2.3 Design collection

This sub-process determines the most appropriate collection instruments and methods which may depend on the type of data collection (census, sample survey, or other), the collection unit type (enterprise, person, or other) and the available sources of data. The actual activities in this sub-process will vary according to the type of collection instrument required, which can include computer-assisted interviewing, paper questionnaires, administrative registers (e.g., by using existing service interfaces), data transfer methods, web-scraping technologies as well as technology for geospatial data. Direct or indirect use of administrative data may be introduced in the data collection mode for either controlling survey data or assisting it when capturing survey information.

This sub-process includes the design of the collection instruments, questions and response templates (in conjunction with the variables and statistical classifications designed in sub-process 2.2: Design variable descriptions). It also includes the confirmation of any formal agreements. This sub-process is enabled by tools such as question libraries (to facilitate the reuse of questions and related attributes), questionnaire tools to enable the quick and easy compilation of questions into formats suitable for cognitive testing and agreement templates to help standardize terms and conditions. This sub-process also includes the design of provider management systems that are specific to this business process.

Where statistical organisations do not collect data directly (i.e., a third party controls the collection and processing of the data), this sub-process may include the design of mechanisms to monitor the data and the metadata to assess impacts of any change made by the third party.

Quality Indicators:
- Is the process reusing known methods and collection systems, e.g., according to guidelines/recommendations?
- How well does the collection method suit the nature and volume of the information to be gathered?
- When has the data collection technique last been reviewed/improved?
- Appropriateness of questionnaire to the pre-specified standards.
- Percentage of questions used to collect information which will not be published (and motivation).
- Indirect evaluation of response burden: number of questions on the questionnaire.
- Trend in respondent burden with respect to the previous iterations.
- Is there a communication plan encouraging response by informing potential respondents about the survey and the importance of their contribution?
- The extent to which the respondent can choose among different data collection modes.
- Extent to which administrative data collection systems/interfaces are understood and specified.
- Extent to which administrative data integration techniques are understood and specified, both for direct and indirect use of ADS.

For details, see Quality Indicators for QGISPM (version 2.0).