



Web-COSI
Web Communities for
Statistics for Social Innovation
INCREASING TRUST IN COLLECTIVELY
GENERATED STATISTICS

Web-COSI “Web COmmunities for Statistics for Social Innovation”

www.webcosi.eu

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Report on Engaging Citizens in Web 2.0 Technology and Data, Citizens' Campaign, Youth Section and Data Visualisation Competition on the Wikiprogress Platform

Summary

This report describes the activities undertaken to engage citizens on the Wikiprogress platform. Wikiprogress is a collaborative, open-source website hosted by the OECD but open to anyone who wants to contribute to it. During 2014, the OECD, in collaboration with Web-COSI partners Istat, Lunaria and I-Genius, undertook a number of activities on Wikiprogress to a) gain a deeper understanding of issues related to citizen engagement in the field of 'beyond GDP' statistics and technology and b) to increase the involvement of citizens in the discussion surrounding well-being measurement and policy through social media and other forms of outreach. This report sets out in detail the activities and results achieved in four main areas: 1) events to gain insight into the role of citizen engagement with Web 2.0 technology and data; 2) the citizen outreach campaign; 3) the development of a new Youth Section on Wikiprogress and 4) the planned data visualisation competition for 2015.

Index

Introduction	5
1. Engaging citizens with Web 2.0 technology and data – lessons learned	5
2. Citizen outreach campaign	9
<i>Social media</i>	9
<i>Blogs</i>	13
<i>Newsletter</i>	13
3. Development of a Youth Portal	13
<i>Online Discussion</i>	15
<i>Wikiprogress University</i>	15
4. Data visualisation competition	16
Conclusion	17
Annex 1. Wikiprogress Facebook results	19
Annex 2. Wikiprogress Twitter results	28
Annex 3. Youth Portal	31
Annex 4. Online discussion on youth well-being	33
Annex 5. Links to relevant pages	35
Annex 6. Proposal for online debate on youth well-being in collaboration with CATALYST	36

Introduction

The driving motivation of the Web-COSI project – Statistics for All – highlights the need to find ways to involve people from *all* sectors of society in the development and use of ‘beyond GDP’ statistics. To pursue this aim, the different activities of Web-COSI are targeting various groups and stakeholders, including policy makers, official statisticians, social entrepreneurs, researchers and experts, and civil society.

One group that it is particularly important to include in discussions related to well-being and progress measurements are citizens, as they are often left out of the dialogue on ‘beyond GDP’ statistics. Increased public awareness and involvement of the need to look ‘beyond GDP’ for metrics of societal progress is necessary to create political incentives for reform, and to make the most of opportunities afforded by digital technology.

Citizen engagement has been at the heart of the activities undertaken by the OECD, and in particular through the Wikiprogress platform. Wikiprogress is a collaborative, open-source website hosted by the OECD but open to anyone who wants to contribute to it. Wikiprogress activities on citizen engagement for Web-COSI have been wide and varied in 2014, and can be categorised as follows:

- Workshops and online discussions related to the engagement of citizens with Web 2.0 technology and data;
- A widespread outreach campaign to engage individuals and citizen-led groups with the issue of well-being and progress measurement through digital technology; and,
- The development of a Youth Portal on the Wikiprogress website, with content and activities tailored to young people.

Furthermore, in 2015, the citizen engagement activities will continue with the carrying out of a data visualisation competition.

This report describes the activities undertaken by the OECD related to the engagement of citizens and of grassroots groups working with citizens, taking each of the categories in turn: (i) engaging citizens with Web 2.0 technology and data, (ii) the citizens’ outreach campaign, (iii) the Youth Section on Wikiprogress; and (iv), the data visualisation competition to be held in 2015.

1. Engaging citizens with Web 2.0 technology and data – lessons learned

Wikiprogress activities related to citizen engagement for Web-COSI can be divided into two broad groups: first, those activities which discuss ‘citizen engagement’ as a topic, bringing together representatives from different sectors of society (including citizens themselves) to debate how best to foster citizen engagement with well-being and progress statistics; and second, those efforts which themselves constitute acts of citizen engagement (e.g. communications, social media and other forms of outreach, as well as content developed specifically to foster the involvement of citizens themselves). This section of the report describes the first type of activity, while the following three sections are principally concerned with the second type.

Throughout 2014, Wikiprogress has organised a number of online and face-to-face events in order to generate a dialogue and crowd source knowledge on the role of citizen engagement with Web 2.0 technology and ‘beyond GDP’ data and statistics. These include two online discussions and two workshops as follows:

- Online discussion: *Engaging citizens in well-being and progress statistics* (April)
- Online discussion: *Making data more accessible for society at large: the role of open data, communication and technology* (June)
- Workshop: *Using Technology to Engage Citizens with Well-being Statistics - Perspectives from Civil Society and Academia* (September, Paris)
- Workshop: *Using Technology to Engage Citizens with Well-being Statistics – Perspectives from Government and Official Statistics* (October, Paris)

The content and outcomes of the online discussions have already been reported on in detail in the Web-COSI deliverable 2.3 “Report on mapping initiatives and best practice, the results of citizen dialogue on well-being and societal progress”, available on the Web-COSI website since August 2014.¹ However, it is worth briefly highlighting some of the key lessons learnt from both the online discussions and the workshops, especially as the rich discussions throughout the two workshops were able to bring deeper insight into the key issues. Overall, the discussions and other outreach activities conducted as part of a mapping exercise identified four main areas where technology can play a role in citizen engagement with data: (i) public consultation, (ii) communication and dissemination, (iii) crowd sourced data, and (iv), Open data. The key lessons learnt through the totality of discussions and workshops on using Web 2.0 technology to engage citizens with data can be summarised as follows.

Citizen engagement is essential to ensure that ‘beyond GDP’ statistics have an impact on policy

Making well-being a central goal of policy will require significant institutional reform and political will. While the ‘beyond GDP’ movement already has support from several national leaders, with high-level initiatives launched by governments in many countries - including France, Israel, Italy, and the UK – much more is needed to ensure that evidence-based policy making for well-being becomes a standard practice. For this to happen, widespread public awareness and support for changes in the way we measure and achieve societal progress is needed. If citizens are educated about the role of statistics in society and policy making, and of the need to put issues of well-being, sustainability, and inequality front and centre, then there will be much greater political incentive for decision makers to enact reform, and to override entrenched interests opposing those reforms.

Web 2.0 technology can play a role in public consultation, but for meaningful results, a combination of online and offline methods should be used

For many people working with ‘beyond GDP’ statistics, the primary purpose of citizen engagement is to carry out public consultation on measurement frameworks and indicators. Traditionally, this tends to be done through a variety of methods including online surveys, but also through face-to-face event such as town hall meetings, debates and community events. The issue of consultation came up quite often, particularly in the first online discussion on “Engaging citizens in well-being and progress statistics”, and for many, while online consultation offers the opportunity for reaching larger numbers of people, they should be used as a complement, not a replacement, for face-to-face methods. For many in the online discussions, especially those working on smaller-scale community projects, citizen engagement through consultation is more suited to face-to-face events such as focus groups or community meetings, while online methods were seen as more appropriate for the collection and communication of the data.

¹ See <http://www.webcosi.eu/reports/>.

Web 2.0 technology has a particularly powerful role to play in the communication of data

Web 2.0 technology such as mobile and interactive web platforms allow statistical information to be packaged and presented in a way that is much more meaningful for a wider public. Discussion at the workshop sessions on the role of technology for communicating and disseminating data centred on the need to provide some form of context, or ‘stories’, for the data that enabled users to develop a more personal and emotional connection with the information conveyed. Stories can be told in the traditional way, through narrative text, or they can be conveyed in a more visual manner - through infographics and charts that organise the data in such a way that the meaning is immediately apparent. Data visualisations can be very appealing, but their importance goes beyond aesthetics: they provide a unique means of highlighting new patterns in statistics and looking at the world in a different way.

