
The objective of this workshop was to identify innovative ways and best practices in statistical data collection, and to provide a platform for practitioners to exchange experiences and foster collaboration in this area. In addition to the more traditional presentations, the agenda of the workshop included target-driven small group discussions to identify best practices and new opportunities. The target audience for the workshop includes senior and middle-level managers responsible for data collection activities and new data sources, across all statistical domains from Statistical Offices and other agencies from national and international statistical systems.

The programme of the workshop focused on the following areas:

- Promising new technologies and their application
- New data sources and their use
- New technical and people skills needed and how to obtain them
- New management tools and practices needed in the modern data landscape

The main focus of the workshop is on innovative methods and tools in data collection. A nonexhaustive list of examples of suggested topics is provided below.

Communication with respondents and data providers

National Statistical Offices (NSO) should keep up with the improvements in data collection techniques to manage the conversions of communication and increase response rate and accuracy of information. To achieve this, NSOs should decrease the workload of interviewers such as households and other data providers such as accountants of firms and ensure the confidentiality of data on individuals and institutions. Hence, NSOs need to determine a certain strategy to maintain the contact with respondents and data providers and try to find ways to make good relationships permanent.

This could include the following sub-topics:

- Using new communication strategies to reach respondents
- Managing relationship with respondents
- Providing incentives to respondents
- Managing social media
- Preparation of contracts with data providers
Online/Internet and electronic Data Collection (CAWI)

Making contact with households to conduct social surveys is becoming increasingly difficult as respondents increasingly screen incoming calls. Providing multiple collection options is one way to increase the potential for response. Is online collection the future for social surveys and can we do away with interviewer assisted interviews. This session aims to share experiences with the use of online surveys, to identify barriers and challenges, and strategies used to maximize online response and to share thoughts on future trends.

This could include the following sub-topics:

- Techniques used to increase response using CAWI as the main mode of collection
- Take up rates for social surveys using CAWI
- Does survey length and topic sensitivity matter for on-line surveys
- Methods used to entice respondents to accept, use this new technology. How do we bring people to this mode?
- How do we get interviewers to accept, promote self-response surveys for respondents? What is their role (if any) as we move to the use of new technologies such as CAWI and use of other data sources?
- Strategies used to overcome lack of email sample frames; of getting respondents to go from e-mails or paper letters to the web to complete the questionnaire
- Para data analysis to gain insights on how the respondent interacts with the questionnaire; lessons learned

The changing data landscape and official statistics. Innovative data collection

Future data landscape is developing in two directions: Firstly, the presence and use of alternative data sources and secondly smart technologies applied for effective and efficient trusted smart surveys.

Concerning the use of smart technologies for smart surveys, the question is which smart technologies and smart devices are available, and what is their possible use? Are there other supportive technologies related to passive and interactive data collection modes, apps or platforms of services that could help innovate the area of data collections (cloud technology, S2S data communication, privacy preserved analytics, app technology, IT platform)? What are the relevant privacy issues, and how can we tackle them? Which experiences, skills (citizen science, IT) do we need to bring on board to enhance the effectiveness of data collections engaging with the data subjects? Are there any quality issues that we need to consider and at what stage of the process?

Although the use of new (secondary, sensor) data sources will be increasing, the question remains how to conduct the remaining primary data collection as efficient and cost effective as possible? Which methodology is needed, for example, the use and experience of adaptive designs, what procedures are in place, and what are the future needs for surveys?

Last but not least the question arises on how data that is not originally designed for statistics can be used for official statistics, and how can the change to using alternative and/or new data sources be implemented in the national offices and the ESS producing official statistics?

This could include the following sub-topics:

- The use of alternative and/or new data sources – the future of data collection
- New data sources and how to remove silo thinking
- How is the new data collected and for which purpose?
- Using Big Data sources for official statistics
- Use of modern technology