



United Nations
Educational, Scientific and
Cultural Organization



Regional Center for Studies on the
Development of the Information
Society under the auspices of UNESCO

Measuring the Information Society: Challenges and Trends

ICT-related Statistics for Measuring the Information Society in Brazil

Alexandre Barbosa, PhD

Thematic workshop on “Measuring the Information Society: Challenges and Trends”,
*organized by the Information Technology Organization of Iran, IT Strategic Planning
and Monitoring Center/Data Processing Company (Parvaresh Dadeha), I. R. IRAN*
WSIS Forum 2015
Geneva, Switzerland
25 May 2015

About CETIC.br's MISSION

Brazilian Internet
Steering Committee



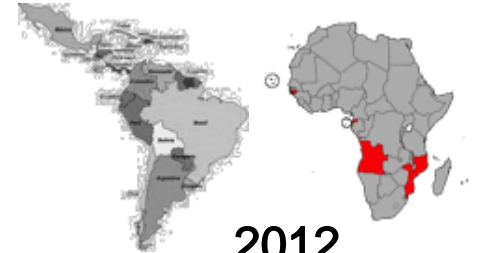
1995

Brazilian Network
Information Center



2005

Latin America and Portuguese-
speaking African countries



2012



Center for Studies on Information
and Communication Technologies

- Produce ICT indicators and statistics
- Promote the use of ICT statistics for policymaking and academic research
- Monitor socioeconomic impacts



Regional cooperation with UNESCO



Mission: “To contribute for the building of inclusive knowledge societies through information and communication technologies”

Scope of Action: Latin America and Lusophone countries of Africa



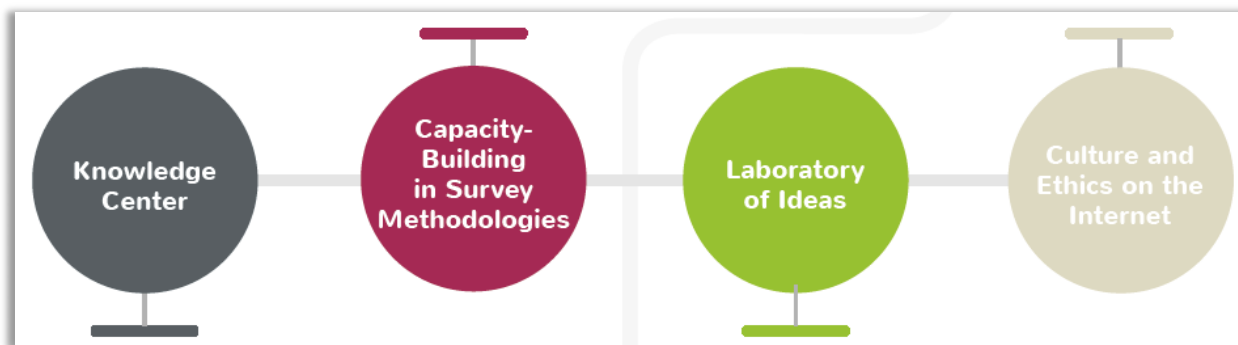
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Lines of Action:



The role of CETIC.br in providing ICT-related statistics for measuring the information society in Brazil.

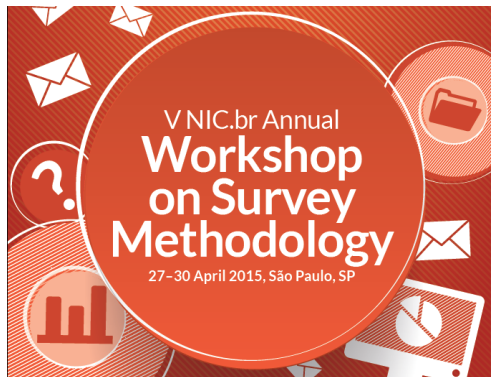
Survey data for policy design

THE ROLE OF CETIC.br

PRODUCTION OF ICT-STATISTICS

- Sample design
- Data collection
- Data analysis
- Data dissemination

CAPACITY-BUILDING



ICT4D
Statistics

ICT core
Indicators

Internationally
comparable
data

Policy-
relevant data
analysis

Policy
makers

- ICT Infrastructure
- ICT access & use
- ICT skills
- ICT training
- Online activities
- Barriers and motivations

KNOWLEDGE CENTER

KNOWLEDGE
CENTER

Producing relevant data for policymaking and academic research:

- ❑ **ICT Surveys:** Data collection, data analysis report and publications on the access and use of ICT in various segments of Brazilian society.



