

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

TurkStat and Turkish Statistical System

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Training Course on Development of Dissemination Methods

Kuwait

11-13 December 2017

Plan

- History
- User groups
- Principles
- Communication goals and targets
- Goal - target - activity systematic

History

- First studies were in 2010 from Media and Public Relations Advisory

Publication and Data Dissemination Department



Dissemination and Communication Department

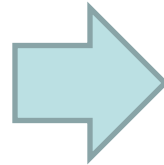
- No dissemination policy (mentioned in Communication Strategy)
- Activities have already been performed before the document finished



[TurkStat Communication Management Model](#)

User groups

- Respondents
- Central administration
- Local administration
- State institutions and organizations
- Media
- Nongovernmental organizations
- Business world
- Academia
- International organizations and foreign embassies
- Teachers and students
- Opinion leaders
- Individual users
- TurkStat employees



[Target group & Tool Matrix](#)

Principles

- User oriented
- Respondent oriented
- Dissemination oriented
- Recognition and awareness
- Accessibility
- Sharing
- Participation
- Transparency
- Impartiality
- Reliability
- Continuity
- Timeliness

Communication goals

Goal 1. Increase public's awareness of statistics and ensure awareness of TurkStat

- Target 1. Creating awareness of statistics and TurkStat at all levels of society
- Target 2. Increasing statistical literacy of society
- Target 3. Increasing familiarity of TurkStat in international area
- Target 4. Improving relations with media

Goal 2. Ensure user satisfaction

- Target 1. Directing dissemination policies by having user requests
- Target 2. Increasing variety of statistical information and service corresponding to the expectations of users and partners

Goal 3. Increase institutional culture

- Target 1. Improving institutional belongings of staff
- Target 2. Improving institutional identity and internal communication

Goal - target - activity systematic



Goal 2. Ensure user satisfaction



Target 1. Directing dissemination policies by having user requests



Activities

- (21) Determining the procedure for access and use of micro data 
- (26) Developing revision policies and sharing revisions with public 
- (30) Providing the integration of production, institutional and dissemination databases

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