



# CITIZENS AS AUDIENCE: WEB PLATFORMS FOR COMMUNICATION

Eurofound's experience

*Mary McCaughey*



## **Eurofound's mandate**

- To provide knowledge in the area of social and work-related policies ...
  - ▶ Multi-country
  - ▶ Multi-lingual
  - ▶ Multi-faceted
  - ▶ Multi-dimensional
- Web primary communication channel

Eurofound, a tripartite European Union Agency, provides knowledge to assist in the development of social and work-related policies.

Find info by theme:

- Choose -



Find info for a country:

-Select a country-



### Spotlight on

#### Quality of life

17 article(s)

Changing fortunes in Europe's newest  
Member State  
28 June 2013

#### Older people

3 article(s)

Workers over 50: Getting the balance  
right  
10 July 2014

#### Employment

19 article(s)

Working in the shadow economy  
10 June 2013

### Psychosocial risks in Europe

Prevalence and strategies for prevention

#### Psychosocial risks in Europe: Prevalence and strategies for prevention

17 October 2014 | Publication

Psychosocial risks in  
Europe...

Mapping youth  
transitions in...

First European Quality  
of...

### Latest

Press releases

News

Background: Work, care and inclusion of older people

Spotlight entry

### Upcoming Events

### Surveys

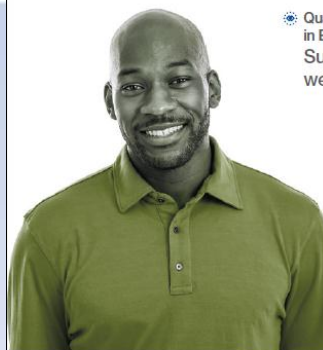
#### European Company Survey (ECS) 2013

The survey, carried out from in the spring of 2013, maps a number of practices used in European workplaces, as well as how they are discussed and negotiated at workplace level as well as some of their outcomes.

Overview

Survey Mapping tool

First findings résumé



☀ Quality of life in Europe: Subjective well-being



☀ Quality of life in Europe: Quality of society and public services



☀ Quality of life in Europe: Social inequalities



☀ Quality of life in Europe: Trends 2003–2012



☀ Quality of life in Europe: Impacts of the crisis

3rd

3rd  
European  
Quality of Life  
Survey



3rd  
European  
Quality of Life  
Survey



3rd  
European  
Quality of Life  
Survey





Eurofound



### Foundation Findings

Political trust and civic engagement during the crisis

3<sup>rd</sup> EQLS policy brief



European Foundation for the Improvement of Living and Working Conditions



### Foundation Findings

Household over-indebtedness in the EU: The role of informal debts

3<sup>rd</sup> EQLS policy brief



European Foundation for the Improvement of Living and Working Conditions



### Foundation Findings

Social situation of young people in Europe

3<sup>rd</sup> EQLS policy brief



European Foundation for the Improvement of Living and Working Conditions

# **Eurofound well-being information**

- Sourced from
  - ▶ European Working Conditions Survey
  - ▶ European Quality of Life Survey



## Eurofound example

- European Quality of Life Survey
  - ▶ Every four years
  - ▶ Unique, pan-European survey
  - ▶ Sample of adult population selected randomly for face to face interview
  - ▶ Examines objective circumstances of citizens' lives
  - ▶ How they feel about circumstances and lives in general
  - ▶ Looks at range of issues
    - employment, income, education, housing, family, health, work-life balance
  - ▶ and subjective topics
    - people's levels of happiness, how satisfied they are with their lives, and how they perceive quality of their societies



# European Quality of Life Survey

Rounds	2003, 2007, 2011 (next – 2016)
Target population	Resident population of 18+ years living in private households, 34 countries
Fieldwork period	Sept 11 – Feb 12 for EU27 (20 N=1000 countries and 7 larger sample countries) May-July 2012: HR, IS, FYROM, ME, KO, RS, TR
Sampling type	Random probability sampling: 15 EU countries (5 name-based, 10 household registers) + Iceland Random route sampling: 12 EU and 6 non-EU countries
Sample stratification	By region and urbanisation level (except MT)
F2F interview type	CAPI: 20 EU countries and Macedonia and Iceland PAPI: 7 EU countries and 5 non-EU countries





