



OECD
Better Life
Initiative

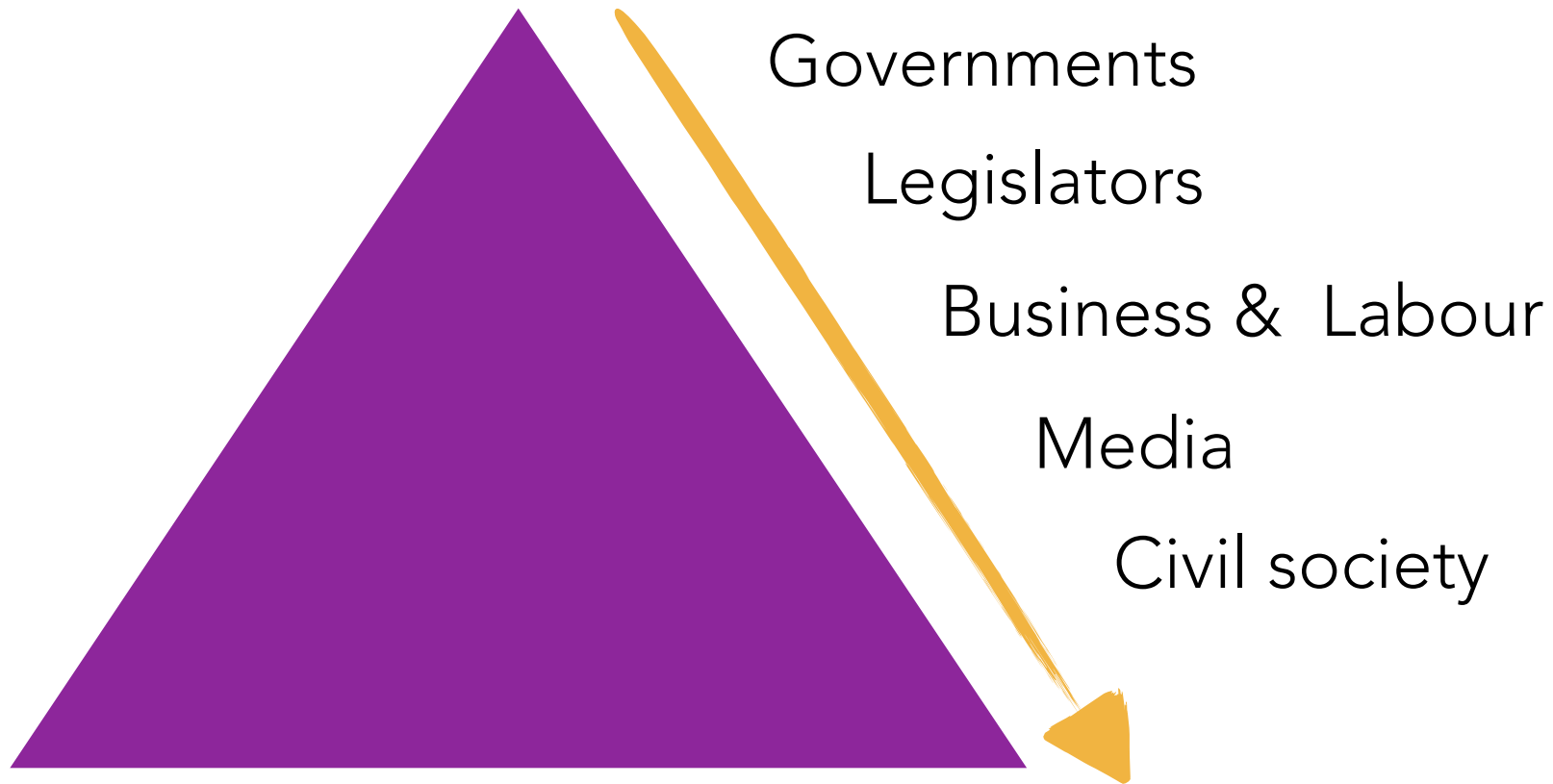
Citizens as audience:

