**Abstract**

Reaching out to large-scale of people via the Internet is a fast and cost efficient way of communicating compared with postal mail or telephone. Therefore, email has been used not just for research, but also for marketing, customer support, and other data collection purposes. However, getting an acceptable response rate on sent out emails requires additional efforts from the researcher's side. This thesis investigates a communication system, which contributes to increasing the response rate,while minimizing the burden on the researchers’ side.

To achieve this, the system constructs a workflow supporting researchers to extract infor- mation, providing a rule based automated decision making mechanism on respondents’ emails, and personalises the content of the emails with the respondent's information which is extracted from the current state or earlier conversations. It also provides an option to enable contributions of other researchers by assisting interaction with the work- flow under the permission of the initial researcher. Therefore, distribution of the work can ease the individual’s efforts on the mass email communication. This feature can further be extended by enabling crowd assistants to contribute to nearly all phases of the communication flow, and getting guidance or assistance by the initial researcher when it is required.

This thesis demonstrates that providing a proper workflow, and the possibility of as- sistant contribution, a mass email communication can be achieved as if each email is individually tailored to each recipient, which contributes to high response rates. Therefore , while it minimizes the efforts on the creation of emails, it maximizes the scale of the number of people communicated to.

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