# Subjective well-being measures:

## 26 indicators in the EQLS

Life satisfaction	Happiness	Hedonic
Q30, scale 1-10	Q41, scale 1-10	Q45a cheerful and in good spirits
		Q45b calm and relaxed
		-Q46a particularly tense
		-Q46c downhearted and depressed
WHO-5 mental well-being	Perceived social exclusion	Eudaimonic measure
Q45	Q29e feel left out of society	Q29a Optimistic about future
	Q29f Life's become too complicated	Q29b what I do is worthwhile
	Q29g value of what I do not recognised.	Q29c I am free to decide how to live
	Q29h people look down on me	
Stress and busyness	Loneliness	Overall
Q29c free to decide	Q46b: I have felt lonely	All Q29
Q29d no time to enjoy		Q30 Life satisfaction
-Q45b calm and relaxed		Q41 Happiness
Q46a particularly tense		Q45 (WHO-5 mental well-being)

European Quality of Life Survey 2012

- Employment and work-life balance
- Family and social life
- Health and public services
- Home and local environment
- Quality of society
- Social exclusion and community involvement
- Standard of living and deprivation

Subjective well-being

Visualisation

- European map
- European bar chart
- National bar chart
- National comparison
- Data matrix
- Country groups (line)
- Country groups (radial)
- National subsets timeseries

Visualisation data

- Data table

European Quality of Life Survey 2012

bg cs da de el en es et fi fr hr hu it lt lv mk mt nl pl pt sk sl sv tr

Subjective well-being  
I generally feel that what I do in life is worthwhile

By :

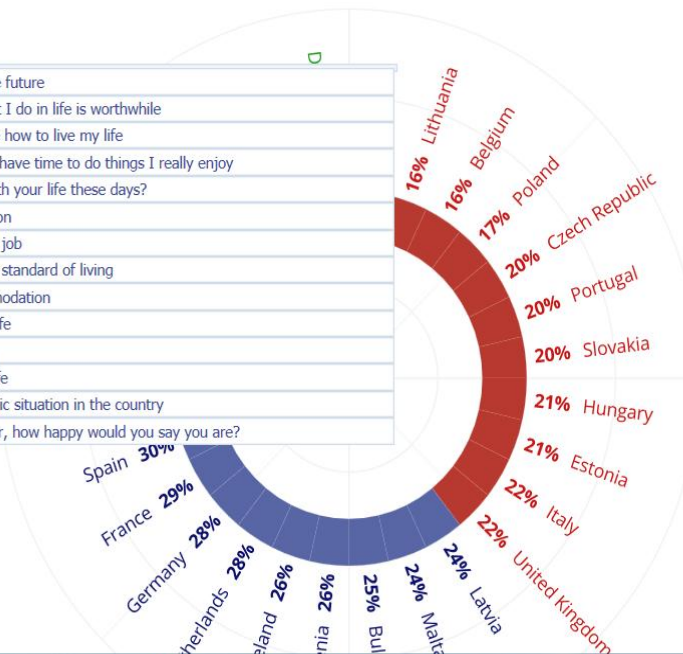
Age

All ages

Answer :

Strongly agree

- I am optimistic about the future
- I generally feel that what I do in life is worthwhile
- I feel I am free to decide how to live my life
- In my daily life I seldom have time to do things I really enjoy
- How satisfied are you with your life these days?
- Satisfaction with education
- Satisfaction with present job
- Satisfaction with present standard of living
- Satisfaction with accommodation
- Satisfaction with family life
- Satisfaction with health
- Satisfaction with social life
- Satisfaction with economic situation in the country
- Taking all things together, how happy would you say you are?



[EWCS 2010 Survey Results](#)

Job context (11)

Working time (12)

Work intensity (9)

Physical factors (12)

Cognitive factors (9)

Psychosocial factors (7)

**Health and well-being (6)**

Skills, training and career prospects (8)

Work organisation (9)

Social relationships (5)

Job fulfilment (7)

Work-life balance and financial security (7)

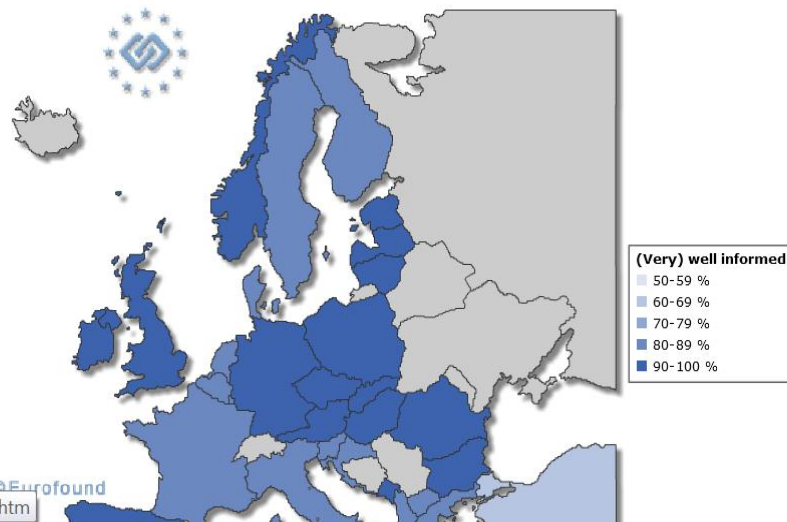
Violence, harassment and discrimination (5)

