**Abstract**

Reaching out to a large audience via the internet is fast and cost efficient compared with regular mail or telephone. Therefore, email is often used not just for research, but also for marketing, customer support, and other data collection purposes. However, getting an acceptable response rate on the sent out emails requires additional effort on the researchers’ side. This thesis investigates a communication system which contributes to increasing the response rate while minimizing the burden on the researcher.

To achieve this, the system constructs a workflow that helps researchers to extract information, providing a rule-based, automated decision-making mechanism on respondents’ emails, and personalizing the content of the emails with the respondents’ information which is extracted from the current state or earlier conversations. It also provides an option to enable contributions from other researchers as assistants to interact with the work-flow under the permission of the initial researcher. Therefore, 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, and receiving guidance or assistance by the initial researcher when required.

This thesis demonstrates that providing a proper workflow and the possibility of assistant contributions, 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 number of people reached and the success rate of these communications.

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