It is possible to reach audiences who would never usually be interested in statistics through the use of innovative methods

Web 2.0 technologies can allow us to completely redefine the way that people interact with data, and innovative methods can be used to reach audiences who would never usually be interested in statistics. At the workshop on perspectives from Government and Official Statistics, the Australian Bureau of Statistics (ABS) presented its app “Run that Town”, which is a game designed to be downloaded onto mobile phones and which allows people to play at being the Mayor of different Australian cities in simulated situations, but based on real Census data.² At the workshop, Emily Walter of the ABS explained that the app has been particularly successful at reaching young men – a group who previously would have had very little interest in Census data. As the app uses real statistics, it acts as an educational tool.

There is a need to improve citizens’ statistical literacy and educate them on what to look for in a good-quality dataset

Web 2.0 technology allows a range of different data producers to make their data publicly available on the internet. While expanding the range of data sources available to citizens is a good thing, there can be dangers in presenting all datasets as equal. Official statistics are held to high standards of quality, and so users can be confident that data published by official sources have been collected using reliable methodology, with rigorous definitions, from sufficiently large and representative samples, etc. While many non-official statistics producers also follow strict quality standards, this is not necessarily the case for all non-official sources. In order to empower citizens to make the most of the wealth of data available to them, and in order to support the meaningful use of non-official sources to complement official sources, there is a need to improve statistical literacy among the general population and to educate people on what issues to bear in mind when assessing the quality of datasets. Citizens need to have the tools and knowledge at their disposal to be able to think critically about information presented to them in order to distinguish between good-quality and bad-quality data.

Engaging citizens to generate data themselves has a huge potential for complementing data gaps in official statistics, but a number of significant challenges remain

One type of non-official data which has a huge potential, but which also faces significant challenges, in terms of its capacity to complement official data is citizen-generated data. During the

² <http://runthattown.abs.gov.au/>

workshops in particular, there was a lot of discussion around data that has been volunteered through crowd sourcing methods.

Crowd sourced data present exciting opportunities for data collectors. Crowdsourcing allows researchers to gather huge amounts of data, cheaply and easily in a short period of time. Mobile crowdsourcing is especially useful for collecting people's subjective information, opinions, and experiences in the field and connecting it to specific geographic locations. However, crowd sourced data also suffers from a number of issues affecting their quality and usability, and until these issues are satisfactorily dealt with, a certain amount of caution needs to be exercised. Haosheng Huang, one of the participants at the September workshop, set out the key challenges as follows:

- *Motivating people.* The key to crowdsourcing projects is in motivating large numbers of people from across society to contribute. There need to be (real or perceived) benefits for the contributors, and crowd sourcing interfaces and tools need to be simple and intuitive.
- *Data quality.* People contribute data in an un-controlled setting, and provide subjective responses. Usually, no reference data are available to cross-check the findings of crowd sourced data.
- *Digital divide.* Not everybody has the means to access mobile technology, or the ease of comfort with the technology necessary to provide crowd sourced data. This means that data from crowd sourced projects are unlikely to be from representative samples. Special efforts need to be made to, not only to reach groups who are less motivated to provide data (thereby reducing the self-selection bias in samples) but also those groups who are less able to participate via digital means.

Crowd sourced data need to be interpreted with caution given the limitations and opportunities for potential bias outlined above. However, there is room for improvement and many projects are experimenting with training and the use of volunteers in order to encourage maximum participation from a representative sample of people. Over the coming years, given the focus on a “Data Revolution” that will be needed for enhanced monitoring of the Sustainable Development Goals, it is likely that much advances will be made in this field.

Digital exclusion is an important issue and capacity-building should be a core part of a Web 2.0 citizen engagement strategy

The issue of digital exclusion is not only relevant for crowd sourced data, but is a cross-cutting issue for all aspects of citizen engagement with Web 2.0 tools. This is not only a question of ensuring universal access to digital technology, but also one of skills transfer and capacity-building. This was particularly well-explored in discussions related to Open Data during the workshops. Raw, unprocessed open data, has little value unless people have the necessary statistical and analytical skills. What is needed to maximise the impact of open data for societal innovation is are active and engaged citizens with the necessary skills to act as data ‘intermediaries’. These intermediaries can take the raw data and re-use it to create visualisations, apps, and other forms of statistical presentations that can reach a wider audience. At the October workshop, Barbara Ubaldi from the OECD Governance Directorate stated that active civic tech communities are essential for successful open data strategies and that in many OECD countries active efforts are being made to foster relationships with civic tech groups and to strengthen skills amongst young people to boost the success of government Open Data projects.

“Citizens” are not a homogenous mass – citizen engagement means interacting with different types of people with different skills, knowledge and interests

The point about the role of the civic tech movement in the use of Open Data, leads into the final major lesson learned through the activities to discuss how best to engage citizens with Web 2.0 technology: not all ‘citizens’ are alike, and while it is possible to produce information for an amorphous ‘general public’, it can be even more effective to distinguish and target different groups depending on different types of skills, pursuits and interests. Examples of specific groups of citizens include: students; young people; amateur data journalists, visualisers and bloggers; citizen activists, campaigners and volunteers; elderly people; and amateur researchers who are more motivated to find out more about well-being measures and policy.

2. Citizen outreach campaign

A citizen outreach campaign was conducted with the aim to move the discourse beyond the traditional well-being experts and to engage citizens and young people in the conversation on the measurement of well-being and progress of societies and related data. All the respective Wikiprogress communication and engagement tools were monitored to ensure that the campaign was effective.

The lessons learned and outlined above have also informed the design and implementation of the citizen outreach campaign carried out through the Wikiprogress platform and its associated communication tools. A number of different channels were used to reach as wide and varied a selection of people as possible, including social media, blogs, and newsletters. This section explains in more detail the actions taken as part of the citizen outreach campaign, and the results achieved. In addition, a number of additional activities have been implemented to specifically target young people and students, centred around the creation of a new ‘Youth Portal’ on the Wikiprogress platform. The Youth Portal is described in the following section.

Social media

The main two social media tools used by Wikiprogress are Facebook and Twitter. In the beginning of the year, a number of additional social media channels were assessed for their appropriateness for achieving the aims of the citizen outreach campaign, including Pinterest, LinkedIn, Tumblr, and Instagram. Ultimately, each was discounted as being unsuitable for the aims of Web-COSI, although there may be a role for the more visually-focussed social media tools (e.g. Instagram, Tumblr or Pinterest) when the data visualisation competition will be run in 2015 (see section 4).

The Wikiprogress team therefore decided to focus principally on Facebook and Twitter for its social media citizen outreach in 2014. Both accounts already existed, but there was much room for improvement, and ambitious targets were set of acquiring an additional 1000 more Facebook followers and 600 more Twitter followers. Different strategies were followed for Facebook and Twitter communication as the two tools serve slightly different purposes and audiences.

Facebook

Before 2014, relatively little attention had been given to the Wikiprogress Facebook account in recent years, and the number of followers had stabilized at around 1000 followers for a while. Wikiprogress did not previously have a focused ‘strategy’ for Facebook use and depended mainly on the occasional post from volunteers in the Wikiprogress community. Given the great potential for Facebook in reaching non-experts, and in particular, young people, it was decided that the team

content from selected, relevant organisations, and strategic partners. Overall, we have shared content from a number of partners, covering a wide range of issues relevant to ‘beyond GDP’ statistics and policy, including: Restless Development, Carnegie UK Trust, United Nations, CafeBabel, World Future Council, UN Women, International Youth Foundation, Social Progress Index, Civicus, Australian Bureau of Statistics, Peterborough Open City, HelpAge International, Open Knowledge, OECD Education department, OECD Better Life Initiative, Annual Youth Assembly, United Nations, Eurobarometer, UNDP, Partnership for Open Data (World Bank, Open Knowledge, Open Data Institute), and the New Economics Foundation.

