Workshop on Combining Organic and Designed Data
Friday, November 2, 2018
1430 ISR

- Continental Breakfast 8:30-9:30

- Opening Remarks: Prospects and Problems for Combining Organic and Designed Data 9:30-9:45
  Fred Conrad, Director, Michigan Program in Survey Methodology
  David Lam, Director, Institute for Social Research

- Methodological Issues in the Validation of Sociodemographic Predictions from Social Media 9:45-10:30
  Zeina Mneimneh, Assistant Research Scientist, Survey Research Center, ISR

  ❖ Break 10:30-10:45

- Panels and Big Data: Integrating Return Path Data (RPD) into TV Measurement 11:00–11:45
  Megan Walsh, Nielsen

  ❖ Lunch in 6050 ISR 12:00-1:15

- Linking the PSID to External Data: Ongoing Projects with 1940 Census and Zillow Data 1:15-2:00
  Fabian Pfeffer, Research Assistant Professor, Survey Research Center and Assistant Professor of Sociology, University of Michigan

- Longitudinal Research Infrastructure in the United States 2:00-2:45
  Trent Alexander, Research Professor, Population Studies Center, ISR

  ❖ Break 2:45-3:00

- Emergent Issues in the Combined Collection of Self-Reports and Sensor Data on Smartphones 3:00-3:45
  Fred Conrad, Director, Michigan Program in Survey Methodology and Research Professor, Survey Research Center, ISR

- Wrap-up/Discussion 3:45-4:00
  James Wagner, Associate Director, Michigan Program in Survey Methodology and Research Associate Professor, Survey Research Center, ISR