Survey methodology

## → How well informed are you about health and safety risks related to your job? (q30)

### Available languages:

[en](#) [bg](#) [cs](#) [da](#) [de](#) [el](#) [es](#) [et](#) [fi](#) [fr](#) [ga](#) [hu](#) [it](#) [lt](#) [lv](#) [mt](#) [nl](#) [pl](#) [pt](#) [ro](#) [sk](#) [sl](#) [sv](#)

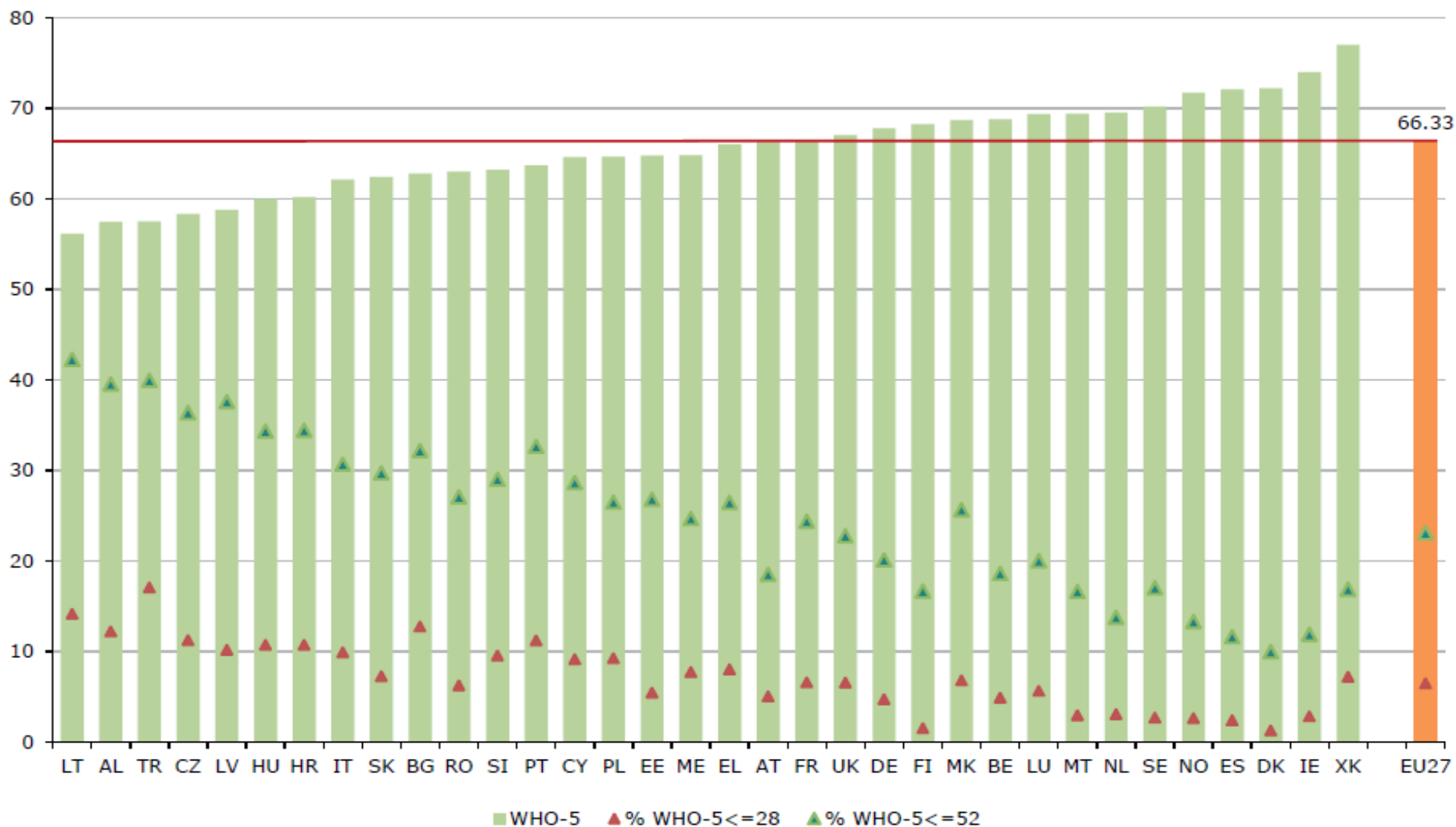


- As a part of subjective well-being measurement, EF continuously surveys the mental well-being of Europeans, both in the EQLS and EWCS.
- WHO-5 is a 5 item scale used for that:
  - ▶ Range 0-100
  - ▶ If below mid-point, an indication to preventively test for depression
  - ▶ If below 28, likely depression and warrants further assessment.

