

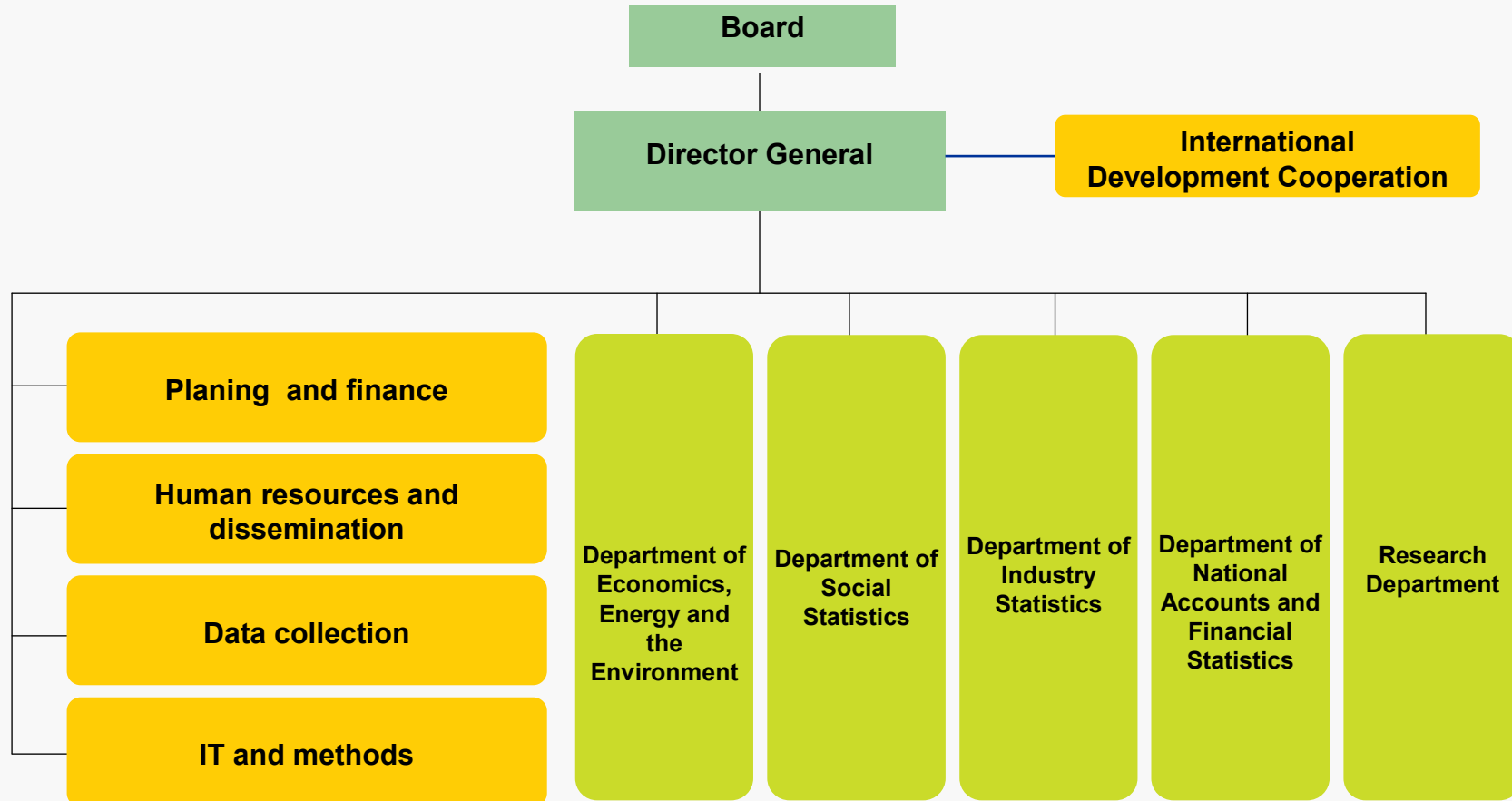
The Relevance of Qualitative Testing and Evaluation Methods in the Statistical Production Process