web platforms for communication
and dissemination

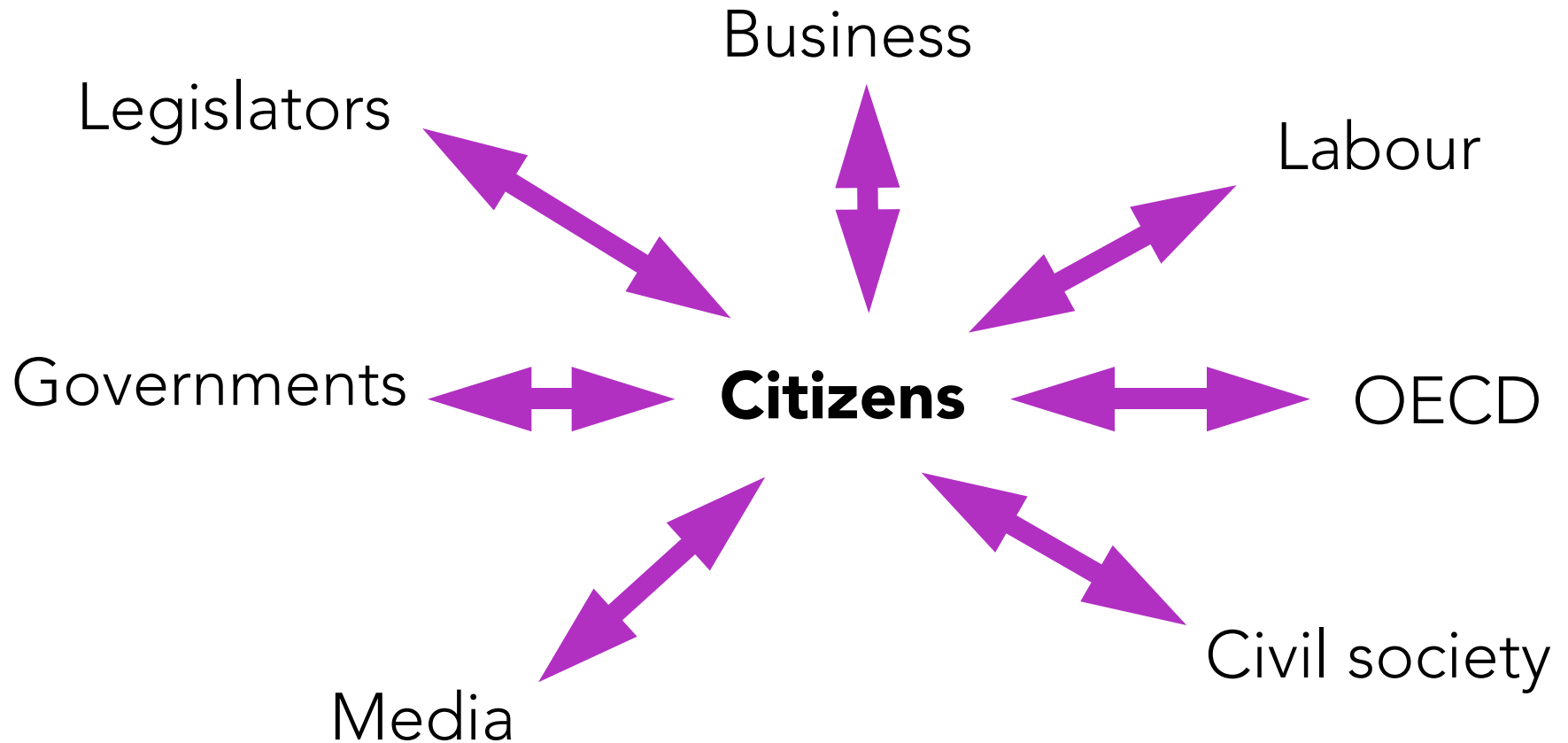


Using Technology to Engage Citizens with Well-being Statistics
27 October 2014 | Lorena M. Sánchez

