

Update on the

Task Team on Digitalization

United Nations Committee of Experts on Business and Trade Statistics

September 25th, 2024



Statistics
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Task Team Workplan

Complement and build on current work to record current best practices from NSOs in terms of data sources and data collection methods and approaches for measuring e-commerce.

Provide recommendations on best practices and future areas of study with respect to new data sources and methods for measuring e-commerce to serve as an input and complement to UNCTAD's Working Group on Measurement of E-commerce

Measurement of adoption and investment in automation technology such as the use of Artificial Intelligence

A summary document on the current practices in place to measure the automation processes of firms and potential best practices that have been employed

Development of new business statistics indicators to better measure artificial intelligence, automation, and its utilisation (AI), robotics and their contribution to firm performance.

Improving the measurement of e-commerce

- The first meeting of the TG on e-commerce took place in December 2023
- Participation from multiple members of the TT on Digitalization
- At this point it was determined that progress would be best served through the cooperation of our task team in the activities of **UNCTAD's Task Group on Measuring e-commerce** to avoid duplication of efforts



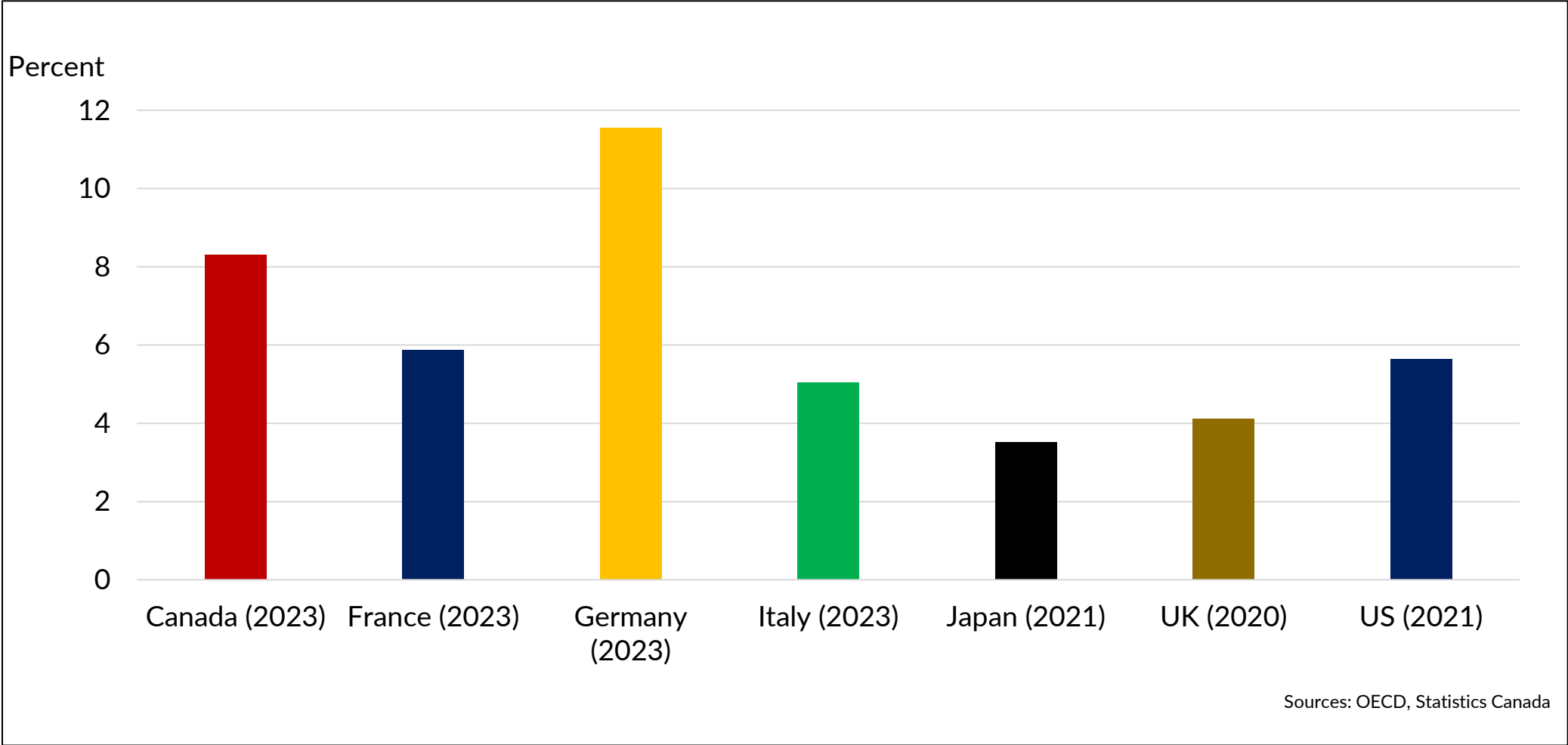
Progress to date

Automation Technology (including AI) Adoption Measurement

- Sub-group launched in February
- 4 meetings since that time
- Background note drafted – presented and circulated throughout broader TT for comment – updates previous work completed by the OECD in 2021
 - Business case
 - Overview of International and private sector artificial intelligence and automation data collection
 - Initiatives
 - Overview
 - Overview of National Data collection
 - Initiatives
 - Overview



Artificial Intelligence adoption by businesses



From stocktaking to concept note

OECD publishing

AI MEASUREMENT IN ICT USAGE SURVEYS

A REVIEW

OECD DIGITAL ECONOMY
PAPERS

March 2021 No. 308



Federal Ministry
of Labour and Social Affairs

OECD
BETTER POLICIES FOR BETTER LIVES

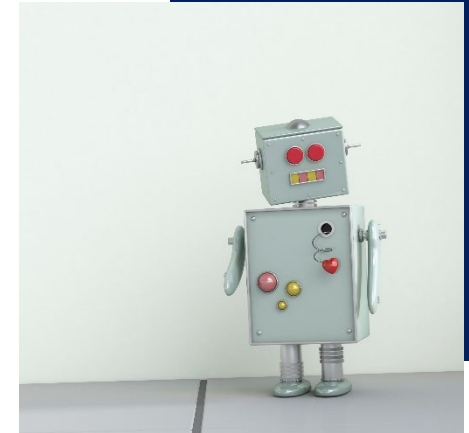
- Multiple country examples documented
- Definitions remain complex and difficult to translate to a survey context
- Automation vs. Robotics vs. Artificial intelligence can blur lines; important to clearly define each
- Can build on lessons from measurement of other emerging technologies

- Ensuring scope is well-defined
 - Focus on Industry 4.0 framework with multiple components to define and measure
- Outlining clear and workable definitions based on previously agreed standards
- Methodological considerations
 - Survey design
 - Data collection
 - Analysis
 - Dissemination