Thanks to this new strategy, we achieved a number of positive results in terms of citizen engagement, namely:

- Reaching the target of adding 1000 followers, almost doubling the Wikiprogress Facebook community to 2157 followers by mid-December 2014.
- We had more young people and more people overall accessing our Facebook page.
- We have a good international spread of visitors and an almost even gender profile.

Twitter

The Wikiprogress twitter account (@Wikiprogress) was actively used to reach a wider audience and encourage discourse and exchange. The profile of users and people’s expectations on Twitter are not the same as Facebook. People are more used to use Twitter to follow accounts that provide them with content that relates to their specific interests; while Twitter can be used for purely social purposes, it is also easier to identify user interests and needs and target different user profiles appropriately. While it is important to post engaging content, it is even more important to ensure that the content provides value (education, information, new ideas) in and of itself, than that it be ‘fun’.

For the new Twitter strategy, therefore, focus was placed on reaching the most appropriate and relevant accounts, over and above simply increasing the number of followers. Twitter was also used intensively in connection to the online discussions and workshops that were held during the year. Results achieved include:

- The Wikiprogress Twitter account gained 433 new followers (an 18% increase) in 2014, reaching a total of 2,208 Twitter followers.
- During the online discussion “Engaging citizens in well-being and progress statistics” (22 April – 2 May), according to “Tweet Reach”³ analytics:
 - During the 2-day period 28-29 April, the hashtag “#citizenengagement” had an estimated reach of 89,327 accounts;
 - During the 7-day period the hashtag #Stats4All had an estimated reach of 109,366 accounts; and
 - Total reach over the 9 days was over 200,000 Twitter accounts.

³ The Tweet Reach analytics statistics reported on here are from the free service provided by Twitter, which is why the reporting periods are not consistent. In order to have comprehensive analytics, it is necessary to subscribe to a paying service to which the OECD does not currently subscribe. Nonetheless, the figures given here provide reliable “snapshots” of the impact of Wikiprogress Twitter activity on a specific day or period. The total reach on Twitter for Wikiprogress is certainly much higher than these incomplete figures report.

- During the online discussion “Making data more accessible for society at large” (11-24 June)
 - Over 120 Twitter accounts were engaged in the discussion by either commenting, retweeting or ‘favouriting’ tweets;
 - The hashtag #StatsForAll had an estimated reach of 737,906 Twitter accounts between 12 and 17 June 2014.
 - Total reach over the 9 days was over 850,000 Twitter accounts: a record for our discussions at that time.
- At the September workshop on “Using technology to engage citizens with well-being statistics: Perspectives from civil society and academia”:
 - 69 accounts were engaged through comments, retweets or ‘favouriting’ (report from 18 September 2014);
 - 46,100 accounts were reached through retweets (report from 18 September 2014);
 - 142,100 accounts were reached through ‘mentions’ (report from 18 September 2014).
- At the October workshop on “Using technology to engage citizens with well-being statistics: Perspectives from government and official statistics”:
 - The Hashtag #CitizenEngagement on twitter reached 28,158 accounts (report from 28 October 2014);
 - The Hashtag #StatsForAll on twitter reached 6,469 twitter accounts (report from 28 October 2014)
 - Over 60 accounts were engaged on Twitter using the dedicated hashtags during the workshop;
- And finally, during the December online discussion on Youth Well-being (described in more detail in the next section):
 - The two hashtags #youth and #wellbeing used, reached over 385,232 twitter accounts, on the 16th of December alone.
 - Overall, over half a million twitter accounts were reached during the period of the discussion between 1-17 December by the Wikiprogress account, an all-time record for Wikiprogress.

The accumulative growth of the Wikiprogress Twitter account outreach (in terms of followers and also accounts reached), culminating in the huge success of the December online discussion has shown that a long-term, more selective, strategy pays off for engaging citizens with Twitter. By focusing on quality before quantity in the growth of followers for the Twitter account, people are much more likely to engage with the content by going to the Wikiprogress page for the event, or commenting or retweeting. It also became clear that Twitter is most effective for engaging citizens around a specific activity or event, rather than for stand-alone information. See Annex 2 for more information about the Twitter campaign.

In 2015, the Twitter strategy for Wikiprogress will therefore continue to expand the number of followers, in order to reach the target of adding 600 followers over the period of the Web-COSI project. Activities such as the data visualization competition (described in Section 4) will be especially useful in this regard.

Through this consultation, a number of suggestions were made for the Youth Portal, including the need for:

- More visual content.
- Information to help young people get more involved in promoting ‘beyond GDP’ actions and policies such as studying, interning and volunteering opportunities.
- Accessible educational resources for students.
- More content reflecting topics of particular interest to young people, such as education and employment.
- Opportunities for young people to get more directly involved in discussions on the measurement of well-being and progress.

Bearing these issues in mind, a Youth Portal was designed and set up on the Wikiprogress platform by the team, with the following sections/functions:

- A Videos section, bringing together interesting video content relevant to young people;
- A ‘Have Your Say’ section, which links to the most recent online discussion on Youth Well-being to which young people can contribute (see below);
- An ‘Initiatives’ section which brings together information on initiatives related to youth well-being in one place. This information is housed on the interactive map of initiatives which forms part of the new data portal, and forms part of a special topic entitled ‘Youth’;
- A ‘Spotlight’ section which highlights recent reports and other content of particular significance to young people. Examples include the *Global Youth Well-being Index* report by the International Youth Foundation and others, the Overseas Development Institute report *Partners for change: Young people and governance in a post-2015 world*; and the *Youth Development Index* by the Commonwealth Youth Programme.
- An ‘Opportunities and Events’ section which collates information about conferences, internships and volunteering opportunities for young people to get more involved.
- An entry point into the Wikiprogress University Programme platform, which brings together three kinds of information and resources for students:
 1. Opportunities to collaborate with Wikiprogress by participating in discussions, volunteering, interning, or establishing a partnership between the student’s university and Wikiprogress.
 2. Educational resources, including accessible reports and other information to educate students on the role and importance of ‘beyond GDP’ statistics.
 3. Courses and training opportunities, for those who would like to acquire the necessary skills and knowledge to get more involved in the ‘beyond GDP’ movement.

In addition to the above features, the Youth Portal contains a space for feedback, social media feeds and is made to be visually appealing through the use of photos and graphics.

The youth portal was launched on the 1st of December, and received 292 page views and 119 unique visitors in the first two weeks of December. During 2015, the Youth Portal will be a key component

Given these aims, and in particular, those of using the competition as a means to populate the new data portal with visualisations, and using the competition as a platform for enhanced citizen communications, it was clear that before launching the competition, it was necessary to fine-tune the data portal and communications strategy, which have been the focus of activities in 2014. With the data portal well-developed and open to the public, and with the demonstrated success of new approaches to communication on Facebook and Twitter, the foundations have been laid for a successful launch of the competition.

Prize

The decision of which prize to offer is an important one, as without the right prize, many people will not have sufficient incentive to enter the competition, and the overall impact of the activity for engaging citizens will be diminished. A key element in the decision to postpone the competition to 2015 was the awareness that the 5th OECD World Forum on Statistics, Knowledge and Policy, to take place in Guadalajara, Mexico on the 13-15th October 2015, presented a significant opportunity for the visibility of the competition, and for Web-COSI overall. By holding the competition in 2014, the distance between the competition and the Forum would be too great to capitalise on any linkages, but by postponing this activity to 2015, it would be possible to make the most of this opportunity. The winner or winners of the data visualisation competition will therefore be invited to Guadalajara in October 2015 to present their winning visualisations at the Forum. A lunchtime seminar for Web-COSI will be organised in order to publicise the achievements of the project. The OECD World Forums on Statistics, Knowledge and Policy have been held every two to three years for the last decade and have been important drivers of the global agenda on well-being and progress. They bring together a diverse range of practitioners from government, academia, civil society, official statistics, and business, including very high-level experts and world leaders. The chance to use the competition as a way to present Web-COSI at the Forum is an important opportunity to disseminate the findings of the project to a wide audience.

