

# *Building a new topic taxonomy, which has user needs at its core*

Mette-Line Jakobsen

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# *About the project – and the team*

- A project across the Communication division
- Involves all statistics-producing units
- Start in spring 2018
- Launched in sept. 2021

Anne Larsen  
Web coordinator  
Web & Statbank



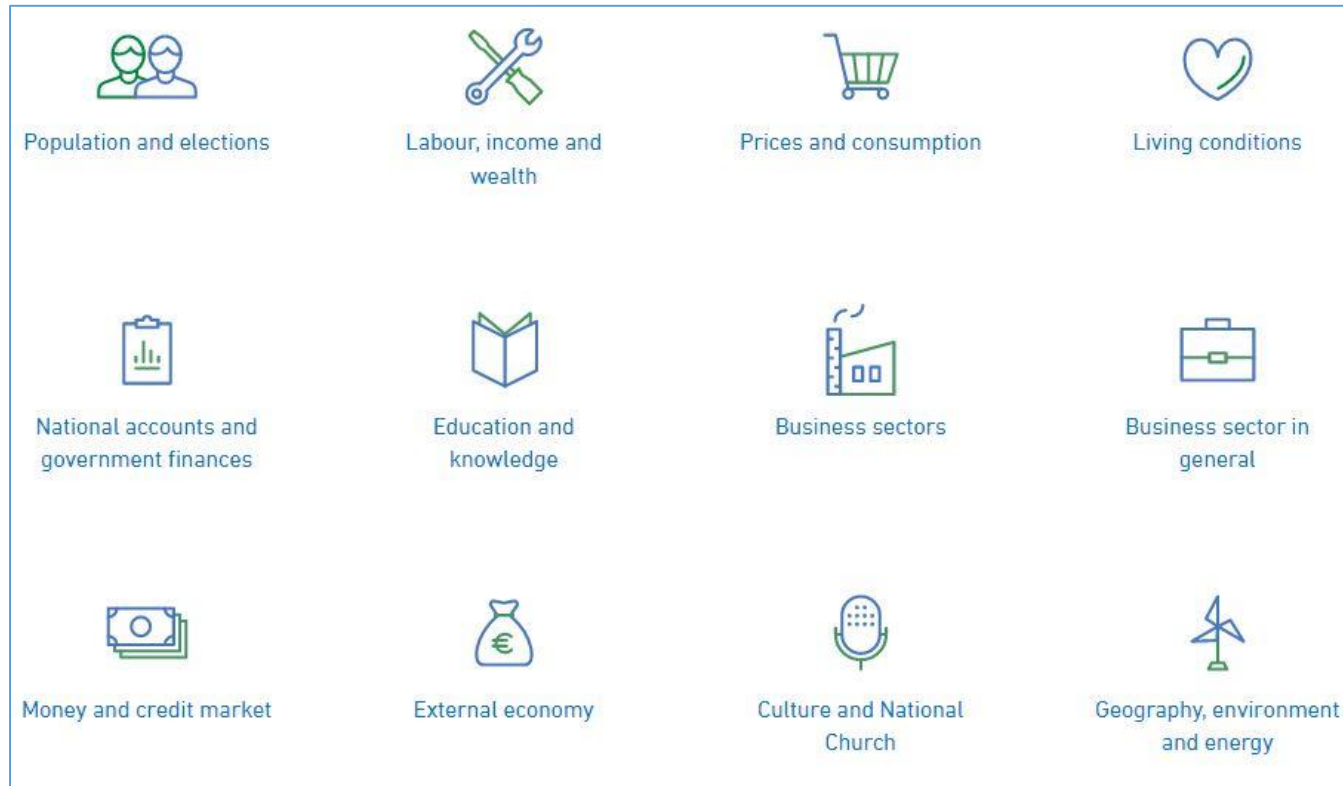
Tina Benn  
Senior adviser  
Web & Statbank



Joachim Haugbølle  
Information specialist  
Information service



# Previous topic taxonomy



- Population and elections
- Labour, income and wealth
- Prices and consumption
- Living conditions
- National accounts and government finances
- Education and knowledge
- Business sectors
- Business sector in general
- Money and credit market
- External economy
- Culture and National Church
- Geography, environment and energy

# *The users problems*

"It is not clear what the topics cover"

"The categorisations are not always logical from my point of view"

"I didn't get that there are new cars under one topic and stock of cars under another topic?"