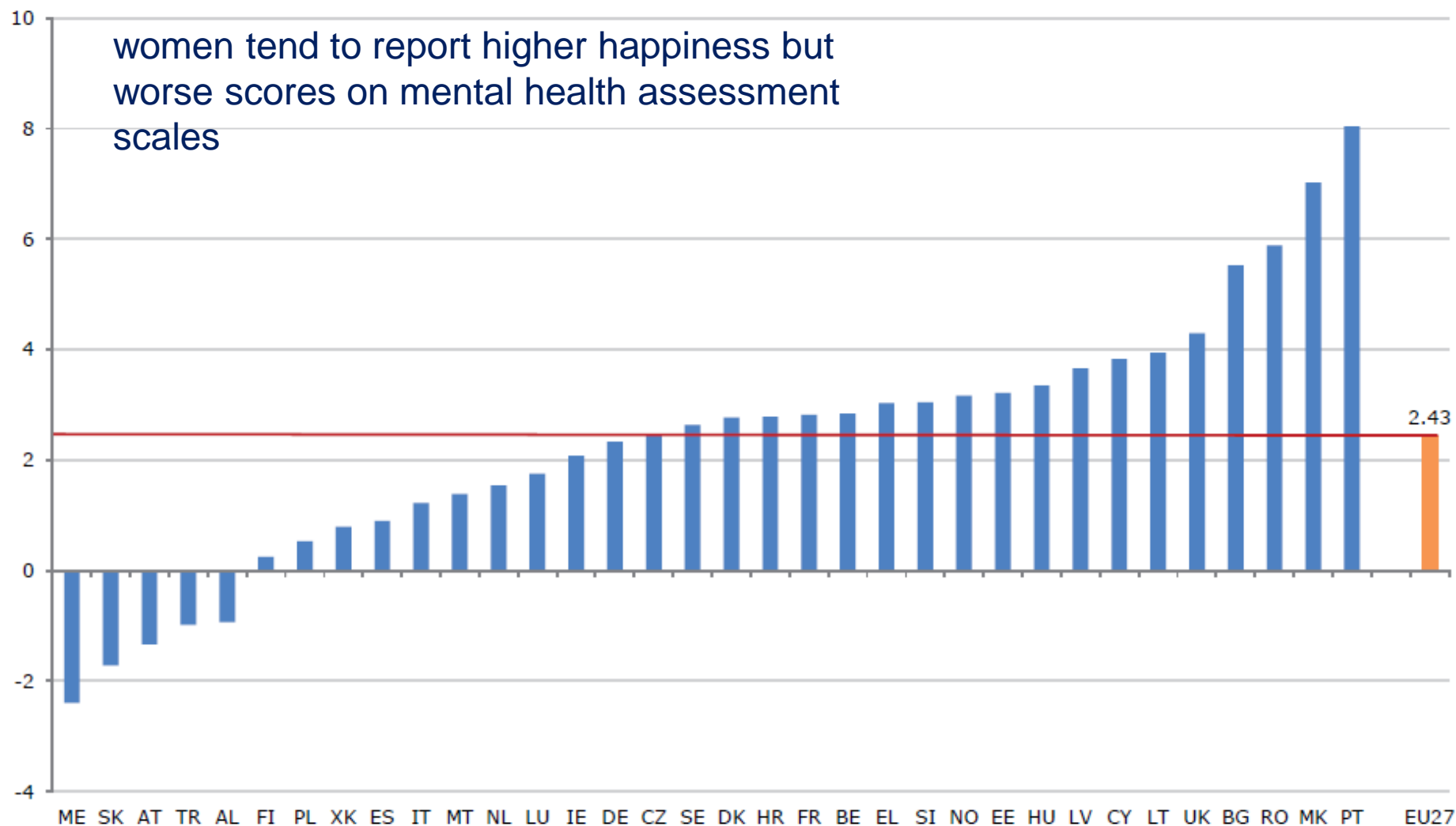


# Mental well-being of workers in Europe

Eurofound (2013), *Health and well-being at work*, p.8



