



New Measurement Issues in Survey Research

Findings from the ESRC Survey Design and Measurement Initiative

Date: 21 September 2010

Location: Royal Statistical Society, Erroll Street, London

As social and technological change apply increasing downward pressure on response rates and upward pressure on costs, new and innovative methods are increasingly required to maintain and improve the quality of survey measurement. It seems inevitable that surveys in the future will rely increasingly on mixed mode strategies, drawing together responses elicited face-to-face, online, via telephone interview, and other forms of administration. Similarly, 'routine' and administrative information will be obtained via automated procedures and through linking to administrative and other forms of commercial and 'transactional' data. At the same time, changing patterns of cohabitation and the fracturing of traditional family units will increasingly problematise the conventional household as the appropriate unit of data collection and analysis. This one day conference draws together findings from projects funded under the ESRC Survey Design and Measurement Initiative which, collectively, focus on these key issues of survey measurement and quality in a rapidly changing social and technological landscape.

Programme

- 'Designing questions for mixed mode data collection: What have we learnt?' by Gerry Nicolaas, National Centre for Social Research
- 'Using scanner technology to collect expenditure data' by Zoe Oldfield, Institute for Fiscal Studies
- 'Whose household? The fuzziness of a critical concept in household surveys' by Ernestina Coast, London School of Economics
- 'Experimental thinkaloud protocols: a new method for evaluating the validity of survey questions' by Patrick Sturgis, University of Southampton

Places are free but limited and will be allocated on a first-come-first-served basis. To register, please email Iram Awam at the National Centre for Social Research: iram.Awan@natcen.ac.uk

