

Glossary of terms

Content

1.	Key indicators	2
2.	Government funding as percent of total government outlays, by selected fields	2
3.	Rankings	3
4.	Country factsheet	3
5.	Qualitative indicators	4
6.	Culture & the arts	5
7.	Language	5
8.	Education	6
9.	Science & research	7
10.	Media	7
11.	Contributions to multilateral cultural organisations	9

1. Key indicators

Population	The number of persons with a permanent residence in a country on 1st January of the respective year.
Gross domestic product (GDP)	GDP is an indicator of a country's economic activity. It reflects the total value of all goods and services produced less the value of goods and services used for intermediate consumption in their production. The data is expressed in million euros or USD at current market prices.
GDP per capita	GDP per capita measures the sum of marketed goods and services produced within national boundaries, divided by population size.
Cultural economy as a percent of GDP	Total expenditure by the general government devoted to different socio-economic functions based on the Classification of the Functions of Government (COFOG) expressed as a share of GDP. Culture refers to the COFOG function "Cultural services." Where there are deviations from the COFOG standard, the nearest possible value is used and indicated as such. For example, in the case of the United States the national statistics only report on the COFOG function "Recreation, culture, religion." This means that the value might be skewed because it refers to a broader category.
Education economy as percentage of GDP	General government expenditure by COFOG function "Education" as a percentage of GDP.
Media economy as percentage of GDP	General government expenditure by function "Broadcasting & Publishing" as a percentage of GDP.
Research and Development (R&D) economy as percentage of GDP	The indicator used is GERD (Gross domestic expenditure on R&D) as a percentage of GDP. The R&D definition corresponds to that from the Frascati Manual, 2002 edition, § 63: "Research and experimental development (R&D) comprise creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society and the use of this stock of knowledge to devise new applications" ¹ .

2. Government funding as percent of total government outlays, by selected fields

Culture	General government expenditure by COFOG function "Cultural services" as a percentage of total government expenditure.
Education	General government expenditure by COFOG function "Education" as a percentage of total government expenditure.
Media	General government expenditure by COFOG function "Broadcasting & Publishing" as a percentage of total government expenditure.

¹ OECD (2002). Frascati Manual 2002: Proposed Standard Practice for Surveys on Research and Experimental Development, The Measurement of Scientific and Technological Activities. OECD Publishing, Paris, <https://doi.org/10.1787/9789264199040-en> [02.07.2021].

R&D	<p>The indicator used is GBARD, or government budget appropriations or outlays on R&D.</p> <p>These data measure the government funding for R&D by all levels of government, where those allocations are funded by taxation or other government revenues. Data are usually based on budgetary sources (budget analysis).</p> <p>GBARD covers not only government-financed R&D performed in government establishments but also government-financed R&D in the other three national sectors (business enterprise, private non-profit, higher education).</p>
----------------	--

3. Rankings

GDP and population rankings	GDP and population rankings are from the World Development Indicators database provided by the World Bank.
Hard power rank	Hard power rank is based on the Global Firepower (GFP) rank. The GFP is based on each country's capability in war-making. The original site tracked 25 countries and the 2020 edition covers 138. If a country is not included on the index it will be shown as >25.
World trade rank	Based on the World Bank data and derived from the sum of world exports and imports in million USD.
Soft power rank	Soft power rank refers to the Soft Power 30, an annual index published by Portland Communications and the USC Center on Public Diplomacy. If a country is not included on the original index, it is indicated as N/A.
Diplomacy rank	Diplomacy rankings correspond to the Lowy Institute Global Diplomacy Index which tracks the diplomatic networks of 61 G20, OECD, and Asian countries and territories. The earliest available index is 2016.

4. Country factsheet

Number of countries with ECP activities	The estimate is based on the total number of countries where there are ECP activities and programs, which refers to "brick and mortar institutions" or programs directed specifically at a country (i.e. if a scholarship recipient hails from a given country but there are no other programs, it is not included). In case of doubt, we refer to the number of diplomatic representations abroad from the Lowy Global Diplomacy Index.
Total number of institutions abroad	The estimate is based on the total number of all indexed government and arm's length institutions abroad in the ECP fields. Please refer to the Methodology for our definition of ECP institutions.
Total number of fulltime equivalent staff engaged in ECP activities	The estimate is calculated from the sum of all staff working full time in the ECP sectors. Please note the information is drawn from various official institutional sources (like annual reports) and might understate the actual number of ECP staff.

