



How to collect ICT statistics using household surveys – the ITU manual on ICT household surveys

Capacity Building Workshop on Information Society Statistics: Infrastructure, Household and other Indicators

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Introduction

- The ITU manual will complement UNCTAD's manual for business ICT statistics
 - which covers measurement of ICT use by businesses as well as the ICT sector.
- The ITU household statistics manual should be released early in 2008.
- It will deal mainly with household surveys as a tool for measuring the core ICT indicators on household access to ICT, and individual use of ICT.

ITU training guide for household ICT statistics

- A training guide will also be produced and will include a model questionnaire/module of questions corresponding to the core indicators.
- The manual and training guide will cover household surveys generally as well as particular statistical issues relating to ICT access and use.
- It is expected that they will be structured differently, with the training guide divided by topic (e.g. sample selection)...
- .. and the manual moving from the general to the specific (general household survey issues will precede discussion of ICT-specific aspects).

ITU manual on household ICT statistics – broad content (draft)

- Introductory material
 - why the information society and its measurement is important
 - how the manual will contribute.
- The role of the international community in information society measurement
 - ICT specifically and household surveys generally
 - household survey statistical standards and networks
 - the *Partnership on Measuring ICT for Development* and the core ICT household indicators
 - the work of individual partners e.g. Eurostat, OECD.
- The role of domestic organisations in information society measurement
 - data providers, data users and statistical agencies.

Draft broad content – general information on household survey design and implementation

- Cost and planning issues
- Statistical standards
- Survey scope and coverage, target populations and population frames
- Types of household surveys and data collection methods, compare and contrast
- Sampling techniques and sample selection, sampling error
- Questionnaire design issues
- Data processing
- Non-sampling error
- Quality assurance
- Dissemination of data and metadata.

Draft broad content – statistical issues specific to ICT access and use

- Cost and planning issues (e.g. interviewer training)
- Statistical standards for measuring household and individual ICT access and use, including core ICT indicators and classificatory variables
- Bias due to population frame or coverage (potential limitations of phone surveys, omission of remote communities)
- Particular ICT conceptual issues (e.g. measuring mobile phone usage, broadband)
- Scope (e.g. age range for individual use indicators)
- Statistical units (household and individual)
- Types of household surveys with reference to ICT (e.g. most suitable data collection methods, use of modules in other surveys)

Draft broad content – statistical issues specific to ICT access and use (cont.)

- Sampling issues (e.g. sampling individuals within households and cultural issues, sampling for rare events such as Internet activities of older people)
- Survey frequency (greater frequency better suits high growth variables such as Internet and mobile phone use)
- Model questions for collecting core indicator data and question design issues (e.g. recall period)
- Data processing (e.g. estimating for question non-response)
- Minimising sampling and non-sampling error (linked with other processes e.g. question design, sample size, data collection and processing)
- Derivation of household and individual ICT access and use core indicators.

Draft broad content (cont.)

- Dissemination of ICT data and metadata
 - including tabulation schemes for core ICT indicators.
- Ending material
 - Annexes
 - Bibliography.

And more generally...

- There will be emphasis on the practical – what has worked...especially for developing economies.
- The manual will emphasise the core indicators and associated standards, but other indicators of interest to developing economies may be included e.g. barriers to individual use of the Internet, urban/rural classification.
- Useful references and links will be included
 - annexes could include model questionnaires e.g. OECD, Eurostat and good national examples
 - links to country metadata where available (for instance, OECD's ICT statistics metadata repository)
 - a full bibliography.
- The **training guide** will be an extract of the Manual and will be arranged such that particular topics are addressed together e.g. a section on statistical units would consist of a general discussion as well as ICT specific issues.

Thank you

- We have not quite finalised the content or structure of the manual or guide ...
- ... so any suggestions, such as particular information requirements, would be very much appreciated.
- Examples of your work in this field of statistics are particularly welcome!
- Please contact me on sheridanroberts@hotmail.com.