QUEST Workshop, Bergen Norway

Anne Sundvoll

Head of Department for Data Collection

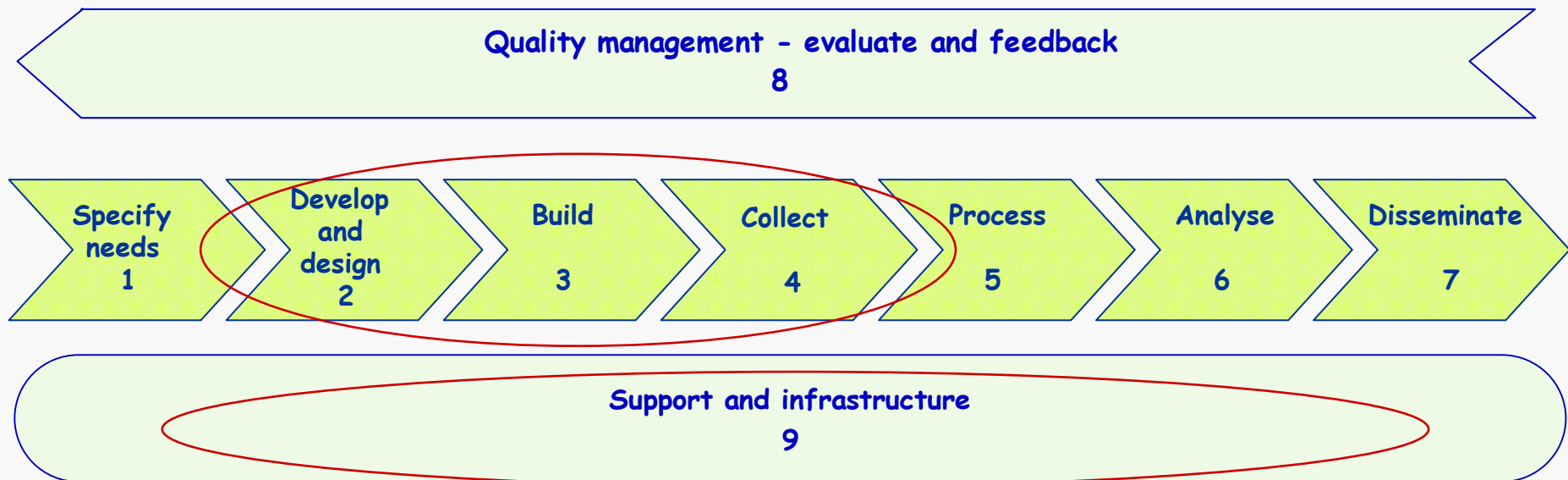
Organisation of Statistics Norway



Department for Data Collection

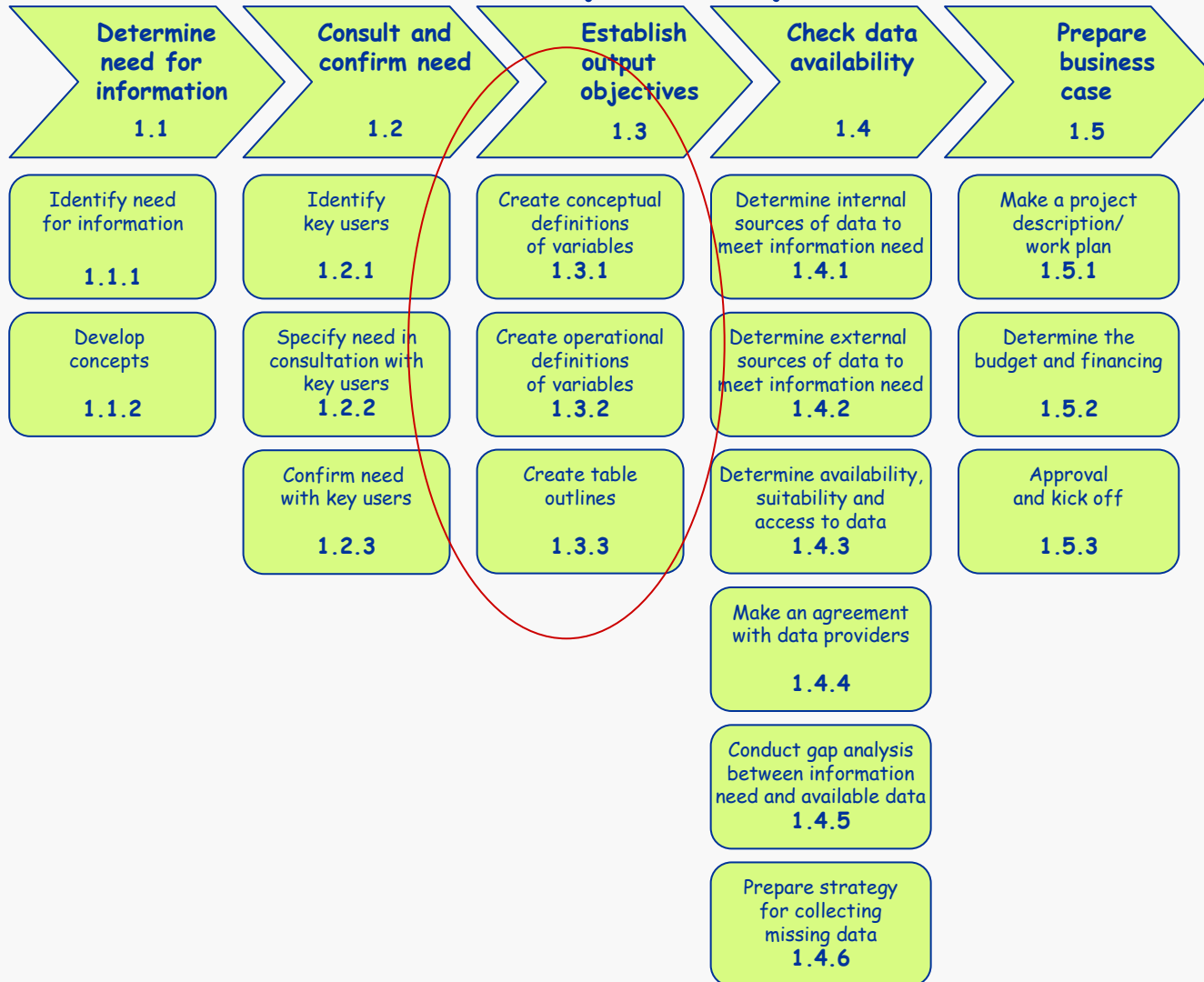
- Established 1.1.2009
- Consisting of 5 divisions + Director's staff of 2 senior advisors
- **Division for Statistical Populations**
 - 29 employees
- **Division for Survey Planning and User Testing**
 - 18 employees
- **Division for Questionnaire Design and Data Collection**
 - 25 employees
- **Division for Interviews**
 - 17 employees + 200 interviewers
- **Division for Data Processing and Support**
 - 49 employees

