

JPSM/MPSM

Survey Methodology Seminar Series

Survey Research and Big Data: Estrangement or a long-term relationship? Some history of survey-assisted modeling of population dynamics

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Presenter
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Monday, December 1, 2014
12:00-1:00pm

Speaker will be at the University of Michigan
Video Room 368 - ISR South Basement
Room 1208 LeFrak Hall– Maryland

Abstract

Contemporary advances in large scale data acquisition, compilation and analysis have many statisticians questioning what the future role for traditional surveys will be (Groves,2011; Couper, 2014). This talk will argue that survey designs and methods are in a long term partnership with large scale data resources. Relative to the past where "big data" often served to calibrate complex survey measurements, future surveys may increasingly be designed to fill in information on unmeasured relationships and address the errors in our big data models of social, economic and public health processes and outcomes. Five case studies conducted over the past 40 years will be used to demonstrate that this trend toward big data driving survey design, measurement and analysis is by no means new and will highlight the potential of survey-assisted modeling as an important tool in future social science and public health research.

The Survey Methodology Program hosts this series of brown bag seminars on survey methods. The purpose is to have informal presentation and discussion of topics in survey methodology. They are open to anyone interested. If you would like more information, or if you have suggestions for methodological topics you would like to see presented, please contact: Jodi Holbrook at 647-3592