# Gender gap in mental well-being of workers in Europe



# Perceived social exclusion (index 1-5) of young people

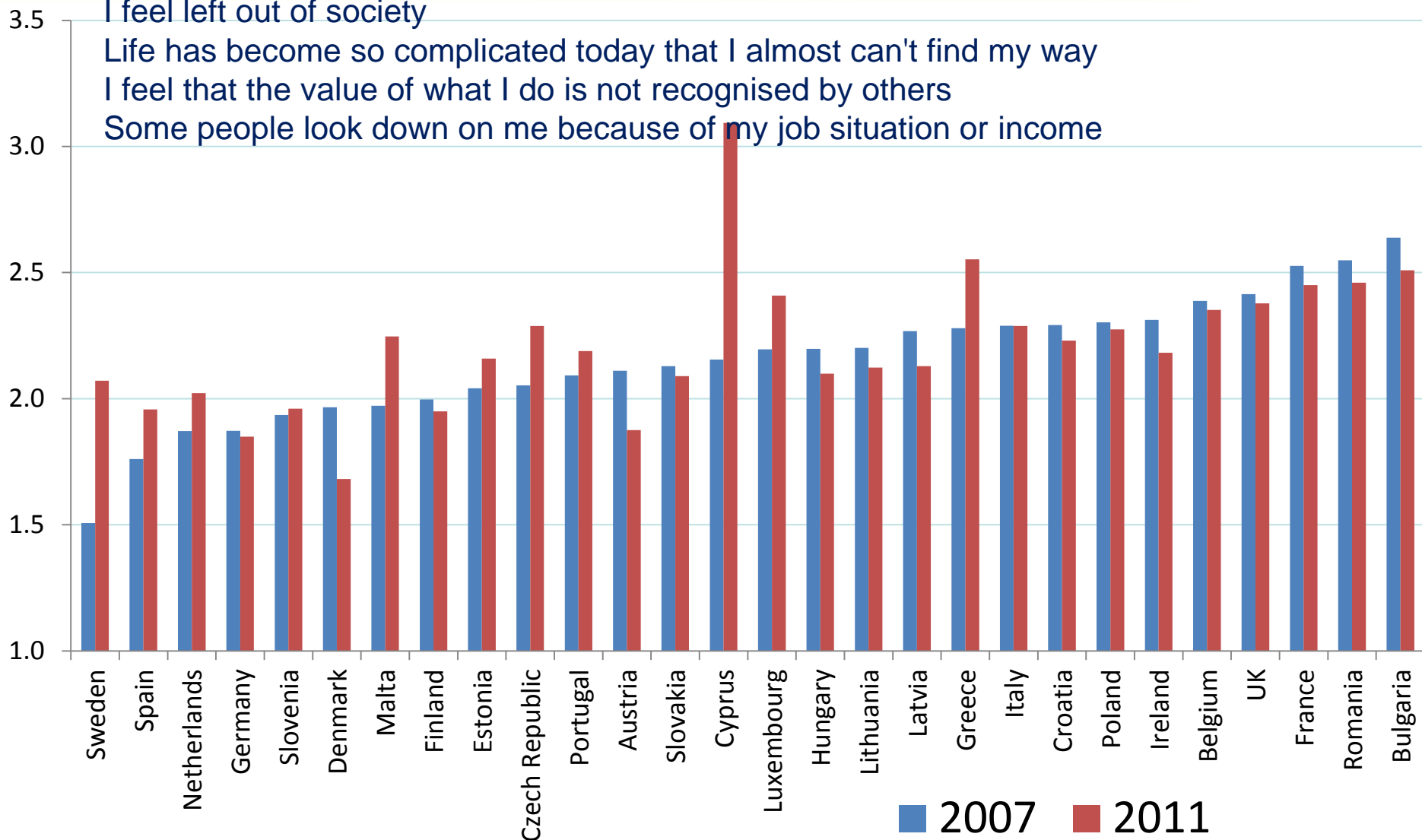
Average of:

