

# Trusted Smart Surveys: Solutions for the European Statistical System

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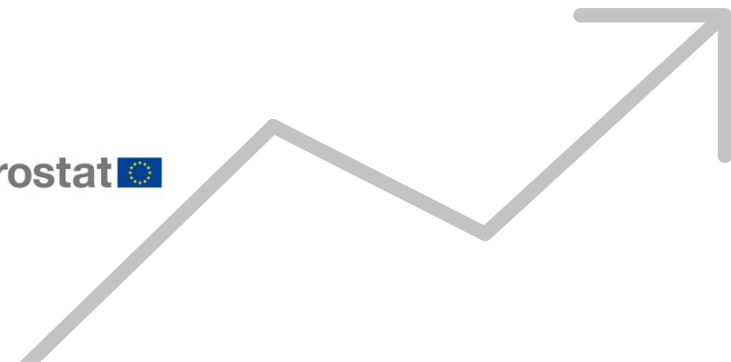
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# Overview



- » Statistics in a datafied world
- » Trusted Smart Statistics
- » What are (Trusted) Smart Surveys?
- » Advantages of Trusted Smart Surveys
- » Main challenges of Trusted Smart Surveys
- » Modernisation of data collection at European level
- » Aim and structure of the ESSnet Smart Surveys project

