

Methodology

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# The **D**igital Country Index '16

Developed by:  
Bloom Consulting and Digital Demand - D2©

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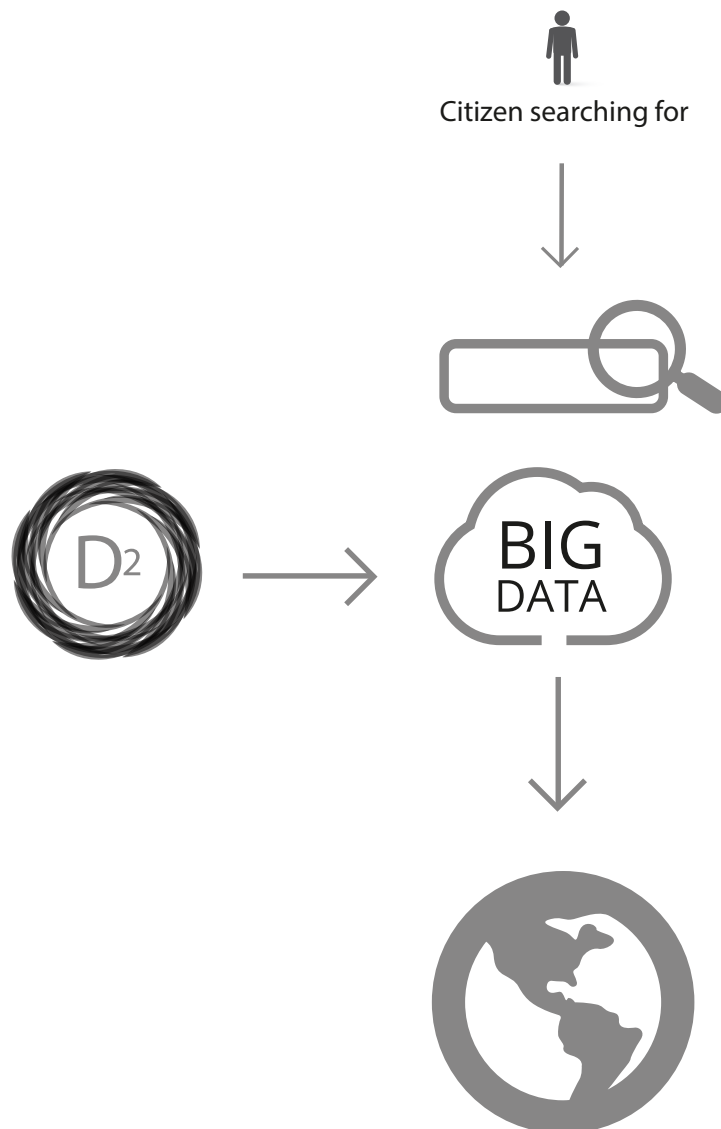


## Methodology

The objective of this Index is to provide the least subjective results possible, therefore the position of each Country comes solely from their search volume in each of the 5 Dimensions (with the slight exception of national Prominence). Social Media is excluded from the analysis as this Index measures the "consequence," not the "cause" of what has triggered the proactive interest towards any given Country.

### The Methodology (or how data is collected or how the Index is compiled)

The Digital Country Index compiles the measurement of the total amount of searches performed by all worldwide citizens toward any given Country. All thanks to a proprietary software called Digital Demand - D2©.



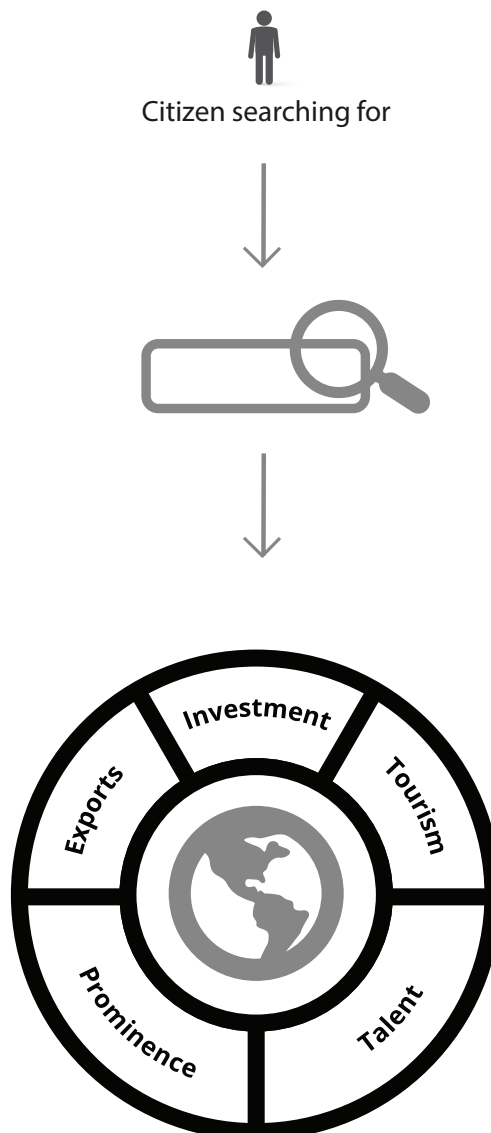


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Every search is collected and categorized in five different Dimensions.





