



# OECD WORK ON MEASURING E-COMMERCE AND THE DIGITAL ECONOMY

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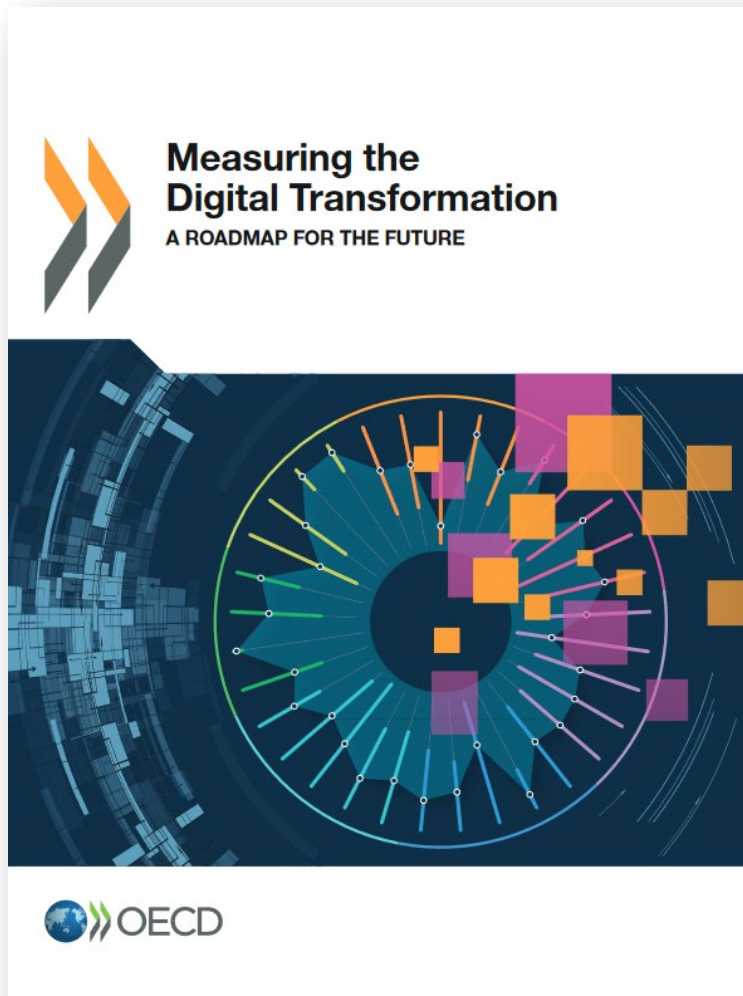
# The OECD Going Digital Integrated Policy Framework and Measurement Roadmap (1/2)

- The **OECD Going Digital Integrated Policy Framework** aims to help **governments** and **stakeholders** to develop an **integrated approach to policy making** in the digital age and to shape policies for an **inclusive digital future**.
- The Framework has **seven interrelated policy dimensions** (Access, Use, Innovation, Jobs, Society, Trust, Market Openness).
- **Transversal policy issues** (e.g., skills, digital government, SMEs, and data) cut across several policy dimensions.
- The Framework has been used for **national digital strategies**, OECD Going Digital **reviews** and more.
- The Framework has also been essential in developing the **national digital strategy comprehensiveness indicator (NDSC)**, which serves both as a measure of the comprehensiveness of **existing strategies** and a guide to developing more comprehensive strategies in **future**.





# The OECD Going Digital Integrated Policy Framework and Measurement Roadmap (2/2)



- The **OECD Going Digital Measurement Roadmap** is an important tool to align OECD countries' priority areas for measuring digital transformation using common methodologies and approaches.
- It identified **nine actions** to advance the capacity of countries to monitor digital transformation and its impacts, with a tenth on **gender**, added subsequently.
- Since its inception, **OECD Committees** and its sister bodies have been working to **implement the Roadmap**, with **significant outputs** produced for each action.

→ Both the **Going Digital Integrated Policy Framework and Measurement Roadmap will be revised in 2024/2025** to address fast evolving technologies like generative AI, quantum computing, etc.



