

# Rethinking Data Collection

## Survey Research and Development Principles: 11 value statements that facilitate Respondent Centred Design

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12 June 2023



# 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

# ONS' Design Principles

11 Survey Strategy Research and Development Principles

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

Everyone counts

Principle 6

Trust, roles and responsibilities

Principle 7

It's our job 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

<https://analysisfunction.civilservice.gov.uk/policy-store/office-for-national-statistics-ONS-survey-strategy-research-and-development-principles-ssrdp/>

**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



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# Thank you – questions?

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