68 - Coney: A Conversational Approach to Enhance Engagement in Surveys

Improving the user experience in surveys to facilitate data collection
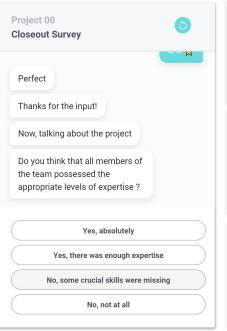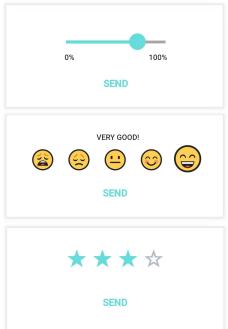
WHAT

- **Survey administration mimicking a chat**
- Quantitative research method offered like a qualitative interview
- **Complete toolkit** for design, administration and analysis of surveys

WHY

- **Improve user engagement and participation**
  - Experimental data prove that 81% of users prefer a conversational approach to a traditional questionnaire, due to **higher enjoyability and intuitiveness**

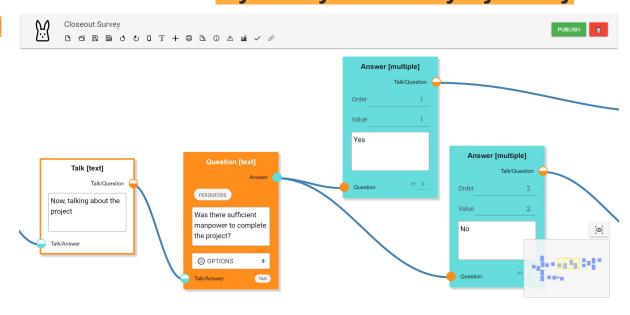**Try Coney! Visit bit.ly/try-coney**

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- **Graph-based data model** for surveys
- Allows defining an **arbitrary acyclic graph of interaction flows**, in which the following question depends on the previous answer
- Can simulate a human-to-human interaction, with a **storytelling approach** that enables different personalized paths.

- To implement FAIR principles, we offer the **graph-based model of Coney as an open ontological model (w3id.org/survey-ontology)**. This allows to publish and to share on the web both the **surveys and their collected answers as linked data research objects**.