

Shenzhen, 24 January 2024

CROSSCUTTING TOPICS: MAKING SURVEYS MORE INCLUSIVE

HOW WE TRY TO DEAL WITH DECREASING RESPONSE RATES

1. LISTEN TO RESPONDENTS' PROBLEMS

Classifying and analyzing the assistance requests (tickets)

Project started in 2020 and still ongoing

Tickets need to be classified by topic to be answered efficiently

Semantic categorization could be carried out automatically

- text mining to extract the features of each ticket
- machine learning algorithms to perform the categorization

Higher effectiveness of the ticketing system

Detection and resolution of most recurrent problems

Classifying and analyzing the assistance requests (tickets)

In 2021-22 we analyzed 193,000 unlabeled tickets received by Istat Contact Center

6 classes

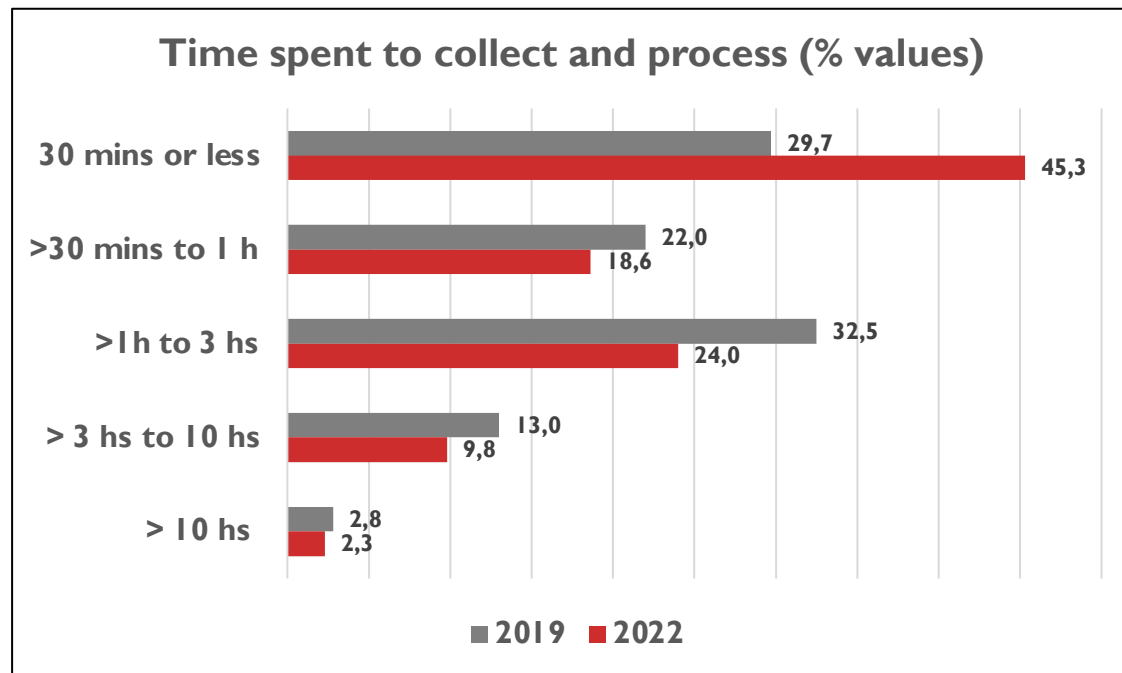
- 33,9% General information
- **24,6% Usability**
- 15,6% Information on questionnaire questions
- 13,8% Interaction problems with Istat
- 4,0% Eligibility
- 8,1% Indeterminable/ Uncertain

We have integrated the ticket review and analysis in the design process of the surveys and questionnaires

Questionnaire optimization of Research and development in the enterprises

Breakoffs halved (from 8% to 4 %) thanks to...

- Optimization of the flow
- Simplified tables
- Reminders
- Instant error notification
- Improved error prompts



Usability issue in the Population Census interface

2019



2503 heads of the Municipal Census Offices **reported at least one difficulty** on questionnaire usability from fieldwork staff (88.9%) and from households (79.5%).

