

# **NEW DATA NEEDS FOR THE DIGITAL ECONOMY**

## **REPORT OF THE WORK OF THE EXPERT GROUP ON ICT HOUSEHOLD INDICATORS (EGH)**

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# Brief

- The Expert Group on Household Indicators (EGH) ensures that new data needs that often brought by frequent changes and high use of ICTs are captured and updated where necessary
- ICTs play a very important role in monitoring some dimensions covered in the SDGs and a multiplicity of measurements and proper ICT indicators are needed in order to have an appropriate assessment of countries' progress towards the attainment of the SDGs' targets.
- Indicators collected are disaggregated giving insights of different dimensions such as socio economic status of a country/ region
- Indicators are international comparable

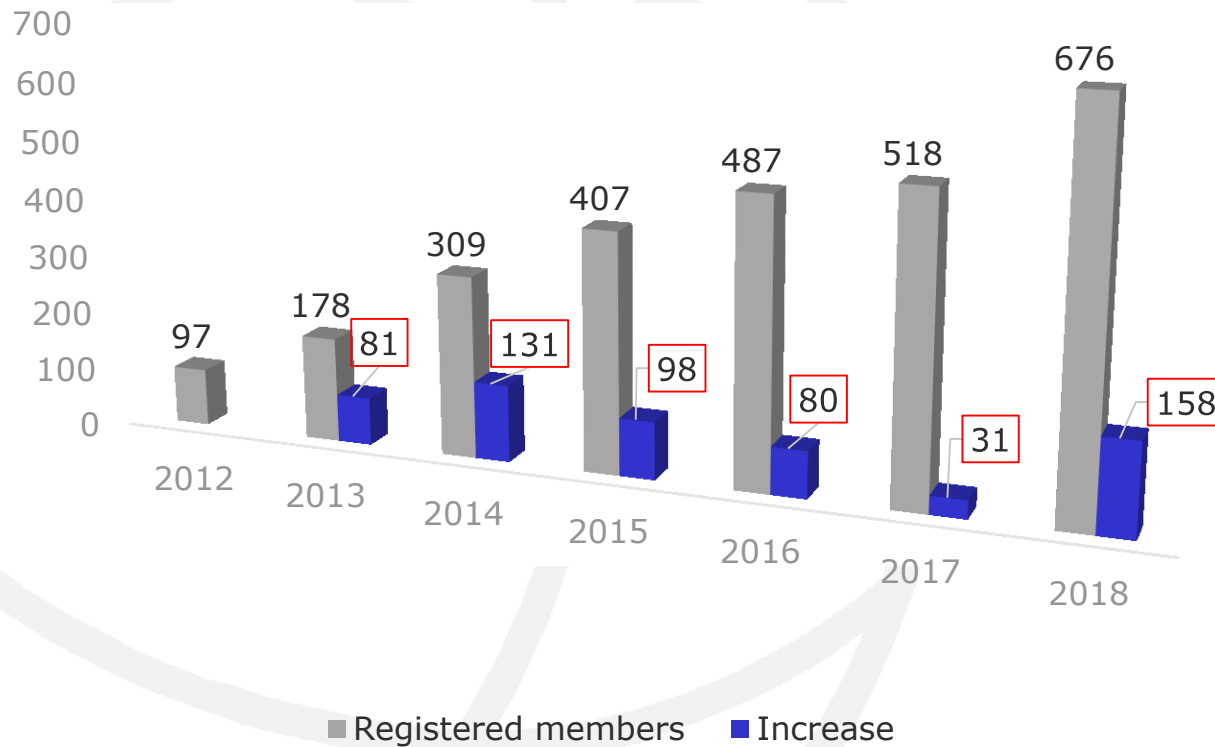
## SCOPE OF THE WORK OF EGH

- To review existing and develop new indicators on household ICT access and individual ICT use;
- To periodically review the ITU Manual for Measuring ICT Access and Use by Households and Individuals;
- To work with the Expert Group on Telecommunication/ICT Indicators (EGTI).

