



United Nations
Educational, Scientific and
Cultural Organization

CULTURE | 2030

INDICATORS

Thematic Indicators for Culture

Day 1 June 2, 2020

Introduction to Cultural Statistics by
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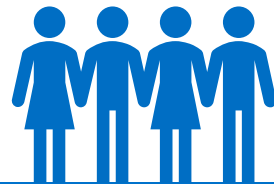
At the end of this training session, participants will:

- » Gain an understanding of the principles for measuring 'culture'
- » Be aware of some of the problems and difficulties particular to cultural statistics
- » Be introduced to the standards, classifications and manuals that will be needed to complete the indicators

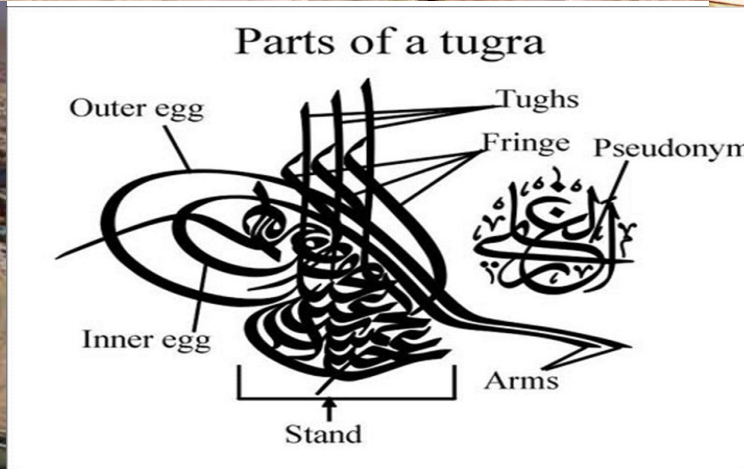


Outline

1. What is culture?
2. Types of data and standards for classification
3. Sources for cultural statistics
4. The Culture|2030 Indicators
5. Data quality
6. How to get data from a national statistics office?



What is culture and what to measure?



Measuring culture

- » Measuring GDP, labour, and education
 - every country on a similar scale eg no of jobs, no of students
- » For culture every country is different and aim is to capture the range of differences that make every culture unique
- » Hence multi-dimensional approach
- » Here concerned with statistics not with the checklists
 - lists of policies for which a Yes/No response is required
 - They are 'non-parametric' and responses cannot be treated as numerical data (ie 6 'yesses' cannot be said to be twice as good as 3 'yesses')
- » UNESCO Framework for Cultural Statistics 2009
 - Groups together all forms of statistical standards and their codes that are relevant for culture
 - <http://uis.unesco.org/en/topic/sustainable-development-goal-11-4>
- » CDIS
 - <http://www.unesco.org/new/en/culture/themes/cultural-diversity/cultural-expressions/programmes/culture-for-development-indicators/>



Types of data

- » All indicators have some form of statistical content
 - Indicators based purely on statistical data eg most Indicators in Dimension 2 on the economy
 - Checklist elements require some numeric data eg number of people trained or number of courses
 - Some indicators require a statistical calculation to reach a 'total' (eg Indicator 20 – Access to Culture) most of these are automatically calculated by the spreadsheets

- » Primary data: direct survey or observation
 - Here usually Nat Stats Office, but may be regional 'barometer' or commercial surveys
 - *Assumed no direct survey for this indicator suite*

- » Secondary:
 - academic studies reporting the results of research, especially results of other researchers

- » Administrative data
 - Collected in the process of managing an institution ie by a Ministry, national agency, or private company

International Classifications

- » Used here because
 - Provide a common measurement standard across all countries
 - Followed by all national statistics offices
 - When standard is updated the indicators are automatically updated too

- » Main standards used
 - ISIC for industries, ISCO for occupations, ISCED for education
 - Others ie OECD on 'trust'
 - All set out in either 1) Technical Manual or 2) Framework for Cultural Statistics UIS2009

Surveys

- More readily available and accessible
- Be careful about sampling issues

» Economic

- Business census (NSO)
- Labour Force Survey(NSO)

» Social

- Household Income and Expenditure Survey (NSO)
- Cultural Participation Survey
- World Values Survey and 'barometer' surveys

» National Population Census (NSO)

- Every 10 years, largely (but not completely) social
- A *census* is a 100% survey, in theory *not a sample*

Administrative data

- Collected as a matter of course in running Ministries, businesses etc
- So very close to policy-makers and most used to create change

» Business data

- Professional associations eg professional artists
- Chamber of Commerce
- Exports – collected by Customs and Revenue

» Admissions/ticket sales

- Major museums and galleries
- Cultural centres

» Education and Ministry data



Finance

- » Budget and Expenditure
- » Capital and Revenue

- » Sources
 - Ministry of Finance or Treasury
 - National authorities; arts, heritage

- » For an example to show that museums and art galleries finance including GDP contribution see <https://www.bach.banque-france.fr/>

National and International data

- » International data ARE national data
 - Just need to identify which national agency submitted it
- » National data are better suited to local circumstances
 - Closer to national policy making and prepared by authoritative local agencies
 - Available for sub-national breakdown
 - Benchmarked to local sources ie population estimates
 - Closer to national policy makers



Assessing data quality

- » Sample size
- » Date
 - NB date of collection v date of publication
- » Projections
- » Parametric v Non-parametric
 - indices

How to get statistics from national statistics offices

1. Identify survey questionnaire & question
 - Title, year of survey, reference
2. Identify codes from FCS *at 4+ digit level*
3. Decide on level of disaggregation required
 - Sex, age groups, ethnicity/language, geography
4. Obtain supporting letter from Ministry
5. Approach NSO to discuss conditions of release
 - Issues of privacy
 - Digits of codes available (ie how many digits *collected?*)
 - Level of disaggregation
6. The NSO will refer you to 'social statistics' *but* ask to speak to the 'economic' team
 - If they say the economic team has no cultural statistics ask about turnover and employment of cinemas and the film industry





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Thank You

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