# Exploring the OECD Going Digital Toolkit & Data Kitchen: key indicators on e-commerce and the digital economy



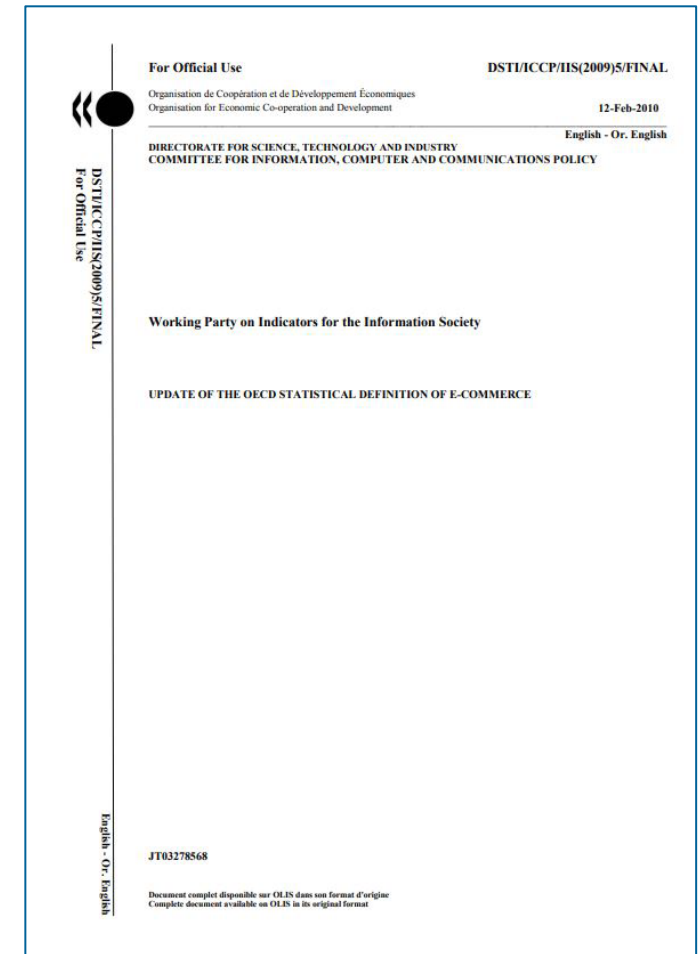
Get your **own country page** on the [Going Digital Toolkit](#).

The Toolkit is now available in four languages: English, French, **Arabic** and **Hebrew!**



# OECD's multistakeholder approach in developing statistical standards: the example of e-commerce

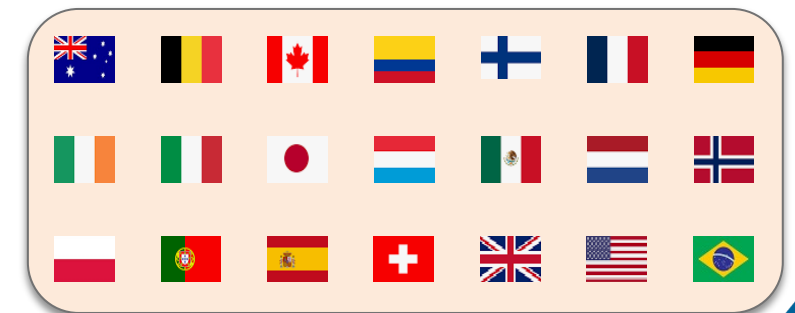
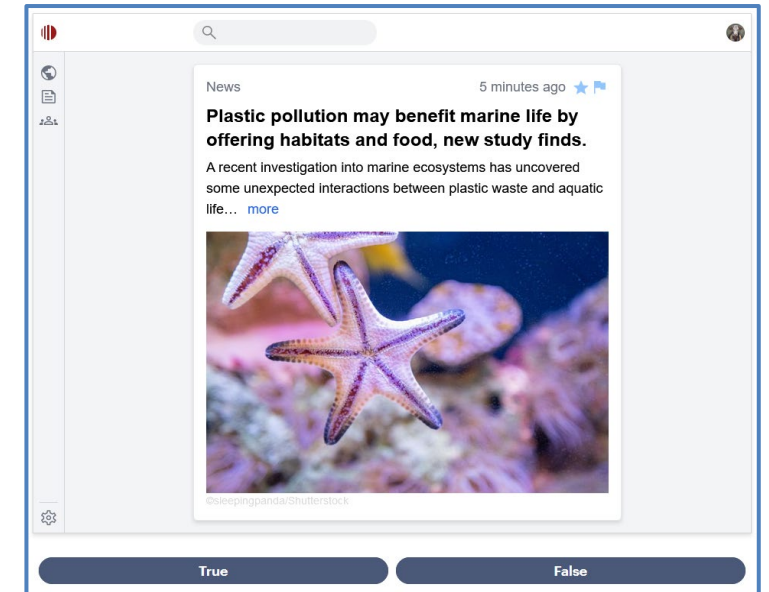
- The OECD employs a **collaborative and multistakeholder approach** to develop statistical standards.
- Example with the **OECD definition of e-commerce (2009)**:
  - **1999**: OECD establishes an Expert Group on Defining and Measuring E-commerce & Eurostat Task Force,
  - **2001**: OECD definition of e-commerce,
  - **2009**: Revised OECD definition of e-commerce.
- **Comprehensive and widely accepted framework that goes beyond OECD countries.**