Statistical Business Process Model at Statistics Norway



Need for information

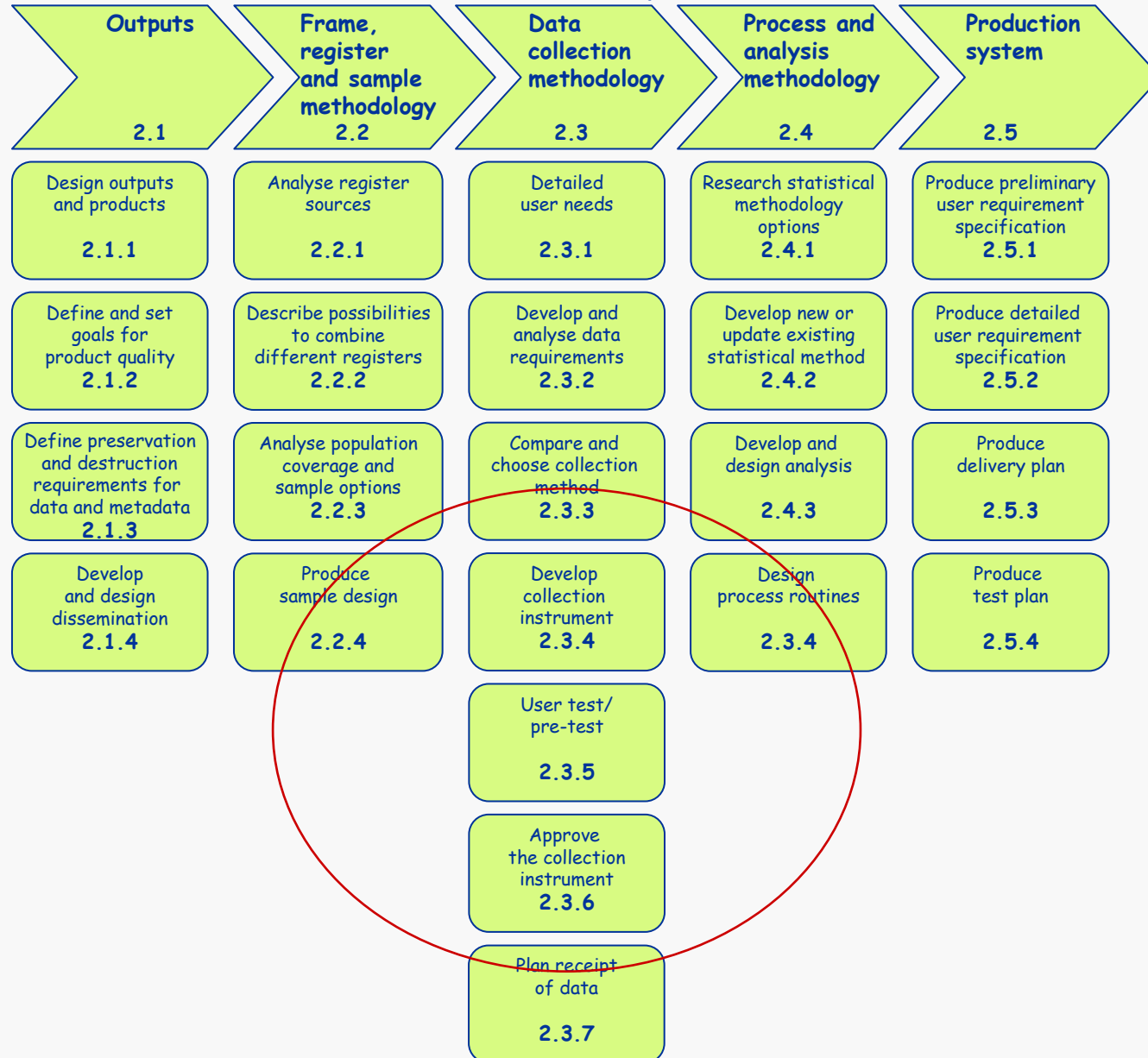
Phase 1. Specify needs



Approved project/work plan

Approved project/
work plan

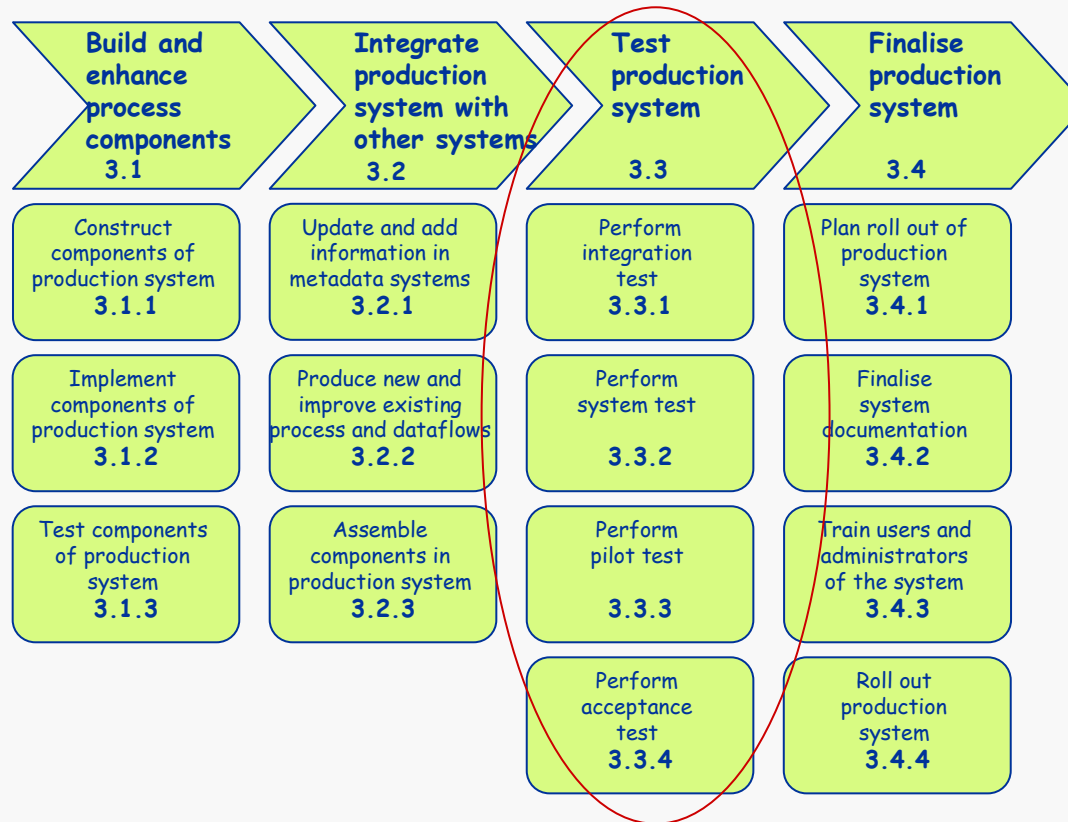
Phase 2. Develop and design



All designs approved

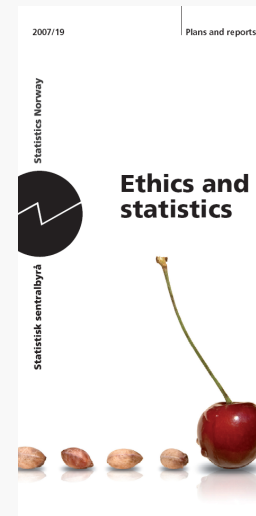
All designs approved

Phase 3. Build



System in production

Strategy 2007



- Statistics portray society
- Research of high quality
- Satisfied users and motivated respondents
- Cooperation to improve statistics