The ICT Households and ICT Enterprises surveys have been conducted annually since 2005. The former aims to map access to and use of ICT in Brazilian households and by individuals and the latter studies ICT adoption by companies. In 2014, the ninth edition of the surveys was published.



Aimed at mapping potential online risks and opportunities among children aged 9-17, the second edition of ICT Kids Online Brazil was published in 2014 containing indicators on online advertisement and consumption.



Since 2010, the ICT in Education survey has assessed ICT infrastructure in schools in urban areas and ICT appropriation in educational processes. The fourth edition, published in 2014, includes a special module on Online Educational Resources.



Conducted for the first time in 2013, the ICT in Health survey investigates the availability and use of ICT in health facilities and by professionals.



The ICT Electronic Government 2013 survey investigates the provision of e-government services in Brazil by interviewing federal and state government organizations from the executive, legislative and judicial branches and the public prosecutor's office.



The first edition of the ICT Nonprofit Organizations survey investigates ICT access, use and appropriation by non-profit organizations such as trade unions, associations, foundations and religious organizations in Brazil.



The ICT Public Access Centers 2013 survey investigates digital inclusion in Brazil through an analysis of the main federal government programs supporting telecenters.

Lines of action

CAPACITY-BUILDING

**CAPACITY-
BUILDING ON
SURVEY
METHODOLOGY**

Survey Methodology Workshops

Moving data off the shelf into action: Engaging data producers, researchers and policymakers into the methodological debate.



Brazil



Latin America



Africa

LABORATORY OF IDEAS

LABORATORY OF
IDEAS

- Public debates, conferences and round tables with experts to explore issues related to the social implications of ICT.

- Expert group meetings:
 - ICT surveys Expert Group Meetings.
 - ITU Expert Group on ICT Household Indicators – EGH.
 - Working Group CEA-ECLAC on ICT measurement in the health sector.
 - UIS TAP Meeting on ICT4E.



Monitoring socioeconomic implications of ICTs

ICT SURVEYS IN BRAZIL

Internationally agreed
methodological frameworks



Monitoring
targets



How does CETIC.br engage key stakeholders in the process?

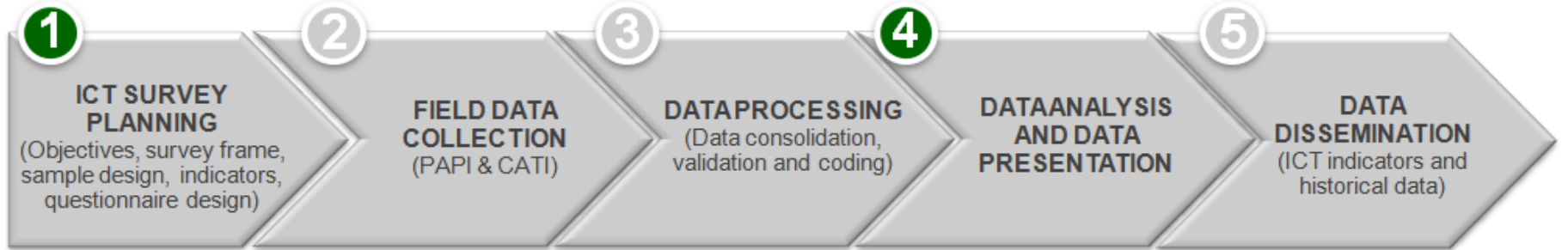
ICT SURVEY PROCESS

Critical steps to assuring data quality

Expert Group

- Academia
- Government and Int'l Organizations
- Research institutes
- Non-governmental Organizations

Quantitative & qualitative approach

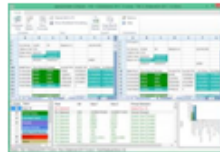


Survey Procedures Manual

Methodological Report

Data collection instruments: questionnaires, interview scripts, etc.

