



Metrics for Policies for Well-being and Sustainable Development in Latin America and the Caribbean



Webinar series

Measuring people's perceptions, evaluations and experiences: key issues and best practice from Latin America and the world

There is now an increasing consensus that broader measures of societal progress should take into account how people feel about and experience their own lives, alongside information about their objective conditions. The issues that can be potentially included under this heading are broad, ranging from subjective well-being, to trust, political voice, satisfaction with services, and discrimination; measures of these phenomena may include both experiences of specific events (e.g. domestic violence, discrimination in the workplace) and personal evaluations of respondents' own conditions or of the general state of their economy and society. What all these phenomena have in common is that they refer to features that either only individuals themselves can report about (i.e. they are not directly observable by third parties in large samples of the population) or that, while potentially measurable through objective measures (e.g. income poverty), may be experienced differently by individuals in those specific conditions.

Since the Stiglitz-Sen-Fitoussi Report recommended in 2009 that national statistical offices make efforts to collect more subjective data through their official surveys, there has been a significant increase in both the number of countries that have included such measures in their official surveys and in academic research on these measures. However, in Latin America, the uptake of these measures has been less widespread, with only a handful of countries including relevant questions in their surveys. The wave of social protests in the region in late 2019 highlighted the disconnect between policy makers and citizens, and underlined the need to better understand and measure people's feelings and experiences. The COVID-19 crisis is providing further impetus as citizens and governments deal with unprecedented challenges. Finally, the Global List of SDG indicators includes several measures of this type (e.g. of discrimination, personal safety) that need to be incorporated into regular official data collection in the region.

This four-part webinar series explored a selection of issues and examples related to the measurement of people's self-reported perceptions, evaluations and feelings, with particular emphasis given to their applicability and relevance in Latin America. They were open to statisticians, policy makers, researchers and members of civil society.

The topics and dates of the webinars were as follows:





Metrics for Policies for Well-being and Sustainable Development in Latin America and the Caribbean



Webinar 1: Tuesday 22 September 2020 (10.00 Mexico City/ 12.00 Santiago/ 17:00 Paris)

Measuring people's perceptions, evaluations and experiences: why they matter and what can we learn from them?

The value of measuring people's perceptions and experiences has been increasingly recognised by statisticians, researchers and policy makers, especially with the major growth of scientific literature dealing with the potential methodological and interpretative concerns of subjective measurement over the last decade. On an individual level, measures of people's perceptions and experiences give insight into the way that people learn, work, and live, and what makes their lives satisfactory and happy, or what causes them pain and stress. At a social level, they are potentially powerful indicators that can signal wider problems in people's lives, capturing prevailing sentiment, and predicting behaviour.

This session presented the insights of experts who have been at the forefront of advancing knowledge on the measurement people's perceptions, evaluations and experiences, and in promoting their use, for many years. They presented their work and key lessons learned as well as exploring the research and public policy applications, with a particular focus on their relevance for Latin America.

Moderator: **Marco Mira d'Ercole**, Counsellor, WISE (Centre for Well-being, Inclusion, Sustainability and Equal Opportunities), OECD and **Xavier Mancero**, Chief of the Social Statistics Unit, ECLAC

[Marta Lagos](#), Founder and Director, [Latinobarómetro](#)

[Eric Harrison](#), Deputy Director, [European Social Survey](#)

[Carol Graham](#), [Leo Pasvolsky Senior Fellow and Research Director in Global Economy and Development](#), [Brookings Institution](#)





Metrics for Policies for Well-being and Sustainable Development in Latin America and the Caribbean



Webinar 2: Friday 25 September 2020 (09.00 Mexico City/ 11.00 Santiago/ 16:00 Paris) *Measuring discrimination: methodological issues and the statistical agenda ahead*