Communications

The communications strategy surrounding the competition will be central to its effectiveness at engaging citizens. The team plans to continue its relationship-building through social media with civil society organisations focused on citizen engagement, branching out to focus on organisations and networks that are interested in data journalism, visualisation and the civic tech movement.

An announcement of the competition will be made on all media networks (Twitter, Facebook, and at events). The Twitter account will focus on engaging leading youth thinkers to share information about the competition with their followers. People with large youth audiences in their Twitter accounts will be asked to retweet about the competition (even if they are not working directly on well-being). Social media posts will be shared well in advance with key partners and checks made that these have been posted on their Facebook accounts. All communications will set the competition in the context of Web-COSI.

Conclusions

Citizen engagement is at the heart of the Web-COSI philosophy of fostering ‘Statistics for all’, and the goal of involving a broader public in the dialogue surrounding well-being and progress measurement has been the driving force of a range of activities described in this report.

There have been two, complementary objectives for the work related to citizen engagement during 2014. First, many of the activities have been undertaken to develop a clearer *conceptual* understanding of the role and importance of citizen engagement for involving a broader public in the development and use of ‘beyond GDP’ statistics and data related to well-being and progress. These have included the workshops and the online discussions. Second, the objective has to been to increase *actual citizen engagement* with issues of relevance to Web-COSI (e.g. well-being measurement, the role of technology, beyond GDP statistics, and new data sources for social innovation), primarily through the Wikiprogress platform.

These two objectives are complementary, because many of the findings from the conceptual discussions have been used to inform and improve the overall citizen engagement strategy. For example: the focus on educating the public about the issues related to well-being measurement and statistics, has informed the design of the Wikiprogress University Programme; the need to distinguish the needs of different groups of citizens has informed the developed of the youth outreach strategy. Furthermore, even those events which were more ‘conceptual’ in nature, such as the workshops, were designed in such a way as to maximise overall citizen engagement, for example by providing live webcasting and using social media extensively.

Overall, the work on engaging citizens has provided a number of valuable insights, which will be fed into future work on Wikiprogress, as well as projects to be undertaken by Web-COSI partners in 2015. Furthermore, the large increase in citizen outreach through Wikiprogress channels, as evidenced by the large rise in visitors to the website, readers of the ProgBlog, and followers on Facebook and Twitter, will allow a much greater visibility for the continued outputs of Web-COSI in its second year.

Annex 1. Wikiprogress Facebook results

Facebook banner visual examples



Short video interviews with key partners posted on Facebook - Example



Wikiprogress

Posted by Emma Beer [?] · 10 October

Which well-being and data-related issue do you wish politicians would discuss more? Caroline Dobbing from HelpAge International discusses why data on the well-being of older people is important. <http://bit.ly/1qwTn1Q>

























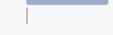










































Why data on the well-being of older people is important

Selected insights into Facebook posts

Your 5 Most Recent Posts

Reach: Organic/Paid Post Clicks Likes,

Published	Post	Type	Targeting	Reach	Engagement
01/12/2014 14:44	 Energy round-up: nuclear future?			2 	0 0 
01/12/2014 07:57	 Wikiprogress, in conjunction with European Youth Forum, HSBC, Restless Development & Web-COSI			16 	5 1 
29/11/2014 18:14	 Starting Monday: Wikiprogress, in conjunction with HSBC and Restless Development will lead an online			118 	0 2 
28/11/2014 16:32	 Announcement: Read more about the Wikiprogress focus on youth from Kate Scrivens, Wikiprogress			26 	1 0 
28/11/2014 15:27	 Carnegie UK have found that young people in Wales are the most entrepreneurial in the UK. Take			40 	7 0 

Published	Post	Type	Targeting	Reach	Engagement
14/12/2014 14:50	 Teresa Santos: "This is the Portuguese HBSC Team and it is very good to read so many			15 	0 0 
12/12/2014 09:20	 "Why is it that countries which we call "strong" are so powerful in creating wars but so weak in			326 	1 3 
12/12/2014 09:06	 Commonwealth Youth Programme: "I think it would be great to hear from some of the young			24 	0 1 
11/12/2014 16:38	 "The Carnegie UK Trust believes that access to high-quality enterprise education and opportunities			15 	4 0 
11/12/2014 16:13	 "The Carnegie UK Trust believes that access to high-quality enterprise education and opportunities			11 	0 1 
11/12/2014 11:08	 We're discussing youth and well-being on the Wikiprogress discussion board. But what youth			32 	5 0 
11/12/2014 08:44	 Olga Tschekassin: "I would like to share with you some facts from my work on the social situation of			26 	1 1 
11/12/2014 08:39	 Did you know that 50 percent of the world's out of school children and youth are in conflict-affected			19 	0 0 

An example of video content shared on Facebook featuring young people

We're discussing youth and well-being on the Wikiprogress discussion board. But what youth activists do you know? Is it possible to be young and to make an impact? 18 year old Natalie Warne tells her inspiring story on TEDxTeen <http://bit.ly/169ELTO>



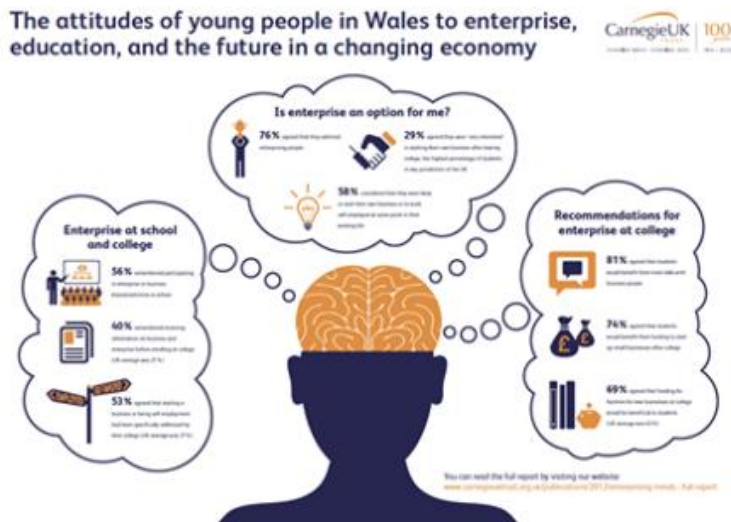
Content shared from the following select partners:

- Restless Development
- Carnegie UK Trust
- United Nations
- CafeBabel
- World Future Council
- UN Women
- Global Youth Wellbeing
- International Youth Foundation
- Social Progress Index
- Civicus
- Australian Bureau of Statistics
- Peterborough Open City (via Guardian Witness)
- HelpAge International
- Open Knowledge
- OECD Education
- OECD Wikichild
- OECD Wikigender
- OECD Better Life Initiative
- Annual Youth Assembly, United Nations
- Eurobarometer
- UNDP
- Partnership for Open Data (World Bank, Open Knowledge, Open Data Institute)
- The New Economics Foundation

Examples of content sharing on Facebook page from partners

wikiprogress | Posted by Emma Beer [?] · 22 October

Carnegie UK have found that young people in Wales are the most entrepreneurial in the UK. Take a look at the attitudes of young people in Wales to education, and the future in a changing economy in the infographic below.



wikiprogress | **Wikiprogress** shared a link.
Posted by Emma Beer [?] · 22 October

Have you ever thought that you could run your town better? See the Australian Bureau of Statistics' prize-winning app "Run that Town":
<http://bit.ly/1sYXUBa>



Australian Bureau of Statistics - Census "Run That Town"

This interactive work was produced by Leo Burnett Sydney on behalf of the Australian Census. // Follow Leo Burnett: Twitter: <http://twitter.com/leoburnett> Fa...



