



**TRAINFOR
TRADE**



Pacific
Community
Communauté
du Pacifique

Production of Statistics on the Digital Economy

20 June – 15 July 2022

Report on the TRAINFORTRADE course on the Production of Statistics on the Digital Economy (PSDE) 2022

Organized by UNCTAD under the Pacific Digital Economy Programme and in cooperation with the Pacific Community (SPC)

Delivered in English

Course delivery dates: from 20 June to 15 July

Closing session date: 19 July

The organizers gratefully acknowledge the financial support from Australia and Sweden.





ONLINE TRAINING ON THE MANUAL FOR THE PRODUCTION OF STATISTICS ON THE DIGITAL ECONOMY

16-hour online training 20 June – 15 July
+ webinar 19 July 2022

38 participants from
14 countries or areas
in the Pacific



25 women (66%)



58
post exchanges
in the forum



71%
average score



90%
satisfaction rate



27
certificates granted



Participants had access to multimedia presentations, tests, surveys, forum and webinars



"I wish to share this with my colleagues to improve the work we do at the Statistics office"

"This course will assist me in collating or creating ways to capture data on digital trade"



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Summary

The e-learning course on the “Production of Statistics for the Digital Economy” was successfully organized by the United Nations Conference on Trade and Development (UNCTAD) as part of the Pacific Digital Economy Programme and in collaboration with the Pacific Community (SPC). The course was delivered from the 20th of June to the 15th of July 2022. The PSDE course was followed by a closing session on the 19th of July 2022.

A total of 38 participants (25 women – 66%) from 14 countries or areas registered to the course. Out of the total registered, 27 have received a certificate of completion. Overall, the average score and satisfaction rates for the course were of 71 and 90 percent respectively.

The course was delivered via the TRAINFORTRADE distance learning platform. In this platform participants had access to the [UNCTAD Manual for the Production of Statistics on the Digital Economy 2020](#), multimedia presentations, modules, evaluations, feedback surveys, and forums discussion with the instructors and other participants.

Background

Producing statistics on the digital economy and society is an increasingly important component of the work programme of national statistical organizations. The demand for such statistics continuously increases as more countries seek to design, monitor and review national policies and strategies to take advantage of information and communications technologies (ICTs).

In September 2021, UNCDF, UNDP and UNCTAD launched the joint Pacific Digital Economy Programme (PDEP). One of its aims is to strengthen the capacity of national statistical systems of Pacific countries to produce better, more reliable and internationally comparable digital economy statistics. The lack

of such data constitutes a significant gap in the tool-kit policymakers need to design and implement ICT policies for development, including with reference to policy areas such as international trade, export promotion, foreign investment promotion and others.

The importance of data collection in this area has also been acknowledged in the Pacific E-commerce Strategy and Roadmap, developed by the *Pacific Islands Forum Secretariat* (PIFS).

In this context, UNCTAD, in collaboration with the *Pacific Community* (SPC), has organized a self-paced moderated online training on measuring e-commerce and ICT use by enterprises, and on measuring international trade in ICT-enabled services. The course was intended to guide statisticians from developing countries through all the steps involved in the production and dissemination of statistics related to e-commerce and the digital economy.

The training has been organized with the financial support from the Governments of *Australia* and *Sweden*.

Objectives

The main objective of the course on the Production of Statistics for the Digital Economy is to improve and enhance statistician's ability to do their work, by learning how to measure e-commerce, ICT use by enterprises, and international trade in ICT-enabled services.

The global aim is to provide policymakers with the statistical instruments to design and implement ICT policies for development, including with reference to policy areas such as international trade, export promotion, foreign investment promotion. The course allowed to strengthen the capacity of national statistical systems of Pacific countries to produce better, more reliable and internationally comparable digital economy statistics.

The course has been prepared by UNCTAD and reflects its mandate to assist developing economies in measuring and monitoring e-commerce and the digital economy.

