New modes of data collection for gaining cooperation from young people

The case of the Survey «Children and young people: behaviors, attitudes, and future plans»
Children and young people: behaviors, attitudes and future plans

Data collection
- October 2nd to December 20th, 2023
- Computer Assisted Web Interviewing

Representative sample
- People aged 11 to 19 years resident in Italy
- Italians and foreigners (top 5 citizenships in Italy: Romanian; Albanian; Moroccan; Chinese; Ukrainian)

Response rate
- About 36% of the sample
The topics of the survey

1. Who are you (demographic information)
2. The study (school life, performances, intentions for the future, etc.)
3. Citizenship and identity
4. Social relationships (friends, bullying, cyber bullying, etc.)
5. Leisure (sport, reading books, cinema, etc.)
6. Your future (expectations about marriage, children, emigrations, etc.)
7. Opinions about men and women (gender stereotypes)
8. Other information (considerations and suggestions on the questionnaire)
# Innovations in questionnaire design

<table>
<thead>
<tr>
<th>Goals</th>
<th>Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increasing response rate</td>
<td>QR Code access</td>
</tr>
<tr>
<td>Minimizing sources of response error</td>
<td>Questions adapted for mobile devices</td>
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<tr>
<td>Avoiding questionnaire break offs</td>
<td>Questions wording simplified</td>
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**Objectives**
- Facilitating questionnaire’s access
- Designing a responsive questionnaire
- Adapting the questionnaire to the target

**Strategies**
- QR Code access
- Questions adapted for mobile devices
- Questions wording simplified
- Translation into 9 languages
Questionnaire’s submissions and break offs

- **78.3%** by smartphone or tablet (73.8% of Italians and 83.1% of foreigners)

<table>
<thead>
<tr>
<th>Respondents who passed the homepage</th>
<th>Submissions</th>
<th>Break offs</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
</tr>
<tr>
<td><strong>Italians</strong></td>
<td>20,421</td>
<td>96.6</td>
<td>715</td>
</tr>
<tr>
<td><strong>Foreigners</strong></td>
<td>18,452</td>
<td>90.8</td>
<td>1,873</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>38,873</td>
<td>93.8</td>
<td>2,588</td>
</tr>
</tbody>
</table>

Around **70%** QR Code

- **9.2%** of foreign respondents completed the questionnaire in languages other than Italian
Reminders via IO APP

**Phase 1: preliminary steps**
- Create service
- Test service
- Public service

**Phase 2: production steps**
- Load user’s data
- Launch the procedure
- Collect responses

<table>
<thead>
<tr>
<th>Phase 2: production steps</th>
<th>N sent</th>
<th>N delivered</th>
<th>% delivered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>59,970</td>
<td>19,936</td>
<td>33.2</td>
</tr>
<tr>
<td>Over 18</td>
<td>13,683</td>
<td>1,583</td>
<td>11.6</td>
</tr>
<tr>
<td>Total</td>
<td>73,653</td>
<td>21,519</td>
<td>29.2</td>
</tr>
</tbody>
</table>
Advantages of using IO APP

**Advantages for Istat**
- All services, communications and related documents are collected in a single place
- It’s a simple, rapid and secure way to communicate with citizens
- This integration facilitates the digital use of public services, making the State-citizen relationship more efficient
- There is a reduction of development and communication costs

**Advantages for citizens**
- Citizens can receive legal messages and notifications from Istat
- Citizens always stay up to date and can add a reminder directly to their personal calendar
Advance letters and reminders

Survey "Children and young people" 2023 Edition - Daily questionnaire submissions

- 29 Sep – Advance letters by post
- 02 Oct – Survey starting date
- 23 Oct – 1st reminder by post
- 13 Nov – 2nd reminder by post
- 27 Nov – 3rd reminder by post
- 05 Dec – 1st notification on IO APP
- 14 Dec – 2nd notification on IO APP

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Insights from the lessons learned

1. **Questionnaire**
   - Reducing the questionnaire length
   - Making filling in the questionnaire even easier

2. **Communications with citizens**
   - Use the IO APP from the start to send both advance letters and reminders

3. **Respondents’ suggestions**
   - Taking advantages of respondents’ suggestions to find new questionnaire design criteria attractive to young people
Thank for your attention

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