"It can be difficult to find what you are looking for when it could potentially be under several topics"



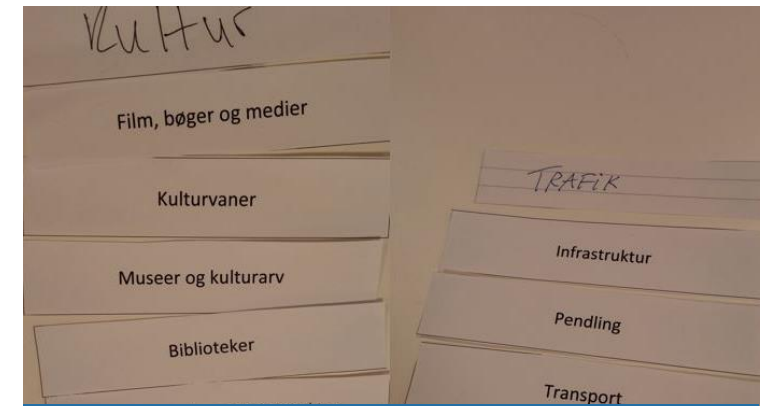
# Methods involved



Mapping of practices



Expert review



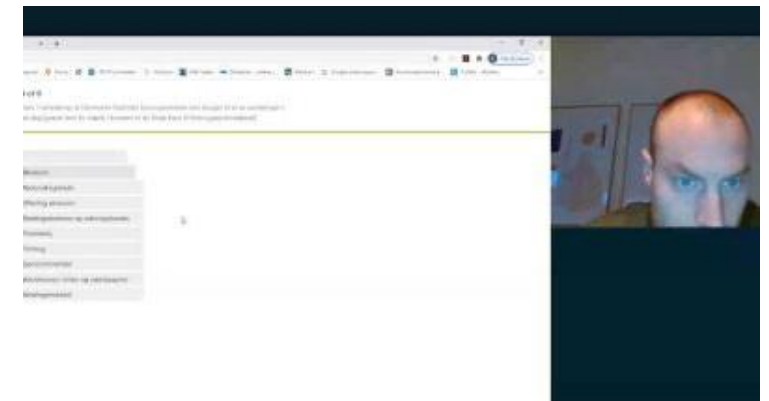
Card sorting tests



Exchange of experiences



Workshops with colleagues



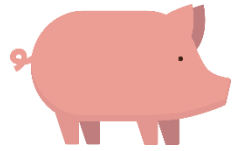
User tests

# Testing with users



# What we learn from user tests

"How many pigs in Denmark?"



= Husdyr ?










Husdyr =



Social conditions  
and crime

Social conditions  
and **CRIME**

# *New topic taxonomy*

 People	 Labour and income	 Economy
 Social conditions	 Education and research	 Business
 Transport	 Culture and leisure	 Environment and energy

- People
- Labour and income
- Economy
- Social conditions
- Education and research
- Business
- Transport
- Culture and leisure
- Environment and energy



# Further from here

- Not the only action to improve user interaction
- Maintenance and development
- Cross-cutting themes

Emner	Temaer
Borgere	Invasion af Ukraine
Arbejde og indkomst	Klima
Økonomi	Verdensmål
Sociale forhold	Et overblik over dansk økonomi
Uddannelse og forskning	Brexit
Erhvervsliv	Genforeningen i tal
Transport	Børn og kultur
Kultur og fritid	
Miljø og energi	

# *“One size fits all” taxonomy?*

 General and regional statistics	 Economy and finance	 Population and social conditions
 Industry, trade and services	 Agriculture and fisheries	 International trade
 Transport	 Environment and energy	 Science, technology and digital society

*Questions or comments?*

*Thank you*

Mette-Line Jakobsen  
[mjk@dst.dk](mailto:mjk@dst.dk)