Almost **40% of the difficulties** were related to the final submission of the questionnaire

2,276 out of approximately 48,000 **tickets** were about the functionality and usability of the CA questionnaire:
3/4 were about the final submission

2021



Usability improvements: simplified questionnaire navigation; guided completion (final submission)

Only 500 out of the 100,000 **tickets** collected by the CC were related to completion difficulties

2. VIDEO MEDIATED INTERVIEW FOR A MIXED MODE DESIGN

Implementing VMI in a mixed mode design

Provide a methodological framework for **evaluating the impact of implementing VMI in a mixed mode survey** and planning activities such as:

- applying the VMI technique for specific hard-to-reach subpopulations
- reducing respondent burden perception: no personal space intrusion
- reducing data collection costs associated with in-home visits



Experimentations: Population Census and Labour force survey

2021: first pilot on 8 municipalities involved in **Permanent Census of Population**

- to evaluate the effectiveness of the contact mode with the respondent in terms of obtaining consent and the time required to obtain the interview
- to rate the quality of the interaction between interviewer and respondent

2023: a comparison between VMI and CAPI in **Labour Force Survey**

- to compare VMI with the traditional CAPI technique in the willingness of households to participate
- **to identify which subgroups of the population were more likely to participate in the VMI technique**
- to assess whether the technique might cause bias
- to assess the occurrence of various features of the videoconference interview: proxy interviews, devices, time and context of the interview, interruptions and duration

Propensity of the respondents' participation to VMI technique

POPULATION CENSUS - LOGISTIC MODEL

households who participated
vs.
refused the interview

Explanatory variables	Estimate	Std. error	zvalue	Pr (> z)
(Intercept)	-0,58	0,42	-1,40	0,16
age 60-85	0,35	0,26	1,36	0,17
age >85	0,46	0,39	1,16	0,25
not_italian	-1,37	0,37	-3,66	0,00
female	-0,12	0,23	-0,50	0,62
num.comp>2	0,39	0,28	1,39	0,16
household with minors	0,55	0,28	1,96	0,05
2019 sample	0,35	0,41	0,85	0,40

Propensity of the respondents' participation to VMI technique

LABOUR FORCE SURVEY LOGISTIC MODEL

households who participated by VMI

vs.

households who participated by CAPI

Explanatory variables	Odds	Pr > ChiQuadr
Age groups		
25-34 years	0,875	0,2562
35-44 years	1,529	<,0001
45-54 years	1,526	<,0001
55-64 years	1,241	0,0088
65-74 years	0,922	0,3987
75-89 years	0,303	<,0001
Geographical area		
Islands	0,980	0,8239
North-East	1,504	<,0001
North-West	1,600	<,0001
South	0,861	0,0674
Citizenship		
Not Italian	0,668	0,0001
Tertiary sc. certificate		
Yes	1,501	<,0001

3. SURVEYS ADDRESSED TO YOUNG PEOPLE: A TARGETED APPROACH

The survey: general overview

From 2 October to 20 December 2023, Istat has conducted a survey on the **Behaviours, attitudes and future plans of children and young people.**



Approximately 108,000 individuals between the ages of 11 and 19 residing in Italy. They may hold either Italian or foreign citizenship



41,000
38%



67,000
62%



The survey was conducted exclusively through an **online questionnaire** that could be completed by respondents using smart devices (personal computer, tablet, smartphone).

Innovations: a focus on the target

- ✓ Using social networks to raise awareness and encourage participation in the survey
- ✓ Stressing the importance of hearing their voice!

“Your answers to the questionnaire are crucial in helping us learn details about the lives of boys and girls in our country. We must understand their needs and know more about their world in order to plan appropriate services.”



Innovations: a focus on the target

✓ Special attention to layout and readability of informative letters



HOW CAN I ACCESS THE QUESTIONNAIRE?

<NOME> must complete the on-line questionnaire between 2 October and 20 December 2023.

This questionnaire can be taken using a PC, smart phone or tablet by scanning the QR code.