- Quality in every process

Quality at all levels

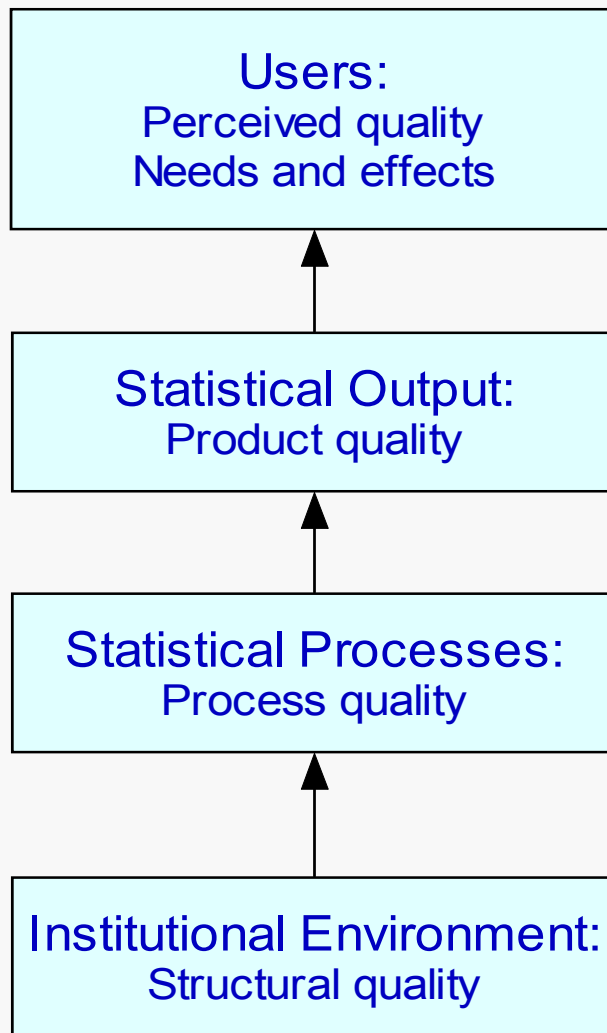
- Best methods and practice
- Systematic quality assurance of processes and products
- Human resources
- Prepared for change

Quality in statistics:

- **Relevance**
- **Accuracy**
- **Timeliness and punctuality**
- **Comparability and coherence**
- **Accessibility and clarity**



Model for Total Quality and Code of Practice



The point of departure for systematic quality work is the "user needs"

The users demand "product quality":