ECP freelance & local contract staff	The number refers to the following staff working in ECP sectors: freelancers, local recruits, part-time workers, etc. The value is reported when a sending country relies extensively on the support of local networks (e.g. France).
Government financial support (€ million)	The estimate is calculated from the sum of budget allocations to ECP-specific government programs. The information included is not suited for comparison across countries included in the study, as values will vary depending on the nature of the ECP approach and country-specific circumstances. Due to vastly differential definitions of external cultural policy, this number should be taken as an approximate figure only.
Total expenditure of all ECP operators (€ million)	The estimate is based on the sum of all expenditure towards external cultural policy initiatives and institutions, both government and arm's length institutions (i.e. it includes expenditures that "arm's length" institutions derive from their own revenue sources). Due to vastly differential definitions of external cultural policy, this number should be taken as an approximate figure only.
Comparative ECP ranking	In order to delineate between levels of external cultural policy (ECP) activity, we propose a country-based ranking system as an ordinal scale. We have an internal measure of ECP-scale as geographical range, i.e., the number countries with ECP activities, and the option of creation an ordinal measure of groups of actors, with four distinct levels: minor, medium, major, and global. Please consult the Methodology for the proposed ranking system.

5. Qualitative indicators

Main ECP Objectives	The strategies for cultural policy of a given country, as discerned from government documents (where available) or secondary sources and expert interviews.
ECP Context	The geopolitical climate in which cultural policy operates, internal developments for a country's ECP, and challenges facing the projection of cultural influence.
Regional focus & institutional emphasis	The geographical focus of a country's ECP and the key institutions that carry it out, as discerned from government documents (where available) or secondary sources and expert interviews.
Institutional Map	The key government and "arm's length" institutions, including their relation to each other and to government ministries and agencies.
Main Institutions and Programs	The most significant organizations and prominent initiatives of country's ECP.
Current Issues & Developments	The ways in which ECP has shifted, including trends which will affect it in the future. Includes both internal changes and external factors.

6. Culture & the arts

Number of countries present	The number of countries in which there are ECP institutions with brick-and-mortar presence (institutes, liaison offices, branches, etc.). Please consult the Methodology for our definition of ECP institutions.
Number of FTE staff	The number of full-time working staff involved in ECP activities abroad as well as staff coordinating those activities from within the country.
Number of artists in exchange programs	The number of incoming artists taking part in any of the country-specific artists-in-residence and artist exchange programs. Where there is no consolidated data available, we give examples of the most prestigious programs.
Number of cultural cooperation agreements	The number of bilateral cultural agreements in force with other countries. A cultural agreement is a treaty under international law that regulates the international cultural relations of two or more states.
Budget (€ million)	The estimate refers to the cumulated annual budget of financially independent or semi-independent cultural institutions of the respective country (e.g. Institut français, or the British Council).
Government financial support (€ million)	Refers to statements of government financial support which demonstrates how the government plans to use public resources to meet ECP goals. In cases where no reliable consolidated figure is available, examples of the most important programs or budget items are given.

7. Language

Number of countries where courses are offered	The number of countries where the respective country's language is offered through organized language learning activities.
Number of students enrolled	The number of students enrolled in the classes offered through the respective language education network abroad.
Number of candidates for language qualifications	The number of persons who took part in international standardized testing of foreign language proficiency (e.g. IELTS, DELF, etc) in the indicated year.
Number of language teachers	The number of teaching staff working in the language promotion network abroad, if it is reported in official documentation.
Budget (€ million)	Refers to the annual budget of financially independent or semi-independent cultural and language promotion institutions (e.g. Institut français or the British Council).
Government financial support (€ million)	Refers to statements of government financial support which demonstrates how the government plans to use public resources to meet goals of language promotion abroad. In cases where no reliable consolidated figure is available, examples of the most important programs or budget items are given.

8. Education

PRIMARY AND SECONDARY EDUCATION

Number of countries	The number of foreign countries in which primary and secondary education institutions that follow a curriculum of the sending country exist.
Number of schools	The number of schools abroad teaching the country-specific national curriculum and / or using the language of instruction of the sending country. Often, specific school-leaving qualifications enable the graduates to continue their education in the sending country. These schools are either accredited, contracted or directly managed through a dedicated national agency. Individual bilingual classes and classrooms outside of the school network are reported separately under Language Education.
Number of students	The number of pupils enrolled in schools abroad network.
Number of staff / teachers	The number of teaching staff working in schools abroad network.
Government financial support (€ million)	Refers to statements of government financial support which demonstrate how the government plans to use public resources to meet goals of education promotion abroad. In cases where no reliable consolidated data is available, examples of the most important programs or budget items are given.

TERTIARY EDUCATION

Number of countries	This value is not definitive and should be understood as "reach". It is the estimated number of countries where the sending country offers higher education promotion programs, for example through cooperation programs, scholarship schemes, short- and long-term exchanges, etc. (e.g. Campus France, DAAD, etc.).
Number of universities / colleges abroad	The number of higher education institutions abroad where a country-specific curriculum of the sending country is delivered through online/distance learning, local partnerships (e.g., joint and dual degrees) or an institution's physical presence in another country (e.g., branch campuses and study centers).
Number of foreign students	The data is taken from the UNESCO Institute for Statistics (UIS). It refers to the number of students who have crossed a national or territorial border for the purpose of enrolling in a higher education institution in the target country.
Transnational education (TNE)	Transnational education (TNE) is education delivered in a country other than the sending country in which the tertiary institution is based, e.g. students based in country Y studying for a degree from a university in country Z.
Number of students at transnational higher education (TNE)	The number of international students who are enrolled in TNE programs offered by the sending country.
Number of government scholarships awarded	The number of awarded government-funded scholarships to foreign students. These are often-prestigious programs which enable the national higher education institutions to attract top foreign students to enroll in their study programs (e.g. Fulbright, ESKAS, etc.).

