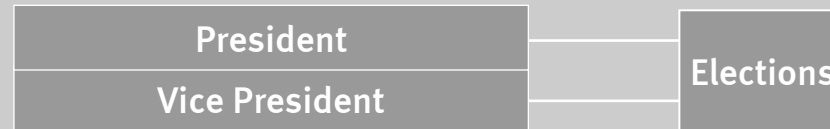
Visualisation – Writing stories

3 Cross-section-analysis

Big Issues

- Aging society
- Shrinking society
- New life designs
- Globalisation
- Knowledge society
- Environment

Organisation: vertical structure



Departments

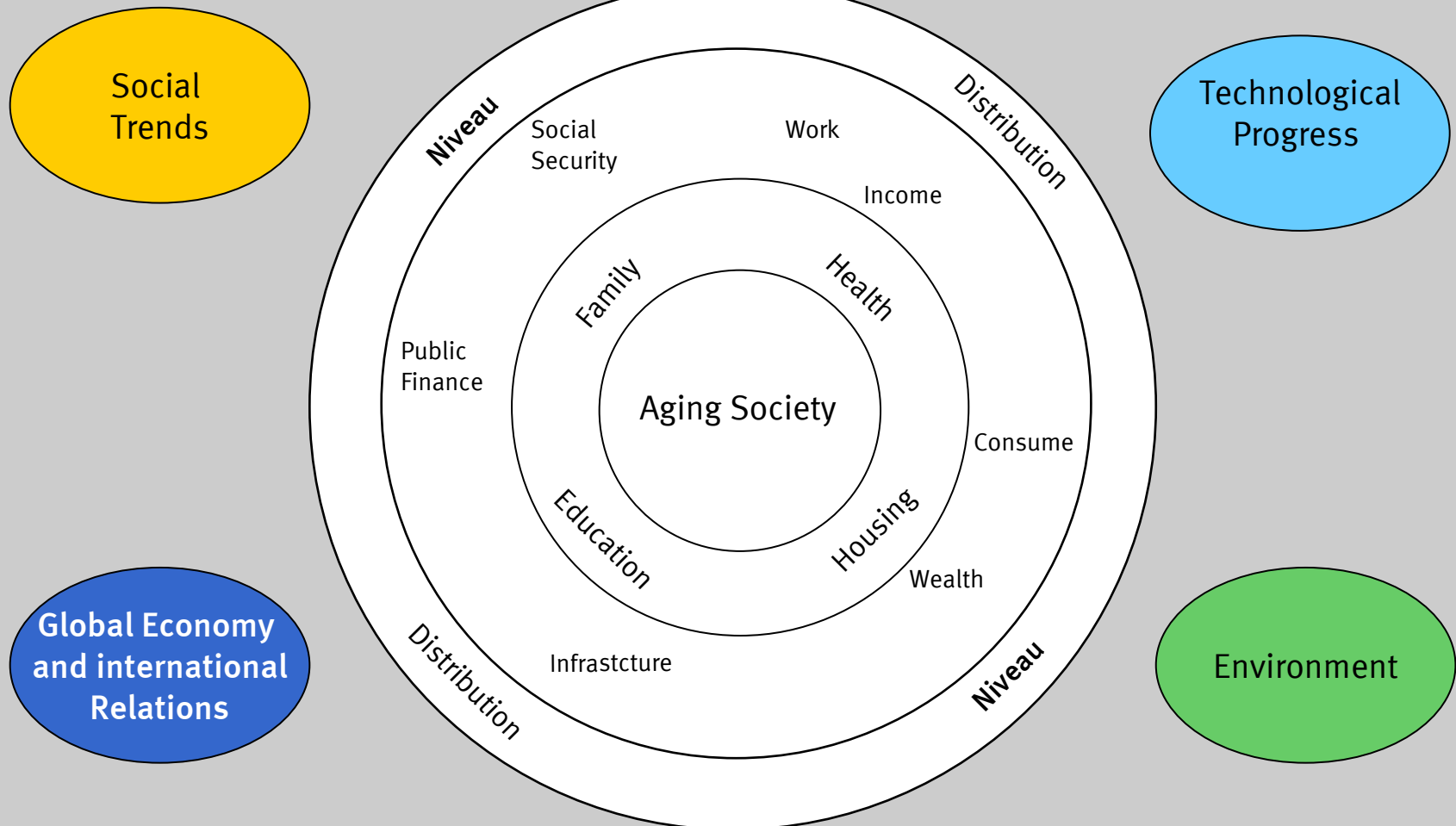