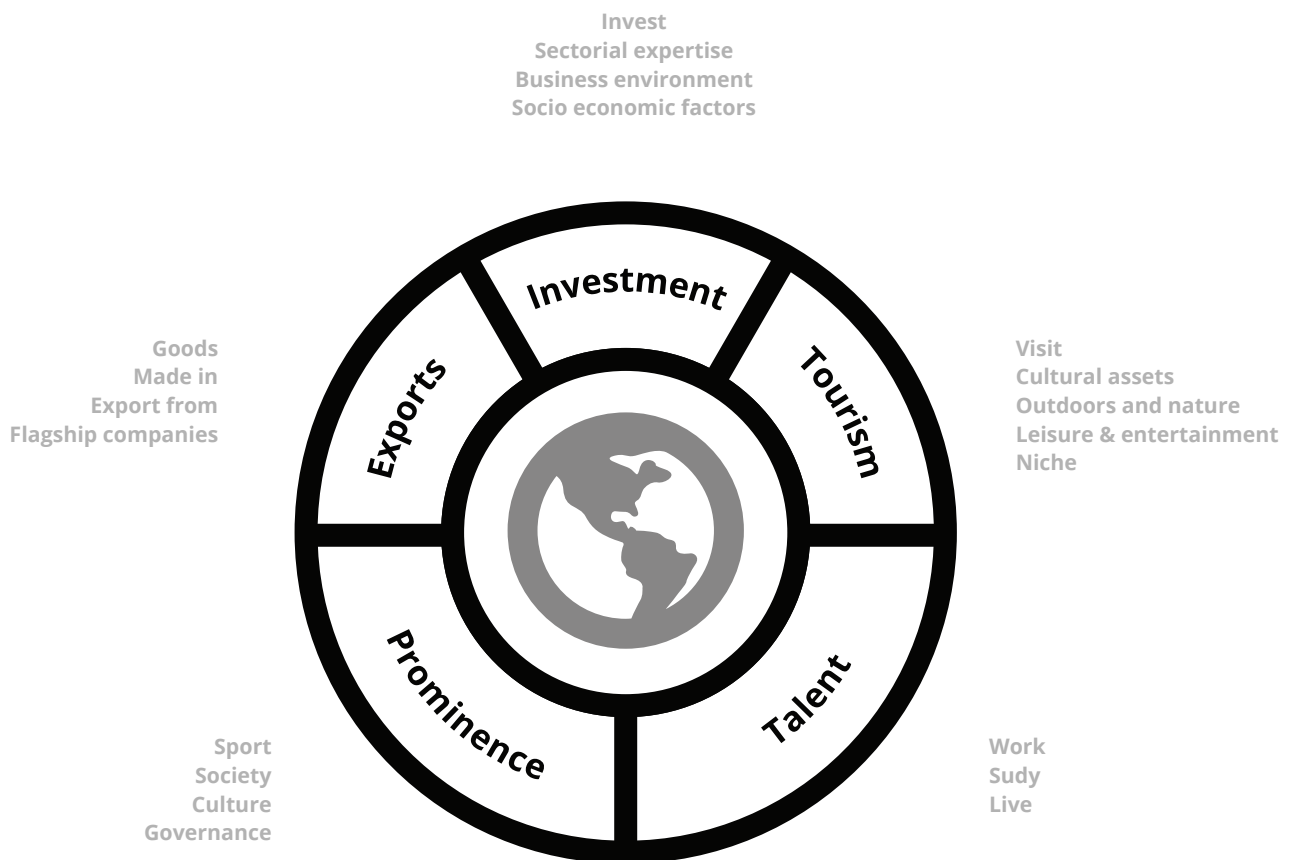
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Each Dimension is structured with 20 macro clusters of information, called “Brandtag families” as displayed below.

Inside each “brandtag family” there are around 60 “brandtags” that include nearly 28 million keyword combinations. All together, these are responsible for the collection of more than 614 million valid search results.