## Expert Group on Households meeting

- Geneva, 18-19 October, 2018
- Back-to-back with Expert Group on Telecommunication Indicators (EGTI) meeting
- Chaired by previous EGH Chair Alexandre Barbosa (Brazil)
- 124 participants

- ✓ Ongoing online discussion since 2012;  
6th EGH meeting;  
7 sub topics  
30 posts



## 7 Sub topics:

1. Reviewing indicator HH9 on Internet activities
2. Improving the measurement of ICT skills
3. Review of indicator HH8 on location of Internet use
4. The collection of data on e-commerce through ICT household surveys
5. The collection of data on the Internet of Things and child online protection through ICT household surveys
6. The collection of data on e-waste and cybersecurity through ICT household surveys
7. Future work

## Reviewing Indicator HH9 on Internet Activities

- ✓ The subgroup on ICT skills made a number of proposals for categories that can be removed (from HH9- Proportion of individuals using the Internet, by type of activity)
- ✓ Indicators have been classified by type of activity, in line with other international documentation, to enhance readability
- ✓ ITU will produce the revised methodological indicator page for HH9 and will be posted at the EGH Forum for comments
- ✓ Final indicator will be published in the methodology section of the ITU website and added to the household manual

## Improving the Measurement of ICT Skills

Members of the group concluded that:

- ✓ The European Commission's Digital Competence Framework for Citizens was adopted as framework to guide the monitoring of skills development and measurement of skills indicators on the ITU model questionnaire.
- ✓ Device-agnostic wording for HH15- (Individuals with ICT skills, by type of skills) was adopted to recognize that the skills being measured are not limited to computer use and that activities associated with the skills can be developed and demonstrated through a continually growing number of devices.



- ✓ Amendments to the response categories of HH15 were agreed to reduce redundancy and fill data gaps in the skills that are currently measured.
- ✓ A redefinition of the target population was proposed to ensure appropriate measurement amongst all Internet users, harmonized with HH9.
- ✓ ITU will produce the revised methodological indicator page for HH15.
- ✓ This will be posted at the EGH Forum for comments.
- ✓ Final indicator will be published in the methodology section of the ITU website and added to the household manual.

- Additional indicators need to be developed to provide measures of the following:
  - Ability to evaluate the reliability of content that is found online (e.g. fake news).
  - Awareness of the use of devices and/or the Internet as they relate to personal well-being (e.g. cyberbullying, addiction and social exclusion).
  - Ability to recognize skills gaps and an individual's need for upskilling in the digital domain.
- The subgroup did not address the aggregation of categories into one skills index or score.
- The subgroup will continue to work on these two topics and report back at the next EGH Meeting 2019.

## Review of Indicator HH8 on Location of Internet Use

- ✓ The subgroup has made proposals to revise the categories community Internet access facility, commercial Internet access facility and in mobility, and has proposed definitions.
- ✓ ITU will produce the revised methodological indicator page for HH8, clarifying some of the questions raised during the meeting.
- ✓ This will be posted at the EGH Forum for comments.
- ✓ Final indicator will be published in the methodology section of the ITU website and added to the household manual.

# The Collection of Data on e-Commerce through ICT Households Surveys

- ✓ There are country experiences with collecting e-commerce indicators.
- ✓ There is at this point no need to add additional e-commerce data to the ITU questionnaire.
- ✓ The topic will remain open on the EGH Forum.

# The Collection of Data on Internet of Things through ICT Households Surveys

- ✓ The Internet of Things will become more and more important over time.
- ✓ Measurement should take into account the supply side and the demand side statistics.
- ✓ Household surveys can only provide a limited view and therefore should have a limited scope.
- ✓ Topic will be open on the online forum in conjunction with the same topic on the EGTI Forum.

# The Collection of Data on Child Online Protection through ICT Households Surveys

- Child online protection is a highly important topic for policymakers, industry and society in general, but its implementation within household surveys is complex.
- There are references that should be considered as methodological frameworks, such as Global Kids online and ITU COP Guidelines.
- Countries are encouraged to share their data collection experiences.

## The Collection of Data on e-Waste through ICT Households Surveys

- ✓ Guidelines on e-waste statistics already exist as proposed by the Global E-waste Statistics Partnership.
- ✓ The topic will remain open on the EGH Forum.

## Conclusions (e-waste)

- Guidelines on e-waste statistics already exist as proposed by the Global E-waste Statistics Partnership.
- The topic will remain open on the EGH Forum.



