



# Social Media Engagement of Official Statistics towards building Statistical Culture

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[www.dosm.gov.my](http://www.dosm.gov.my)

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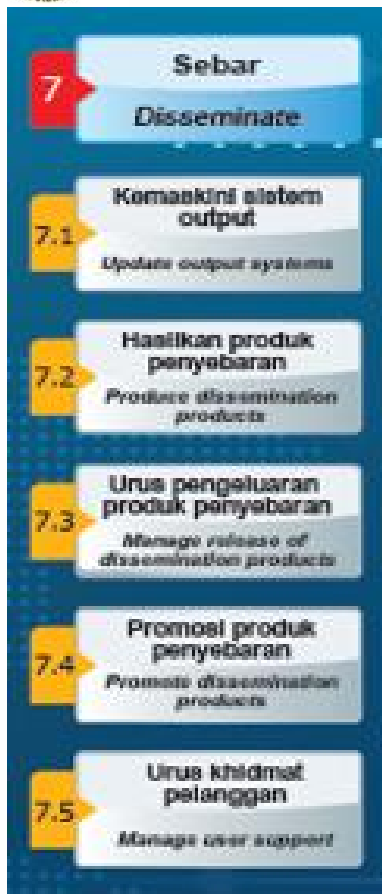
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**SOCIAL MEDIA ENGAGEMENT OF  
OFFICIAL STATISTICS**





# INTRODUCTION



## INTRODUCTION

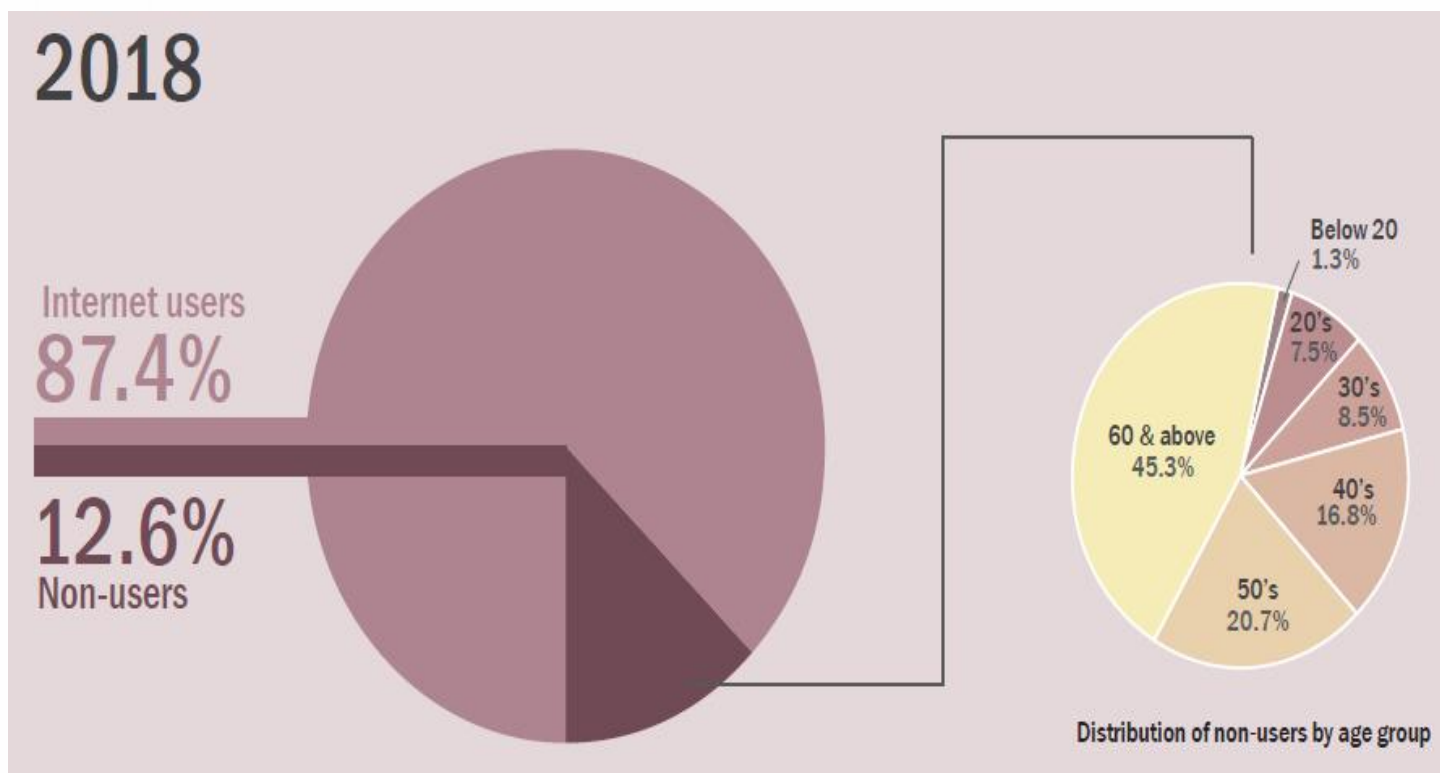
- DOSM plays the role of submit, process, and analyze the data for various purposes
- Following the process of Generic Statistical Business Process Model (GSBPM)

