

Data Collection in Social Surveys: Responsive, Smart and Mixed

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Abstract

The strengthening automation of data production procedures are necessary for data collection in order to accelerate the research process, to reduce costs and to achieve further burden reduction. In this contest the importance of a good communication is crucial to motivate respondents to provide reliable and timely data.

Automated methods of data collection (Reporting Portals, online survey tool, website) lead to new methods of communication.

From the respondent's point of view, the major difficulty with these methods is that they haven't direct contact with the interviewer. Appropriate communication with respondents, designed with the purpose of providing them with detailed and practical guidelines on data required, is central.

Therefore, this paper has the purpose of analyzing the methods of communication with respondents of surveys concerning the Institutions.

These last are mainly conducted by web and involve institutions with different characteristics: local institutions such as municipalities, provinces, regions or institutions operating in the social-health sector such as hospitals and schools or social-assistance centers.

This paper will outline the various communication methods used on every stage of the surveys on Institutions, with a focus on data collection phase.

Keywords: communication with respondent, data collection, survey on Institutions.