Field Control Report



Collected data (tables & transcripts)
Raw data tables



Preliminary Data Analysis Report



Publication (Analysis and ICT Indicators)

Book

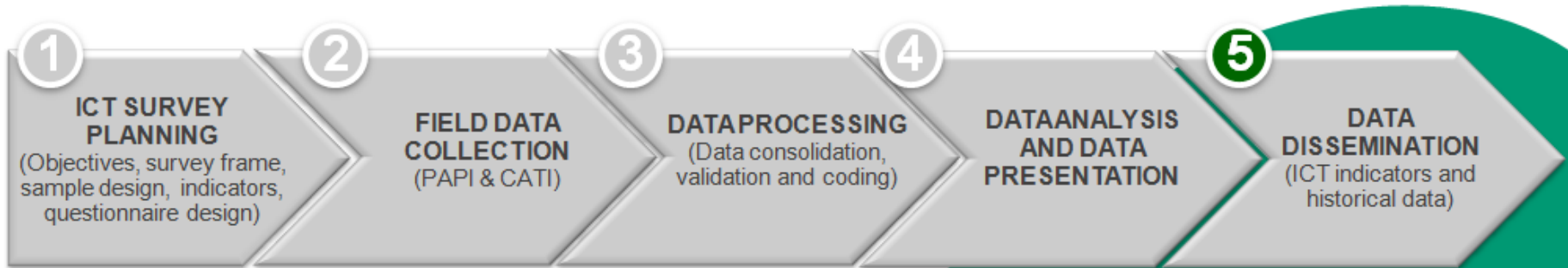


Website CETIC.br

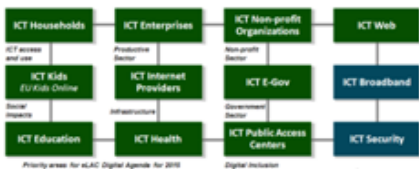


ICT SURVEY PROCESS

Critical steps to assuring data quality



ICT survey projects



Data visualization tools
Dynamic tables



Microdata base:

- ❑ SPSS
- ❑ Metadata dictionary
- ❑ Indicators construction syntax

Recipients

Government:

- ❑ *Input for policymaking and policy assessment*

Academia:

- ❑ *Academic research projects*

ICT survey process

ENGAGING KEY STAKEHOLDERS



**Academic
Organizations**

**Government and
International
Organizations**

61 organizations

>200 experts
participate in the
survey process on a
voluntary basis



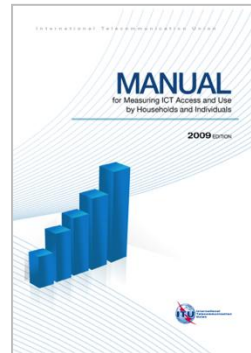
**Non-profit
Organizations**

ICT survey models

INTERNATIONALLY AGREED FRAMEWORKS

- Methodology, definitions, core indicators, and questionnaire.

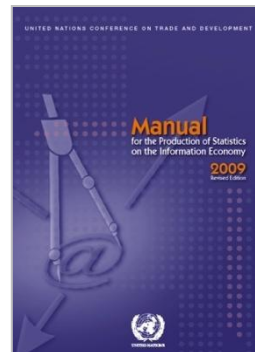
HOUSEHOLDS



EDUCATION



ENTERPRISES



HEALTH



ICT survey models INTERNATIONALLY AGREED FRAMEWORKS

- Methodology, definitions, core indicators, and questionnaire.

