

Public SEMINAR



Taking Surveys to People's Technology: Implications for Federal Statistics and Social Science Research

Friday, October 21, 2:00–4:30 pm

National Academy of Sciences Main Building
2101 Constitution Ave. NW, Washington, DC – Lecture Room

1:30	<i>Light refreshments for Seminar Guests (East Court)</i>
2:00	<i>Welcome</i> — Lawrence Brown , CNSTAT Chair and the University of Pennsylvania
2:05	<i>Developments at the OMB Statistical and Science Policy Office</i> — Katherine Wallman , Chief Statistician of the United States
2:20	<i>Featured Topic: Taking Surveys to People's Technology: Implications for Federal Statistics and Social Science Research</i> — Fred Conrad , Survey Research Center, University of Michigan — Michael Schober , New School for Social Research
3:30	<i>Discussants:</i> — Paul Beatty , U.S. Census Bureau — Courtney Kennedy , Pew Research Center
4:00	Floor discussion
4:30	<i>Reception – East Court</i>
5:30	Adjourn

Register now!

Presentations will be available via WebEx—login information will be sent once available

**For any questions, contact Eileen LeFurgy, CNSTAT Program Coordinator,
at: elefurgy@nas.edu**

Abstract: *People's modes of communication and available communications technologies don't stand still. Correspondingly, survey methodology must never stand still, even though institutional constraints (and inertia) can lead survey organizations to maintain long-standing methods well beyond their peak utility. Fred Conrad and Michael Schober are involved in cutting-edge research on different ways, including texting, to conduct surveys via smartphones. They will discuss research findings on data quality and participation in interviews on smartphones carried out via voice (standard call center interviewing) versus text messaging, by human interviewers and by automated interviewing systems. They will also discuss findings on how giving respondents the choice of interview mode on their smartphone can affect costs, respondent burden, and the quantity and quality of data that can be collected. They will conclude by posing new tradeoffs that will be important to consider in multi-mode surveys on modern devices. Discussants will consider the implications for the future of federal statistical agency surveys and social science polling.*