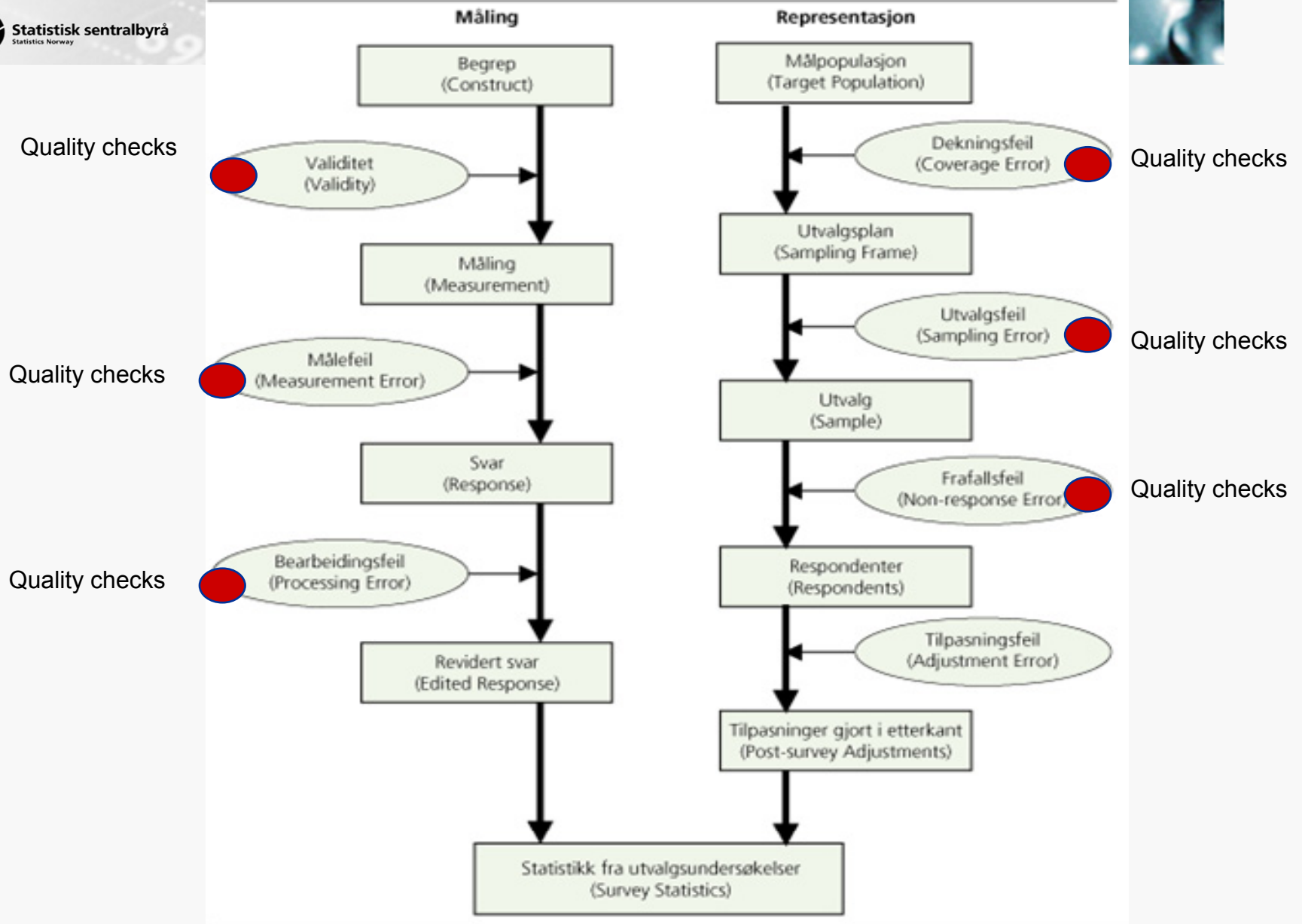
- Relevance
- Accuracy and Reliability
- Timeliness and Punctuality
- Coherence and Comparability
- Accessibility and Clarity

