Standardized and integrated processes: communication with respondents and training of the interviewers networks

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Istat under modernization

2016: Modernization process $\rightarrow$ Centralization of data collection

- Optimization
- Innovation
- Integration

Case study: Communication with surveys respondents

Training of the interviewers networks
Communication with surveys respondents

**Pre-survey communication**

- The advance letter making contact with respondents
  introducing the survey
  seeking collaboration

**Survey field period communication**

- The memory letter gaining cooperation
  reminding to answer
<table>
<thead>
<tr>
<th>Communication with surveys respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ The advance letter</td>
</tr>
<tr>
<td>- Paper letter</td>
</tr>
<tr>
<td>Households or Citizens</td>
</tr>
<tr>
<td>15 days before</td>
</tr>
<tr>
<td>Italian, German, Slovenian</td>
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<tr>
<td>- Certified e-mail</td>
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<tr>
<td>Businesses or Institutions</td>
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<tr>
<td>1 day before</td>
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<tr>
<td>Italian, German</td>
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<tr>
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<td>- Paper letter</td>
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<tr>
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<td>variable</td>
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<tr>
<td>Italian, German, Slovenian</td>
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<tr>
<td>- Certified e-mail, e-mail, telephone</td>
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<tr>
<td>Businesses or Institutions</td>
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<tr>
<td>variable</td>
</tr>
<tr>
<td>Italian, German</td>
</tr>
</tbody>
</table>
Optimization of the advance letter

The past

Different authors, different linguistic styles

No attention to graphic aspects

Attention focused on the survey

Very small text font

Normative references in the text and in the box

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Communication with surveys respondents

Optimization of the advance letter

The present

- Bigger text font
- Clear message addressed to respondents
- Attention to graphic aspects

Same author, same linguistic styles

Normative references on the back side

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Communication with surveys respondents

Integration in the workflow

Thematic sector
Organization of data collection
Design of data collection tools
Legal sector
President
Data collection implementation

The workflow is traced in the document management system and ruled by a procedure.
The advance letter: an integrated output
Training of the interviewers networks

Survey 1
Survey 2
Survey 3
Survey 4
Survey n

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The centralized approach

A centralized training process, in order to share, generalize, harmonize and simplify training process, makes possible:

1. To share and valorize best practice
2. To promote blended training systems for interviewers network
3. To set up training flexible tools usable in different training contexts

Stimulate the (Re) qualification of both private and municipal networks through blended learning in a continuous training systems
To take into account all the actors involved and the variability in training processes, a procedure has been designed that clarifies roles and timelines in designing, organizing and providing training.

**Who**

**What**

**When**
What is done

- Classification tree
- Generalized course structure
- Generalized debriefing structure
- Standardization of training tools
- Territorial alignment in training procedures
- Increasing attention to public survey network
- Involvement of regional offices in designing training tools
- Check learning progress procedure

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46 training processes have been taken over with different level of impact in design:

- Very high (4 continuous surveys + 6 permanent census)
- High (7 completely re-designed survey)
- Medium (4 partially re-designed survey)
- Low (24 survey just standardized to be included on the platform)

4 cross cutting online training modules has been also defined that are usable in a number of training processes.
Examples

- Household Budget Survey
- Consumer Prices Survey
- Population and Housing Permanent Census
### Household Budget Survey

| Starting training | Centralized  
|                  | Face-to-face  
|                  | About 350 interviewers |
| Turnover         | Decentralized at regional level  
|                  | Blended learning  
|                  | About 50 interviewers in one year (2017 April, 2018 May) |
| Debriefing       | Centralized  
|                  | Face-to-face + online preliminary consultation  
|                  | About 350 interviewers (2017 June and December) |
## Population and Housing Permanent Census

<table>
<thead>
<tr>
<th>Course</th>
<th>Open</th>
<th>Complete</th>
<th>Never logged</th>
<th>Total enrolled</th>
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<tbody>
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<td>Course AL1</td>
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<td>2479</td>
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<td></td>
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<td><strong>AL - Total</strong></td>
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<td><strong>5329</strong></td>
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<tr>
<td><strong>L - Total</strong></td>
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<td><strong>453</strong></td>
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<tr>
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<td>293</td>
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<td></td>
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<tr>
<td>Course A2</td>
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<td></td>
</tr>
<tr>
<td><strong>A - Total</strong></td>
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<td><strong>1104</strong></td>
<td><strong>688</strong></td>
<td><strong>2030</strong></td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>13224</strong></td>
<td><strong>6470</strong></td>
<td><strong>22348</strong></td>
</tr>
</tbody>
</table>

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Thank you