# Statistics in a datafied world

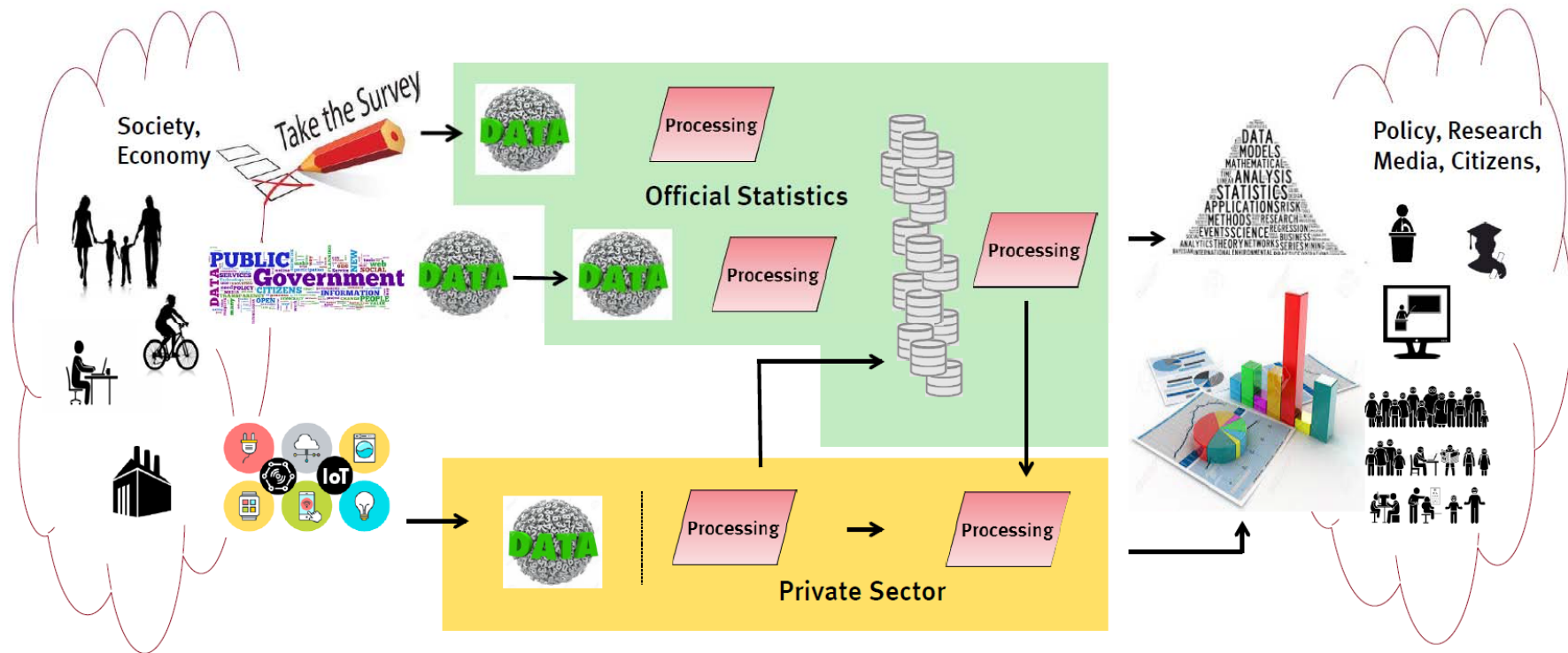
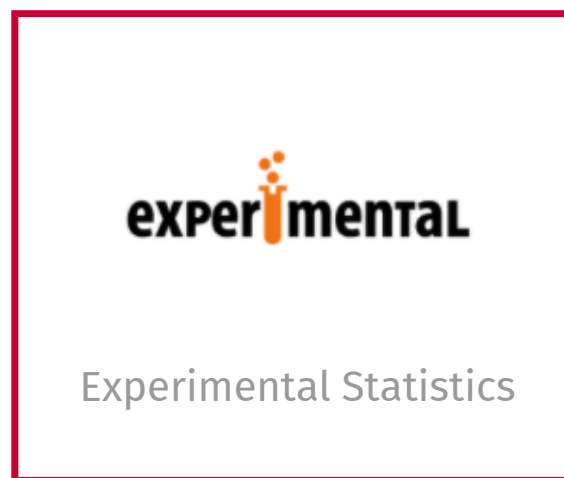
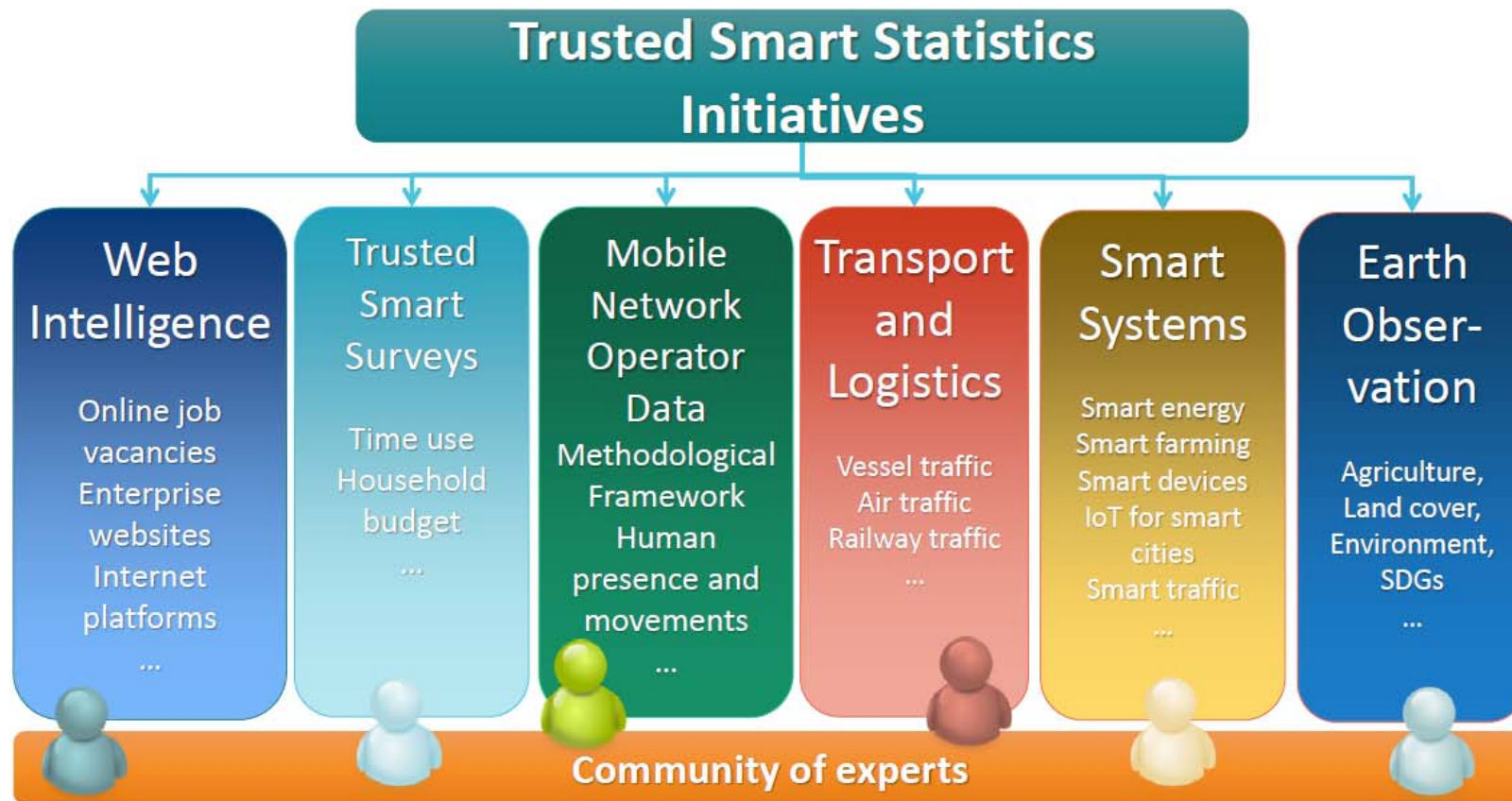