## MOTIVATION

- After NSO succeeded to publish the data, are we sure those information reach the users?
- Are society aware for whatever we have accomplished?
- Every NSO need tools to socialize the data produced and to build society concern on the data.
- The tools are social media.

# INTRODUCTION – Internet as the medium

Figure 1:  
Percentage of Internet Users rising

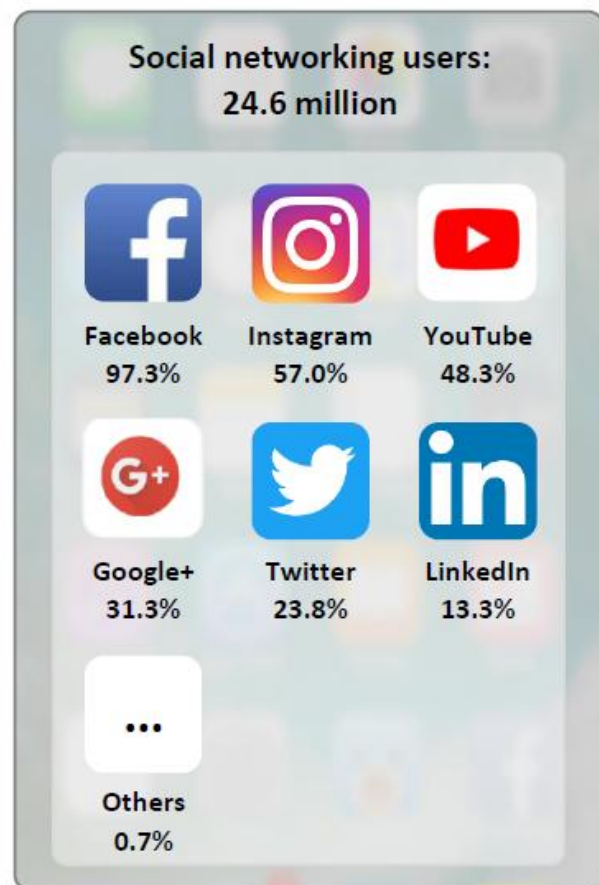


(MCMC Internet User Survey, 2018)

Percentage of Internet users continue to rise – The percentage of Internet users at national level increased from 76.9% in 2016 to 87.4% in 2018.

Internet has become a vital medium in social engagement – Text communication and visiting social networking platform were the most common activities for Internet users (96.5% and 85.6% respectively). **WhatsApp** and **Facebook** respectively.

# INTRODUCTION – Social networking



(MCMC Internet User Survey, 2018)

The survey estimated that there were about 24.6 million social networking users in 2018. From those, 97.3% owned a Facebook account, making it remains the most preferred social networking platform in Malaysia.

DOSM at Social Media:



**Department of  
Statistics, Malaysia**

20,673 likes  
2,552 posts



**@StatsMalaysia**

3,629 followers  
1,256 tweets



**StatsMalaysia**

2,601 followers  
390 posts



**StatsMalaysia**

320 subscribers  
76 videos



# **SOCIAL MEDIA TOWARDS STATISTICAL CULTURE**

Author	Year	Findings
Garfield et al. Bakker et al.	2004	Although student are able to calculate basic statistics, the understanding of what was bening calculated, constructed or how it is interrelated is lacking.
Rubin et al.	2007	Information technology has the potential to make the complex concepts and ideas of statistics more accessible.