Programme Outline

The training package consists of 4 weeks, as presented below. For a detailed agenda please refer to [Annex 1: Agenda of the e-learning course](#). Every week is associated to one or multiple chapters of the participant's manual with an interactive video realized by one of the instructors helping understand the manual's contents and a discussion forum. After each week participants were asked to complete a test and an anonymous feedback survey.

Course weeks

1. Introduction to Production of Statistics on the Digital Economy
2. Statistical standards for selected indicators on the digital economy
3. Data sources and data collection; Model questions and questionnaires
4. Designing ICT business surveys and processing data

Course Participants

The course is mainly directed towards those responsible for producing official statistics on the digital economy, particularly in national statistical offices (NSOs). Other targets of the course are:

- BoP statisticians (from Central Banks or National Statistical Institutes)
- Statistical officers in trade and services
- National accountants
- Business statisticians

A total of **38 participants (25 women – 66%)** from **14 countries or areas** from the Pacific region registered and were selected by UNCTAD to participate in the training course. Out of the total of 38 registered and accepted candidates, 31 participants initiated their activities in the course and 27 have completed it receiving a certificate of completion.

Figure 1. Residence country for the course participants

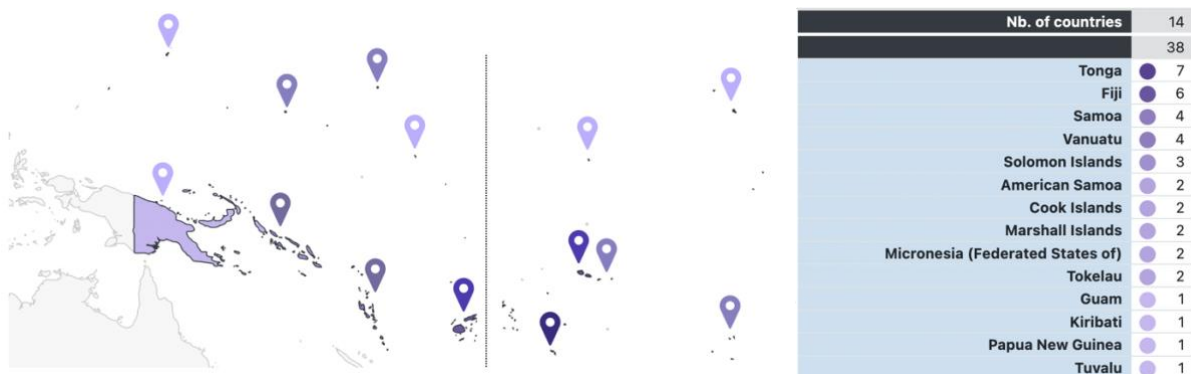
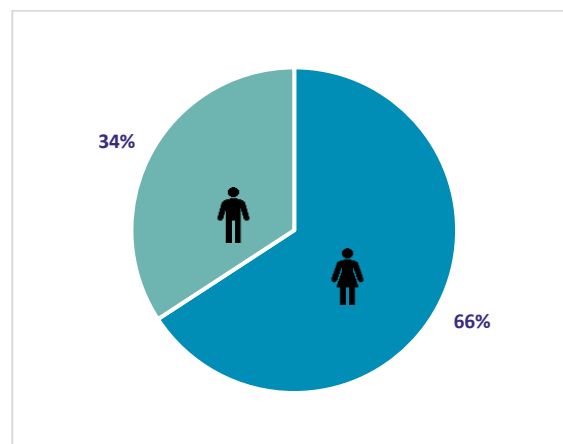


Figure 2. Gender participation to the course



For detailed information about participants, with breakdown by country, please refer to [Annex 2: Participants of the e-learning course](#).

Delivery of the Course

The online course was conducted from the 20th of June to the 15th of July 2022 with a closing session on the 19th of July 2022. The course was delivered in English. Registration and course participation were free of charge. Registered trainees were accepted and provided with the online platform user guide and the credentials to log-on to the TRAINFORTRADE e-learning platform.