Wikiprogress shared a link via The Big Idea Restless Development.
Posted by Salema Wiki [?] · 13 October

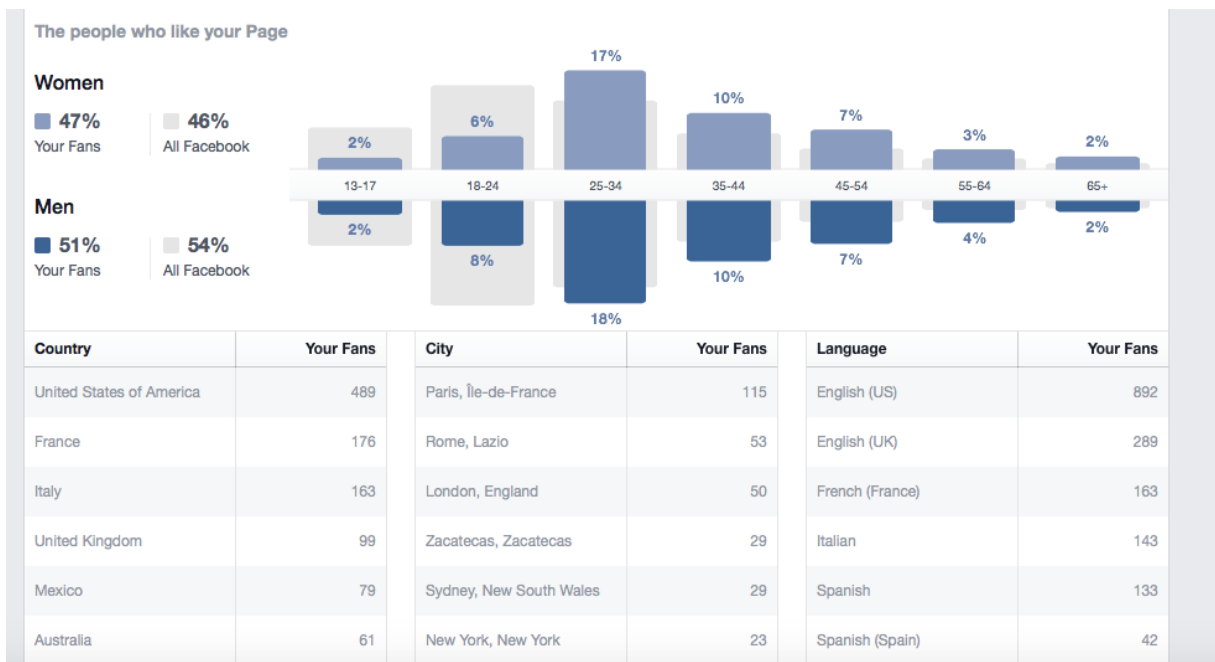
Find out how young people feel access to data will improve their lives and wellbeing!



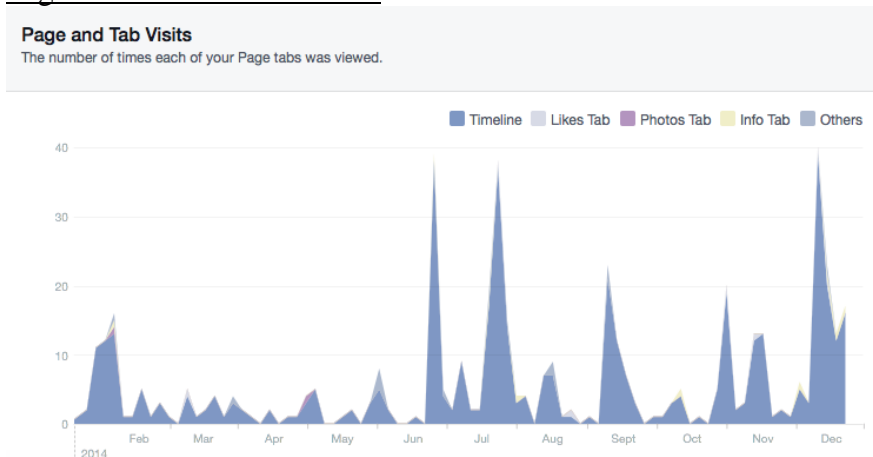
Young people's hopes for 2030.

Young people care about society and government. These are their hopes for 2030 that they wanted to share with you. This video was produced for the event "End..."

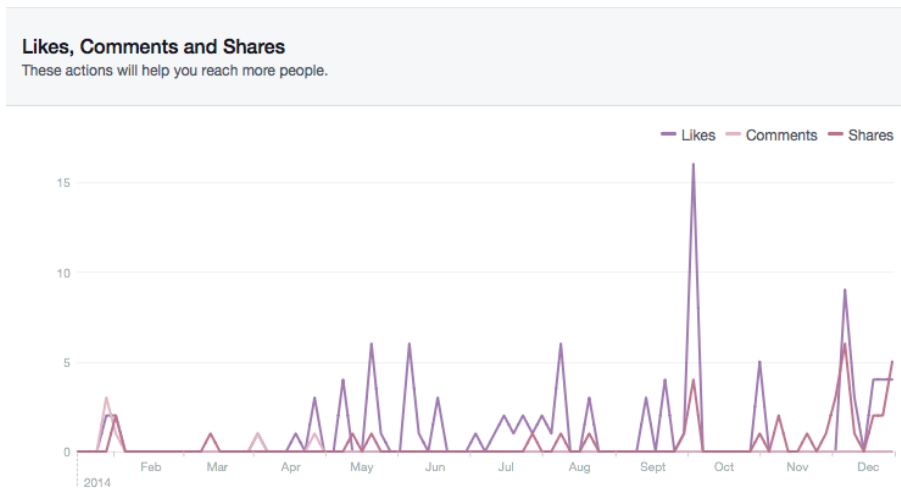
Facebook demographics



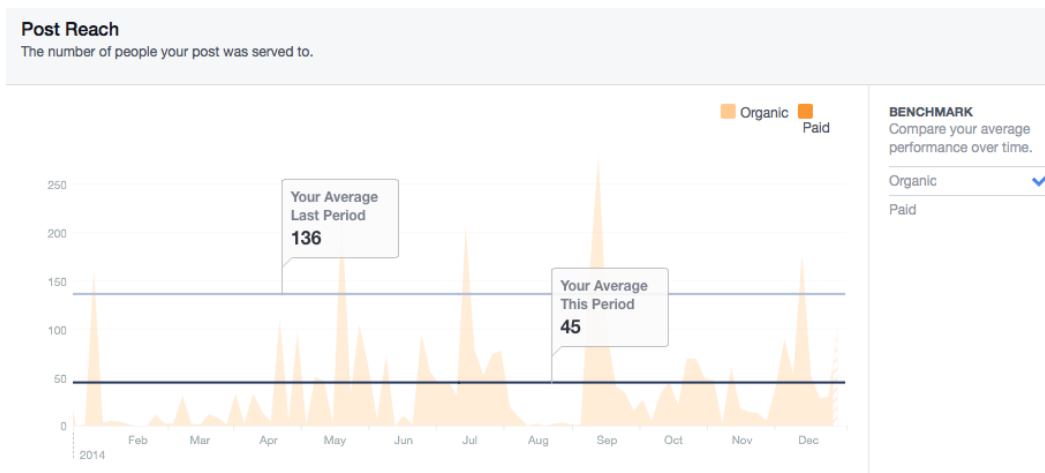
Page and Tab Visits for 2014



Likes, Comments and Shares for 2014



Post Reach for 2014



Facebook reach by post over a select period

Date	Post Content	Reach	Comments	Shares
03/11/2014 13:02	What development issues do young people prioritise in contrast to adults ? See this mini blog	31	0	1
31/10/2014 10:38	How are youth faring globally? The Global Youth Wellbeing Index video discusses some thought-	53	2	0
31/10/2014 09:35	How affordable is your city? Do high living costs affect your well-being? A new index compares the	150	12	2
30/10/2014 20:00	Increasing national well-being is to be put at the heart of Government policy-making, ministers will	46	1	0
29/10/2014 09:55	Is your country represented in the crowd-sourced Global Open Data Index 2014 measuring the state	31	0	0
29/10/2014 08:28	What are the best ways national statistics offices and governments can use technology to engage	296	5	5
24/10/2014 11:56	Solutions to transform youth governance in Ghana	26	0	0
24/10/2014 11:22	From development information to a data revolution	24	1	0