**This is the main concern given that statistical reasoning is crucial in dealing with the prevalence of statistical data in the media and other sources of information that influence our daily life**  
(Kassim et al., 2010)



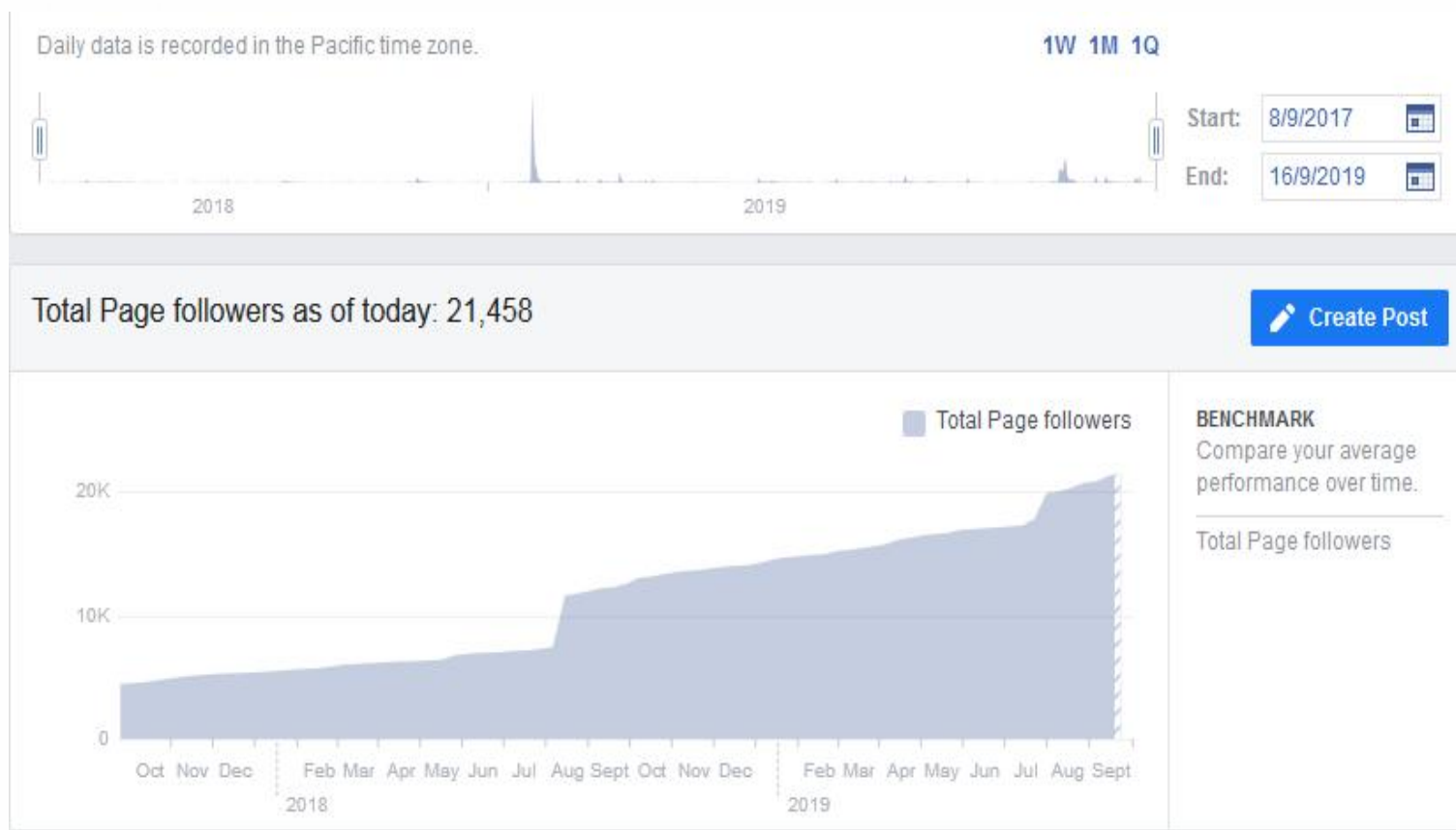
Author	Year	Findings
Sanchez et al.	2011	NSOs must become more involved in the promotion of statistical literacy. Especially the adult population, to improve statistical literacy can also be achieved with the help of traditional and especially new media (e.g., the Internet and social media).
Ferligoj	2015	Other NSOs have developed a similar good relationships with the media (e.g., Statistics New Zealand, see Harraway and Forbes, 2013), but many of them still do not use the media enough to promote statistical literacy to different segments of the population.
Hermida	2012	Young people also claim to get more news using social media than was their primary intent.