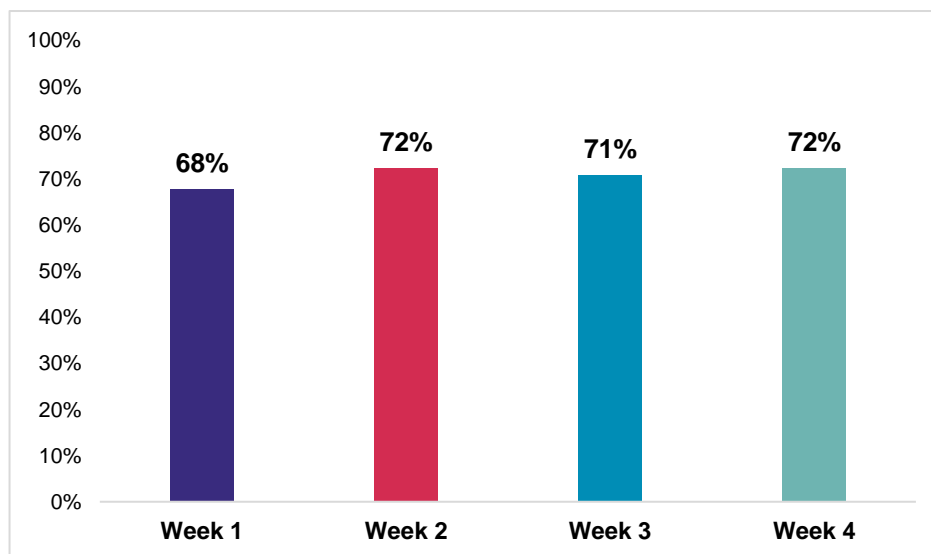
The e-learning course was conducted according to the established schedule (see [Annex 1: Agenda of the e-learning course](#)). During the four-week period, participants had the opportunity to go through eight chapters of the Manual, watching the introductory videos and interacting with other participants

from different countries, the instructors, and experts in the discussion fora. At the end of each week, participants were evaluated through an online test. Additionally, at the end of each week, participants were invited to share their suggestions and comments through an anonymous feedback questionnaire. This information might be used to improve the training material and the organization of the course in the future.

Course Results

At the end of each week, participants were asked to evaluate their knowledge through a quiz. In the figure 2 below are the average scores in percentages for the quizzes of the different specific weeks. The average overall score was of 71%.

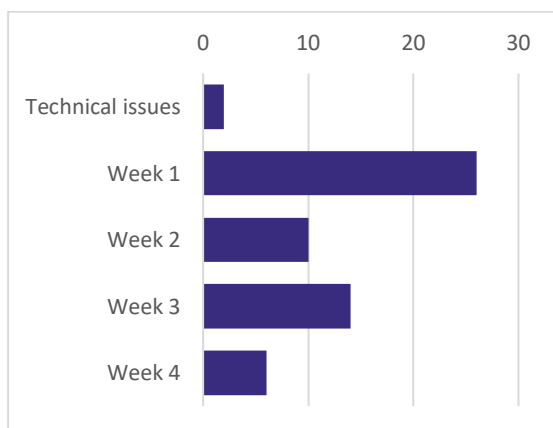
Figure 3. Average score (%) of quizzes for specific weeks



Discussions in the forum

Participants engaged in discussions and exchanges with experts in the course forum. A total of 58 posts was exchanged during the course focusing mainly on topics covered by the course. In the figure below one can find an overview of the most frequent words used in the different exchanges.

