



Public SEMINAR

The Future of Social Science Data Collection

**Friday, May 11, 2012 • Keck Center of the National Academies
500 Fifth Street NW, Washington, DC • Room 100**

2:00 pm	<i>Light refreshments, 1st floor prefunction space</i>
2:30	<i>Welcome</i> (Lawrence Brown, CNSTAT Chair and University of Pennsylvania)
2:35	<i>Developments at the OMB Statistical and Science Policy Office</i> (Katherine Wallman, Chief Statistician)
2:45	<i>The Future of Social Science Data Collection</i> — Roger Tourangeau (CNSTAT Member; Westat) — Nancy Bates (U.S. Census Bureau) — Art Kennickell (Federal Reserve Board) — Reg Baker (Market Strategies International)
4:05	<i>Floor discussion</i>
4:30	<i>Reception, 3rd floor atrium</i>
5:30	<i>Adjourn</i>

Abstract: Declining survey response—what we know and don't know about it, and the costs and benefits of methods to improve response—is a topic of critical interest to the statistical and research communities. The Russell Sage Foundation is sponsoring a CNSTAT panel to recommend a research agenda on survey response; to date, the panel has hosted two workshops that provided a wealth of information. The panel chair, *Roger Tourangeau*, will present an overview of the panel's purview and some of the things it has learned to date. *Nancy Bates* (panel member) will report on recent top-level initiatives to take the Census Bureau's survey game to a new level with regard to data collection technology, collection and use of paradata (including survey costs), multi-mode data collection, and responsive design. *Art Kennickell* (panel member) will present his views on the importance of interviewers in the data collection process. *Reg Baker* (presenter to the panel) will report on experience with on-line nonprobability samples and their problems and uses. There will be ample time for floor discussion and questions on these central topics for the future of social science data collection.

This seminar is open to the public. Please help us plan by [registering here](#).

For assistance, please contact Jacqui Sovde at (202) 334-1616 or jsovde@nas.edu.

— 2012 —
*Launching a FIFTH DECADE
of Improving FEDERAL STATISTICS*