**User's news consumption through social networks is very frequent. While incidental, they nonetheless seem to count on being informed through this medium. There is a widespread presence of opinion leaders in the respondents' social media feeds, bringing attention to news they otherwise would have missed, and just as important, delivering interpretation and context (Annika et al., 2018)**



# **SOCIAL MEDIA ENGAGEMENT OF OFFICIAL STATISTICS**

Figure 1:  
Facebook Fan Page follower Statistical Growth

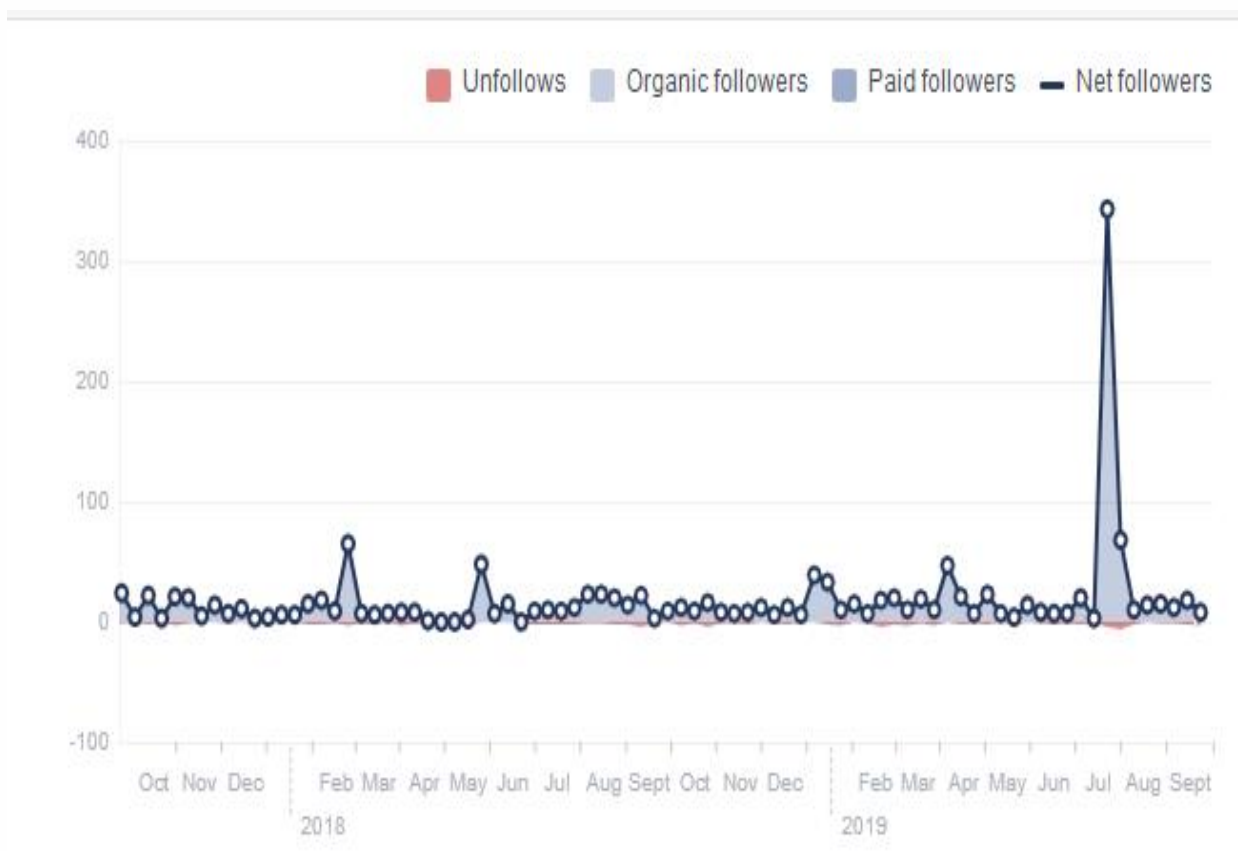


In 2 years time, followers increase rapidly from 5K to 20K followers.

