2018 Data Collection Workshop: Outcome

Main outcome on Future Work, Lessons Learned and Challenges

Future Work

<table>
<thead>
<tr>
<th>votes</th>
<th>Future Work</th>
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<tbody>
<tr>
<td>17</td>
<td>Integration of Data sources / integration by design</td>
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<tr>
<td>15</td>
<td>Increase use of alternative/new data sources (Big Data, satellite, sensor data)</td>
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<td>14</td>
<td>Experiences with communication with respondents and data providers</td>
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<td>13</td>
<td>Mobile first approach and tools</td>
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<td>11</td>
<td>Building good collaboration with ‘owners’ of administrative data</td>
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<td>10</td>
<td>Create Data Collection Handbook/Wiki space</td>
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<td>9</td>
<td>Modernising data collection processes: standards based/metadata driven (eliminating stove pipe and silo infrastructures)</td>
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<td>9</td>
<td>Use of modern technology/Technological innovation</td>
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<td>8</td>
<td>Measure the efficiency of surveys and procedures/interventions to increase response</td>
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<td>Study behavior of enterprises in responsiveness (comparisons)</td>
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<td>5</td>
<td>Online/internet and electronic data collection (incl. CAWI)</td>
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<td>5</td>
<td>Managing Data collection of multi-nationals</td>
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<tr>
<td>4</td>
<td>Achieving cultural changes (Eliminating stove pipe and silo mentality)</td>
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<td>4</td>
<td>Ways to make respondents accept/use new technology and correctly</td>
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<td>Understand the cost of transformation (study balance between cost saving vs. quality)</td>
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<td>3</td>
<td>Create risk appetite: allow for risk and failure</td>
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<td>Direct access/M2M or S2S/reporting 3.0</td>
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<td>2</td>
<td>Effective Modernisation of IT-infrastructure (e.g. using start-ups, step wise, all at once)</td>
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<td>Improve timeliness of (survey) data collection</td>
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<td>Recruit the right interviewer and make them accept/use new technologies &amp; managing their performance</td>
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<td>Making SCRUM and other agile working methods work</td>
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<td>Resolve challenges with electronic interviewing (all versions)</td>
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<td>How to transfer respondents to user (creating user-centric surveys)</td>
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- There are mixed experiences with the use of tablets, we need more evidence.
- Centralisation of Data Collection and mixed mode (use GSBPM).
- Opportunity: transferring respondents to user.
- ‘Usability’ of survey device is most important (with regard to software and device).
- Analysis of innovations on survey results important.
- Optimize contacts with respondents.
- Use open source applications.
- There is a trade-off between response rate and quality.
- Agile is contencious/controversial - more discussion needed on change of culture.
- Change of field force – anticipate risk and manage expectations.
- Manage burden and review what we are doing.
- IT is too expensive.
- Keep it simple.
- How to optimize register data.
- Great challenges to overcome integration.
- More countries are moving to electronic data collection.
- Developing countries are starting at a better level as they have less history with paper collection.
- The use of tablets is far more complex than just a technical question.
- Mixed mode is the future but most be integrated.

- How to increase response rates?
- Provide monetary incentives.
- Work on branding to increase recognition of NSO and to create trust and a ‘believe in us’.
- Promotion and changing of attitude through social media.
- Use behavioural insights from communication.
  - How can we stimulate collaboration between countries in data collection activities?
    - Create a wiki for best practices and user stories in data collection and stimulate openness to share good as well as bad experiences.
    - Hold (virtual) meetings based on a specific theme or interest
  - How to make respondents use new technology?
    - Understand what they want (use feedback and statistics).
    - Use simple, easy, comprehensive and clever design of the survey instrument.
    - Check how they want the information and what is attractive to respondents (i.e. short and customised).
    - Use multiple strategies that are semi-tailored.
  - What can household surveys learn from business surveys and vice versa?
    - Good communication practises for example personal contacts from household surveys and the communication strategies and reminder approaches developed business surveys.
    - Provide tailored feedback to respondents.
    - Learn from communication strategies.
  - How can we eliminate stove pipe and silo structures and create standardized processes?
    - Harmonise top-down and bottom up approaches and supervise it.
    - Integration of data sources (will force less stove pipe)
    - Centralize activities that can be but keep subject matter expertise.
    - Standardise process do not allow for custom made or own solutions.
    - Subject matter expertise stays important.
  - How will data collection look like in 20 years?
    - Automatic extract information from business systems.
    - Webscraped and Artificial Intelligence assisted data collection.
    - Collect behaviour from web activities rather than through social surveys (after addressing ethical and quality issues)?
    - Continuous data collection
  - How to make interviewers accept/use new technology?
    - Strategies to persuade and segmentation.
    - Improved collaboration with interviewers and involve them in design of new tools.
    - Use “SWAT” interviewers that are specialised.
    - For how long do we need interviewers?
  - How to overcome resistance against modern data collection processes (i.e. cultural change)
    - Transparency and provide evidence to external agencies.
    - Unblockers are needed to challenge status quo
    - Show with easy cases that it can be done
  - How to create an innovative mind-set in finding solutions in data collection?
    - Embrace change by showing what is not perfect currently.
    - Get new staff, rotate staff and have a look from the outside.
    - Accept risk and provide support for failure.
- Collaborate more and share experience.
  - How to reduce the response burden?
    - Transferring respondents to user.
    - Increase usability.
    - Use administrative data sources.
    - Streamline surveys.
  - Promote mixed-mode.
    - What is the most important/biggest challenge to modernise the data collection in your office?
      - 50% Skills and capabilities of staff
      - 30% Financial resources
      - 20% Support higher management
    - New data sources?
      - 80% Yes go for it. We need timely production, new statistics and selective survey non-response an issue
      - 20% Yes, but slowly/conservative as many quality and coverage issues exist
      - 00% No, surveys and census are here to stay as the main source for most statistics
    - Survey/Questionnaire design in the coming years should have:
      - 70% Specific designs for different modes
      - 25% Mobile first approach, use same design
      - 5% No design as there will be no more surveys, only non-survey sources
    - In ten years, business & establishment surveys will be:
      - 50% Through web portal only, including for smaller businesses
      - 30% No more surveys, only automated reporting and web scraping
      - 20% There will always be surveys for small businesses
    - Data Collection has changed from being mainly about survey and census data to include many other data sources.
      - 70% Data Collection is still the best
      - 20% Data Acquisition reflects better what we do
      - 10% Neither, I have a better name
    - 2015 follow up: ‘How to communicate and reach respondents & make communication part of survey design’
      - 70% We started investigating and implementing some new practices
      - 15% We made great progress
      - 15% We have not or hardly started doing anything in this area
    - 2017 follow up: ‘Create modular solutions to reduce number of surveys’
      - 50% We started investigating and implementing some new practices
      - 50% We have not or hardly started doing anything in this area
      - 00% We made great progress