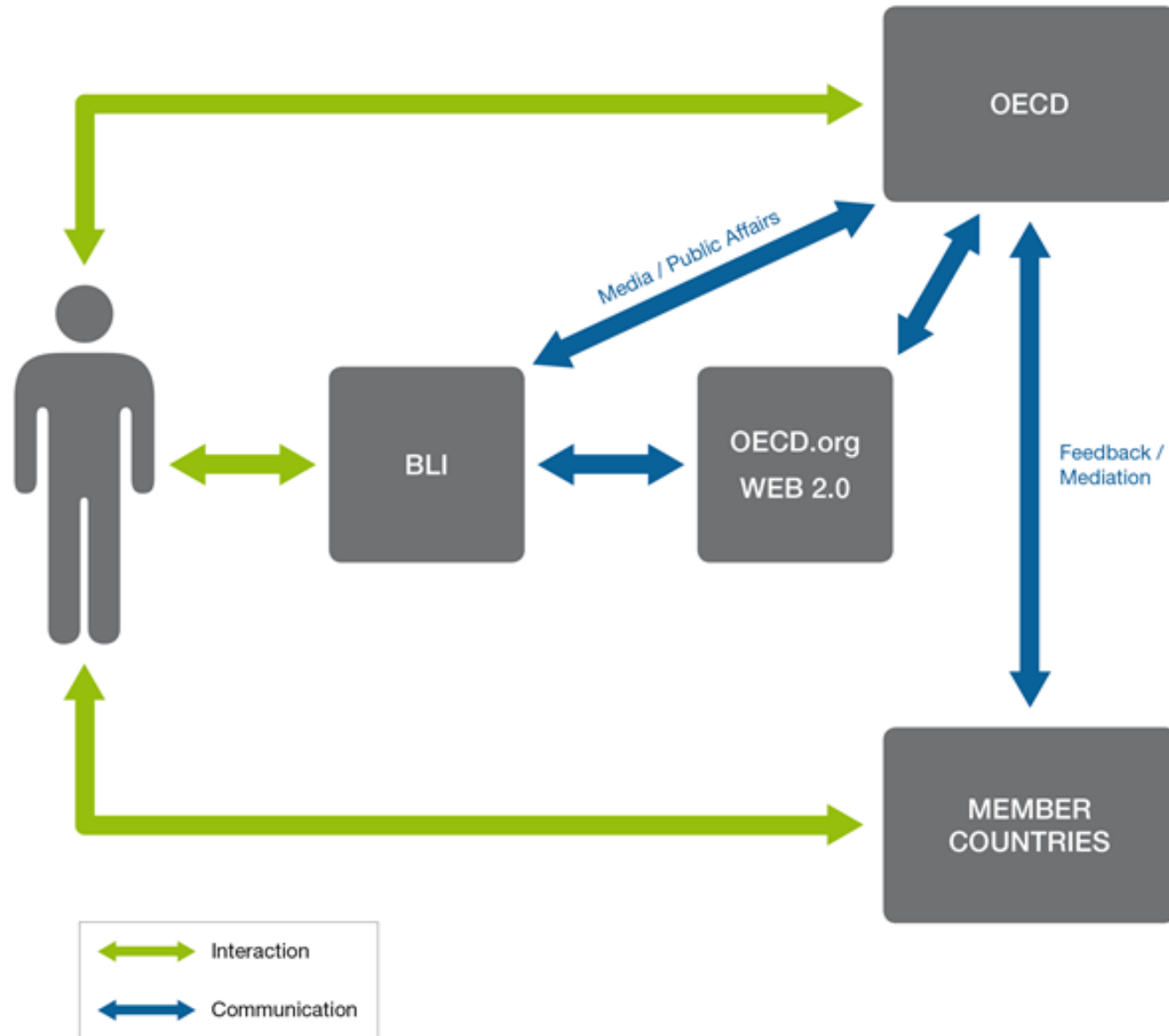
TRADITIONAL OECD AUDIENCES



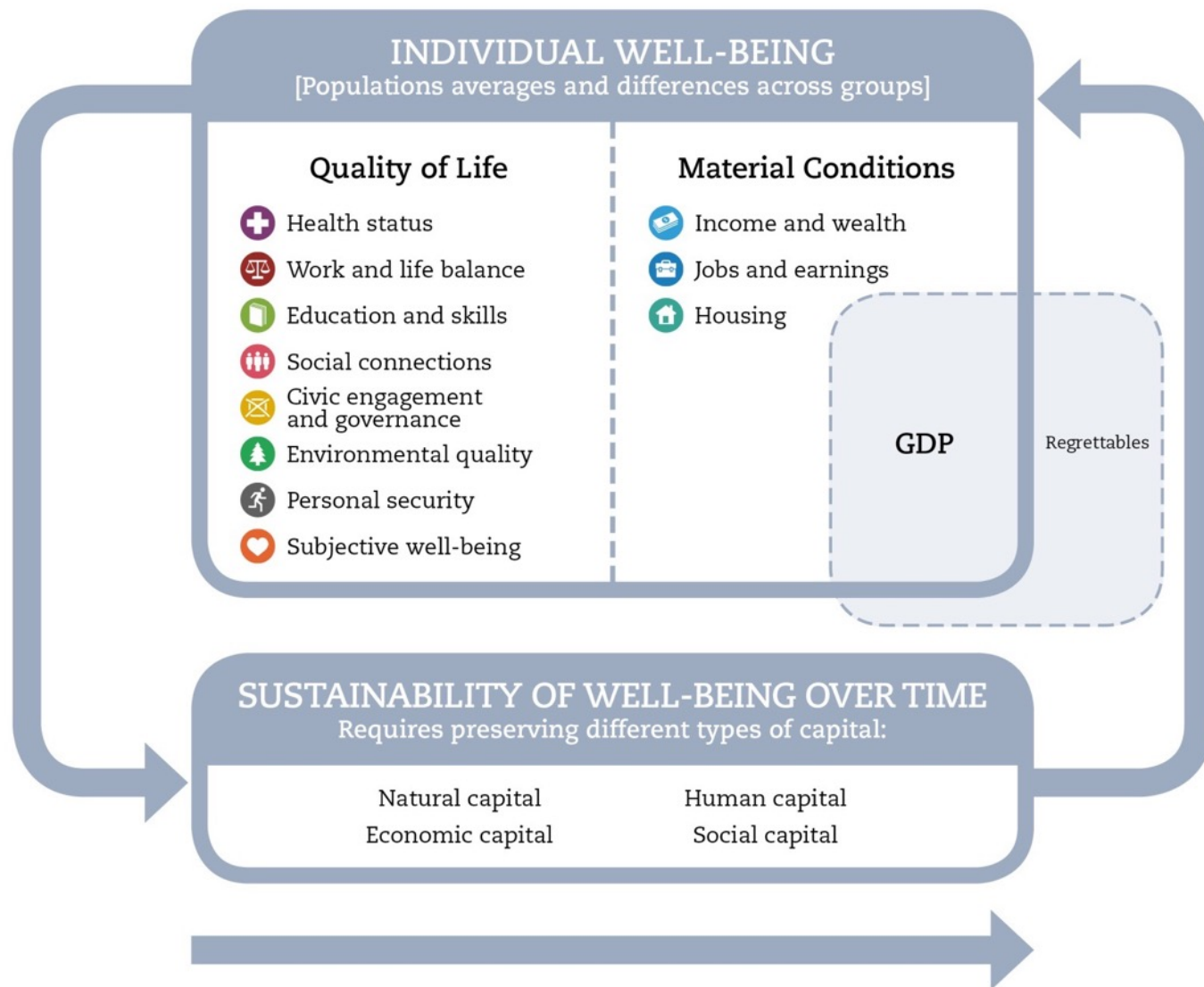
FROM AUDIENCES TO STAKEHOLDERS



USER JOURNEY



OECD BETTER LIFE FRAMEWORK



OECD BETTER LIFE INDEX

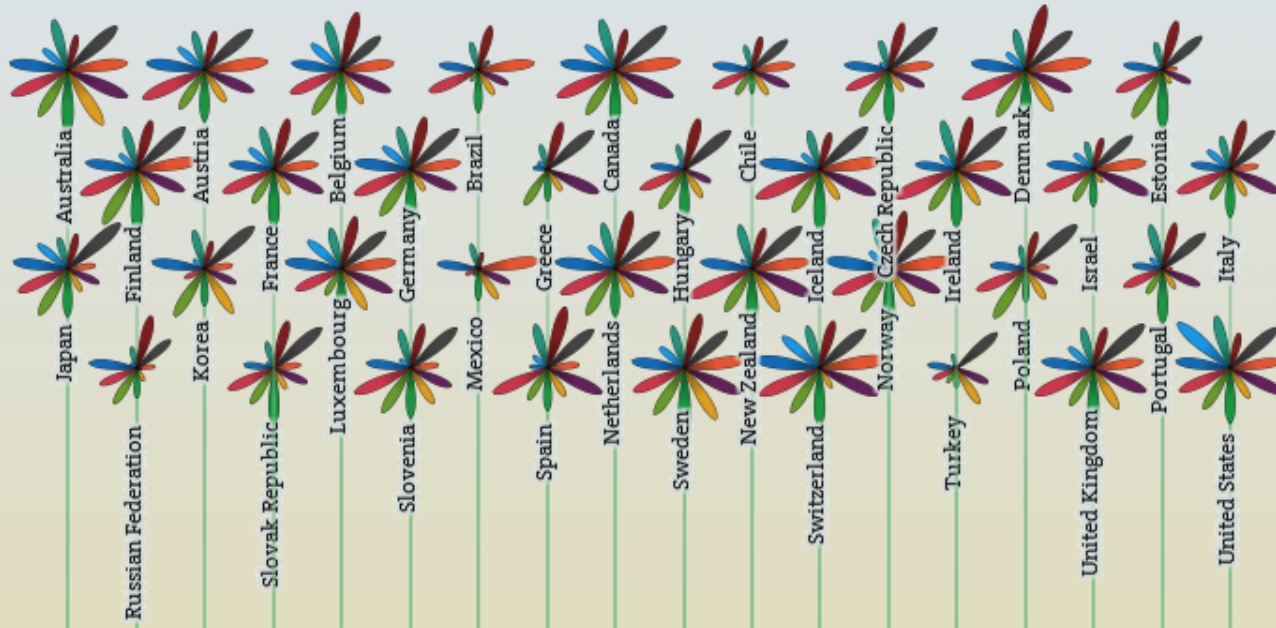
RATE, CREATE, PARTICIPATE

Create Your Better Life Index

What is your recipe for a better life — a good education, clean air, nice home, money?
See how your country measures up on the topics important to you. [Help](#)

Start with all topics rated equally

or set your own preferences [here](#).

