

ABS iPhone App – The Way of the Future?

David Sullivan*

Australian Bureau of Statistics (ABS), Melbourne, Australia,

david.sullivan@me.com

“As we enter the ‘post-PC’ era, National Statistical Offices (NSO) face the challenge of evolving their dissemination practices so as to remain relevant to the wider user community in a changing environment demanding instant access. The Australian Bureau of Statistics (ABS) has started this journey with the development of an iPhone application to supplement traditional dissemination options. This paper explores why the ABS has taken this path, the issues encountered and the outcomes that have been achieved. The paper also discusses the possible future directions in dissemination that NSO’s will need to consider moving forward.”

Key Words: dissemination, mobile, statistical literacy.