# Recent measurement initiatives – Survey-based: the *Trust Quest* survey

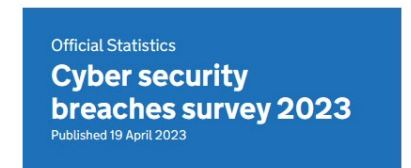
- Most people are not good at discerning fact from fiction.
- Games are educational tools that can improve people's ability to identify false information,
- Web-based surveys have been used as an alternative to traditional forms of data collection.
- The *Trust Quest* survey is a **gamified survey** on the ability to tell fact from fiction. That covers diverse topics like health, environment, and AI.
- It includes a variety of false and true statements from fact-checking entities in a realistic environment.
- The survey covers 20 OECD countries + Brazil, on 5 continents → **40 000 respondents**.
- **Methodology** and **results** presented in a dedicated paper at the 35<sup>th</sup> WPMADe meeting in **April 2024**.





# Recent measurement initiatives – Non-survey-based: cybersecurity

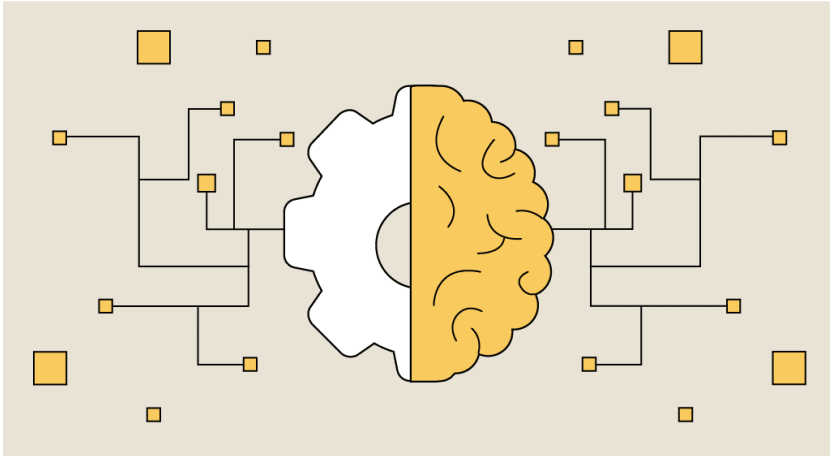
- **Measuring cybersecurity** is crucial, but **challenging**:
  - It fits within the broader **OECD digital measurement agenda** (Going Digital Measurement Roadmap & review of the indicators in the OECD ICT Access and Use Databases),
  - **Evidence-based** policies rely on robust data, but **cybersecurity** is generally **poorly measured**,
  - Data from **official** and **unofficial sources** is often **biased** and **not comparable** across country,
- **Two new innovative approaches** for measuring uncertainty related to cyber-risks:
  - Based on **news reports** on cybersecurity,
  - Based on **Google Trends** topics on cyber incidents.
- Main objective: **construct an index having potential applications in predicting relevant outcomes**, like cybersecurity investments.
- **Methodology** and **results** presented in a dedicated paper at the 35<sup>th</sup> **WPMMADE** meeting in **April 2024**.







# Recent measurement initiatives – Non-survey-based: nowcasting ICT sector growth using machine learning



- Non-traditional data and machine learning techniques can serve as an important **complement** to **official statistics**.
- **Real-time estimates** can help shed light on how the ICT sector is performing today, which will help inform policy decisions that impact this vital sector of the economy in the future.
- Forthcoming DEO chapter will introduce a **machine learning model** designed to measure the economic growth of the ICT sector in OECD countries relying on two sources of data: ICT sector value added & **Google Trends** data.
- It will examine current economic growth trends of the ICT sector, compare them with economy-wide growth rates, and provide insights convergence/divergence trends among OECD countries.
- Methodology and results should be published in **2024 Q1**.



# Priority areas for future work highlighted at the last WPMADe meeting

- Last WPMADe meeting held at the OECD in November 2023...
- ... highlighted two areas of priority for future work:
  - The **definition and guidance on e-commerce**, and,
  - The revision of the **taxonomy and principles for measuring digital intensity across sectors**.
- The OECD is pleased to involve UNCTAD members as appropriate in these discussions.





# THANK YOU!

*Should you have any question, please feel free to reach out at:*

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