Thematic line „Demography,,

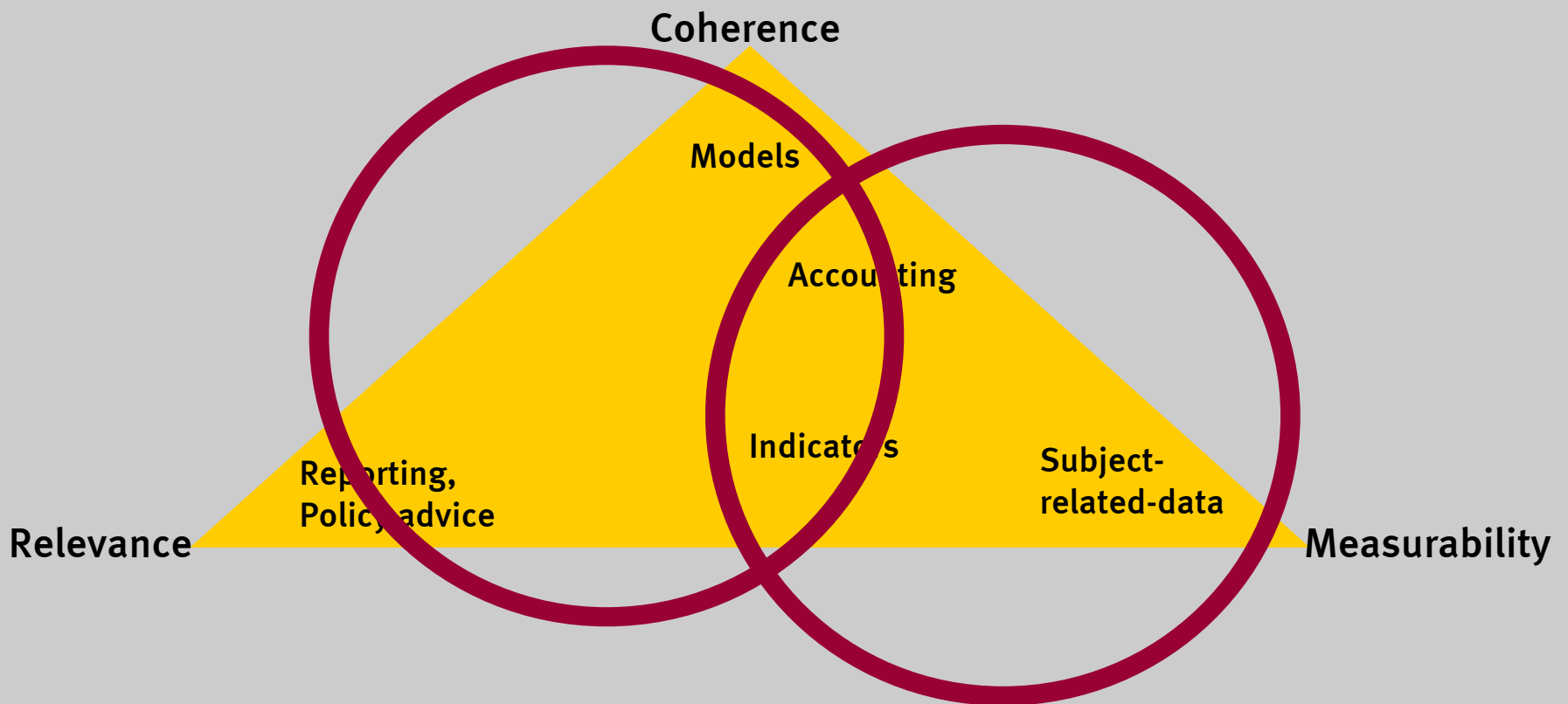


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ZA	IA	IIA	IIIA	IVA	VA	Zensus	VIIA	VIIIA
ZB	IB	IIB	IIIB	IVB	VB	VI A	VIIB	VIIIB
ZC	IC	IIC	IIIC	IVC	VC	VIB	VIIC	VIIIC
ZD	ID	IID	IIID	IVD	VD	VIC		VIIID
	IE		IIIE			VID		
	i-Punkt							

