**Abstract**

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

The system constructs a workflow supporting researchers to extract information, providing rule based automated decision making mechanism on respondents’ emails, and personalize the content of the emails with the respondents’ information that can be extracted from current or previous correspondence. It also provides an option to enable contribution of other researchers as assistants to interact with the work- flow under the permission of the initial researcher. Distribution of the work can ease individual’s efforts on the mass email communication. This feature can be further extended by enabling crowd assistants to contribute to nearly all phases of the communication flow with guidance from the initial researcher when required

A proper workflow and potential assistant contribution can achieve a mass email communication with each email individually tailored to each recipient, to contribute to high response rates. While it minimizes the efforts required to create emails, it maximizes the number of people that are reached.

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