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Use of nudging initiatives in communication with respondents

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Abstract

In Denmark, enterprises are obliged to report digitally to all mandatory surveys due to the Danish legislation. Thus, more than 96 per cent of all business data collection in Statistics Denmark is carried out digitally. The digitalization process has made it necessary to rethink the communication with the respondents about the data collection, in order to support the digital reporting process in the best possible way.

The shift toward fully digital communication has been focusing in some main areas:

- The communication should encourage the respondent to start up the reporting process immediately - using “nudging” initiatives.
 - The signal should be that it is easy to start up and complete the reporting process
- The request to the respondents to report new data should be delivered digitally and should provide an easy access to the digital questionnaire
 - The request should be formatted to be read on a screen:
 - Need-to-know information must be available directly on the screen
 - Nice-to-know information can be hidden “below” the bottom edge of the screen – only visible by scrolling.
 - The digital letter should only contain one link, in order to avoid distracting elements
- It should be possible to get online support during the reporting process, and the need for manual support should be minimized. Thus, the respondent should be guided to the digital questionnaire via an information portal, which contains information on:
 - What and how to report
 - The purpose of the reporting and the end use of data
 - Examples on the disseminated data

This part of the presentation will contain:

- A guided tour through the digital reporting process
- Examples of nudging initiatives used in the communication
- Reflections on the impact of the digitization on response rate and response burden
- Further potential for using nudging initiatives in the communication