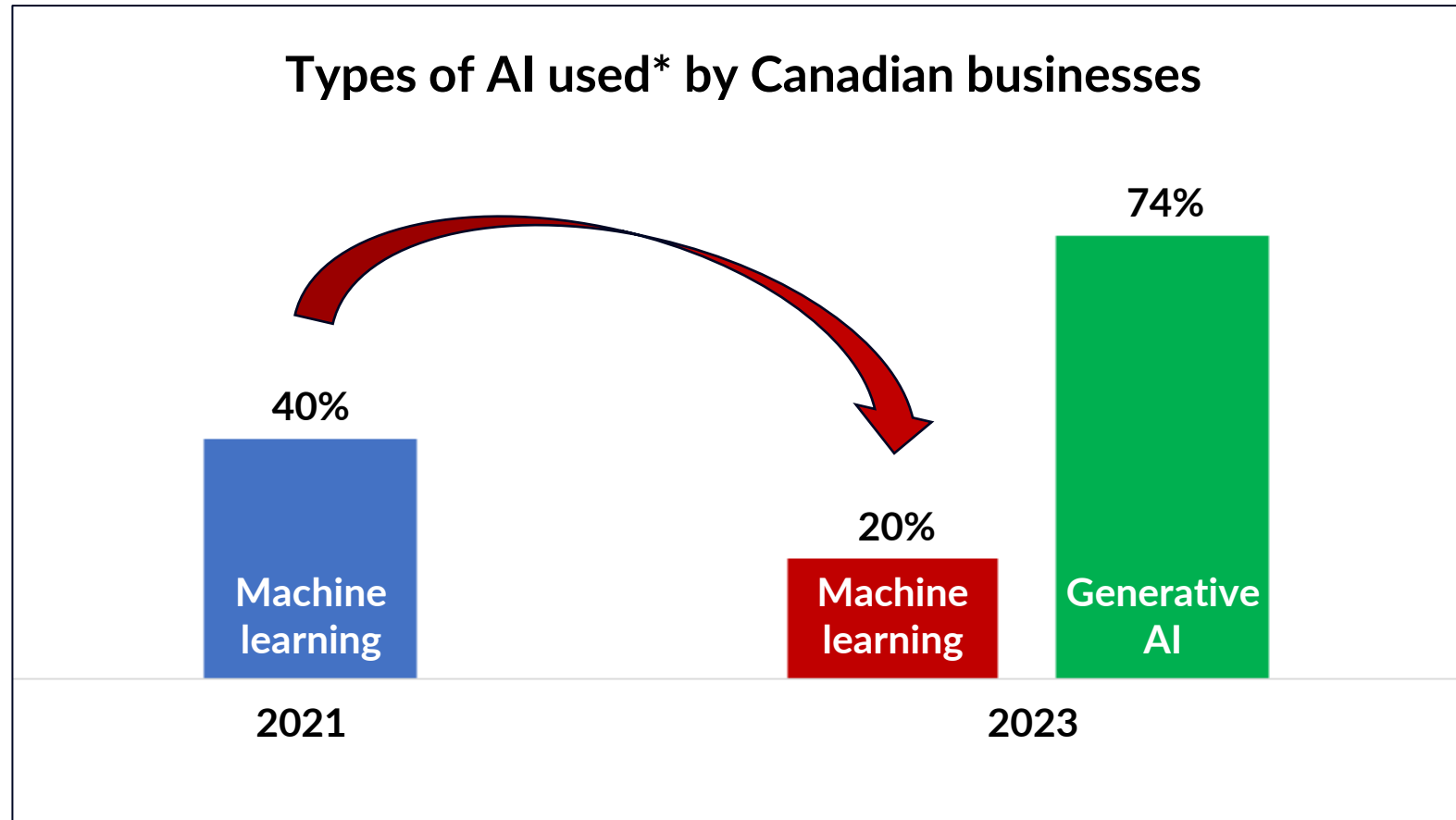


Measurement considerations

- Definitions for specific types of AI (e.g., generative AI, large language models) and related terms (e.g., automation, robotics) may have greater importance than the overarching definition
- Consider using different definitions depending on whether the question relates to creation/sale vs use of AI products or services.
- Target respondents must be selected carefully to match the types of questions being asked



The effects of shifting terminology



* These figures use a denominator of AI users.

Source: Survey of Digital Technology and Internet Use

Continued links and further steps

- Task Team on Globalization & Digitalization will shift to become Task Team on Digitalization
 - Terms of Reference to be updated
 - Group membership to be renewed
- Key to find ways to continue to partner with other organizations working in this space and contribute uniquely (UNCTAD, WTO, OECD, IMF)
 - Presentation to OECD WPDEMA – 14 November 2024
- Further work to provide measurement guidance related to selected technologies that make up Industry 4.0 (artificial intelligence, robotics)
 - Concept note outlining considerations for measurement later this fall

Thank you!

Mark.Uhrbach@statcan.gc.ca

[OECD Going Digital Toolkit ICT Use](#)

[UNCTAD WG on Measuring e-Commerce](#)

[Statistics Canada: Survey of Digital Technology and Internet Use](#)