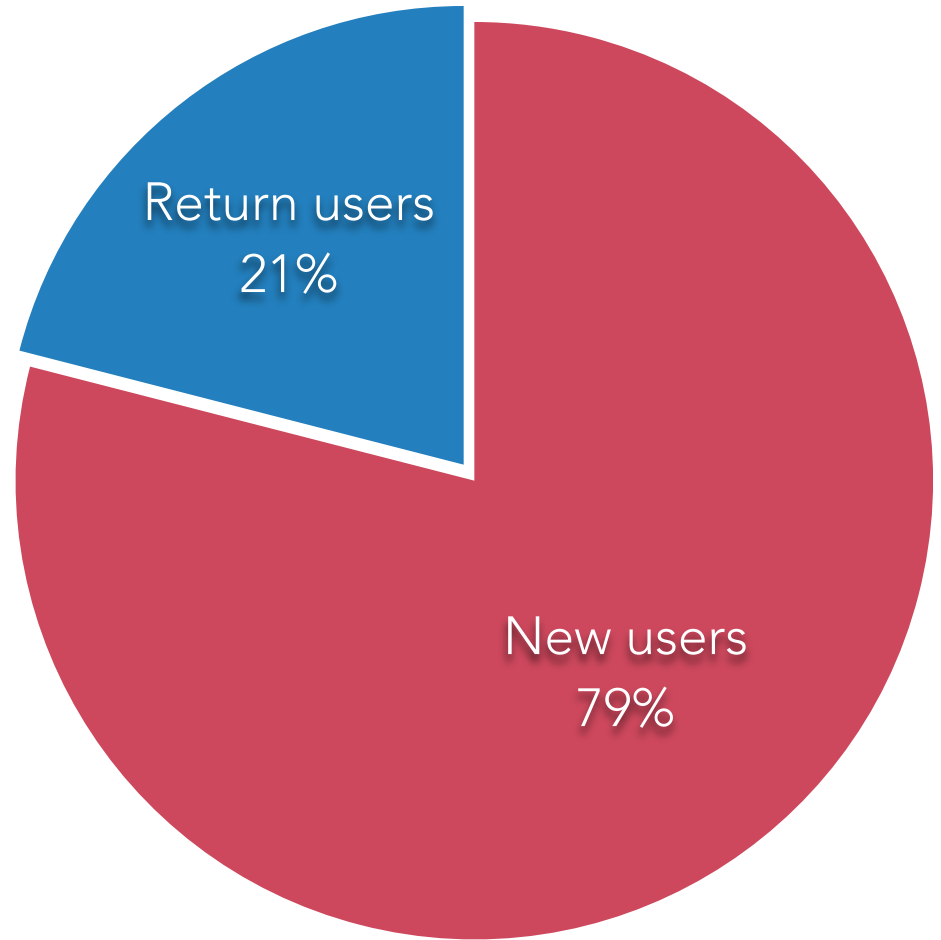


Create Your Better Life Index

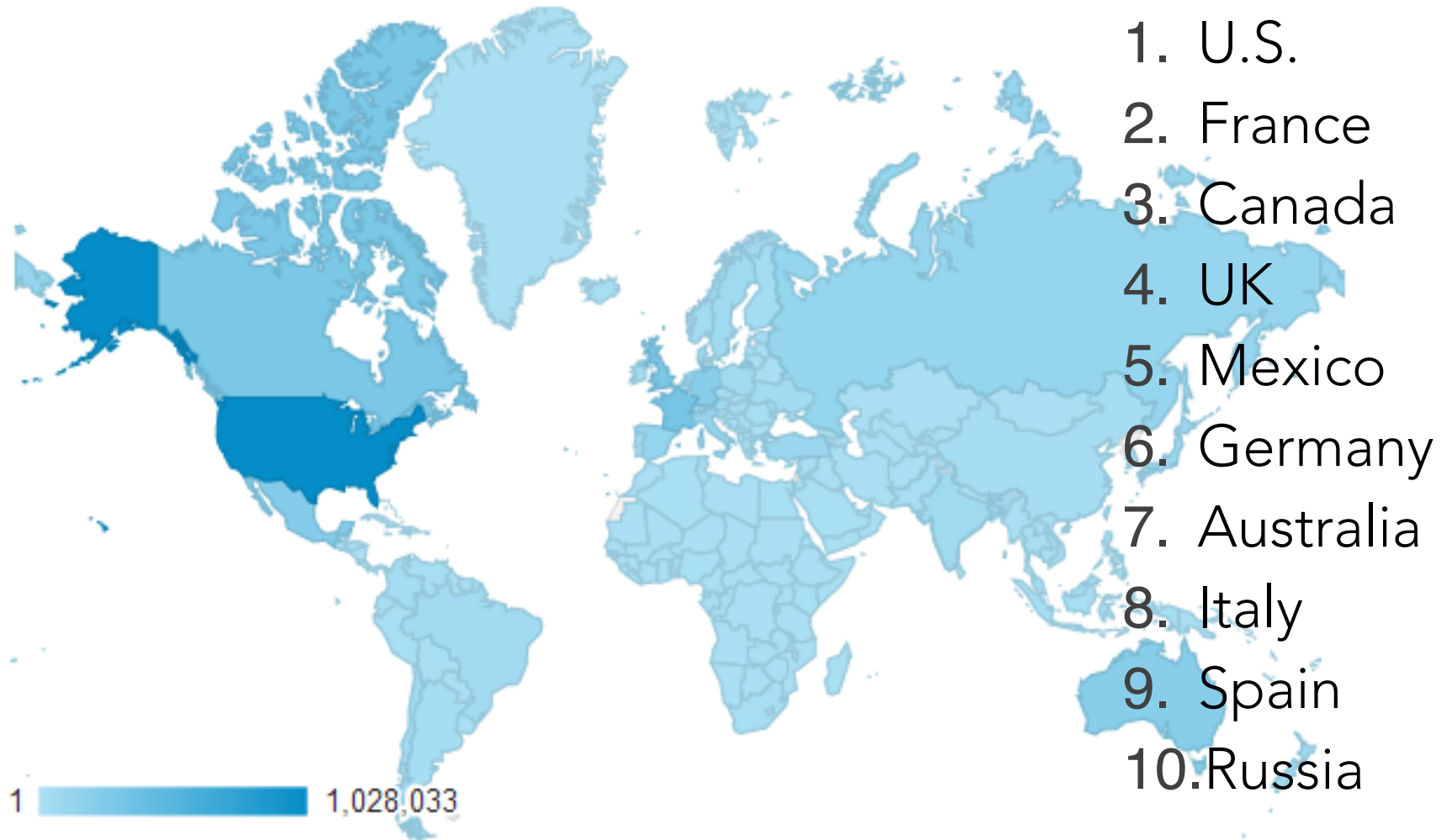
Rate the topics according to their importance to you:

	-	+
Housing	<input type="range"/>	
Income	<input type="range"/>	
Jobs	<input type="range"/>	
Community	<input type="range"/>	
Education	<input type="range"/>	
Environment	<input type="range"/>	
Civic Engagement	<input type="range"/>	
Health	<input type="range"/>	
Life Satisfaction	<input type="range"/>	
Safety	<input type="range"/>	
Work-Life Balance	<input type="range"/>	
Reset Help		