I feel left out of society

Life has become so complicated today that I almost can't find my way

I feel that the value of what I do is not recognised by others

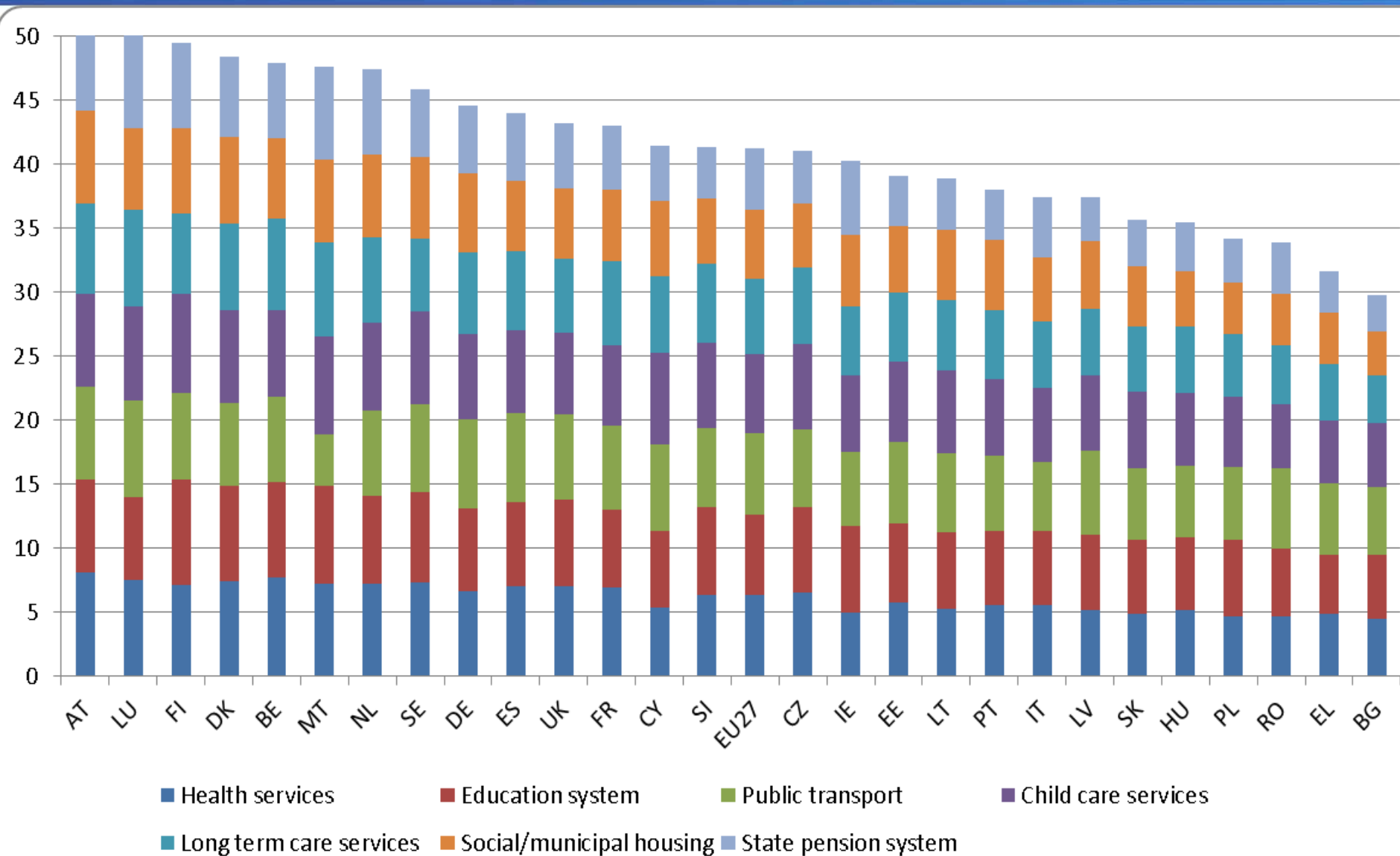
Some people look down on me because of my job situation or income





