



KEEPING THE STATISTICS
RELEVANT:

National Accounts, Mexican Experience



Francisco Guillén Martín

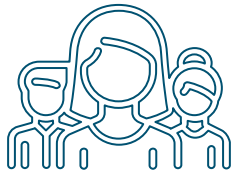
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- For us, the **communication, dissemination, understanding** and **use** of economic statistics by the different user profiles is essential.
- This aspect takes on special relevance when there is an economic turning point or even an impact such as the COVID-19 pandemic.

Listening the data user

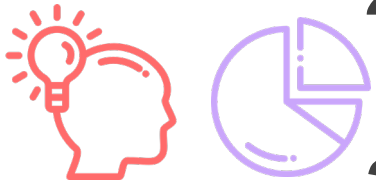


We identify **four fundamental pillars** to **keep relevant** the statistics of the **Mexican SNA**:

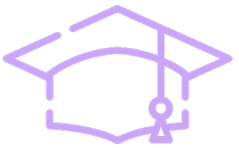


1. **Constant dialogue** with data users

2. The **material and exposition** are **adapted** depending on the user profile



3. **Playful dynamics**



4. **Presentation of detailed projects** in public, private and academic institutions



1 Constant dialogue with data users



- ✓ We consider that it is essential to correctly communicate Mexican-SNA to users, **maintaining permanent contact** through several communication channels.
- ✓ During the dialogues, we include examples of data or statistical procedures in which **they are reflected** and we prepare presentations for the topics to be discussed.
- ✓ We serve the data users in a **personalized and regular way**, in suitable spaces (even virtual).

The material and exposition are adapted depending on the User profile



- ✓ The way to communicate the topics and results to the **data User** depends on the type and level in question.
- ✓ For User with a **decision-making profile**, simple language is used with an emphasis on the main results of the product and its possible applications.
- ✓ For User of **technical level**, the approach is carried out with the use of the methodology.
- ✓ For **general User** the language used is based on examples and dynamics close to their fields of study.



3

Playful dynamics

- ✓ Use **playful techniques and dynamics** that allow participants to **fully integrate**, in order to generate an atmosphere of trust that encourages a **more fluid dialogue** to listen the proposals on the content presented.
- ✓ For example with the use of tools such as **Kahoot, Mentimeter or Send steps**. In addition to leaving open the possibility of subsequent group or individual approaches.

Join with the Kahoot! app or at kahoot.it

36472

39 Players

Kahoot!

¿Todos los países de América Latina tienen un atélite de cultura?

Admitir Ver sala de espera

2 2 11 13

Show media

End game

▲ Sólo en América Latina ✕

◆ Sólo en Norteamérica ✕

● Cualquier país podría tener cuenta de cultura ✓

■ Sólo los países de la OCDE ✕

kahoot.it

4

Presentation of detailed projects in public, private and academic institutions



- ✓ We make recurrent presentations of the projects, through **workshops and seminars** to disseminate the **knowledge and use of the products of the National Accounts of Mexico** to accompany users in a **better use**.
- ✓ **User confidence, depth of knowledge, and feedback** are fostered.
- ✓ We apply a **questionnaire** to know if the communication is adequate for the better understanding of the projects and to identify what other topics or details are required to complement the knowledge.



CONCLUSIONS



- We believe that it is very important to adapt the material and publications so are understandable to **all users**.
- We understand that the essence of INEGI is to **produce information that is used properly**. The generation of information is expensive, but it is more so if it is not used.
- To **keeping the statistics relevant and use of the publications**, it is essential to maintain contact with users.

**Conociendo
México**

800 111 46 34
www.inegi.org.mx
atencion.usuarios@inegi.org.mx

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THANK YOU!

