
New modes of data collection for gaining cooperation from young people The case of the Survey «Children and young people: behavior, attitudes, and future projects»

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Abstract

From October to December 2023, the Italian National Institute of Statistics (Istat) carried out the second edition of the survey «Children and Youth: behavior, attitudes and future plans» with the aim of gathering insights into the daily lives of individuals aged between 11 and 19 residing in Italy. To mitigate potential non-response bias, especially concerning young participants, we implemented new data collection modes. We designed a web questionnaire optimized for and responsive to mobile devices and translated it into 9 languages to encourage participation from the foreigners, a specific target of this survey. The informative letter was designed to be easily readable and with a direct call to action: respondents were given the option to access their questionnaire directly by scanning a customized QR code, providing an alternative to manually entering the link and the username and password. We also introduce an innovative strategy for sending reminders to non-respondents. This involved sending them not only three postal reminders, but also tailored messages via the Io app, a free mobile application that allows Italian citizens to receive notifications from the public administration and use online public services. Implementing these measures resulted in a good response rate for the Italian respondents and a moderately favorable rate for the foreigners. In the paper we'll give details of the estimated contribution that some of these strategies produced.