# How would you rate the quality of each of the following public services in [COUNTRY]?

scale 1–10 / EQLS 2011

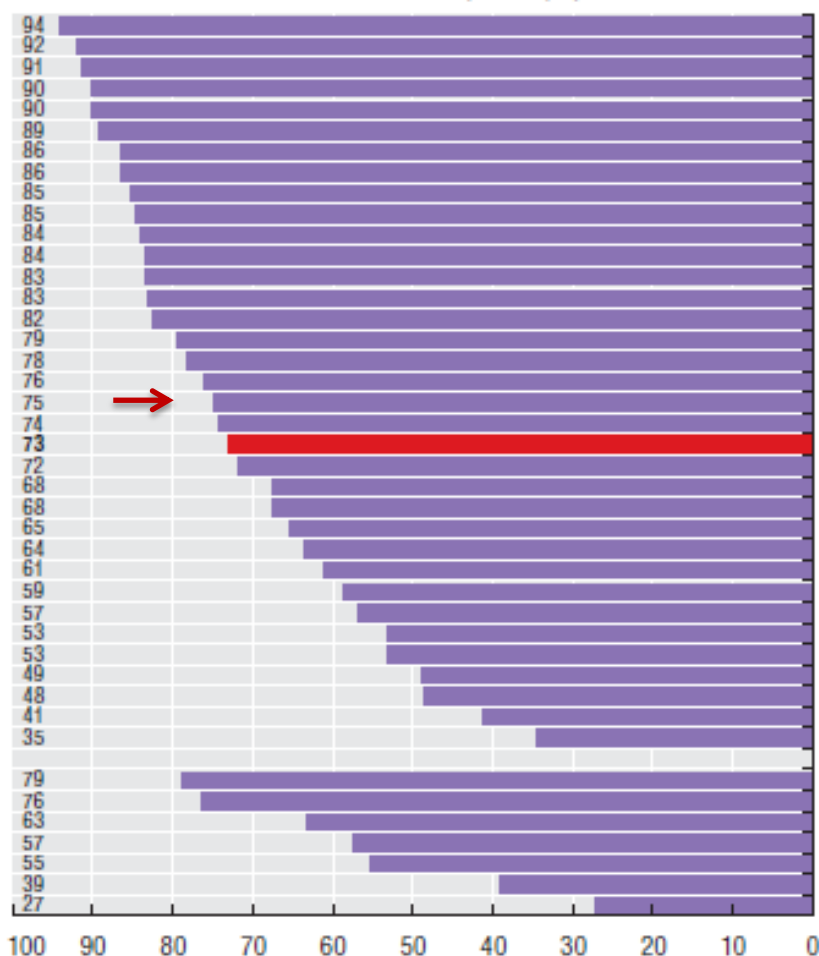


EQLS Q25. In all countries there sometimes exists tension between social groups. In your opinion, how much tension is there between each of the following groups in this country?

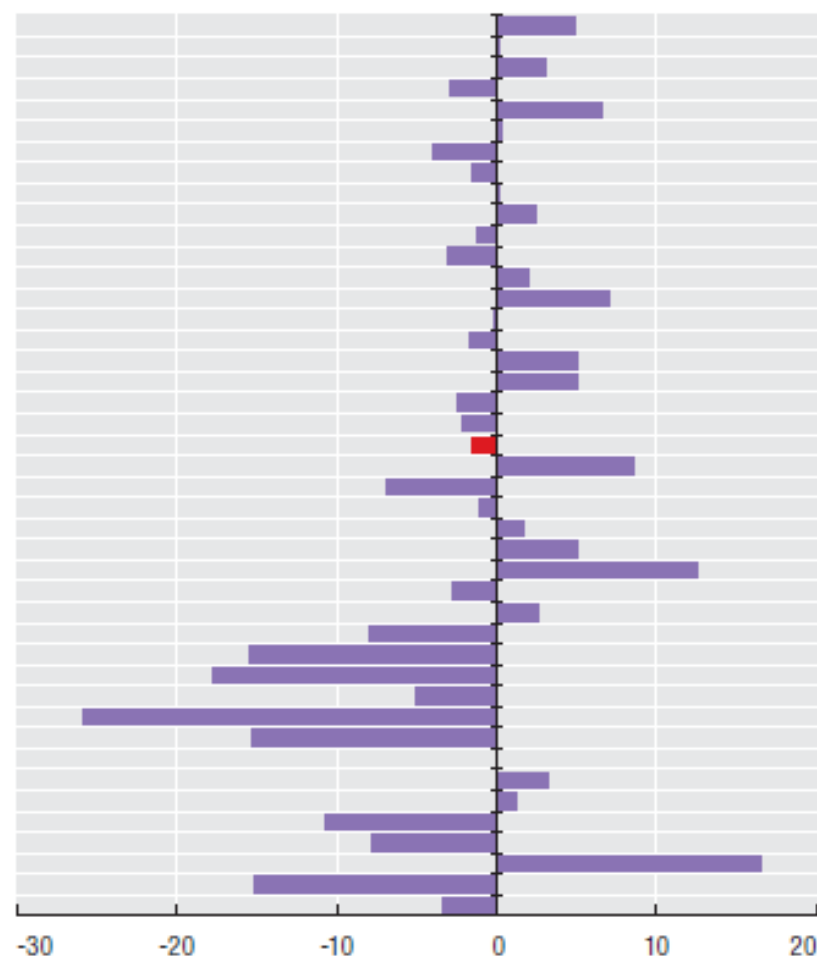
A lot / Some / No tension

- ▶ Poor and rich people
- ▶ Management and workers
- ▶ Men and women
- ▶ Old people and young people
- ▶ Different racial and ethnic groups
- ▶ Different religious groups
- ▶ Groups with different sexual orientation (*added 2011*)

**Panel A. Share of people who think that the city or area where they live is a good place to live for immigrants from other countries, 2012 (%)**