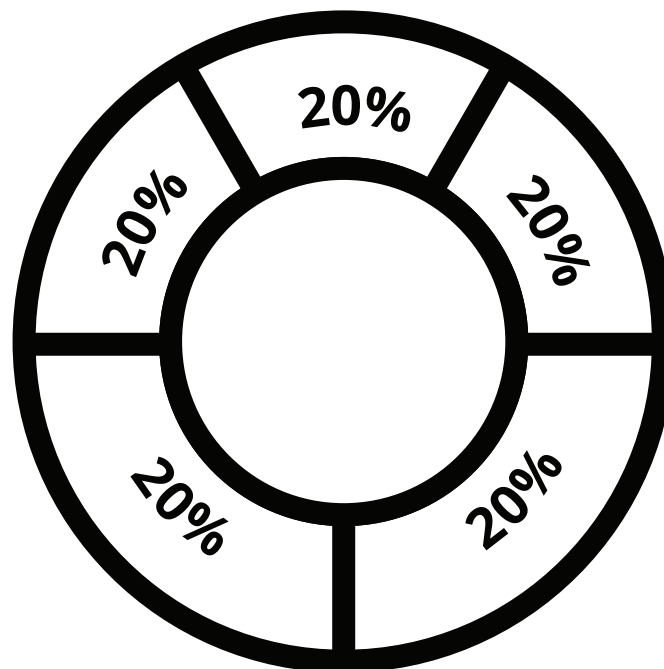
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The position of each country is determined by the total number of searches performed within each Dimension.

Using the Digital Demand - D2© software, Bloom Consulting applies a qualitative input to the data by attributing a maximum value of 20% to each Dimension; therefore, if *Country A* has five times more searches in Tourism than *Country B*, but ten times less searches in Talent, *Country A* will not score higher in the Index.





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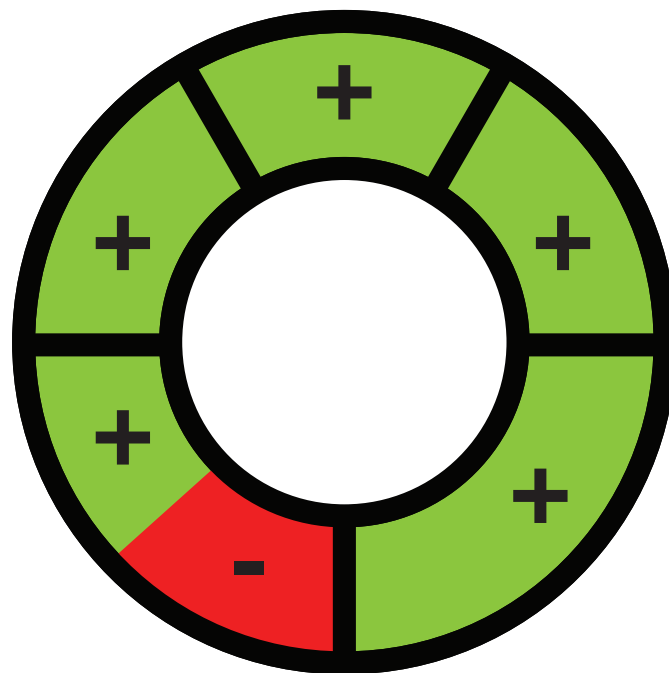
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A “positive” and “negative” criteria is applied by Bloom Consulting to the “Prominence” results. This criteria is introduced because although a Country might have a high number of searches, those searches may not all be positive. In all other Dimensions, the more searches for a Country, the better; this is not necessarily the case in “Prominence.” For example, a global Citizen is searching for “corruption” within a specific Country, he/she may associate that Country with being either corrupt or being un-corrupt.

To mitigate this duality, we link the searches to external indexes, such as Transparency International, that monitor and publish nation corruption levels. Consequently, if a Country is labeled as un-corrupt and has a high volume of searches, then those searches are viewed as positive. But, if a Country ranks high in corruption, and has a high volume of searches, it is penalized in the Index as a result.

This “positive” and “negative” criteria has been applied exclusively within the “Prominence” Dimension. All other Dimensions are untouched aside from the 20% value attribution. All searches that are categorized as “positive” maintain the objective of this index - that objective being: to have the least subjective interpretation possible, allowing the data to remain untouched and “pure”.



“Positive” and “negative”  
criteria applied only in the  
prominence dimension

## More about #DigitalCountry and the Digital Country Index

The Digital Country is a Country that has triggered proactive interest from Global Citizens (tourists, investors, businesspeople, workforce and general citizens) towards that Country in the Digital World. This definition was presented by Bloom Consulting in 2015 after determining through its own research and multiple other sources – including Google Intelligence - that when someone searches for information about a country in the context of Tourism, Investment, Exports, Prominence and Talent, one of the primary sources used today is a “search engine”.

This act of “searching” can be triggered by something one may have read in a newspaper, heard in a conversation or simply out of curiosity. “Searches” represent the true level of interest in a Country or a Place and therefore demonstrate a Country’s genuine appeal. If measured, “searches” can also highlight the interests one may have with regard to any specific Country Region or City.

With this data, Countries can measure if their Actions Activities and Policies are causing any effect on their Nation Brand and on their overall perception.

The **Digital Country Index** measures the performance of the **#DigitalCountry**

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## Would you like to know more?

If you work for a national, regional or city agency or any other Government organization, please contact

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**Thank you!**

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