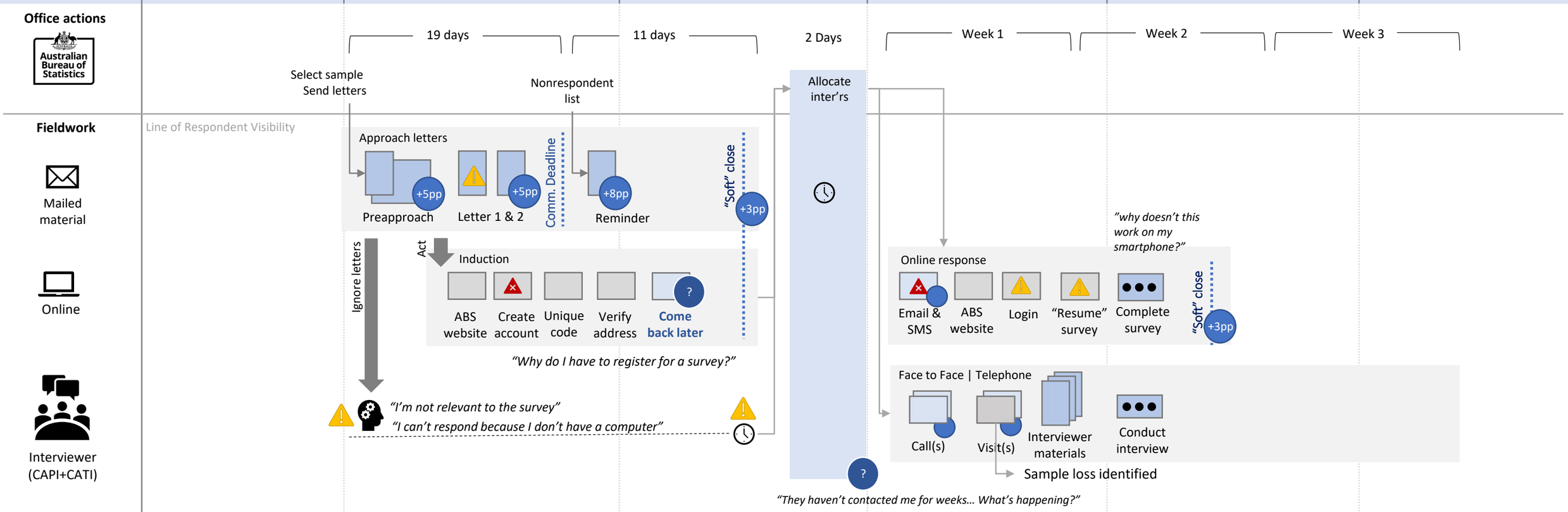
	Context	Approach	"Induction"	Online Collect	Interviewer contact, persuasion & collect	Closure (& recontact processes)
Design decisions	• Survey name & topic description • Sample characteristics & targeting / assumptions, Frame	• Number, Timing & Channel of approach • Description & "sales pitch" of survey, at different stages • Mode mix, sequence/priority • Incentives (& timing, amount) • Responsive/Adaptive approaches	• Immediate or delayed survey completion • Duration of induction period • Hard/Soft/No close to induction	• Reference period duration • Email & SMS: number and content • Eligibility for modes • Hard/soft close • Survey help channel	• Modes & sequences • Workload allocation & efficiency • Interviewer characteristics • Number of contact attempts • Materials & tailoring guidance • Form design & question adaptation	• Feedback sought • Longitudinal/panel design • Timing and mode for future future cycles
Considerations Practical & Policy	• Sociodemographic • Survey predisposition, • "Anti-Government" Privacy concerns • Physical Env. • Sponsor reputation • Competing demands/lack of time	• Survey topic & requirements • Content of materials & supporting materials • Approach duration / reference period • Compulsion/Legal basis of survey • Establishing legitimacy / not a scam • Respondents' technological availability/barriers/skills	• Duration of statistical reference period relative to time required to recruit respondents • Response rate targets • Desired mode mix • Security requirements, ability to save and resume.	• Questionnaire factors (question difficulty,accuracy required, etc) • Survey burden (difficulty, duration)	• Tailoring/Standardisation expectation • Panel charactersitics and makeup • Clustering/efficiency of sample • Approach/reference period • Compulsion/legal basis of survey • Establishing legitimacy/not a scam	• Proximity and Predictability of recontact • Panel attrition expectations, cumulative burden



Notes and Evidence	• ABS trust survey: Broadly high trust in ABS, lower for select subpopulations	• Complaints via ABS website feedback • Exemption requests • Calls to ABS	• 40% complete induction, rising due to HSIP and during COVID	• >80% inducted complete online = .8*.4= >32% sample submitting online. • Survey paradata: ~15m completion time.	• Vast majority of incoming rotation group contacted face to face. • Effectiveness of materials left at doorstep unknown	• Conversion effectiveness? ~50%?
Painpoints / Tensions / Issues	• General trust in Government, impact on response • Communication of results & association with survey participation	• Hard to find information on website • Responsive/Adaptive design • Does "Please ignore this letter…" reduce response? • Calls to facililtate online response (E2009)	• Expecting security key via SMS, not email • Effect of Acknowledgement (system status)	• Distracted, unexpected time • Reclaim FAC & error messages • Doesn't work on smartphone • Don't understand error messages	• Who is calling from this blocked number? • Standardised approaches not working for Tailored approaches? • Indigenous cultural awareness/capacity • How to improve interviewer skills? • Tailoring vs standardisation? • Materials to support (Tailoring vs Standardisation)	• Repeat/long term development of relationship • Desire to standardise personal relationship building •
Guiding theory	"Continuum of resistance" , Institutional factors,	*Leverage Salience Theory, self perception theory, theory of planned behaviour Social Exchange, Behav.Economics, UX, Market segmentation*	*HCI/UX principles, Accessibility, (Basic) form design principles*	*HCI/UX literature, (Complex) Form design principles, LST, SET*	*Social exchange theory, Leverage Salience theory, Liking, Tailoring*	*Commitment & Reciprocity, Cognitive dissonance*