The Joint Program in Survey Methodology Distinguished Lecture

Web Surveys, Online Panels, and Paradata: Automating Responsive Design

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The rising cost of telephone survey data collection, declining telephone survey response rates, and the speed of online survey data collection are leading many researchers to explore the use of web surveys and online panels. While these relatively new modes of data collection present their own set of challenges (e.g., assuring probability, or at least representative, sampling), they also present a new set of opportunities for survey researchers. This presentation will focus on an ongoing, five-year research project that is part of the NSF/Census Research Network (NCRN) involving online, probability-based panels in multi-mode surveys. The research is exploring the use of data and paradata from the internet portion of the survey to develop a machine-learning, 'smart agent' to implement near real-time adaptive/responsive design for online panels and other web surveys in an effort to reduce survey breakoff and panel attrition, and to improve data quality. The project draws on contributions from a team of survey methodologists, statisticians, and computer science engineers, and the cooperation of a leading industry partner (Gallup).

Friday, April 10, 2015; 3:00-4:30 PM

2205 LeFrak Hall
University of Maryland, College Park

Discussants:
Thomas A. Louis, U.S. Census Bureau and Johns Hopkins University
James Wagner, University of Michigan

Please join us for a reception afterwards.
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