# The Collection of Data on Cybersecurity through ICT Households Surveys

- ✓ Cybersecurity is an important topic and it would be relevant to collect data on the topic. However, it involves questions that are either technical or sensitive in nature, which makes them hard to respond to in household ICT surveys.
- ✓ The topic will remain open on the EGH Forum.

## Future work

The meeting agreed to the following topics for future work:

- ❖ Further work on ICT skills (subgroup)
- ❖ Better measuring Internet users
- ❖ Cybersecurity
- ❖ Community connectivity indicators
- ❖ Developing questionnaire modules for new areas of measurement (e.g. cybersecurity, IoT, e-waste, mobile money/financial inclusion)
- ❖ Country experiences on Child online protection, IoT, e-waste, Big data
- ❖ National coordination

**THANK YOU**

**For more information:**

<http://www.itu.int/net4/ITU-D/forum/expertgrouponhouseholds/forum/>



# MOBILE MONEY, KENYA PERSPECTIVE

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# INTRODUCTION

Basically, it's the transfer of money from mobile to mobile phone.

Mobile money transaction service allows customers to deposit, transfer and withdraw money or pay for goods and services using a mobile phone.

Registration is usually free and available countrywide.

The mobile money application is installed on the SIM card and works on all makes of handsets.

Mobile money continues to power the economy and drives financial inclusivity.

To measure impact of mobile in financial inclusivity; so far we measure mobile money and mobile banking.

# IMPORTANCE OF COLLECTING THE MOBILE MONEY STATISTICS FROM DEMAND SIDE

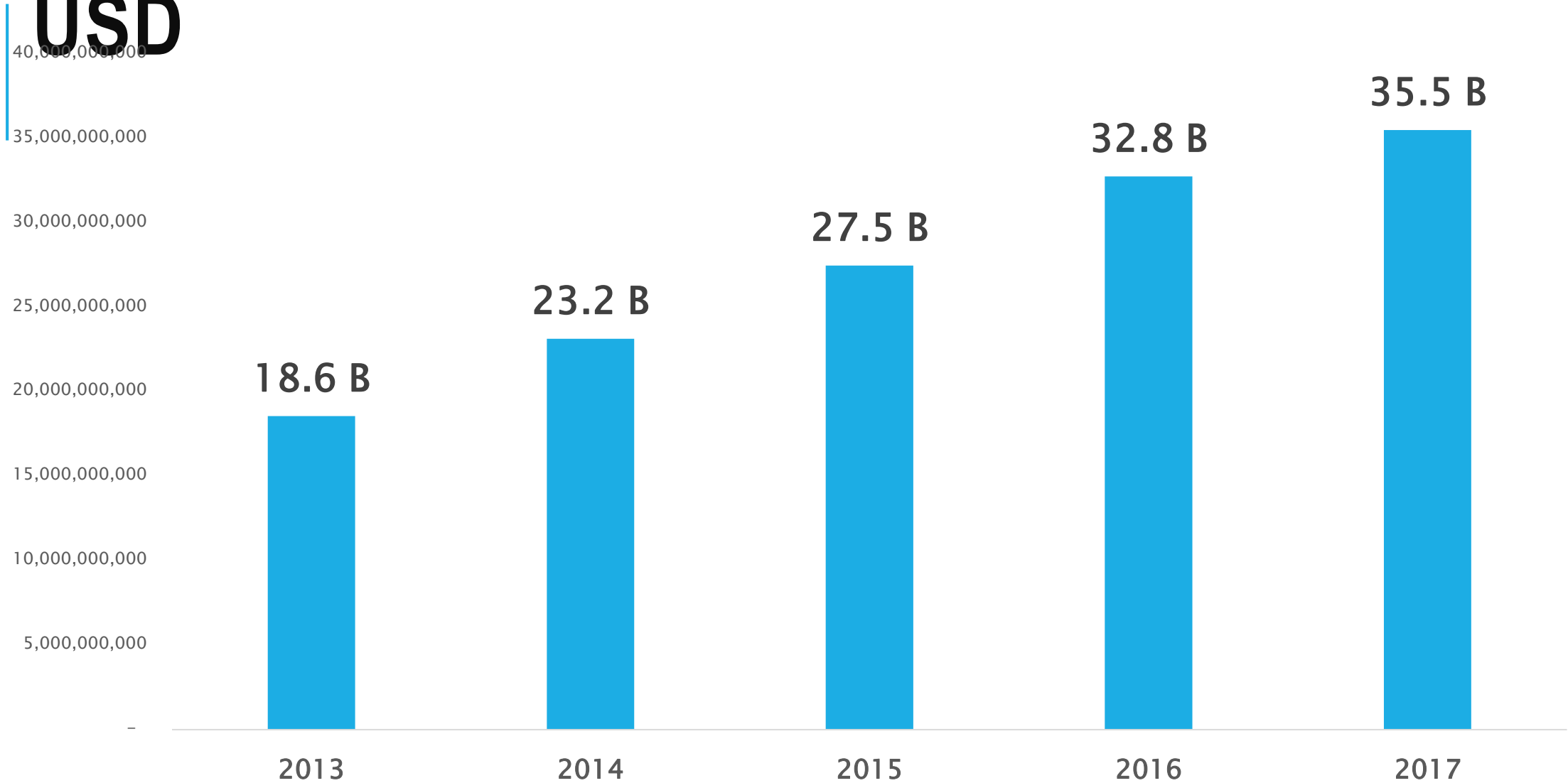
Unique ownership count: One individual may have several SIM cards registered to all mobile money service providers