Aging population and economic impacts



Working areas of official statistics

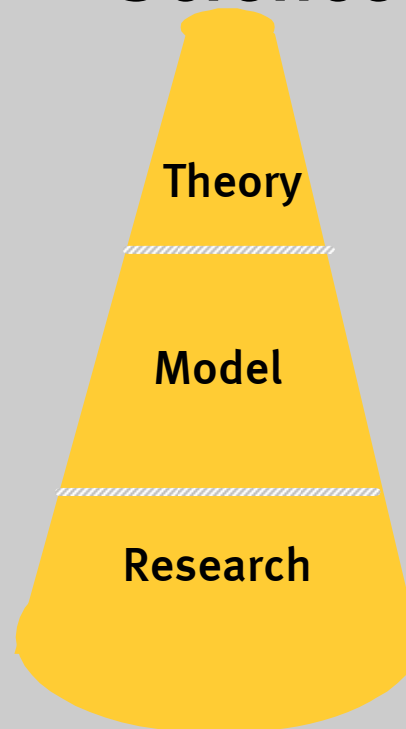


Working areas

Statistics



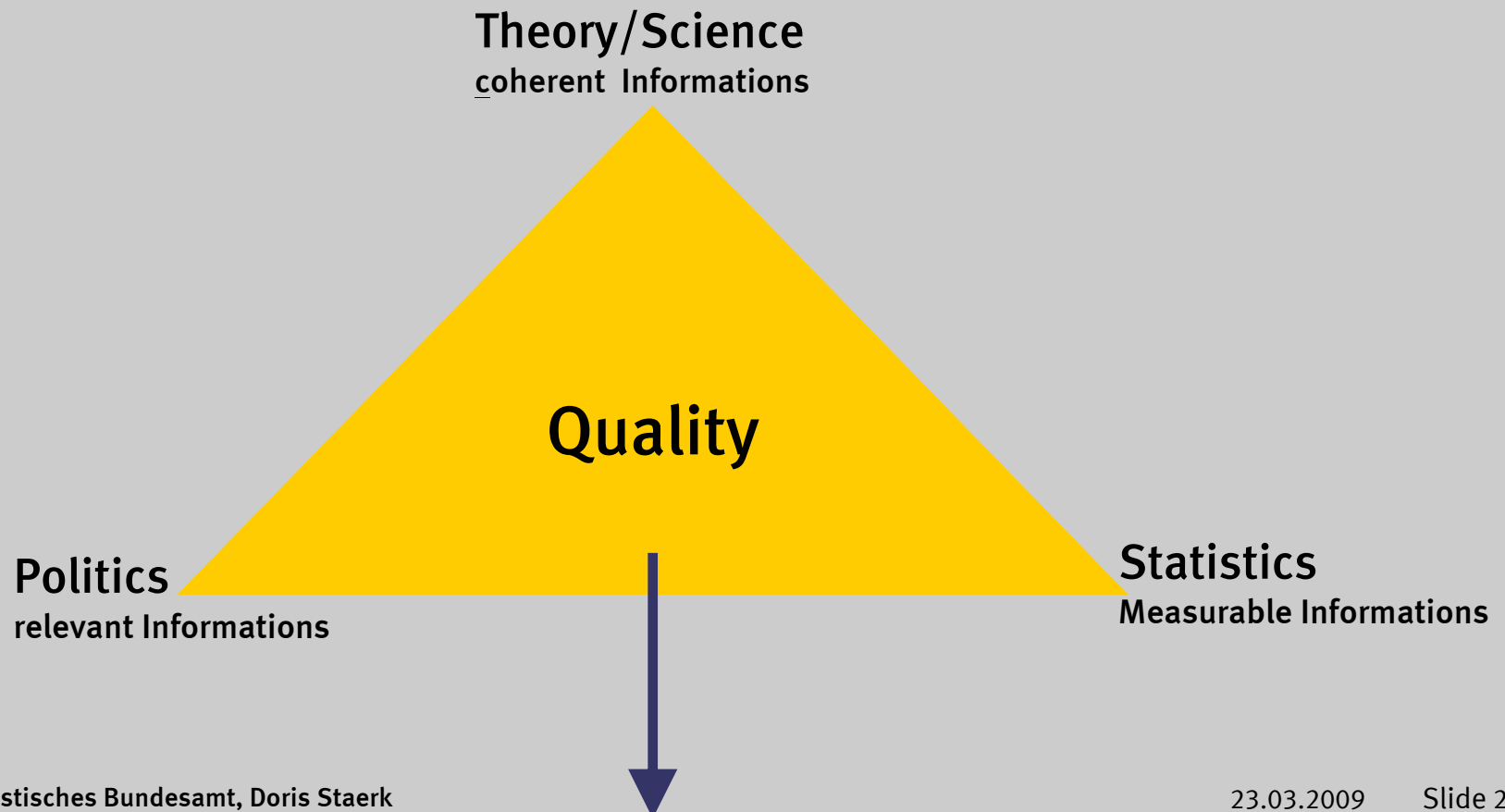
Science



Politics



The Change: „Golden Triangel“



Quality Indicators

- Relevance
- Accuracy
- Being up to date, timeliness
- Accessibility, transparency
- Comparability
- Coherence

Approaches for the Future

- Interaction of so far separated units

- Tide cooperation with science
 - Macro-level
 - Mikro-level (R & D)
 - Modelling

- Systematic dialog with users
 - Wissen.nutzen.
 - Priorities of themes and products
 - Reflection of political targets and valuation

Conclusions

Potentials

- Databasis
- Visualisation tools
- Know-how
- Motivation

Limitations

- Organisation
- Budgeting
- Human resources