



## Working Group on Measuring E-Commerce and the Digital Economy

# UNCTAD Manual 2020 on Measurement of the Digital Economy: a statistical capacity building tool

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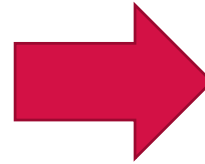


# Presentation

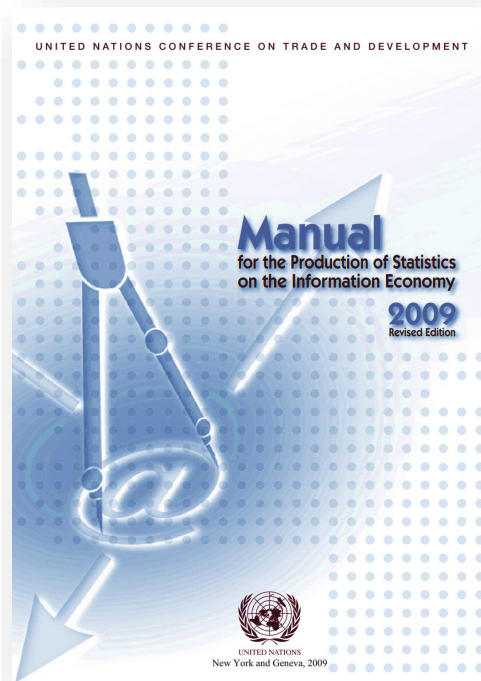
1. Main changes in the 2020 version of the Manual
2. Use for capacity building
3. Status of the preparation of the training materials

# 1. Main changes in the 2020 version of the Manual

UNCTAD Manual on  
Measurement of the  
**Information** Economy (2009)



UNCTAD manual on  
Measurement of the  
**Digital** Economy (2020)



# 1. Main changes in the 2020 version of the Manual

## From Information Economy to Digital Economy

- “Traditional” topics: the ICT sector, ICT trade in goods, use of ICT by businesses
- Measuring e-commerce, including cross-border
- Additional topics: cybersecurity, ICT investment and gender issues

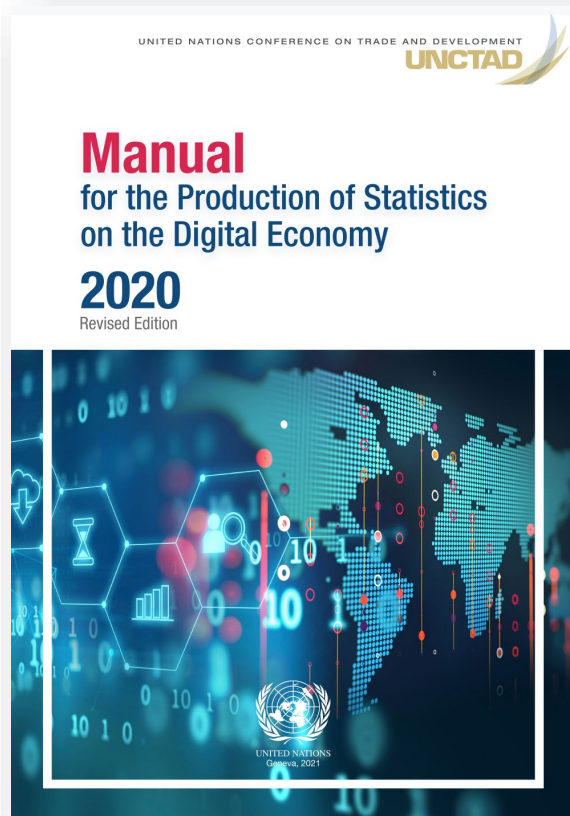
## Focus on ICT services and ICT – enabled services

- Trade in ICT services
- ICT – enabled services: definition and new model questionnaire

## Additional data sources and collection methods

- Additional sources on cross-border trade (e.g. BoP)
- Big data and experimental data

## 2. A tool for statistical capacity building



- Contributes to the compilation of the **core list of ICT indicators**
- Can be used across the **national ICT statistics system** (NSOs, other agencies, as well as users)
- Can be used for **self-assessment of the completeness and comparability of ICT statistics**
- Serves as checklist to designed harmonised statistical operations to measure the digital economy
- Is the basis for **training materials**