Businesses also register for the mobile money platform, either using unique platforms such as pay bill, tillbill and even using the normal way individuals also use.

Relationship with other socio economic background information such as gender, Age, education back ground, income etc.

Measure the real penetration of the services in the country

# MOBILE MONEY TRANSFERS 2013-2017 IN USD



WHAT ABOUT IN A MONTH?...

In the month of September 2018,

**3.2 billion USD**

was transacted via mobile money  
platform



# INDICATORS

## Mobile phone:

We ask whether individuals interviewed own a mobile phone.

Individuals asked are 3 years and above

However, to check those with mobile money we check persons 18 years and above

## Mobile money Transfer platform:

We ask individuals who are 18 years old and above

Individuals ought to have subscribed to this service by using their identity card or someone else

This platform covers money transactions from mobile to mobile only

These includes: Mpesa, Airtel money, orange money, Yu cash, MobiKash etc....

We also ask those who **don't own** a mobile phone but **have a registered** Sim card and have mobile money services

Not all persons with a SIM card have registered the mobile money services

## Mobile Banking platform

This platform uses the SIM card inserted on the individual's mobile device.

The Sim card is connected to individuals bank account

Basically, the individual must have a bank account

The platform allows the individual to connect to his/ her bank account and access bank services such as deposit or withdraw money from the account check balance, view mini statement, etc.

