

Web use for the 6th General Agriculture Census in Italy

L'emploi du Web dans le 6^e Recensement Général de l'Agriculture en Italie

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Using the web is an inescapable answer to different needs of a complex and up-to-date organisation.

Italian National Institute of Statistics built up a multifunctional web site to manage different aspects of the 6th General Agriculture Census including data collection activity, data entry, first data check and production of semi-provisional data, keeping in touch with the Census network, communicating with all the people interested in the Census.

Despite its numerous functions, the “ad hoc” web site censimentoagricoltura.istat.it is designed as a unique, dedicated, recognizable space and it follows the census operation in all its stages, changing step by step.

The paper wants to describe both communication strategy and tools used to reach the goal of a 2.0 web site, capable of ensuring interaction with users, providing traditional and dynamic content and viral content to stimulate participation to the Census.

Moreover, the paper is a report about the choice of opening a branded Facebook page: the expected benefits (creating a Census community, increasing access to the site, reaching young audience and being recognized as an open and innovative organisation) and the consequences of using the power of the social network. The experience of interacting in an ongoing dialogue on issues not always predictable -since Facebook is a place where everyone has the right to speech- will be described too.

The paper will provide a description of the whole web system that is composed by three web applications integrated into a unique platform: Agriculture Census Management System (SGR), On line questionnaire (ACQUIS), On line documentation for operators (RETE). Moreover the context, the organization model, the architecture and the main functions implemented will be depicted.

The choice of unique web platform accessible both from the Census office operators and Istat personnel has been advantageous for several reasons: data quality, reduction of the gap between data collection and data dissemination, possibility to overview raw data in real time in order to remove errors. The system allowed a complete cooperation between the NSI and the Agriculture Census Network. In this context, around 13.000 operators were involved in the Agriculture Census operations and around 2 millions units have been interviewed or

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answered the questionnaire through the website, thus increasing the complexity and the vulnerability of the system.

Monitoring activity has been possible through the implementation of indicators on questionnaire filled in; summary table were calculated on line giving the possibility to the local operators to check figures for their territory.

The platform was also a training tool for operators: a complement of the traditional method. For this purpose a specific Web Training Section has been implemented using, an open source online learning suite, that provides all features needed for e-learning and blended learning management. Manuals, questionnaire compilation example and tests have been included in the website section RETE. A list of Frequently Asked Question has been implemented.; moreover a full background documentation on legislative and technical matter, at international and national level, has been uploaded in the website to support operators activity.