Significant increase during August 2018 and end of July 2019.

# Social Media Engagement of Official Statistics

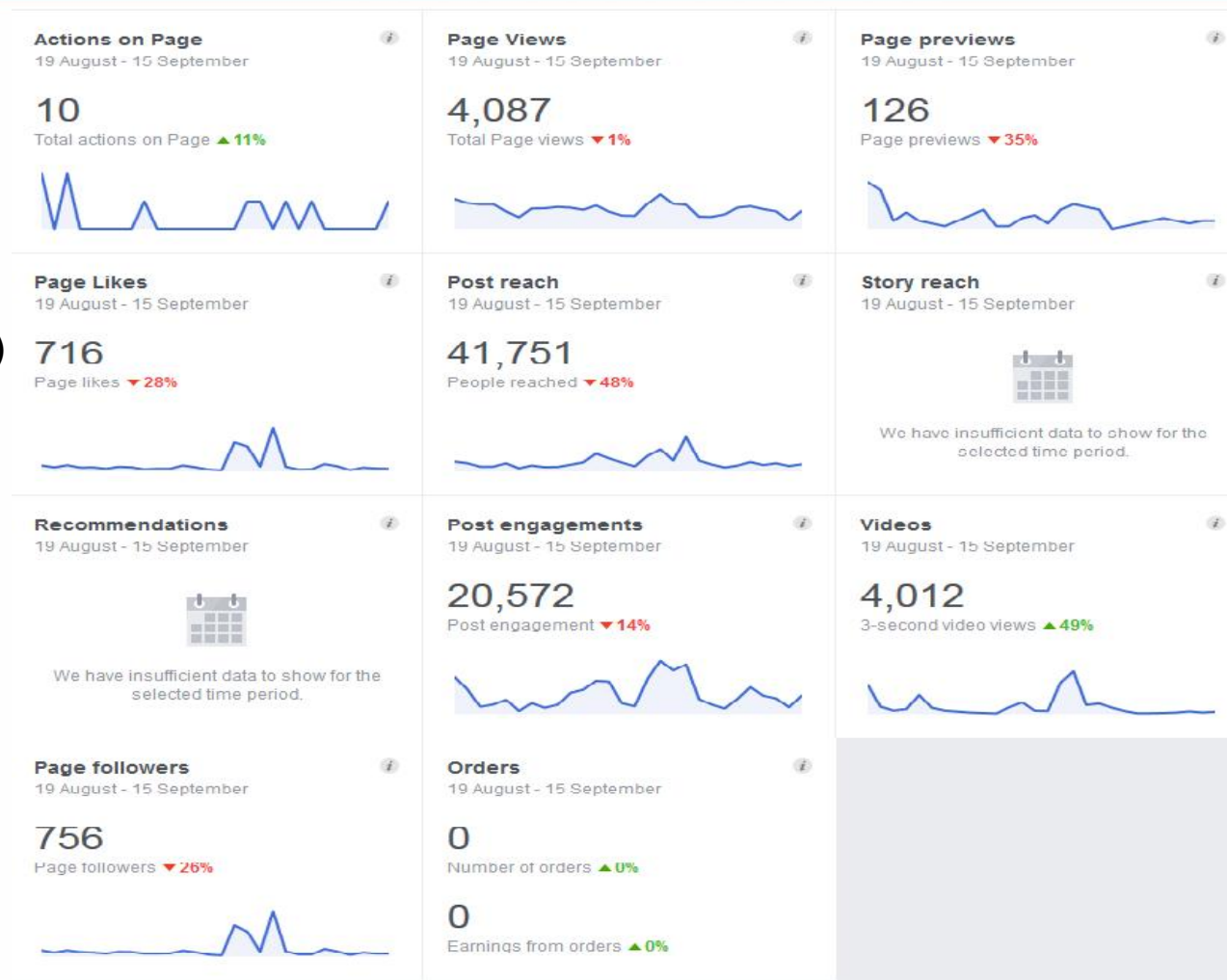
Figure 2:  
Facebook Fan Page follower Statistical Growth



Significant increase at the end of July 2019.