Figure 4. Fora posts and word cloud with the most frequent words used





Moderators for the fora

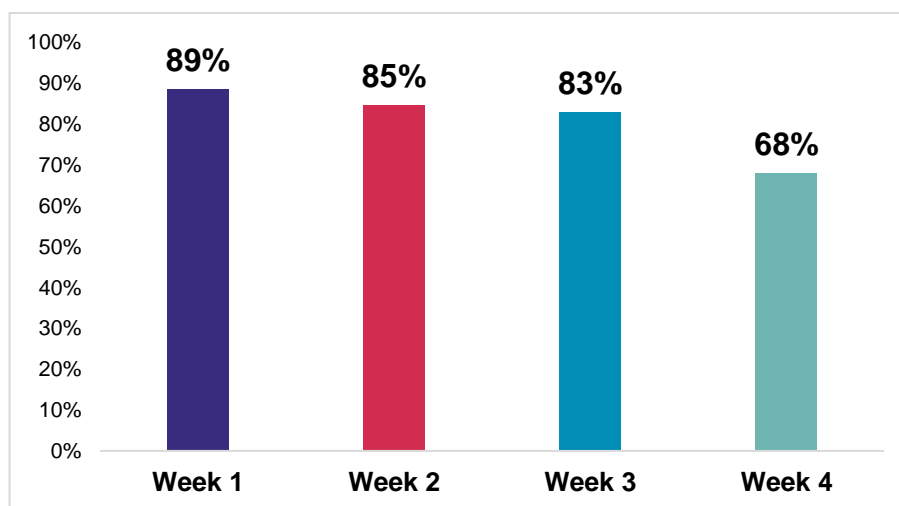
Mr. José Luis Cervera and Mr. José Villa from DevStat exchanged posts with participants in the online fora. Ms. Scarlett Fondeur Gill, Mr. Dominique Chantrel and Mr. Tomasz Kulaga UNCTAD moderated the discussions in the fora and provided technical assistance.

Course evaluation

The evaluation of the modules and the course itself were designed to assess the learning process of the participants, the accuracy of the training material and the organization of the course, taking into account the quality of the training material, the organization of the week, the week's subjects, etc. The overall satisfaction rate for the course was at a very high level of 90%.

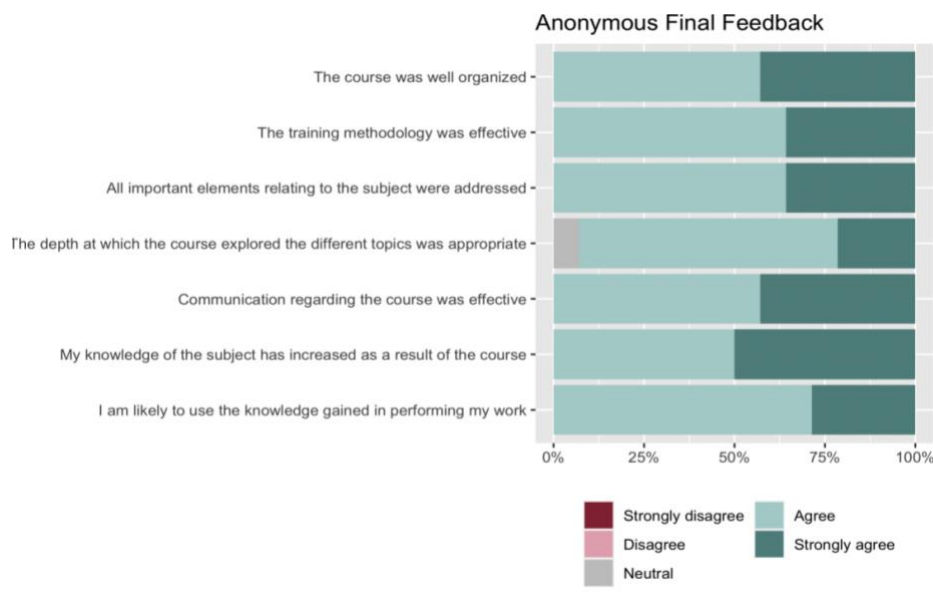
Each week, participants were asked to complete an anonymous feedback questionnaire about the sections they had just completed. They were also invited to evaluate the course at the end. In the figure below one can see the satisfaction rates for the different weeks as well as the final feedback results.

