

CONFERENCE OF EUROPEAN STATISTICIANS

Second meeting of the 2004/2005 Bureau
Geneva, 10-11 February 2005

Item 5(d): Preparations for
the 2005 plenary session and
the two seminars

CES SEMINAR ON IMPROVED DATA REPORTING

Note prepared by United States

BACKGROUND

1. Prior to the June 2004 Conference of European Statisticians plenary session, member countries and the international organizations were invited to select future seminar topics to be discussed as “foundational” and “emerging” issues. Based on electronic survey results, the topic of improved data reporting, with specific subtopics of electronic reporting and decreasing burden on respondents, was proposed as a foundational issue and delegated to the Bureau of the Conference for implementation.
2. As part of its annual plenary session in Geneva on 13-15 June 2005, the Conference of European Statisticians will host a one-day seminar on this topic. The first outline of the seminar was discussed at the Bureau Meeting in Washington in October 2004, yielding agreement on proposed subtopics and issues, and focusing the seminar primarily on the use of the Internet. The United States agreed to organize the seminar, with Statistics Finland, the United Kingdom’s ONS, Statistics Sweden, and Statistics Canada on the organizing committee.
3. The following division of tasks was agreed to: Finland to organize session (i) on using the Internet for business surveys; Canada to organize session (ii) on using the Internet for population censuses and surveys; United Kingdom to organize session (iii) on cognitive and usability testing and marketing; and Sweden to organize session (iv) on reducing respondent burden.
4. The members of the organizing committee were invited to present one paper themselves or to take the role of discussant. They were also asked to define other authors of invited papers and their titles as well as to nominate candidates for discussants in each of the sessions.

PROGRAMME OF THE SEMINAR ON IMPROVED DATA REPORTING

(i) Using the Internet for Business Surveys

Time: 9:30-11:00 (90 minutes)

Issues:

- For which types of surveys does the Internet reporting option provide the most benefit for the statistical agency or respondent?
- What are the infrastructure requirements and associated costs to support a shift to Internet reporting?
- Is there a net cost savings? At what point do cost savings begin to occur?
- What are the challenges agencies face when offering electronic reporting for surveys?
- What is the impact on response by client group? On timeliness of filing and data release?
- What is the impact on data quality?
- What is the desirable level of security protection for Internet business surveys?

Organizer: Finland.

Invited paper from Finland entitled *Using the Web in Collecting Data for Business Statistics in Finland*.

Invited paper from Austria entitled *Web-based Surveys at Statistics Austria: Issues, Decisions, and Solutions*.

Invited paper from Canada entitled *The Security Model for Electronic Data Reporting at Statistics Canada*.

Discussant: Ivan Fellegi (Canada).

(ii) Using the Internet for Population Censuses and Surveys

Time: 11:20-12:30 (70 minutes)

Issues:

- Does the Internet reporting option provide benefits for conducting population censuses and surveys? Does it improve coverage? How does this compare to its use for business surveys?
- What is the impact on response by client group? On timeliness of filing and data release? How does this compare to the use of Internet reporting for business surveys?
- Can response be predicted and possibly influenced? What communications and incentives strategies can encourage Internet instead of paper form response?
- What are potential options for engaging youth (a group with disproportionately high undercoverage in many countries) to utilize the Internet response option?
- What are the infrastructure requirements and associated costs to support a shift to Internet reporting for population censuses and surveys, and how can they be planned for and controlled?
- Is there a net cost savings?
- What are the challenges agencies face when offering electronic reporting for population censuses and surveys? How can confidentiality be ensured?
- How can NSOs best manage the multi-model nature of censuses that include an Internet response option?
- What is the impact on data quality, including reliably linking electronic responses to the real addresses where people live?

Organizer: Canada.

Invited paper from Canada on its experiences and challenges using the Internet for its population census.

Invited paper from Australia on the opportunities presented by the Internet to reduce cost and improve quality.

Invited paper from New Zealand entitled *Using Both Internet and Field Collection Methods for the 2006 Population Census—The New Zealand Experience So Far*.

Discussant: Werner Haug (Switzerland)

Contributed paper from Switzerland entitled *The Population Census 2000 in Switzerland*.

(iii) Cognitive and Usability Testing and Marketing in Support of Internet Reporting

Time: 14:30-16:00 (90 minutes)

Issues:

- How does questionnaire design vary for electronic vs. paper reporting? Is length an issue? Complexity? What are the key research findings regarding questionnaire design issues for electronic data reporting?
- What are best practices for working with potential respondents when developing Internet surveys, including developing and testing questionnaires?
- How can Internet response be encouraged through marketing, advance contact, and other methods, and how does this vary for censuses and surveys?
- What are the data integrity and security issues and how are these and their associated perceptions addressed in censuses and surveys?

Organizer: United Kingdom.

Invited paper from United States entitled *Usability and Accessibility Testing in Support of Internet Reporting*.

Invited paper from United Kingdom entitled *Web versus Paper Questionnaires: A Design Comparison*.

Invited paper from Canada entitled *How Does Questionnaire Design Vary for Electronic vs. Paper Reporting? Is Length an Issue? Complexity?*

Discussant: To be determined.

(iv) Reducing Respondent Burden Through Improved Data Reporting

Time: 16:15-17:30 (75 minutes)

Issues:

- What is the real cost of respondent burden?
- What are the legal and political mandates for burden reduction?
- How can the use and integration of administrative data reduce respondent burden?
- What are the issues related to working with administrative agencies in sharing data?
- How can increased cooperation with businesses reduce burden?
- How is data quality affected by reducing respondent burden?
- What actual burden reductions and cost reductions have occurred through increased use of administrative records?

Organizer: Sweden.

Invited paper from Lithuania entitled *Users' Needs versus Response Burden: How to Maintain the Balance?*

Invited paper from Australia on the experiences of ABS with reducing respondent burden through the use of administrative data and through the use of smarter statistical methodologies.

Invited paper from Germany entitled *Common Online Rawdata Entry (CORE) Project: Electronic Data Reporting From German Enterprise Resource Planning Software (ERPS)*.

Discussant: Irena Krizman (Slovenia).

Contributed paper from Italy entitled *Data Collection Strategy and Integrated Solutions (CODACMOS project)*.

Contributed paper from Sweden.

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Contributed paper from Slovenia entitled *Integrated Approach Together With Administrative Agencies to Diminish Response Burden in Enterprises.*

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