# Social Media Engagement of Official Statistics

Figure 3:  
Facebook  
Fan Page  
activity done  
(last 28 days)



Facebook provides the statistics of our activities to help us monitor activities of our followers or other accounts that react to the information we posted on Facebook.

# Social Media Engagement of Official Statistics

Figure 4:  
Facebook  
Fan Page  
follower  
from  
region and  
language

Country	Your followers	City	Your followers	Language	Your followers
Malaysia	19,859	Kuala Lumpur, Malaysia	4,440	English (US)	9,112
Singapore	149	Johor Bahru, Johor, Ma...	977	English (UK)	6,688
Pakistan	143	Putrajaya, Malaysia	939	Malay	4,718
Bangladesh	140	Kuala Terengganu, Ter...	722	Simplified Chinese (C...	420
India	122	Penang Island, Penan...	662	Traditional Chinese (T...	106
Egypt	65	Shah Alam, Selangor, ...	661	Indonesian	72
Nigeria	64	Kota Bharu, Kelantan, ...	651	Arabic	59
Indonesia	61	Seremban, Negeri Se...	581	Thai	28
Saudi Arabia	51	Petaling Jaya, Selango...	560	Vietnamese	22
United Kingdom	47	Kajang, Selangor, Mal...	558	French (France)	17
See more					

Figure 5:  
Number of  
Facebook  
Users  
reached by  
DOSM Fan  
Page's  
postings



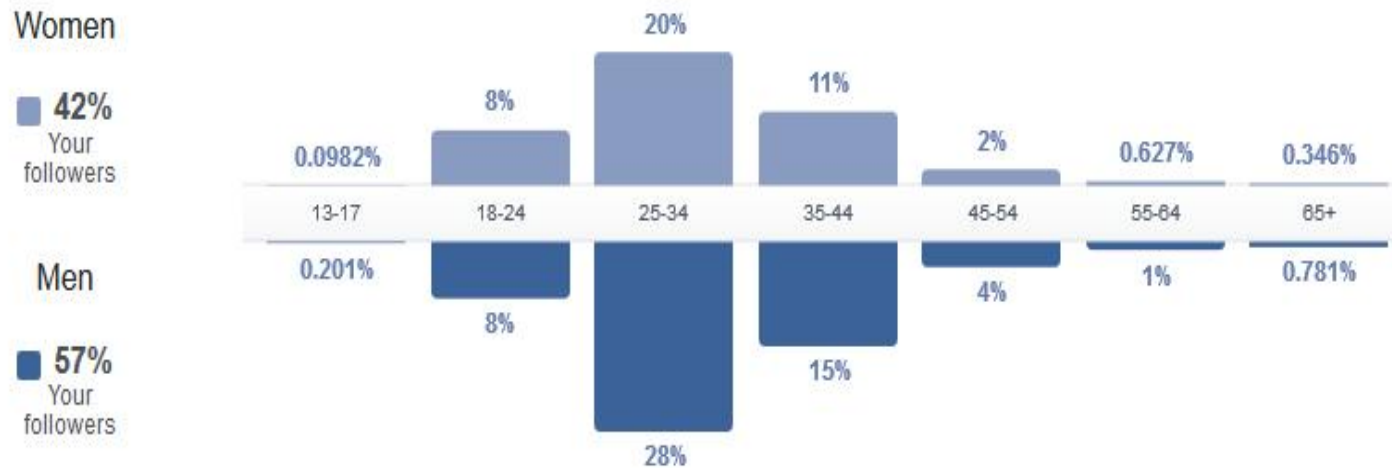
We can make analysis on more favorable and popular postings types of DOSM followers. Therefore, it can be a basis for us to make more interesting postings in future.



