From Report to Card-stack: a new way to disseminate research findings (IPS4)

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# Introduction

The Netherlands Institute for Social Research│SCP is a government agency which conducts empirical research into the social aspects of all areas of government policy. The main fields studied are health, welfare, social security, the labour market and education, with a particular focus on the interfaces between these fields. The reports published by SCP are widely used by government, civil servants, local authorities, academics, and the general public. Usually there is a high degree of media interest in SCP reports.

All SCP publications are publicly available at the website ([www.scp.nl](http://www.scp.nl)). They range from factual monitors to in-depth analytical studies, from short research briefs to voluminous monographs, and from wide-ranging social reports to specific methodological notes. As SCP works mainly for the Dutch government, the focus is on the Dutch society and reports are generally in Dutch. Increasingly, the Dutch situation is compared to other European countries, and almost all publications comprise an English summary (<https://www.scp.nl/english>).

# From pdf to card-stack

The number of printed copies of SCP-reports is rapidly decreasing. Most users nowadays download the PDF. This is a useful medium for those who are interested in the finer details of the research and a complete overview of the phenomena under study. Users who are interested in a quick overview of the research results need another type of medium, however. Statistical databases are less fit to present research outcomes, as they are limited to numbers (and metadata), and infographics are often too general. That is why SCP developed the so-called card-stack.

A card-stack is a layered non-linear publication comprising interactive digital graph and concise tables. Each card answers a different question, as is shown by the card stack on poverty: <http://digitaal.scp.nl/armoedeinkaart2016/>. In addition to providing quick overviews of the prevalence, causes and consequences of poverty, this card stack also presents in–depth analyses and policy evaluations. Individual cards can be shared on social media, which also makes it possible to respond to current events. Thus the card-stacks can cater to the needs of different types of users: those one want a quick overview, and those who want the full picture.

# Experimenting with new tools

At present SCP is experimenting with the card-stacks: what is the optimal number of cards, what are the appropriate levels of detail, are they picked up by social media, etc.? A number of card-stacks in English are under preparation. The presentation will outline the design and implementation of card-stacks, give some feedback from users, and discuss future plans. Input from the audience will be very useful for improving the tool.

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