It can also be taken using a PC, smart phone or tablet at the link <https://survey.istat.it/ragazzi> by entering the access code below:

<CAMPO_2>

The Website is protected with the SSL (Secure Sockets Layer) protocol and guarantees the authentication and protection of the data transmitted.



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TO GET HELP

Call the toll-free number **800.188.802** active from Monday to Saturday (except holidays) from 9:00 to 20:30, providing the User code: <CAMPO_1>
Send an e-mail to ragazzi@istat.it including the User code: <CAMPO_1>



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TO LEARN MORE

Refer to the ISTAT website <https://www.istat.it/it/archivio/287601>
All applicable regulations can be found at <https://www.istat.it/it/organizzazione-e-attivita/organizzazione/normativa>



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This letter is also available in Albanian, Arabic, Chinese, French, English, Romanian, Russian, Slovenian, Spanish and German at the web page <https://www.istat.it/it/archivio/287601>

Kjo letër disponohet edhe në gjuhën shqipe në faqen e informimit <https://www.istat.it/it/archivio/287601>

هذه الصفحة متاحة بلغة العربية باللغة المتعددة الألسنة <https://www.istat.it/it/archivio/287601>

这封信也有中文版 - 请在以下网页查阅 <https://www.istat.it/it/archivio/287601>

Cette lettre est également disponible en français sur la page web <https://www.istat.it/it/archivio/287601>

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Dopis je na voljo tudi v slovenskem jeziku na spletni strani <https://www.istat.it/it/archivio/287601>

Esta carta también está disponible en español en el sitio web <https://www.istat.it/it/archivio/287601>

Dieses Schreiben steht auch in Deutsch auf der Website <https://www.istat.it/it/archivio/287601> zur Verfügung

Innovations: a focus on the target

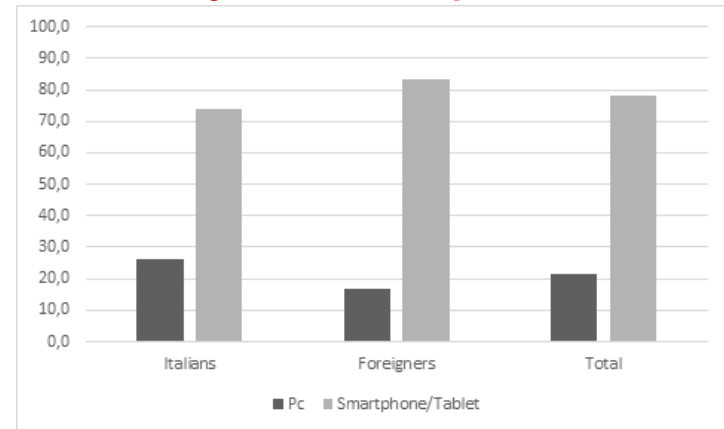
For the first time, a **QR code** for direct and personalized access to the questionnaire was experimented

Two access modes:

- A. Using the link <https://survey.istat.it/ragazzi>, and entering the access code indicated in the informative letter.
- B. Scanning the QR code, without the need to enter the code access → **ease of access**.



Access by PC or smartphone/tablet



Innovations: how to improve response rate

✓ Notifications through **Io app**

A public services app, downloaded by 36,858,257 citizens, that allows an easy and secure interaction with local and national public services (15,692), directly from smartphone.

We sent a reminder to 1/3 of non respondents' parents on IO App a few days before the deadline

Higher response rate in a reticent group (last minute respondents)

IO group + 5%

No IO group + 2%

Istat

Indagine su bambini e ragazzi



ISTAT - Indagine Bambini e Ragazzi

Buongiorno, una persona della sua famiglia e' stata selezionata con altri 100.000 per partecipare alla rilevazione dell'Istat sui **comportamenti, atteggiamenti e i progetti futuri dei bambini e dei ragazzi** fra gli 11 e i 19 anni.

La preghiamo di sollecitare il ragazzo/la ragazza a compilare il questionario online, che ha lo scopo di conoscere alcuni aspetti della vita quotidiana delle nuove generazioni.