Figure 6:  
Facebook Fan Page followers by gender and age

Your Fans   Your followers   People Reached   People Engaged

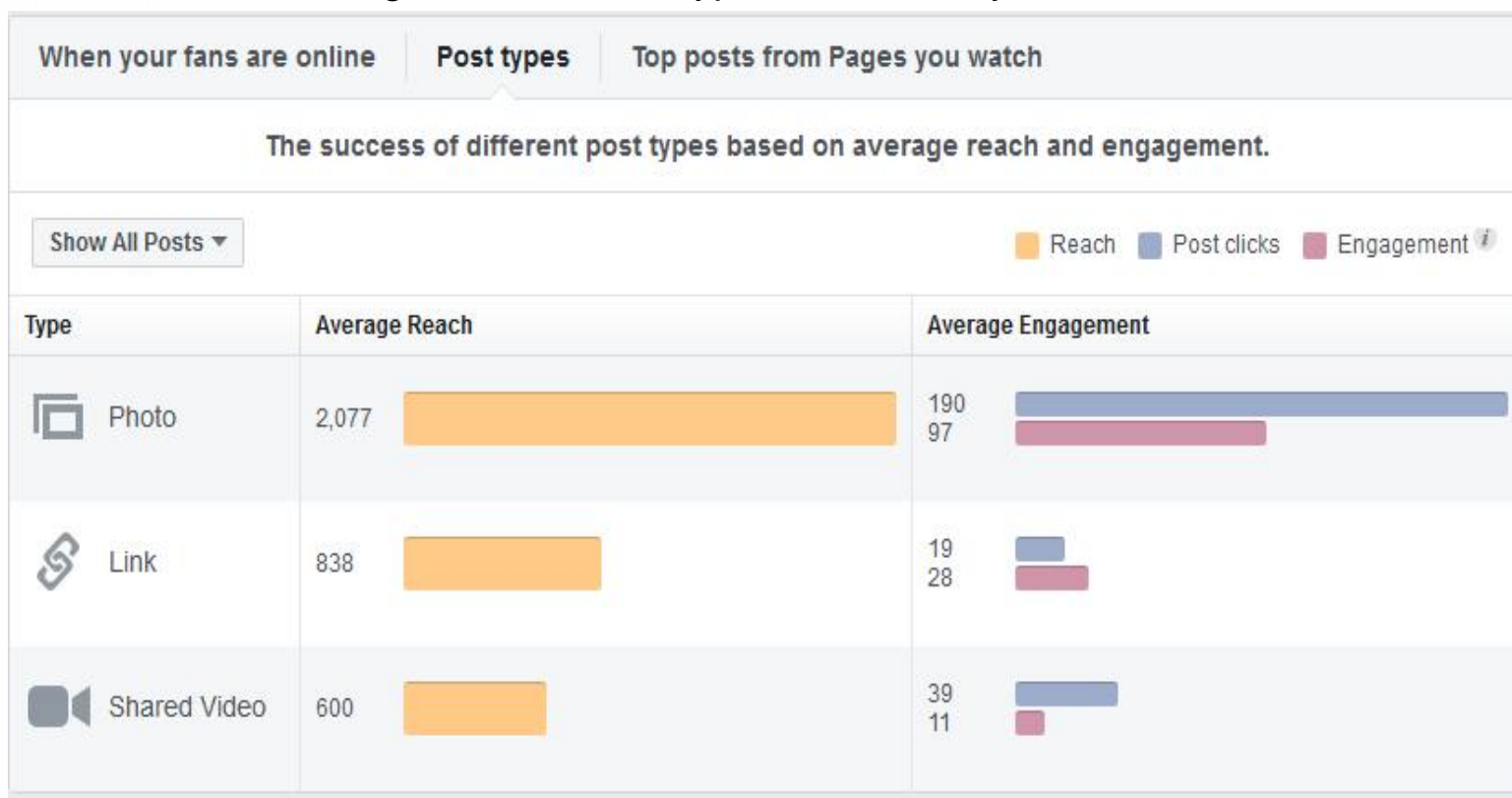
The people who follow your Page. This number is an estimate.



Most of DOSM followers are male, and age between 25 to 34 years old whom are millennials.