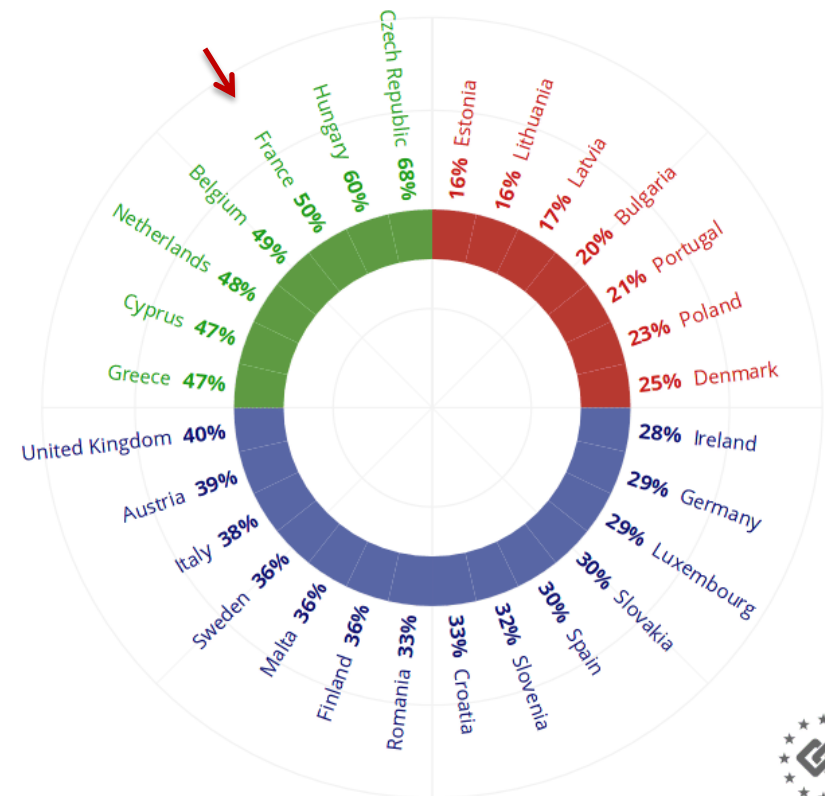


**Panel B. Percentage point change between 2007 and 2012**



OECD (2014), "[Tolerance](#)", in *Society at a Glance 2014*.

Data source: Gallup World Poll



## **Using web to communicate this data**

### **Issues facing Eurofound**

- Increased number of Member States
- Increase complexity of data (questions and filters)
- Increased presentational difficulties (print and online)
- Increased desire to provide graphical comparisons
- Increased demand for multilingual information
- Increased demand for interactivity



## **Using web to communicate this data**

### **Issues facing Eurofound**

- Trends in web communication show more innovative ways of using web for two-way communication than just publishing
- European Parliament requests that the Agency communicate results and impact its work has on European citizens in an accessible way, mainly through its website
- Roadmap calls on Agencies to be multilingual, transparent
- Important to investigate to what degree Eurofound and target audiences would benefit from increased engagement and interactivity, for what purpose and how



## Eurofound approach

- New way of presenting survey data online
- Allowing users to select findings they wish to view
  - ▶ breakdowns e.g. country, gender, age
  - ▶ formats: table, bar chart or map
- Facilitating user engagement with data
- Complement survey reports
  - ▶ comprehensive online, selective in print
  - ▶ [European Working Conditions Survey 2010](#)



## What we required

- Web based tool to be installed on the server
- Integration with Drupal, active community
- Mobile friendly and accessible
- Tool does not limit amount of data in, or number of, charts
- Export options for web users, data and graphics
- Good aesthetics and size of chart gallery
- Accurate maps



## Advantages

- Real maps
- Accessible and responsive
- Works on all devices
- Better quality graphics (.svg), also print quality
- Bookmarkable urls
- Fully multilingual
- More visualisations: country comparisons, groupings, tables
- Searchable menus



# New data visualisation tool



## Into the future

- Discussion with UK Data Service on using EQLS data (adjusted – simplified, with data protection perspective in mind) for software application development
- [EU-open data portal](#)
- Data gathering through the web that could complement surveys and provide data between iterations



## Into the future

- Incentive for users to provide their input - chance to benchmark themselves against the ‘average’ European
- Provide tool for gathering responses, comparison with existing data, serving the comparison online
- Publish and promote new tool to assess users’ willingness to provide data
- Not representative sample, but could provide indication of change for further investigation by traditional means



## Into the future

- Another option to ask for opinions on what important to cover in a survey
- No claim to produce valid data for research purposes
- But could argue target groups have assigned importance to certain topics to feed into questionnaire development process and further analysis reporting



## Lessons learned

- Data explorer increasingly popular
- User specific needs
- User sessions grow
- Replication across Agencies
- Extraction, reproductions, references







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