Figure 5. Average satisfaction rate (%) for specific weeks



The decrease in satisfaction rate that we observe in the last week was probably due to the sampling and weighting sections which required a more hands-on approach and previous mathematical experience. From the feedback received one way to improve the last week of the course would be to give more technical and practical exercises to the trainees.

The final opinion questionnaire was completed by participants at the end of the training, highlighting the strengths and challenges and to give testimony on their experience of the course. The final satisfaction rate taken from the final feedback form for the course was at an outstanding level of 99%. In figure below one can see the detailed results of the survey.

Figure 6. Anonymous Final Feedback for 2022 course

Strengths of the course

Participants commented that positive aspects of the course included the quality of the teaching and of the material, the exchange of information in the forum and the flexibility of the learning experience.

“The strengths of this course lie in its ability to inform others about the global standards and best practices that relate to ICT.”

“The course was flexible and allowed participants to read and undertake tests at their own pace the course was well organized and easy to follow.”

“The course was very informative and well explained in the presentation slides and manual. Thank you to the team for delivering this online training.”

“In my own opinion, the strengths of the course revolved around the methodologies and different sampling methods used for different types of surveys.”

Aspects to be improved

Participants raised the issue of internet access as one of the accessibility issues.

“The mode of presentation for this course could be improved. From my country, I was unable to access the media presentations (video), I was only able to read the manual which made it so much harder for me.”

“The video does not play on certain devices.”

One of the reflections after the course suggested improvement of participation through the introduction of case studies to be presented at the closing session to get the participants more involved from the start.



Testimonials

All aspects of the course generated positive feedback from the participants: topic, training materials and methods, facilitators and interaction with other participants. Below one can find selected testimonials that were provided by the participants at the end of the course.

“Working in a Statistics Office, this course was very helpful and hopefully this knowledge (plus the manual) will help us start work in embedding some ICT-related questions/modules into our business surveys & register”, stated Ms. Mele Taumoepeau from Tonga.

“Going forward the knowledge acquired from this course will be used in the compilation of BOP Statistics especially the services sector as the region turns to digital & and E-commerce trade”, commented Mr. Evance Neusia from the Solomon Islands.

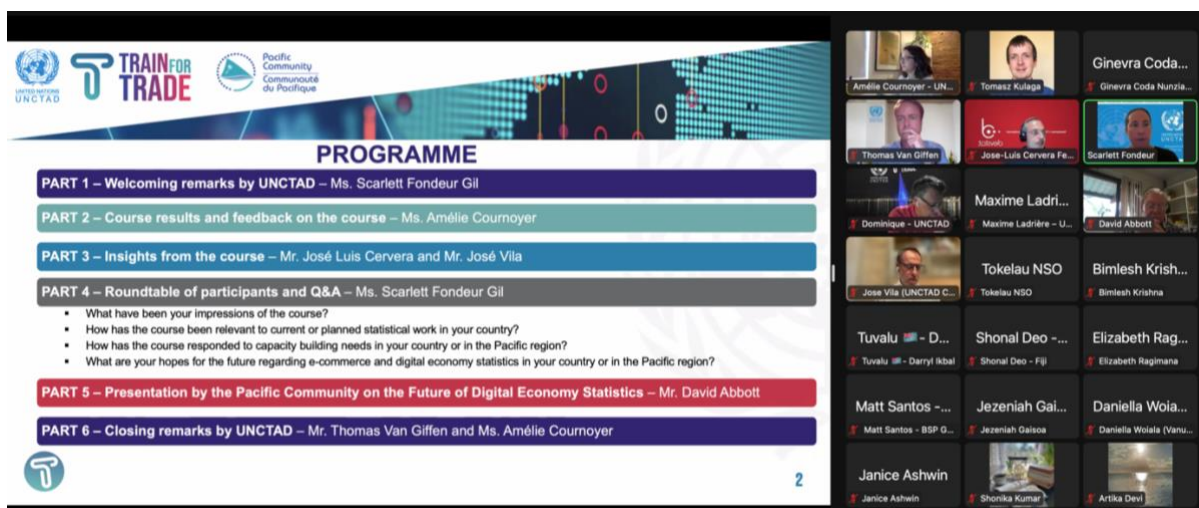
“As an employee an NSO here in Tonga, I've learned the "Scheme of the Generic Statistical Business Process Model (GSBPM)", which I believe is a very detailed table I can use when planning some of the surveys I had used. In terms of the calculation of sample size, I am sure to use them in the future since the targeted population I am using for manufacturing survey are still quite small and manageable”, concluded Ms. Ilaisaneliki Fonua from Tonga.