PARTICIPATION
NEW USERS
EVERY DAY



USER TRAFFIC



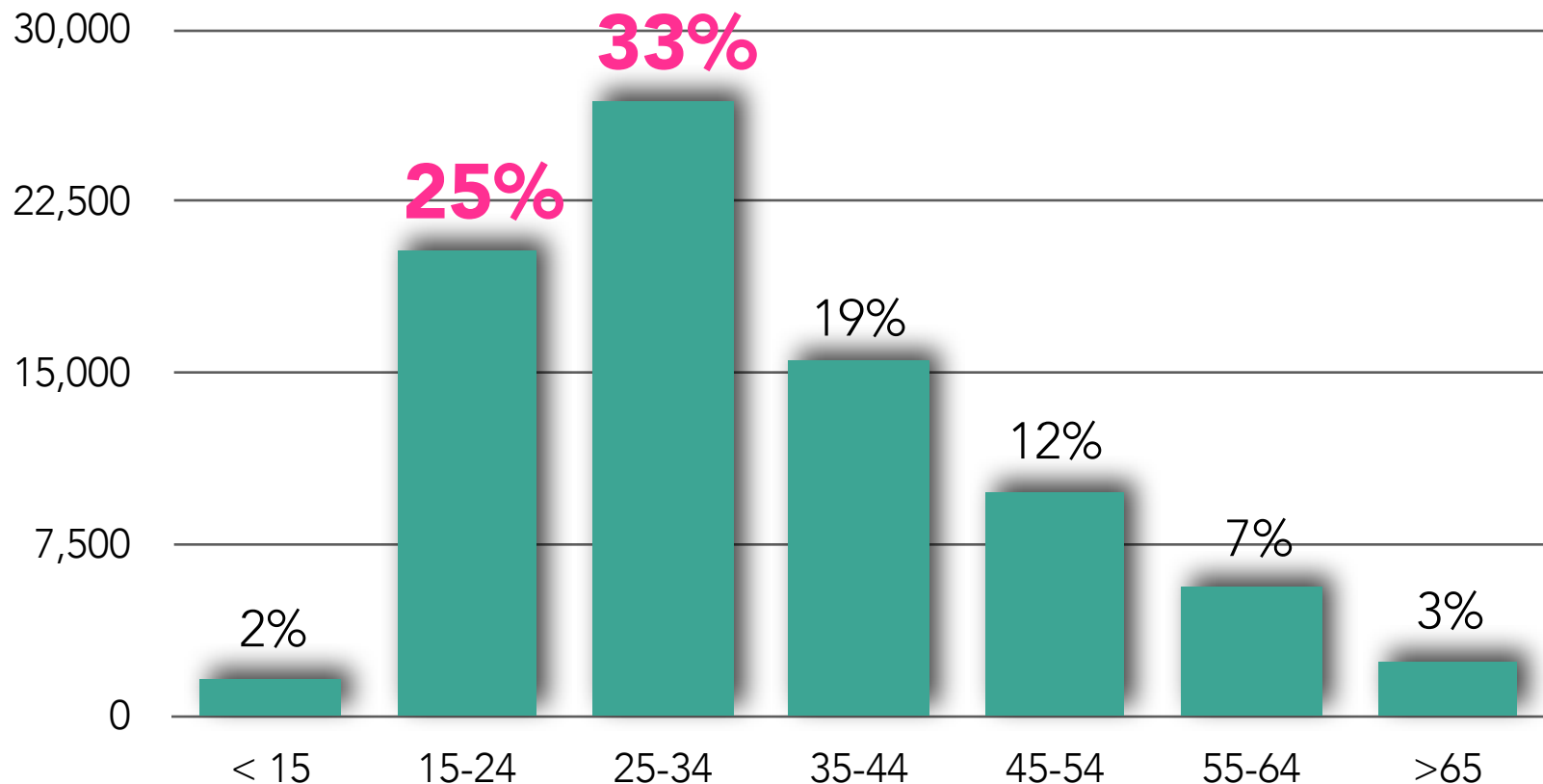
4.9 million visits from 184 countries

PARTICIPATION
BREAKDOWN
BY GENDER



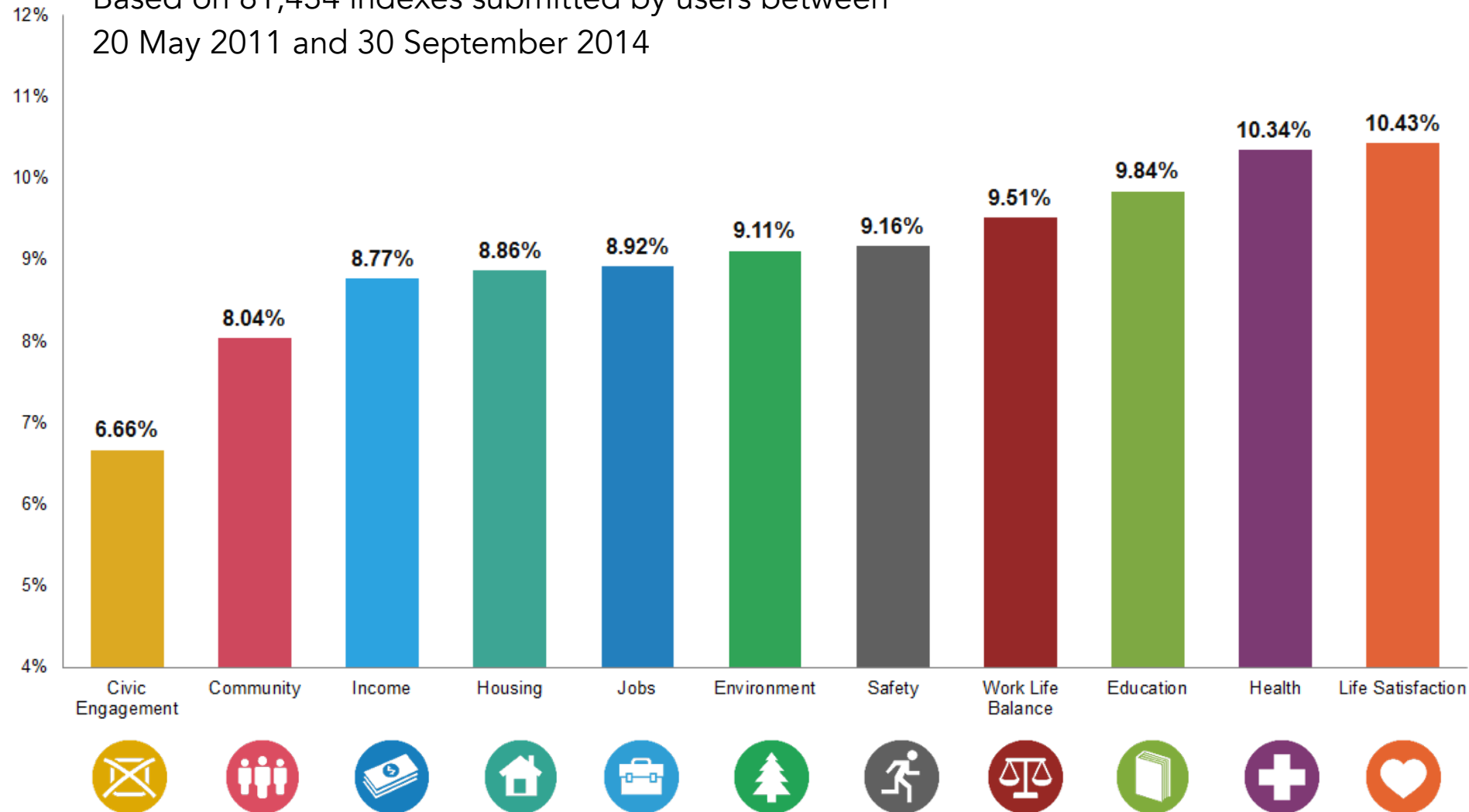