Facebook reporting metrics

	Total daily reach (total per month)	Total Likes	Events
Jan	1,471	1,172	
Feb	727	1,193	<i>Online discussion: Education that promotes wellbeing in Latin America</i>
March	987	1,239	
April	3,406	1,239	Online Discussion: Engaging citizens in well-being and progress statistics (22 April – 2 May) “Civil society actions to promote well-being in Latin America (1-16 April)
May	2,229	1,249	
June	1,746	1,288	Online Discussion: Making data more accessible for society at large: the role of open data, communication and technology (11 – 24 June)
July	2,020	1,303	
August	1,353	1,321	
September	3,903	1,336	Using Technology to Engage Citizens with Well-being Statistics - Perspectives from Civil Society (18 September, Paris)
October	2,622	1,407	Using Technology to Engage Citizens with Well-being Statistics (27 October, Paris)
November	8,723	1,550	Launch of Wikiprogress University Online Discussion Youth and Social Progress – Latin America, 19 Nov-4 December Launch of Youth Portal
December (1 - 17)	56,170	2,157	Online Discussion: Youth Well-being: Measuring what matters (1-17 December)

Select number of top-ranking youth-related posts in Facebook for 2014



Wikiprogress shared a link.
Posted by Emma Beer [?] · December 12

"Why is it that countries which we call "strong" are so powerful in creating wars but so weak in bringing peace? Why is it that giving guns is so easy but giving books is so hard? Why is it that making tanks is so easy but building schools is so difficult?" Congratulations on your Nobel Peace prize Malala Yousafzai
<http://bit.ly/1yPvw5G>



Malala Yousafzal - Nobel Lecture: Bismillah hir rahman ir rahim. In the name of God, the most...
www.nobelprize.org
Nobelprize.org, The Official Web Site of the Nobel Prize



Wikiprogress
27 November at 20:28 ·

European youth and employment: how should we organise ourselves?
CafeBabel asked young people some 'easy' questions about the job market. <http://bit.ly/1pshoxi>



TEASER - European youth and employment: how should we organise ourselves?
2 December 2014 - 18.30 Rue de la Sablonnière 30 - 1000 Brussels Jacques Brel Youth Hostel More info...
YOUTUBE.COM



Wikiprogress
12 November ·

What is the best way to engage young people in communities? Take a look at the recommendations collated by young people in five countries across Sub-Saharan Africa <http://bit.ly/1EucBNf>

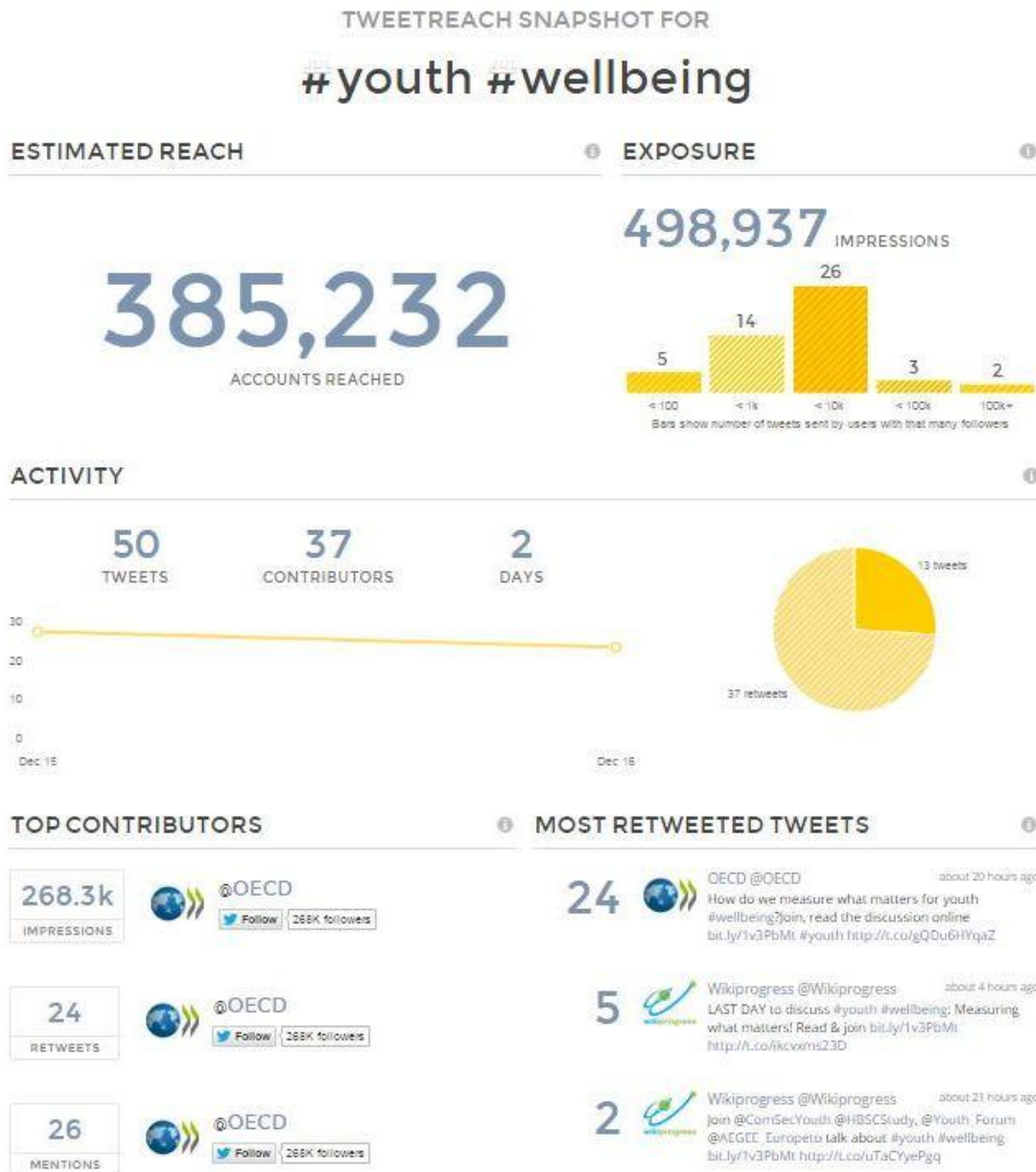
2013- 2014 Youth Think Tank Report | The MasterCard Foundation

Over the last two years, The MasterCard Foundation's Youth Think Tank has examined youth engagement...