Closing Session

The e-learning course was followed by a closing session held on the 19th of July 2022.

All course participants were invited to attend. **A total number of 23 participants registered for the event.** The session was joined by Mr. José Luis Cervera and Mr. José Villa from DevStat, Mr. David Abbot from SPC, and Ms. Amélie Cournoyer and Mr. Thomas Van Giffen from UNCTAD. The event was moderated by Ms. Scarlett Founder Gil from UNCTAD and was supported by Mr. Tomasz Kulaga, Mr. Dominique Chantrel, and Ms. Genevra Coda Nunziante from TRAINFORTRADE/UNCTAD.

Figure 7. Screenshot taken during the closing session

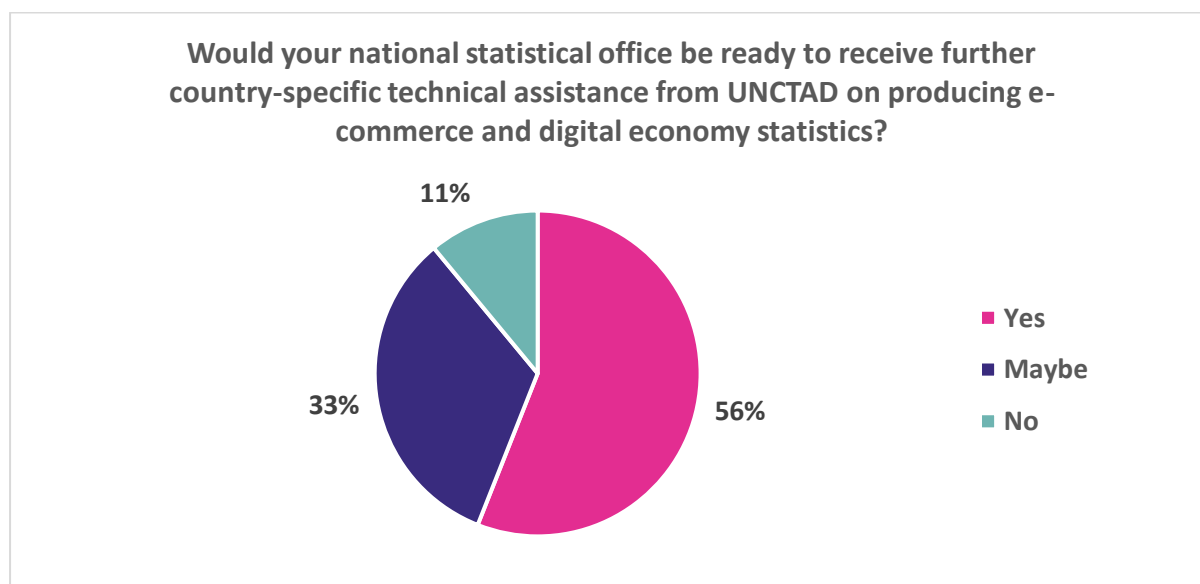


The closing session was conducted via the Zoom platform. The slides shared in the event and its recording are available to all course participants on the e-learning platform.

Poll results

All course participants attending the event were invited to participate in a poll asking the following question: “Would your national statistical office be ready to receive further country-specific technical assistance from UNCTAD on producing e-commerce and digital economy statistics?”. Majority of respondents confirmed readiness to receive help in this area.

Figure 8. Poll on technical assistance readiness results



The discussions in the closing session suggested that producing statistics on the digital economy might be still a challenging task in certain countries and perhaps it might require preceding assistance on more fundamental aspects such as business registers, sampling methods, etc.

