

Emerging Trends in Data Visualisation: Implications for Producers of Official Statistics

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The recent rapid growth of data visualisation on the World Wide Web has been typified by a proliferation of online content types ranging from static infographics through to sophisticated visual analytics applications. Many of these innovations have been driven, with varying degrees of success, by the IT and media sectors rather than the statistical community. Meanwhile, producers of Official Statistics continue to wrestle with the problem of migrating traditional product portfolios from print to web, while increasingly being challenged to reach out to wider user bases. This presentation will showcase some of the opportunities for exploiting the expertise and insight of official statisticians in visual interfaces that promote clarity and methodological best practice while embracing the rich, tactile nature of modern web interfaces. Informational implications, based on user reaction to dynamic visuals, are also discussed using recent examples from ONS.

Key Words: Internet, Graphics, User Engagement, Statistical Literacy