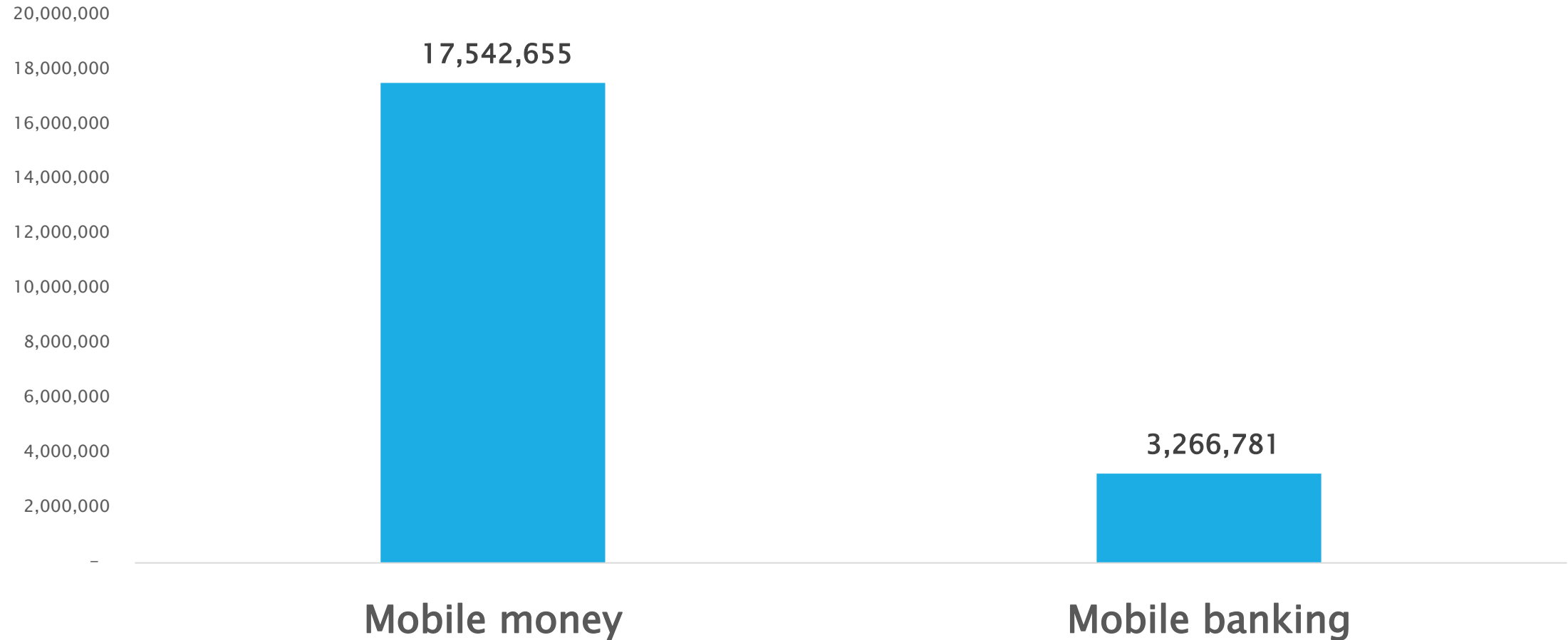
This service is an additional service that banks provide

We include this as it rides on mobile enabling us to measure impact of mobile in financial inclusivity

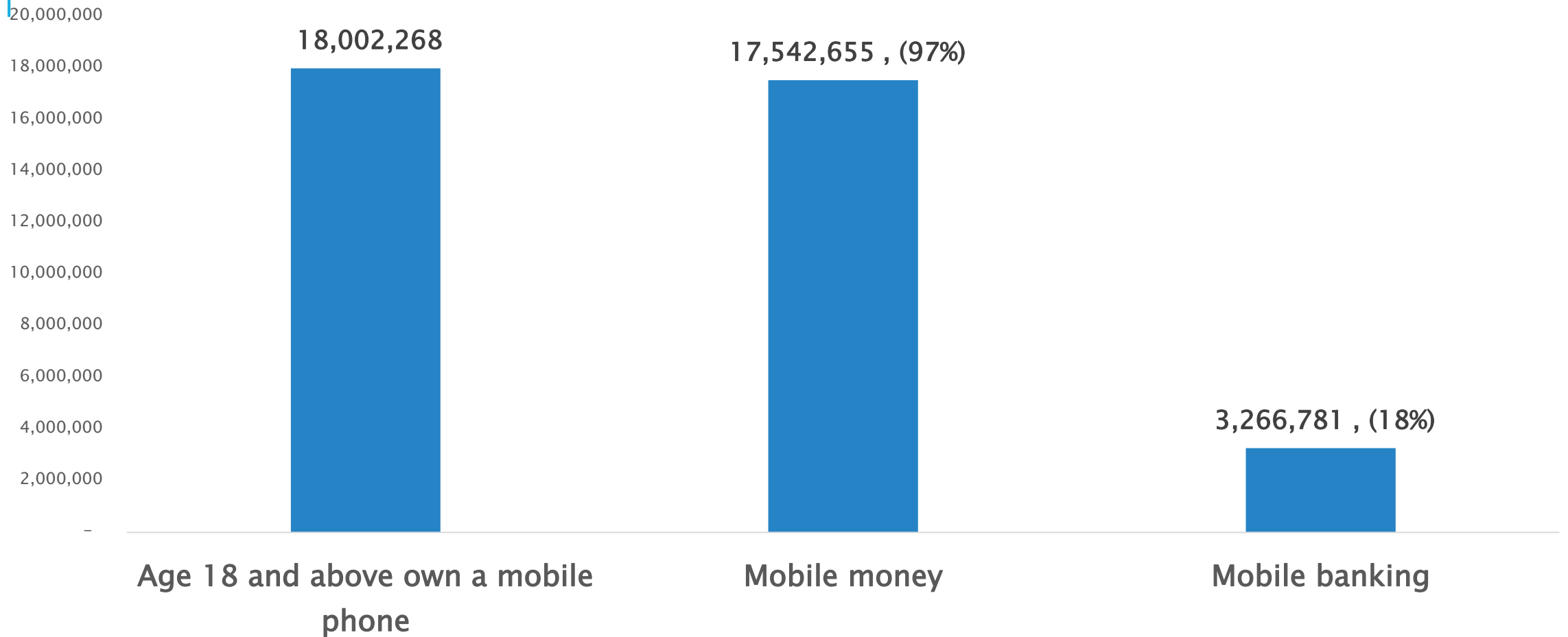
Internet banking is excluded here.