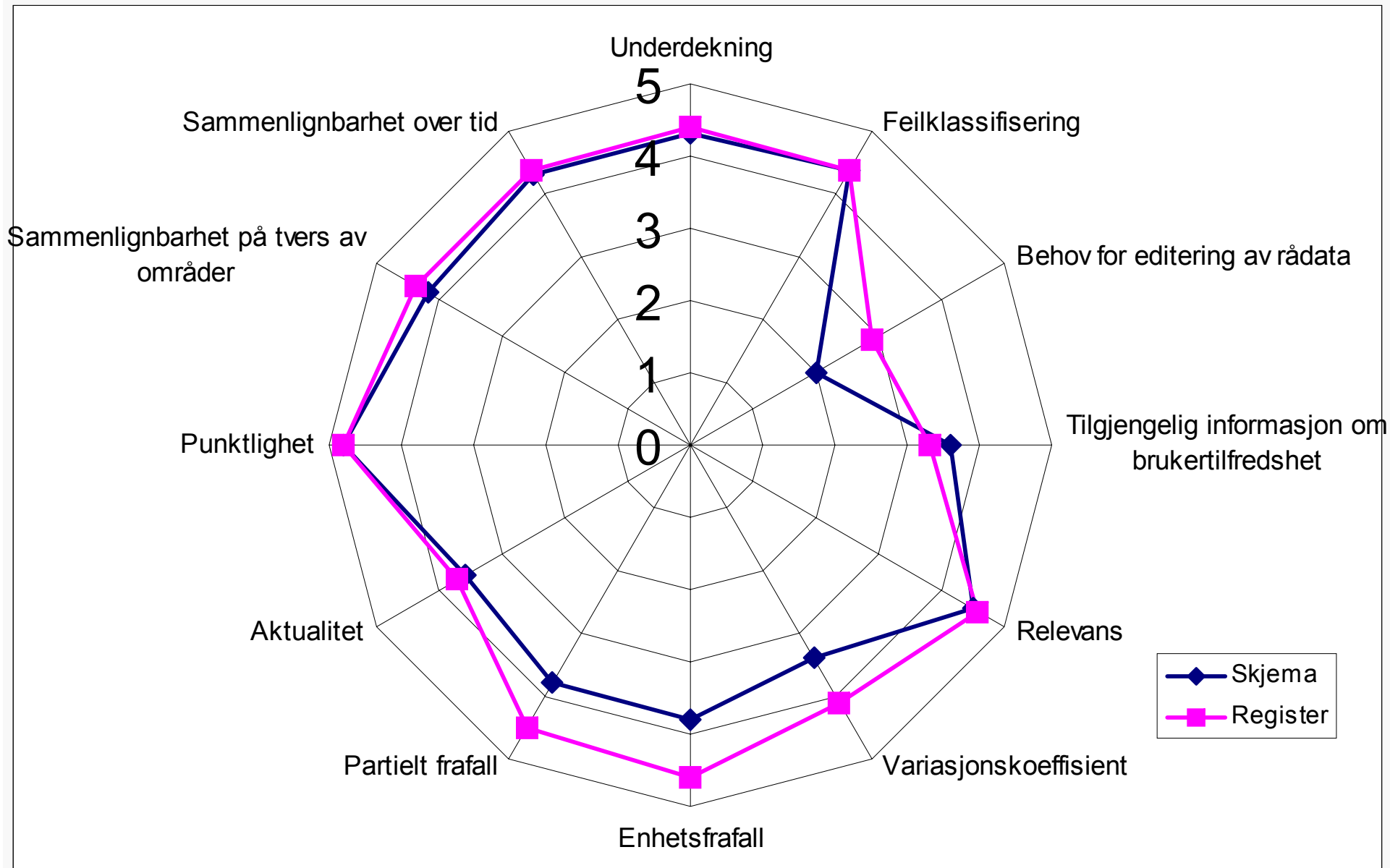
Study of processes is a precondition for improvements:

- Sound Methodology
- Appropriate statistical procedures
- Non-Excessive Burden on Respondents
- Cost effectiveness

Structural conditions provide a framework:

- Professional Independence
- Mandate for Data Collection
- Adequacy of Resources
- Quality Commitment
- Statistical Confidentiality
- Impartiality and Objectivity





Challenges

- Pressure to reduce costs
 - Design for cost effective data collections
 - Electronic data collection
 - Mix/combination of modes
- Lots of effort put in revision of raw data
 - Improve the quality of survey instruments
 - Seek information about the respondent's motivation and ability to report data
- Need for improvement of actuality
 - Smoother data collection processes
 - More attention to the develop- and design phase

Statistical production process