Government financial support (€ million)	Refers to statements of government financial support which demonstrate how the government plans to use public resources to meet goals of higher education promotion abroad. In cases where no reliable consolidated data is available, examples of the most important programs or budget items are given.
---	---

9. Science & research

Number of countries	This value is not definitive and should be understood as “reach”. It is the estimated number of countries where the sending country offers science & research promotion and international scientific cooperation programs, for example through the physical presence of research institutes, funding schemes and scientist and researcher exchange programs.
Number of institutes	The number of research institutes operated by or with the support of the sending country with a physical presence abroad.
Number of researchers / staff	The number of researchers and staff working full time at the respective research institutes abroad.
Number of projects	The number of projects organized within the research network abroad and / or activities that are undertaken within the framework of international scientific cooperation.
Number scientists in exchange programs	The number of scientists and researchers who participate in the scientific cooperation and exchange programs organized by the sending country.
Budget (€ million)	The annual budget of research institutes situated abroad. If no such institutes exist, the number refers to the annual budget of the top-ranked national institution and / or the share of its budget devoted to international scientific cooperation.
Government financial support (€ million)	Refers to statements of government financial support which demonstrate how the government plans to use public resources to meet goals of science & research promotion and scientific international cooperation. In cases where no reliable consolidated data is available, examples of most the important programs or budget items are given.

10. Media

TV	
Number of countries broadcasted to	The number refers to the reach of television channels and programs operated by or with the support of the sending country, which are directed towards audiences outside of the sending country.
Number of languages	The number of languages in which an international broadcaster or program operated by or with the support of the sending country provides content to audiences abroad.
Number of channels	The number of television channels which offer international broadcasting programs outside of the respective country.

Audience / weekly (million)	The number of people who have watched the international channel within one week. Please note that research methodologies and reporting styles of various international broadcasters and programs may vary.
RADIO	
Number of countries broadcasted to	The number refers to the reach of radio programs operated by or with the support of the sending country, which are directed towards audiences outside of the sending country.
Number of languages	The number of languages in which an international broadcaster or programs operated by or with the support of the sending country provide content to audiences abroad.
Number of channels	The respective number of radio channels which are broadcast to audiences abroad.
Audience / weekly (million)	The number of people who have listened to the international radio broadcast within one week. Please note that research methodologies and reporting styles of various international broadcasters and programs may vary.
NEW MEDIA	
Social networks following	The number of persons subscribed to the online content of an ECP actor from the sending country. The number represents a sum of followers and subscribers on social networks (Facebook, Twitter, Instagram) and is taken from the official annual reports of respective ECP institutions for that year or the current status of the social media profiles where indicated.
Audience / unique monthly visitors (million)	The number refers to digital audiences which consume the online content of the selected ECP institutions. Unique monthly visitors or users is a common way of measuring the popularity of a website. Monthly unique visitors (or where applicable: average monthly visitors), refer to the sum of devices visiting the analyzed domain. Please note that research methodologies and reporting styles of various international institutions and programs may vary.
TOTAL	
Total weekly aggregate audience (million)	Refers to the sum of both linear and digital audiences which consume the content of an international broadcaster or program within one week.
Budget (€ million)	The total annual budget of an international broadcaster or program.
Government financial support (€ million)	Refers to statements of government financial support which demonstrate how the government plans to use public resources to meet goals of international broadcasting and positioning the country on the international media landscape. This includes public subsidies to the international broadcasters and programs.

11. Contributions to multilateral cultural organizations

UNESCO (€ million)	The figure refers to the assessed contributions to UNESCO, which are mandatory by virtue of the state's membership.
Council of Europe (€ million)	The figure refers to the annual national contributions to the Council of Europe.
Other	Other memberships in multilateral organizations relevant to external cultural policy work may exist and are listed here.

Imprint

The External Cultural Policy Monitor

Developed by Helmut K Anheier, Hertie School & UCLA Luskin School of Public Affairs, and ifa Competence Centre. Supervised by Helmut K Anheier. Coordinated by Sarah Widmaier for ifa.

Preferred citation

Anheier, Helmut K. (11/2022). "Glossary of terms," in: Helmut K. Anheier and ifa (eds.). The External Cultural Policy Monitor. Stuttgart: ifa.

The views expressed are those of the authors and do not necessarily reflect those of the ifa.

Publisher:

ifa (Institut für Auslandsbeziehungen)

Charlottenplatz 17

70173 Stuttgart

Postfach 10 24 63

D-70020 Stuttgart

www.ifa.de

© ifa 2022

Author: Helmut K Anheier

Creative Commons Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)



DOI: <https://doi.org/10.17901/ecp.2022.074>