# STATISTICS

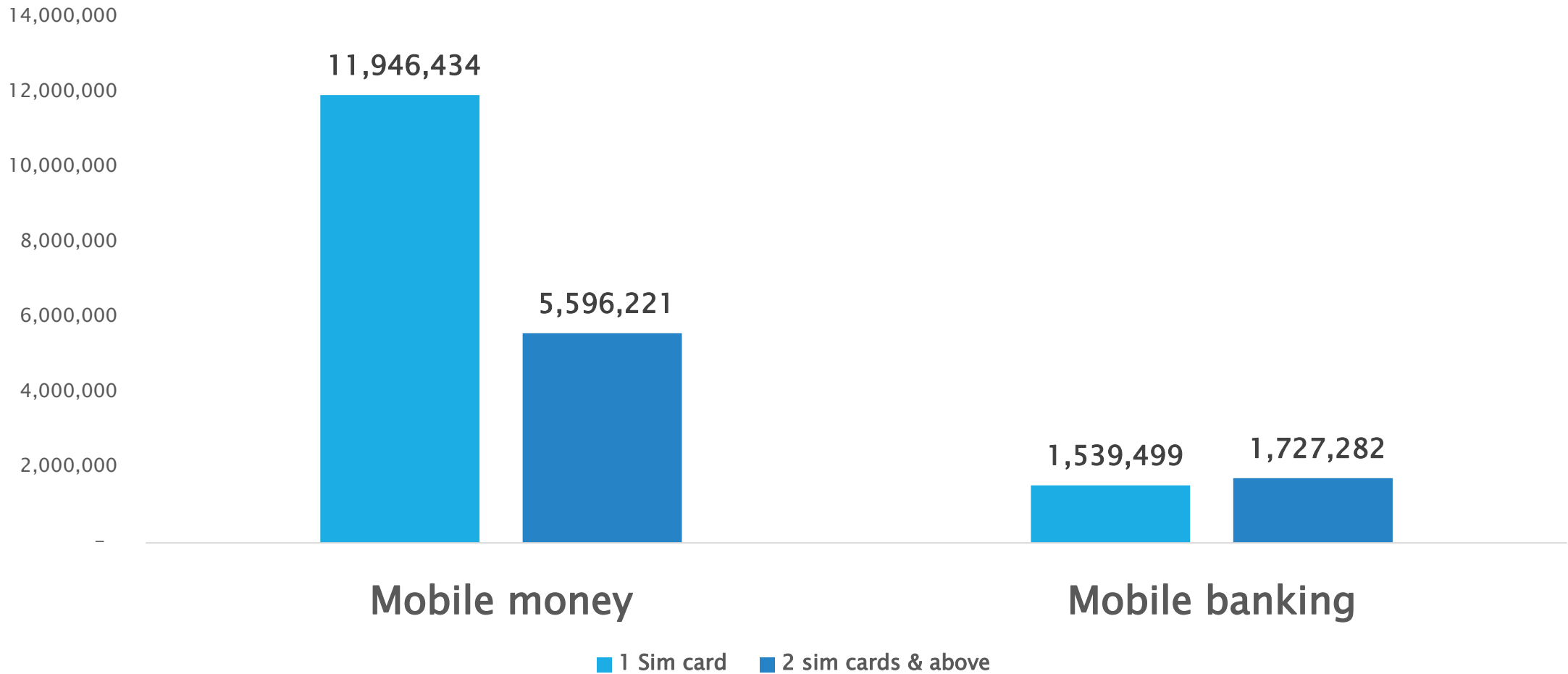
## Uptake of Mobile money and Mobile Banking, 2016