MASTERCARDFDN.ORG

Annex 2. Wikiprogress Twitter results

TweetReach report for 16 December 2014



A sample of the twitter accounts engaged and their reach and ‘impressions’⁶, on 16 December 2014


CONTRIBUTORS


	Tweets	RTs	Impressions
OECD	1	24	268.3k
lead_sa	1	0	108.9k
commonwealthsec	3	0	46.9k
Wikiprogress	8	7	17.7k
IGLYO	4	0	16.7k
OECD_Social	1	0	5.4k
Wikigender	1	1	5.2k
ComSecYouth	2	0	4.7k
nefwellbeing	1	0	4.5k
jot_au	1	0	3.9k
UKOECD	1	0	1.7k
WhitefordPeter	1	0	1.6k
noevanhulst	1	0	1.3k
YMCASwansea	1	0	1.2k
HBSCStudy	1	0	1.1k
GOLDKENYA	1	0	1.1k
BaarahK	1	0	1k
XXura	1	0	1k
ChrisDerboven	1	0	898
VOCEDplus	1	0	709
jcbme	1	0	707
ShibuCheruvellil	1	0	687
thegreentake	1	0	675
AMR_YMCA	1	1	662
ajanegray	1	0	469
nichoms	1	0	395
CommYouthSDP	1	0	393
TonyChapmanUK	1	1	299
Think_Best2	1	0	214
LakeheadPDE	1	0	142
zoncoracaliente	1	0	112

TWEETS TIMELINE

Dec 16, 2014 at 1:01 pm UTC


 IGLYO @IGLYO 20 minutes ago
 #Youth #Wellbeing comes through challenging discrimination and ensuring youth social inclusion wikiprogress.org/index.php/Onli...


 Wikiprogress @Wikiprogress about 1 hour ago
 "#Wellbeing of #youth...is result of a complexity of factors relating to how Y/P are included in society..." @IGLYO bit.ly/1v3PbMt


 Centre 4 Wellbeing @nefwellbeing about 2 hours ago
 RT @Wikiprogress: LAST DAY to discuss #youth #wellbeing: Measuring what matters! Read & join bit.ly/1v3PbMt <http://t.co/ikcvxms23D>

 HBSC Study @HBSCStudy about 3 hours ago
 RT @Wikiprogress: LAST DAY to discuss #youth #wellbeing: Measuring what matters! Read & join bit.ly/1v3PbMt <http://t.co/ikcvxms23D>

 CYSDP @CommYouthSDP about 3 hours ago
 RT @Wikiprogress: LAST DAY to discuss #youth #wellbeing: Measuring what matters! Read & join bit.ly/1v3PbMt <http://t.co/ikcvxms23D>

 Wikiprogress @Wikiprogress about 3 hours ago
 RT @LP_CarnegieUK: @CarnegieUKTrust contribution to @Wikiprogress online discussion on #youth #wellbeing bit.ly/1ur2tR#ented#en...

 Commonwealth Youth @ComSecYouth about 4 hours ago
 RT @Wikiprogress: LAST DAY to discuss #youth #wellbeing: Measuring what matters! Read & join bit.ly/1v3PbMt <http://t.co/ikcvxms23D>

 Peter Whiteford @WhitefordPeter about 4 hours ago
 RT @OECD: How do we measure what matters for youth #wellbeing? Join, read the discussion online bit.ly/1v3PbMt #youth <http://t.co/gQ...>

Twitter Impression during the online discussion on youth wellbeing (2-17 December)

Your Tweets earned **21.9K impressions** over this **16 day** period



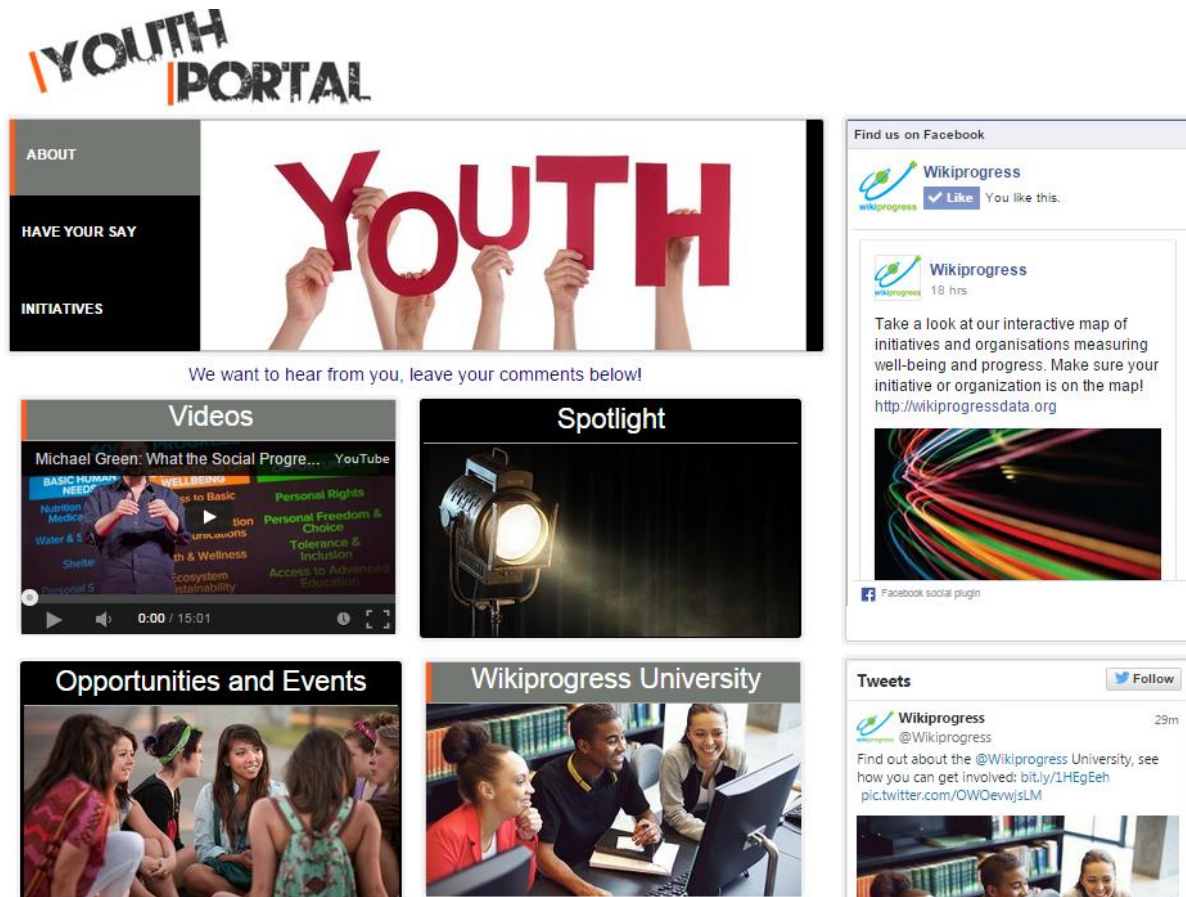
⁶ Impression is the number of times the users saw the tweets on Twitter

Examples of popular tweets during the Wikiprogress social media campaign



Annex 3. Youth Portal

Screenshot of Youth Portal landing page



Tweets for young people related to activity on the portal


Wikiprogress @Wikiprogress · Dec 9
 Young Person?The @ComSecYouth is recruiting for Young Professionals, #youth more here: [youtube.com/watch?v=8cXHa-...](https://www.youtube.com/watch?v=8cXHa-...)