ELECTRONIC GOVERNMENT

PARTNERSHIP ON
MEASURING ICT
FOR DEVELOPMENT



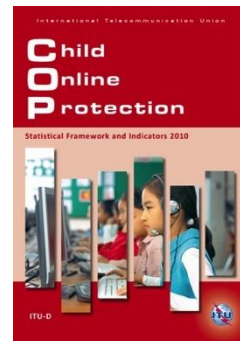
Local methodologies *(non-comparable data)*

- NON-PROFIT ORGANIZATIONS
- INTERNET PROVIDERS
- PUBLIC ACCESS CENTERS

(Planning phase)

- DIGITAL CUTURAL CONTENT

KIDS ONLINE



Challenges and opportunities

SURVEY MODELS

Challenges

- ❑ Stakeholders engagement
- ❑ Taxonomy and definitions
- ❑ Indicators definitions (core)
- ❑ Modular approach
- ❑ Data collection instruments
- ❑ Continuity & reference period
- ❑ Methodological framework
- ❑ Data dissemination and communication







Opportunities

POLICYMAKING

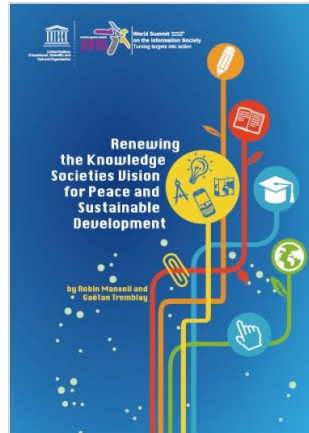
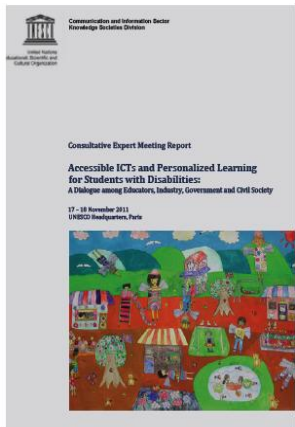
BENCHMARKING

**CROSS-NATIONAL
STUDIES**

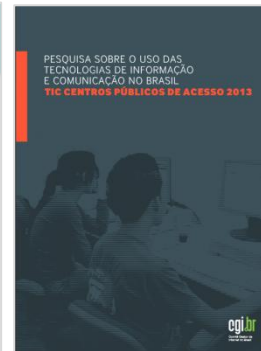
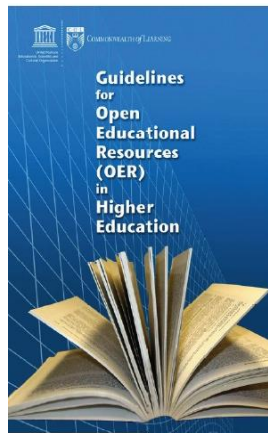
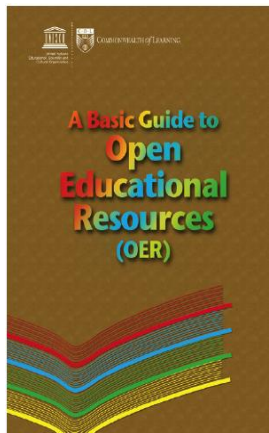
Cooperation in the definition of ICT INDICATORS

	<p>Moderator of ITU's Exper Group on Household Inficators - EGH)/ CWG-COP (<i>Child Online Protection</i>).</p>
	<p>ICT CEA-CEPAL Working Group for e-Health e e-Government.</p>
	<p><i>e-Health Task Force Indicators / WP-MADE – Measurement and Analysis of the Digital Economy.</i></p>
	<p>ICT indicators for persons with disabilities.</p>
	<p><i>EU Kids Online Academic Network.</i></p>
	<p>Indicators for ICT in Education.</p>

ICT surveys in Brazil and UNESCO PUBLICATIONS



Portuguese, Spanish and English



Thank you



Organização
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a Ciência e a Cultura



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Centro Regional de Estudos
para o Desenvolvimento da
Sociedade da Informação
sob os auspícios da UNESCO

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