PARTICIPATION

BREAKDOWN BY AGE GROUP



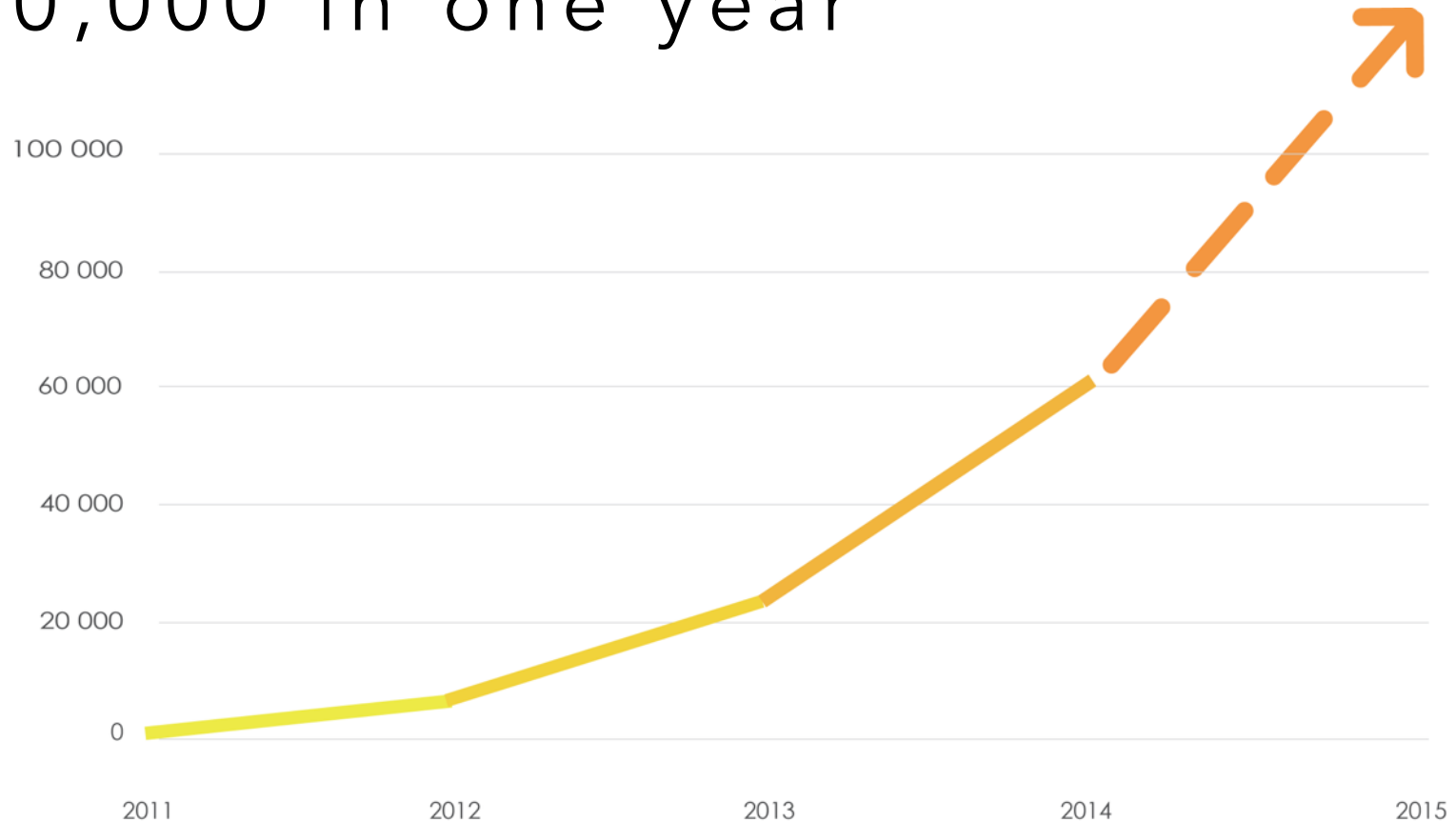
GLOBAL PREFERENCES

Based on 81,434 indexes submitted by users between
20 May 2011 and 30 September 2014



