**Abstract**

Reaching out to a large-scale of people Internet has become a fast and cost efficient way compared to postal mail or telephone. Therefore, email has been used not just for research, but also for marketing, customer support, and other data collection purposes as well. However, even after getting an acceptable response rate, emails requires additional efforts from the researchers’ side. This paper investigates a communication system, which contributes to increase the response rate minimizing the burden from the researchers’ side.

To achieve this, the system constructs a workflow supporting researchers to extract information, to provide rule based automated decision making mechanism on respondents’ emails and to personalize 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 contribution of 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 getting guidance or assistance by the initial researcher when it requires.

This paper demonstrates that providing a proper workflow along with the possibility of an assistant contribution, a mass email communication can be achieved as if each email is individually tailored to each recipient that 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.

vii