Rethinking Data Collection

Survey Research and Development

Principles: 11 value statements that facilitate Respondent Centred Design

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Design Principles

What exactly are they and why are they needed?
Design principles…

• Value statements
• Help us to be Respondent Centred
• Define good design
• Provide clear and practical recommendations for all to follow
• Educational aid
• Support change, consistency and decision making
Be different when you need to be

Take an optimised and adaptive approach to design

Evidence informs decision making

Data users lead the way

Respondents have the answers

Everyone counts

Trust, roles and responsibilities

It’s our job to make things simpler

Follow, reuse, and refresh

Iterate, learn, and share

Think about the whole service and solve problems as a whole

Be different when you need to be

Principle 1
Take an optimode and adaptive approach to design

Principle 2
Evidence informs decision making

Principle 3
Data users lead the way

Principle 4
Respondents have the answers

Principle 5

Respondent Centred Design Framework (RCDF)
https://analysisfunction.civilservice.gov.uk/policy-store/a-user-centred-design-approach-to-surveys/
Everyone counts

Principle 6
Trust, roles and responsibilities

Principle 7
It’s our responsibility to make things simpler

Principle 8
Follow, reuse, and refresh

Principle 9
Iterate, learn, and share

Principle 10
Think about the whole service and solve problems as a whole

Principle 11
**Principle 1**
Be different when you need to be

**Principle 2**
Take an optimised and adaptive approach to design

**Principle 3**
Evidence informs decision making

**Principle 4**
Data users lead the way

**Principle 5**
Respondents have the answers

**Principle 6**
Everyone counts

**Principle 7**
Trust, roles and responsibilities

**Principle 8**
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**Principle 9**
Follow, reuse, and refresh

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Iterate, learn, and share

**Principle 11**
Think about the whole service and solve problems as a whole

Thank you – questions?

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UNECE Expert Meeting on Statistical Data Collection