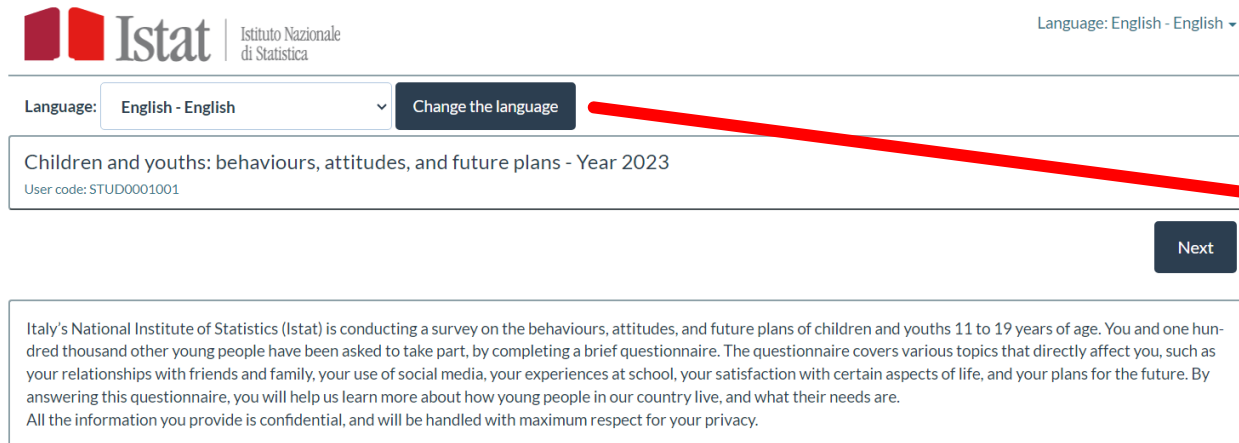
Restano solo pochi giorni per poter partecipare.

Si accede al questionario con il QR code o con il link e il codice di accesso che sono nella lettera che l'Istat ha spedito al suo indirizzo. Per recuperare le credenziali, se non ha ricevuto la lettera o se serve aiuto si può chiamare dal lunedì al sabato il Numero Verde 800 199 903 o scrivere

Innovations: how to improve response rate for foreigners

- ✓ Informative letter **translated into 10 languages**,
- ✓ Questionnaire **translated into 9 languages**.

Respondents could change the language at any time during the completion of the questionnaire:



The screenshot shows the Istat logo and name (Istituto Nazionale di Statistica) at the top left. At the top right, there is a language selection menu currently set to "English - English". Below this, there is a form with a "Language:" label, a dropdown menu showing "English - English", and a dark blue button labeled "Change the language". The main content area of the form displays the survey title "Children and youths: behaviours, attitudes, and future plans - Year 2023" and the user code "STUD0001001". At the bottom right of the form is a "Next" button. A separate text box at the bottom of the form contains a detailed introduction to the survey and a privacy statement.

→ by using the drop-down menu at the top right of the screen

→ by clicking the CHANGE THE LANGUAGE button on the questionnaire login page and on the home page.

1/3 of the Chinese respondents used the translated questionnaire

4. SURVEYS ADDRESSED TO ELUSIVE POPULATIONS

Labour discrimination against LGBT+ people - methods

2020-2021 - Survey on individuals who are/have been in a Civil Union (same-sex couples, over 21,000 people)

2022 - Survey on LGB people who have never been in a Civil Union

The novelty and sensitivity of the topic have required the **involvement in the questionnaire design** process of **experts**, and potential **respondents** through an online cognitive pretest.

Sample design: Respondent Driven Sampling strategy (helpful to reach the hidden population)

1. Probabilistic approach (combine snowball technique with a mathematical model - probabilistic)
2. Based on social network of individuals of target population
It starts with a sample of convenience: 50 LGBT+ associations were invited to send the link to 10 “seeds”
3. Each seed can send the link to 4 other respondents

Labour discrimination against LGBT+ people - results

- Low activity of LGBT+ associations: 38 out of 50
- Low participation of the «seeds»
 - 62% seeds without propagation
 - 2,4 respondents by seed (versus the expected 4)

Necessity to add a convenience sample

Thank you

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