Internet Self-Response Experience
Economic Census

Discussant
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Context

• 2017 was first all electronic Economic Census
  – important for respondents to get used to this medium
• 12 surveys currently supported in addition to Economic Census
• Letter received requesting participation in survey
• Great opportunity for savings, greater speed, accuracy, and respondent satisfaction
Positives

• Greater accuracy in data (no need to transcribe)
• Savings in not managing paper
• May be more convenient for most respondents
• One place to manage all surveys
  – consistency
• Single customer relationship management tool
• COMET & Centurion should increase quality of user experience and reduce time to produce new surveys
  – One set of tools to improve all surveys
Questions to the Committee
Security and registration

• Security based on: something you know, something you have, something you are
• Email as username
  – generally a good idea
  – may suggest that respondents select an email address associated with the business (not a personal address)
• Consider using answers to survey questions as security questions
  – avoid need to use security questions if possible
• No two-factor authentication?
• Password expiration every 90 days does not provide more security
  – counter to latest NIST guidelines
More on security/registration

• Latest NIST password/security guidelines
  – “Verifiers SHOULD NOT require memorized secrets to be changed arbitrarily (e.g., periodically). However, verifiers SHALL force a change if there is evidence of compromise of the authenticator.”

• Strongly encourage at least two-factor authentication

• May also take advantage of unique identifier in letter sent to respondent
Risk of decline in response

• Look for disparate impacts in response rates
  – e.g., small businesses affected
• Ensure optimal user experience in mobile devices
• Consider providing immediate reward through data tailored based on answers to survey
• Consider providing tutorials
  – video tutorials (not mandatory to watch)
Next steps

• Ensure no disparate impacts
• Align security requirements with latest NIST guidelines and always follow a human-centered perspective when considering security
• Provide immediate rewards for participation through publicly available data tailored to respondent
  – Also enable respondents to explore own trends in reporting over the years
Questions

• For larger businesses/corporations (not single-owner), does it make sense to have an individual registered in the system or the company?
• Can businesses see their own responses to prior surveys (I see a History tab)?
• How does access to prior responses pass from one individual to another if there is a change in personnel?
• Can an individual respond/access data for multiple companies?
• What can delegates access/see/edit?
• Can we see/access/use the tools to be able to provide better feedback?