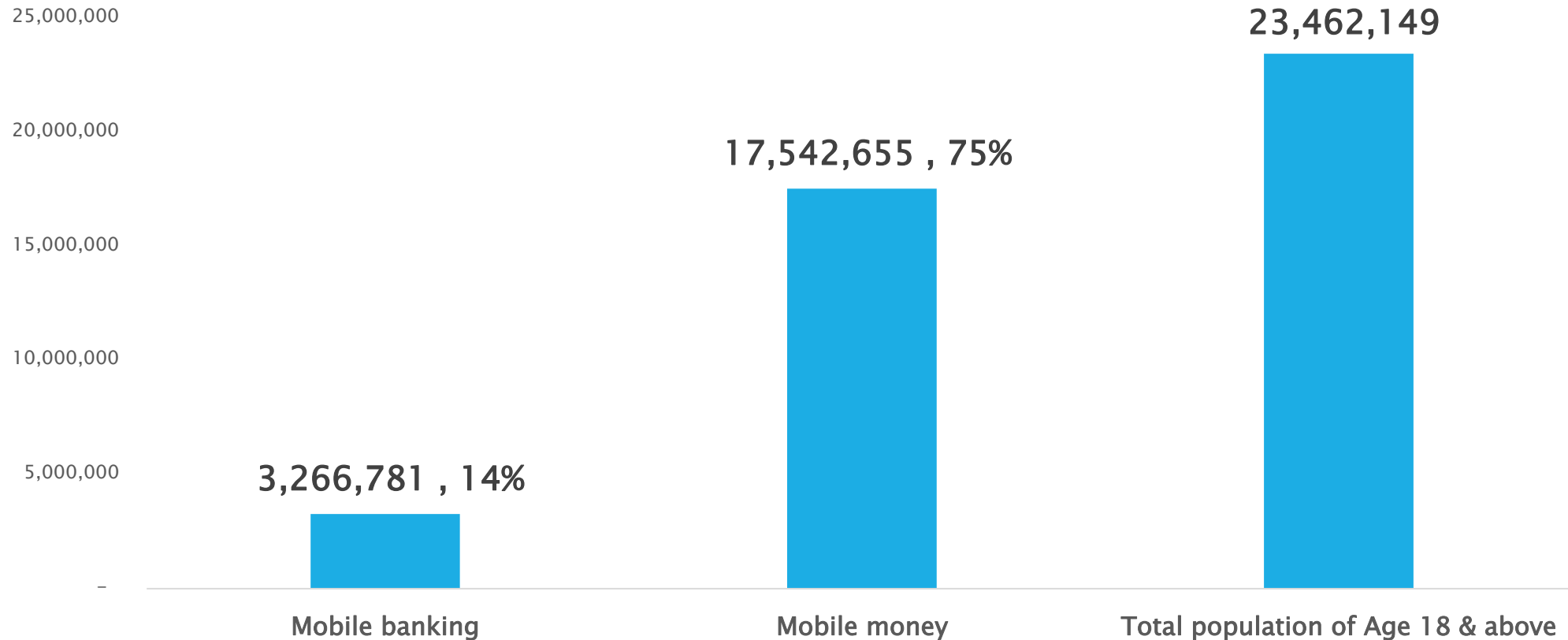
# Uptake of Mobile money and Mobile Banking from Persons owning Mobile phone, 2016



# UPTAKE OF MOBILE MONEY AND BANKING VIS A VIS OWNERSHIP OF SIM CARD, 2016



# REAL PENETRATION OF MOBILE MONEY AND BANKING



# CONCLUSIONS

It is Imperative to compile these statistics and start comparing with other countries

Mobile money closing the financial gap in most developing countries

Considered one of the benefits of having a mobile other than using it for communication

Due to mobile affordability and easy access to mobile money most individuals are attracted to it hence high usage

Relevant for policy makers especially in closing the financial gap

Relevant for investors, business people, schools, hospitals, government etc



THANK YOU FOR YOUR ATTENTION