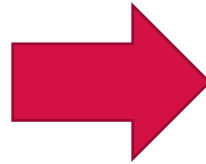
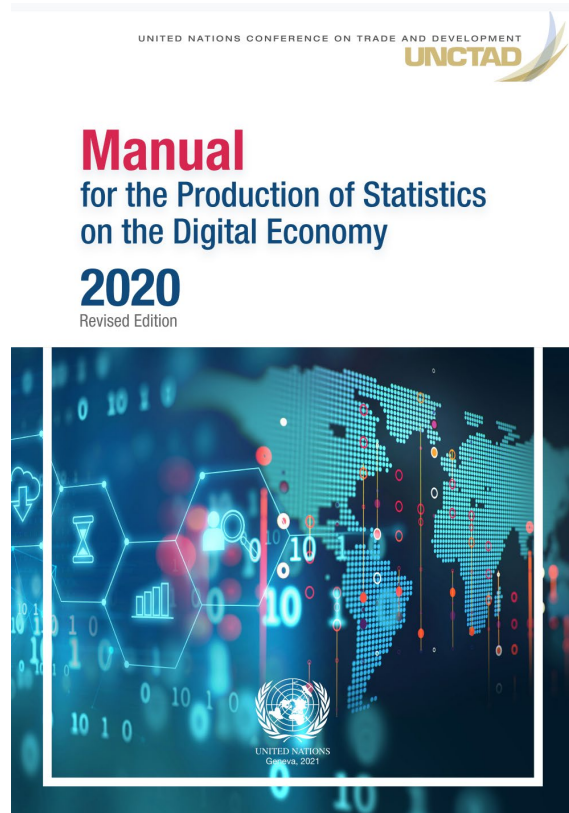
# Training producers and users of ICT statistics

The training materials can be used to train

- NSO staff responsible for **ICT statistics**
- NSO staff responsible for **business statistics, trade statistics, industrial statistics, services statistics...**
- NSO staff responsible for **survey design and implementation**
- Staff from **other agencies** (regulators, ministries) so that data collection from other institutions has an increased coherence and comparability with NSO statistics
- **Training-for-trainers** (using Train-for-Trade methodology)
- **Users** (academic researchers)

### 3. Status of preparation of training materials

UNCTAD Manual has been transformed in a series of training materials to facilitate capacity building.



- Training activity in face-to-face and online versions.
- Course includes 9 modules, each one covering a chapter of the Manual.



# Face-to-face training materials

1. **Slide presentation** of the contents of each chapter in a user-friendly and didactical way.
  - Making explicit the **learning objective** of the Module
  - With **references** to the sections of the Manual where each content is developed in detail.
  - Based on the **long-time experience in delivering face-to-face trainings**, but with updated format and contents

**Objectives of Module 2**

After completing this module of the course you will be able to:

- 👍 Understand concepts and definitions of ICT indicators and in particular define the **core ICT indicators**
- 👍 Understand the indicators on **use of ICT by businesses**
- 👍 Understand how is defined the **ICT sector** from the statistical perspective and its related indicators
- 👍 Understand the definitions and classifications used for indicators on **trade in ICT goods and ICT services**
- 👍 Understand the indicators on **trade in ICT-enabled services**
- 👍 Understand how is measured the **value of e-commerce**

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2. **Practical exercises** in Excel for selected modules to be completed by the participants.

**PRACTICE: MEASURING B5**

1. Population size

	Urban			Rural			Total
	Micro	Small	Medium	Micro	Small	Medium	
Textile	2 259	3 200	15 240	149	109	192	8 501
Food and beverages	1 115	334	69	781	182	74	2 531
Paper and printing	1 718	586	14	104	39	28	2 517
Metal-mechanic	632	475	71	348	187	39	1 752
Plastic and non-metallic	771	373	63	109	34	27	1 367
Repair and installation	517	126	12	392	105	10	1 091
Wood and furniture	427	128	12	127	7	10	711
Chemical	201	193	47	81	62	17	641
Leather	141	106	31	84	21	1	384
Indeterminate	300	48	37	8	8	3	438
<b>Total</b>	<b>8 681</b>	<b>5 058</b>	<b>2 332</b>	<b>2 102</b>	<b>771</b>	<b>300</b>	<b>19 881</b>
	<b>Total Urban</b>			<b>Total out Rural</b>			<b>3 232</b>

