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

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Istat under modernization

2016: Modernization process → 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
Communication with surveys respondents

- The advance letter
  - Paper letter
    - Households or Citizens
    - 15 days before
    - Italian, German, Slovenian
  - Certified e-mail
    - Businesses or Institutions
    - 1 day before
    - Italian, German

- The memory letter
  - Paper letter
    - Households or Citizens
    - variable
    - Italian, German, Slovenian
  - Certified e-mail, e-mail, telephone
    - Businesses or Institutions
    - variable
    - Italian, German
Communication with surveys respondents

Optimization of the advance letter

The past

- Very small text font
- Different authors, different linguistic styles
- Normative references in the text and in the box
- No attention to graphic aspects
- Attention focused on the survey
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
- The complete legal framework is provided
Integration in the workflow

The workflow is traced in the document management system and ruled by a procedure.
Communication with surveys respondents

The advance letter: an integrated output

Thematic sector

Organization of data collection

Design of data collection tools

Data collection implementation

Legal sector

President
Next challenges

- To develop a communication for respondents to send after the end of the survey
- To develop a specific communication for respondents involved in many surveys
- To develop new modalities of contacting respondents
Training of the interviewers networks

Survey 1
Survey 2
Survey 3
Survey 4
Survey n

Workshop on Statistical Data Collection
Geneva, 10-12 October 2018
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.
What has been 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

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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 have been also defined.
### Household Budget Survey

<table>
<thead>
<tr>
<th>Starting training</th>
<th>Centralized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Face-to-face</td>
<td>About 350 interviewers</td>
</tr>
<tr>
<td>Turnover</td>
<td>Decentralized at regional level</td>
</tr>
<tr>
<td></td>
<td>Blended learning</td>
</tr>
<tr>
<td></td>
<td>About 50 interviewers in one year (2017 April, 2018 May)</td>
</tr>
<tr>
<td>Debriefing</td>
<td>Centralized</td>
</tr>
<tr>
<td></td>
<td>Face-to-face + online preliminary consultation</td>
</tr>
<tr>
<td></td>
<td>About 350 interviewers (2017 June and December)</td>
</tr>
</tbody>
</table>
The centralization of data collection is a great opportunity to harmonize, innovate, integrate.

The integrated processes need procedures and rules clearly defined.

The benefits derived from harmonization, innovation, and integration are perceived both internally and externally.
Thank you!