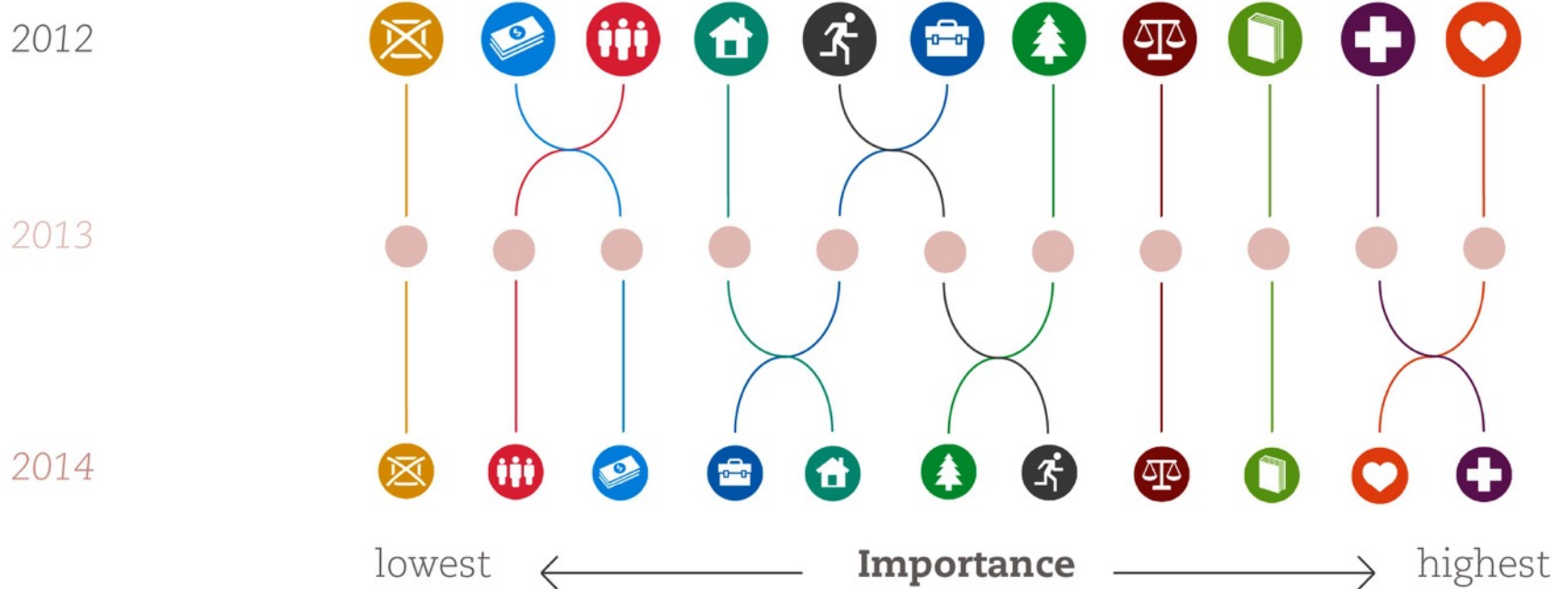
ENGAGEMENT

Number of shared indexes increased from 24,000 to +60,000 in one year



EVOLUTION OF PREFERENCES

GLOBAL



life satisfaction

comunidad

civic engagement

Bildung

Работа

salud

Sicherheit

logement

Доход

environnement

ENGAGEMENT

LANGUAGE SITES
INCREASE
PARTICIPATION
AND ENGAGEMENT



SPANISH LANGUAGE LAUNCH

PARTICIPATION IN MEXICO INCREASED BY 250%



Visits

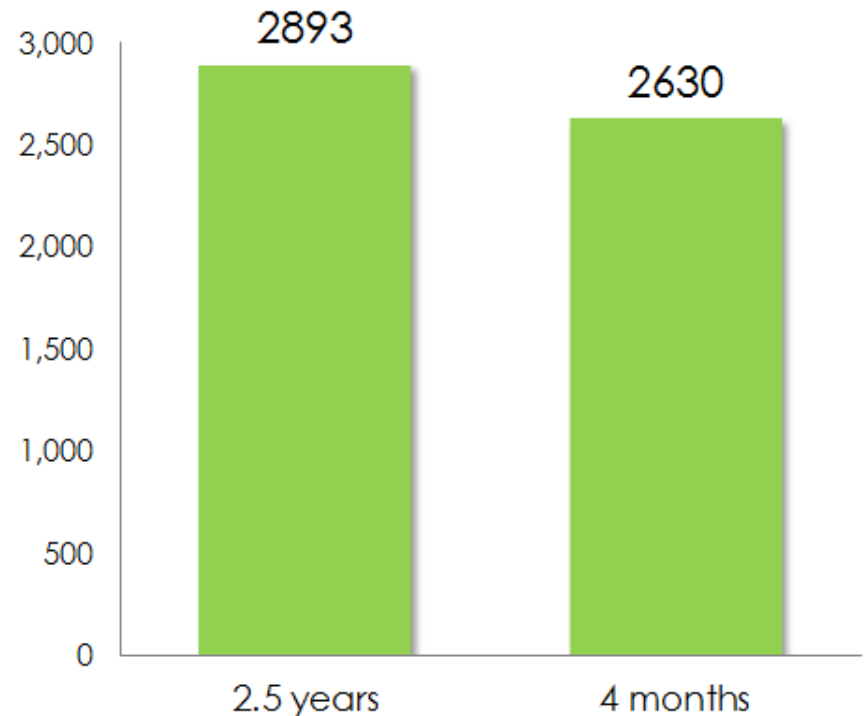
2011- May 2013: +40,000 visits:
Post launch: +201,600 new visits

Index shared

Pre-launch: 701
Post-launch: 2,642

LANGUAGE VERSIONS
CRITICAL TO
ENGAGEMENT

GERMAN SITE
NEARLY DOUBLES
SHARED INDEXES
IN FOUR MONTHS



CHALLENGES

- REPRESENTATIVE USER DATA
- MISINFORMATION
- KEEPING IT SIMPLE
- BUILDING CREDIBILITY

THANK YOU!

LORENA.SANCHEZ@OECD.ORG