Conclusions

The course enhanced capacities in the production of statistics in the digital economy and enabled exchanges between statistical officers from 14 countries or areas in the Pacific region. According to the analysis of the course evaluation, the methodology used to deliver the course tools and resources provided through the distance learning platform succeeded in various aspects such as the quality of the training material and the efficiency of the course. Feedbacks highlighted the relevance of module subjects in view of the added value that participants gained for their field of work. Moreover, to improve the course, comments from the participants were analyzed and will be used to elaborate on future courses.



Annex 1: Agenda of the e-learning course

WEEK	DESCRIPTION	ACTIVITIES
Week 1 20 - 24 June	Chapter 1. Objectives and overview of the training and of the Manual	<ul style="list-style-type: none"> Watch the introductory video (Chapters 1 and 2) Read Chapter 1 and 2 of the Manual
	Chapter 2. Background	
	Chapter 3. Conceptual framework for measurement of the digital economy	<ul style="list-style-type: none"> Watch the Chapter 3 video Read Chapter 3 of the Manual
	Chapter 9. Cooperation and coordination	<ul style="list-style-type: none"> Watch the Chapter 9 video Read Chapter 9 of the manual
Week 1 Discussion and evaluation		<ul style="list-style-type: none"> Engage in the Week 1 forum discussions Run the Quiz Week 1 (on Chapters 1, 2, 3 and 9) Complete the Week 1 anonymous opinion questionnaire (on Chapter 1, 2, 3 and 9)
Week 2 27 June – 1 July	Chapter 4. Statistical standards for selected indicators on the digital economy	<ul style="list-style-type: none"> Watch the Chapter 4 video Read Chapter 4 of the manual
	Week 2 Discussion and evaluation	<ul style="list-style-type: none"> Engage in the Week 2 forum discussions Run the Quiz Week 2 (on Chapter 4) Complete the Week 2 anonymous opinion questionnaire (on Chapter 4)
Week 3 4 – 8 July	Chapter 5. Data sources and data collection methods	<ul style="list-style-type: none"> Watch the Chapter 5 video Read Chapter 5 of the manual
	Chapter 6. Model questions and questionnaires for measuring ICT use in businesses	<ul style="list-style-type: none"> Watch the Chapter 6 video Read Chapter 6 of the manual
	Week 3 Discussion and evaluation	<ul style="list-style-type: none"> Engage in the Week 3 forum discussions Run the Quiz Week 3 (on Chapters 5 and 6) Complete the Week 3 anonymous opinion questionnaire (on Chapters 5 and 6)
Week 4 11-15 July	Chapter 7. Designing ICT business surveys and processing data	<ul style="list-style-type: none"> Watch the Chapter 7 video Read Chapter 7 of the manual
	Week 4 Discussion and evaluation	<ul style="list-style-type: none"> Engage in the Week 5 forum discussions Run the Quiz Week 5 (on Chapter 7) Complete the Week 5 anonymous opinion questionnaire (on Chapter 7)
19 July	Closing session	<ul style="list-style-type: none"> Participate in the event



Annex 2: Participants of the e-learning course

Country name	Participants			Certificates		
	Total	Women	Men	Total	Women	Men
American Samoa	2	2	0	1	1	0
Cook Islands	2	0	2	1	0	1
Fiji	6	3	3	5	3	2
Guam	1	0	1	1	0	1
Kiribati	1	1	0	0	0	0
Marshall Islands	2	1	1	1	1	0
Micronesia (Federated States of)	2	1	1	1	1	0
Papua New Guinea	1	0	1	1	0	1
Samoa	4	4	0	3	3	0
Solomon Islands	3	2	1	1	0	1
Tokelau	2	2	0	2	2	0
Tonga	7	6	1	5	4	1
Tuvalu	1	0	1	1	0	1
Vanuatu	4	3	1	4	3	1
Total	38	25	13	27	18	9