Photo credits: For the idea see also Ricciato, et al 2018

# ESS activities on the way to Trusted Smart Statistics



# Initiatives on Trusted Smart Statistics



# Smart Surveys

- » Respondents are asked to employ **smart devices** (e.g. smartphones, tablets, activity trackers) to collect survey data
- » They combine
  - » **(Inter)active data** provided explicitly by the respondent (e.g. responses to queries)
  - » **Passive Data** collected in the background by sensors (e.g. GPS-Data)

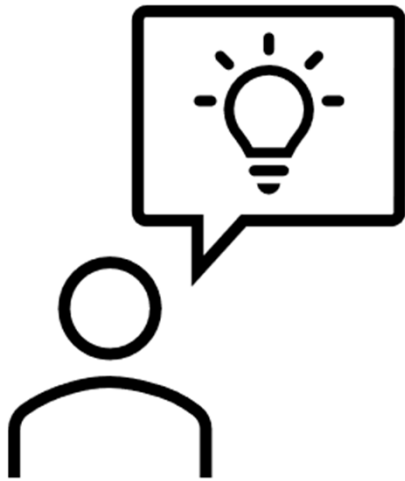


# Trusted Smart Surveys

- » Augmentation of the smart surveys concept by
  - » technological solutions aimed at increasing the degree of trustworthiness
  - » strong protection of personal data based on privacy-preserving computation solutions
  - » full transparency and auditability of processing algorithms



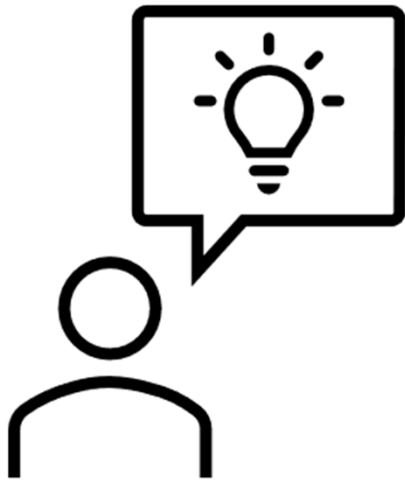
# Advantages of Trusted Smart Surveys



- » **Response rates:**
  - » Decrease the burden on respondents by using passive data
  
- » **Data richness:**
  - » Higher frequency of data
  - » Entirely new measurements
  
- » **Data quality:**
  - » Reduction of recall errors and social desirability



# Advantages of Trusted Smart Surveys



- » **Ad-hoc questions:**
  - » content and timing of questions based on sensor data
  
- » **Communication:**
  - » Direct interaction with respondents at any time
  - » Feedback individualized reports

# Main challenge: privacy preservation and data security



# Modernisation of data collection at European level



EUROPEAN  
STATISTICAL  
SYSTEM

- » Trusted Smart Surveys are **complex** to design and implement
- » This adds to the motivation to **tackle the challenge** at **European level**
  - » Benefit from architectures, experiences and developments of other countries
  - » Avoid duplication of work and development costs
  - » Harmonisation across Europe

# ESSnet Smart Surveys Project

- » Project duration: 01.01.2020 - 30.06.2022
- » 12 participating countries (NSI's)
- » Divided into three work packages:
  - » Work package 1: Coordination and Communication (Destatis, DE)
  - » Work package 2: Development and execution of pilot projects (CBS, NL)
  - » Work package 3: Conceptual framework for a European platform (ISTAT, IT)



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## For more information see:

» [https://ec.europa.eu/eurostat/cros/content/essnet-smart-surveys\\_en](https://ec.europa.eu/eurostat/cros/content/essnet-smart-surveys_en)



# Literature / Sources

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