2. Sample size

	Urban			Rural			Total
	Micro	Small	Medium	Micro	Small	Medium	
Textile	39	21	92	30	19	21	241
Food and beverages	33	20	10	32	43	22	160
Paper and printing	36	38	16	30	13	9	139
Metal-mechanic	24	35	12	17	28	10	126
Plastic and non-metallic	29	25	12	20	12	9	107
Repair and installation	29	25	3	22	27	3	109
Wood and furniture	29	25	3	34	2	3	96
Chemical	20	30	10	20	6	4	91
Leather	15	31	8	16	8	1	79
Indeterminate	16	11	11	4	2	2	46
<b>Total</b>	<b>270</b>	<b>308</b>	<b>167</b>	<b>302</b>	<b>189</b>	<b>84</b>	<b>1 200</b>
	<b>Total Urban</b>			<b>Total out Rural</b>			<b>455</b>

3. Number of business with a web presence (Sample)

	Urban			Rural			Total
	Micro	Small	Medium	Micro	Small	Medium	
Textile	4	31	59	1	7	25	123
Food and beverages	8	4	6	5	12	15	50
Paper and printing	7	16	14	8	6	4	54
Metal-mechanic	4	12	8	3	16	8	52
Plastic and non-metallic	8	8	5	7	7	8	44
Repair and installation	7	8	1	3	12	1	32
Wood and furniture	3	8	4	7	1	3	24
Chemical	2	14	8	2	1	1	28
Leather	3	11	4	6	4	1	29
Indeterminate	3	3	3	1	2	1	17
<b>Total</b>	<b>49</b>	<b>112</b>	<b>117</b>	<b>41</b>	<b>68</b>	<b>67</b>	<b>454</b>
	<b>Total Urban</b>			<b>Total out Rural</b>			<b>176</b>

3. Weighting

	Urban			Rural			Total
	Micro	Small	Medium	Micro	Small	Medium	
Textile							
Food and beverages							
Paper and printing							
Metal-mechanic							
Plastic and non-metallic							
Repair and installation							
Wood and furniture							
Chemical							
Leather							
Indeterminate							
<b>Total</b>							
	<b>Total Urban</b>			<b>Total out Rural</b>			

3. **Assessment tool** consisting in a series of quizzes (single and multiple-choice items) revising the key concepts of the module.

Question	Question type (Yes/No; Single choice; Multiple choice)	Question text	Possible answers	Correct answer(s)
1	True / False	Since there is no international harmonized definition of rural/urban, the Manual does not recommend disseminating the core indicators with a breakdown by rural and urban business.	True / False	False
2	Multiple choice	The Manual recommends dissemination of the core indicators with the following breakdowns:	a. Economic activity b. Gender of the owner/CEO c. Business Size d. Age of the business	a, c
3	Single choice	To maintain statistical confidentiality, cells are required to have a minimum of ...	a. ... two businesses b. ... three businesses c. ... ten businesses d. ... twenty businesses	b
4	Multiple choice	Potential method to prevent disclosure of confidential data are...	a. ...Collapsing rows b. ...Collapsing columns c. ...Suppressing data and indicating that this has been done to preserve confidentiality d. ...To show a false value of the indicator with no further clarification	a, b, c



# Online training materials



1. A series of **brief video recording** presenting the main concepts of each module.
  - Supported by a downloadable slide presentation with references to the sections of the Manual where each content is developed in detail.
2. **Practical exercises** in Excel for selected modules to be completed by the participants.
  - The solution is provided to the participants for self-correction.
3. **Self-assessment tool** consisting in a series of quizzes (single and multiple-choice items) revising the key concepts of the module.
  - The participant can check if her answers are right before moving to the next video recording.

# 3. Status of the preparation of the training materials

Face-to-face material are currently under UNCTAD's revision

Brief video sessions to be recorded

Translation to other languages

Español  
Français  
Русский  
العربية

Pages xxx to xxx

### ICT-enabled services (ITES)

Pages xxx to xxx

### 0.3. Estimation from random stratified samples

Estimates from stratified samples must reflect that the fact that units in different strata COUNT AS A DIFFERENT NUMBER of units in the population

	Populati
Rural	1000
Urban	2000
Total	3000

$B_5 =$

Pages xxx to xxx

### 01. Tabulation plan

TOTAL	+	ECONOMIC ACTIVITY (ISIC Rev 4)
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TOTAL	+	BUSINESS SIZE
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The Manual recommends dissemination of the core indicators with at least two breakdowns in terms of the size and the economic activity of the enterprise. If possible, an additional breakdown by enterprise location (rural/urban) is also suggested.

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# Thank you

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