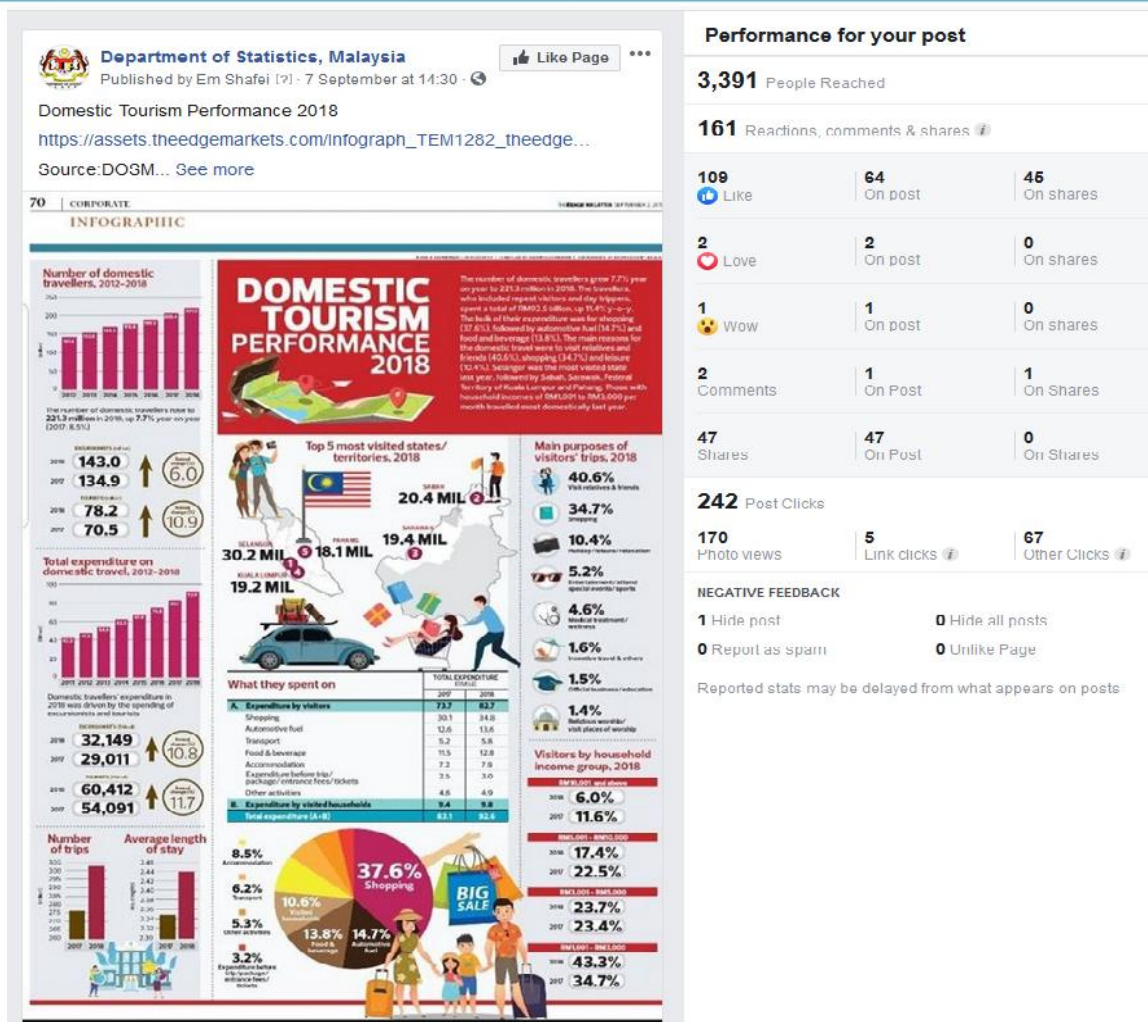
Figure 7:  
The average of most liked type of threads by followers



Photos are the most demanded types of posting by society. We may conclude that photo-type of postings have bigger engagement to the society.

# Social Media Engagement of Official Statistics

Figure 8:  
Number of  
Performan  
ce of  
statistical  
social  
activity  
posts



Evaluation can be made to every information we posted.



## CONCLUSION AND RECOMMENDATION

## CONCLUSION

1. Social media is an effective communication tools.
2. Developed communication build routinely in social media will improve society awareness of data and also will make data as part of the society daily life.
3. Thus, it will create new practice, that is statistical culture.

## RECOMMENDATION

1. To cater the spread of the Official Statistics release to different age groups.
2. Actively maintain the social media.
3. Following to the most favourite posts, we can study what kind of content user expect from DOSM.



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# TERIMA KASIH & THANK YOU



20 OCT



18 - 23 AUG 2019



JULY 2020  
(ACTUAL MYCENSUS)



JAN - DEC 2019



MAR - SEPT 2019



2015 - 2030



#StatsMalaysia | #MyStatsDay | #ISIWSC2019 | #MyCensus2020 | #HIES2019 | #MyRetailCensus2019 | #LeaveNoOneBehind



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