 YouTube



4



2



View more photos and videos



Wikiprogress @Wikiprogress · Nov 24

Attention #Youth! Join @AIESEC & take the #youthspeak survey on #education RT @myworld2015 bit.ly/1wk27k9



Blog, exploring youth issues, posted on the ProgBlog

- [A critical moment to engage young people](#), by Katherine Ellis, Director of Youth at the Commonwealth Secretariat.
- [How to help the world's youth](#), by Nicole Goldin, director for Youth, Prosperity, and Security Initiative with the Project on Prosperity and Development at the Center for Strategic and International Studies.
- [Wikiprogress focus on youth well-being](#), by Kate Scrivens, Wikiprogress Manager.
- [A chance to design the way forward for education](#), by Michael Ward of the OECD

Annex 4: Online discussion on youth well-being

Page view and unique visitors for Wikiprogress discussion page in 2014 (Google Analytics)

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?
	11,695 % of Total: 3.83% (305,464)	8,696 % of Total: 3.35% (259,646)	00:03:27 Site Avg: 00:02:38 (30.70%)
1. /index.php/Online_Discussion_Youth_Wellbeing_-_Measurement_and_Policy	2,470 (21.12%)	1,852 (21.30%)	00:04:10
2. /index.php/Online_Discussion_Engaging_citizens_in_well-being_and_progress_statistics	1,947 (16.65%)	1,359 (15.63%)	00:04:39
3. /index.php/Online_Discussion_Making_data_more_accessible_for_society_at_large	1,808 (15.46%)	1,353 (15.56%)	00:04:44

Comments and engagement on twitter related to the discussion

Wikigender @Wikigender · Dec 15
 DON'T MISS the discussion on #Youth #Wellbeing: Measuring what matters via @Wikiprogress bit.ly/1v3PbMt



Expand

Wikiprogress @Wikiprogress · Dec 7
 Quel est la conception du bien être chez les jeunes aujourd'hui ? On a envie de t'entendre ! bit.ly/1v3PbMt @jeunes_gouv @CJ_PLQ

Olga Tschekassin @OlgaTschekassin · Dec 10
 @Wikiprogress employment matters for #youth #wellbeing #EU thevoice.barcelonagse.eu/2014/12/10/you... @barcelonagse

RETWEET 1 FAVORITE 1


10:27 AM - 10 Dec 2014 · Details

Reply to @OlgaTschekassin @barcelonagse

Wikiprogress @Wikiprogress · Dec 10
 @OlgaTschekassin thnx! Please do leave a comment & link to the @barcelonagse article on our discussion thread here: bit.ly/1v3PbMt

Dec 8: "Democratic participation should be measured as an indicator for #youth #wellbeing" @AEGEE_Europe. Do you agree?
bit.ly/1v3PbMt



 Wikiprogress retweeted



Parole aux jeunes @laparoleauxjeun · Dec 5

@Wikiprogress Pour nous le bien vivre et le bien être pour les jeunes c'est de tout faire pour rester en bonne santé



  1  

[View conversation](#)



IGLYO @IGLYO · 15h

Equal health a basic human right. Youth rights = #Youth #Wellbeing
wikiprogress.org/index.php/Onli...

  1  



Wikiprogress @Wikiprogress · Dec 8

"include the measurement of access to sport & play as indicator to #youth #wellbeing" @CommYouthSDP WHAT DO U THINK? bit.ly/1v3PbMt

  1  3 



CYSDP @CommYouthSDP · Dec 8

@Wikiprogress Sport is a tool for improving lives, economically, socially, personally and through many different ways #youth #wellbeing

RETWEETS	FAVORITES
2	2



1:19 PM - 8 Dec 2014 · [Details](#)



Katherine Ellis @ComSecKatherine · Dec 3

Join us for an important conversation on youth #wellbeing, hosted by @wikiprogress. What are the most important... fb.me/3q3DtI20s

  5  



Sebahattin Devecioğlu @sbhtndvcgl · Dec 6

Youth well-being: measuring what matters! online discussion
Until 15 Dec 2014!
bit.ly/1v3PbMt

#Youth #Wellbeing

  1  



SD2015 @SD2015 · Dec 6

Online consultation: What is the relationship between #youth #wellbeing and #post2015? bit.ly/1yCgf7b | via @Wikiprogress

  5  2 

Annex 6. Proposal for online debate on youth well-being in collaboration with CATALYST

Proposal summary

The OECD proposes a collaboration with CATALYST (CAPS project), and specifically with Assembl, in order to run a debate with a community of young people (50-100 people) to discuss the question:

“How can the well-being of young people be better reflected in government statistics and policy?”

The discussion will run for approximately 2-3 months.

Background

For the last 10 years, the OECD has been at the forefront of the movement to go ‘beyond GDP’ in the measurement of social progress. In 2004, the 1st OECD World Forum was held in Palermo, Italy on “Statistics, Knowledge and Policy” and it was the first major international conference to bring together representatives of all sectors of society – academia, government, civil society, business, as well as official statistics - to discuss the role of progress statistics in setting the policy agenda. During the decade since then, the OECD has held many more events (including three more Forums) to move forward the discussion, and participated in the Stiglitz-Sen-Fitoussi commission, whose 2009 report laid out the statistical agenda for improving progress measurement. In 2011, the OECD Statistics Directorate launched the [Better Life Initiative](#), with an extensive programme of work to improve the measurement of well-being and progress across multiple dimensions, including the interactive [Better Life Index](#), used to communicate comparable data on well-being to a broad public.

A core principle of the ‘Beyond GDP’ movement is for the process of developing and using well-being statistics to be as inclusive as possible. Technical expertise is crucial for ensuring the quality of statistical methodology, but in order to develop measures that are representative of people’s values and priorities, and that can have an impact on policy and public debate, discussions around progress measurement need to involve more than just experts – they need to bring together people from all sectors of society. To this end, [Wikiprogress](#) was launched in 2009, to provide an online platform for sharing knowledge and data related to measuring well-being and progress. Wikiprogress is hosted and staffed by the OECD, but is an open-source, collaborative website that is intended to serve a community of researchers, policy makers, grassroots organisations and NGOs, as well as interested members of the public by gathering information on well-being, and running community activities such as online discussions on relevant topics.

In 2014-15, the OECD is a partner in the EC-funded FP7 project [Web-COSI](#) (under the CAPS group of projects funded by DG Connect), whose aim is to maximise the potential of online platforms to engage citizens with well-being and progress statistics. OECD Web-COSI deliverables are centred on Wikiprogress, and a major part of this work is to strengthen the engagement of young people and students with well-being and progress statistics. The Wikiprogress team is planning an extensive youth engagement communications campaign including competitions, a Wikiprogress University Programme and an improved social media strategy. By partnering with CATALYST, and using Assembl to host an in-depth discussion on how best to represent young people’s interests in well-being and progress policy, this will offer the opportunity to mobilise an active community of young people and for their input to contribute to discussions around how best to measure progress and design policy for well-being.

Objective

The main objective of the debate will be to gain a fresh perspective on the issue of how best to design well-being measures and policy from a group that is largely marginalised from existing discussions, in order to better represent young people's priorities in high-level discussions.

Target community

Wikiprogress has around 16,000-20,000 unique monthly visitors for the main site and a blog that regularly hits around 1000 readers a post. In addition we have a regular newsletter with over 30,000 subscribers, as well as over 2000 Facebook likes and over 2100 Twitter followers. We also host online discussions (lasting about 2 weeks) several times a year, which attract around 30-40 participants each.

While Wikiprogress has a fairly large audience, as the topics of 'progress' and 'well-being' are very broad, Wikiprogress does not have one cohesive 'community' but rather a diverse range of sub-communities. For specific events (such as online discussions) we therefore have to work with partners to form an engaged community for the duration of the event. For working with young people, we have been developing partnerships with relevant organisations throughout the year. It should be easy for us to foster an engaged community of 50-100 young people, with the help of our partners. We can also make participation in the discussion a core aspect of our planned Wikiprogress University Programme, where we will be forming a network of students interested in issues of well-being and progress to contribute knowledge and data for the platform. The timing works out well, as we will be launching many of our youth engagement activities in October and November 2014 (competitions, Wikiprogress University Programme), so this will allow us time to build up a core group of engaged young people.

We also have strong relationships with many experts and organisations working on the issue of child and well-being through our active sub-wiki on [Child Well-being](#). It would be interesting to involve experts working on this field in the dialogue with young people.