One of the areas for which the international community urgently needs subjective information is discrimination. This is evident in the Target 10.3 of Sustainable Development Goal 10, which proposes, among other things, to eliminate discriminatory laws, policies and practices. To monitor progress in achieving this goal, the official indicator is the proportion of the adult population reporting having personally experienced discrimination or abuse in the last 12 months. Currently, most of the National Statistical Offices (NSOs) in the region do not collect the information necessary to produce indicators that capture the subjective aspects of discrimination. Incorporating subjective measures on discrimination poses a considerable challenge to NSOs, since this is an area little explored by them, and also due to the time and space restrictions posed by the multipurpose surveys of the countries. This webinar explored the most appropriate modalities to measure discrimination through subjective information, taking into account the implementation of short modules in multipurpose household surveys carried out by the NSOs. Some topics that were addressed in the webinar are the following: a) concept of discrimination, b) methodologies to measure discrimination based on subjective information, with an emphasis on household surveys, c) advantages and disadvantages of the different approaches and, d) validity and reliability of discrimination measurements based on subjective information.

Moderator: **Pablo Villatoro**, Research Assistant, Statistics Division, ECLAC

Speakers:

[Edward Telles](#), Distinguished Professor of Sociology, University of California, Irvine

[Roberto González](#), Professor at the School of Psychology, Catholic University, Chile

[Francisco Guerreiro](#), Statistician, Human Rights Indicators, Office of the High Commissioner for Human Rights (OHCHR)

[Lucía Selios](#), ECLAC Consultant, Professor at University of the Republic, Uruguay.





Metrics for Policies for Well-being and Sustainable Development in Latin America and the Caribbean



Webinar 3: Tuesday 29 September 2020 (09.00 Mexico City/ 11.00 Santiago/ 16:00 Paris) ***The Measurement of Trust and Subjective Well-being: OECD Guidelines and practical applications***

This webinar concretely delved into two types of perception measures – trust and subjective well-being (SWB)- to look at solutions for potential measurement challenges, and how such measures can inform political decision-making. Trust in other people and in public institutions as well as SWB have widely been recognised as key ingredients of people’s well-being and are essential for societies to flourish, but official data remains scarce. Under its Better Life Initiative, the OECD has published official guidelines on measuring [trust](#) and [SWB](#) to assist data producers in collecting and reporting these measures, and to support data users in understanding different measurement approaches and their implications for analysis. This webinar: (1) provided evidence from the OECD Guidelines on the statistical quality and best approaches for measuring trust and SWB in a reliable and consistent way, (2) reflected on these issues in a Latin American context, and (3) gave practical examples of how trust and SWB surveys have been used by the POLIS institute in Colombia to evaluate policy interventions and provide rapid results on the impact of COVID-19 on happiness.

Moderator and speaker: [Lara Fleischer, Policy Analyst, WISE \(Centre for Well-being, Inclusion, Sustainability and Equal Opportunities\), OECD](#)

Speakers:

[Mariano Rojas, Professor of Economics at Facultad Latinoamericana de Ciencias Sociales, Sede México and at Universidad Popular Autónoma del Estado de Puebla, Mexico](#)

[Lina Martínez, Assistant Professor of public policy and the Director of POLIS \(Observatory of Public Policies\) at Universidad Icesi, Colombia](#)





Metrics for Policies for Well-being and Sustainable Development in Latin America and the Caribbean



Webinar 4: Friday 2 October 2020 (09.00 Mexico City/ 11.00 Santiago/ 16:00 Paris) Country experiences in the LAC region

The webinar series wrapped up by exploring concrete country experiences with subjective measurement in the LAC region from Colombia, Mexico and Chile. What value have these measurement initiatives brought where they have been implemented and what have been the lessons learned? Are there specific obstacles and contextual issues to be considered when including measures of perception and experience in Latin American countries?

Moderator: **Didier Dupré**, Head of Income and Living Conditions Unit, Eurostat

Speakers:

[Juan Daniel Oviedo](#), Director, DANE (Colombia)

[Gerardo Leyva Parra](#), Deputy Director of Research, INEGI (Mexico)

[Macarena Alvaredo](#), Director of the Social Observatory Division, (Chile)

Discussant: [Sebastian Nieto Parra](#), Head of Latin America and the Caribbean Unit, OECD Development Centre

Wrap-up: **ECLAC, OECD and Eurostat**

