

The future of online data collection in social surveys:
Shared learning on the challenges, opportunities and best practice

20-21 June 2019, University of Southampton

20 June 2019 Thursday

09:30–10:00 Registration and coffee [58/1st Floor Foyer]

10:00–10:05 Introduction - Olga Maslovskaya – Senior Researcher, National Centre for Research Methods, University of Southampton

10:05–10:15 Welcome from Professor Alex Neill - Vice President (Education), University of Southampton

Session 1 [58/1067]: Chair – Olga Maslovskaya (University of Southampton)

10:15–11:00 **Keynote: Online Surveys: Opportunities and Challenges**
Mick Couper - Research Professor, Survey Research Centre, University of Michigan

11:00–11:30 **Collecting data for official statistics with a smartphone app: is it feasible?**
Peter Lugtig - Associate Professor, Social and Behavioural Sciences, Utrecht University

11:30–11:50 COFFEE [58/1st Floor Foyer]

11:50–12:20 **Running complex surveys on difference devices: What's the challenge?**
Karen Blanke - Survey Methodologist, Federal Statistical Office Germany

12:20–12:50 **Online data collection within a mixed-mode design: learning from the Our Future longitudinal survey of young people.**
Joel Williams - Head of Survey Methods & Tim Hanson, Director, Kantar Public

12:50–13:40 LUNCH [58/1065]

13:40–14:10 General discussion with Peter Lugtig, Karen Blanke, Joel Williams, Tim Hanson and Mick Couper

Session 2 [58/1067]: Chair – Andrew Phelps (ONS)

- 14:10–14:55 **Keynote: Social Survey Transformation: opportunities and challenges looking to the future**
Frankie Kay - Director of Transformation, Population and Public Policy, ONS
- 14:55–15:25 **Benefits and issues in the use of internet-based surveys; Experience from Israel.**
Danny Pfeffermann - Government Statistician and Head of the Central Bureau of Statistics, Israel
- 15:25–15:45 TEA [58/1st Floor Foyer]
- 15:45–16:15 **On-line data collection for comparative research: perspectives from the European Social Survey.**
Rory Fitzgerald - Director of the European Social Survey, City, University of London
- 16:15–16:45 **Innovating with online data collection: Measurement, sampling and new forms of data.**
Curtis Jessop - Research Director, NatCen Social Research
- 16:45–17:15 General discussion with Danny Pfeffermann, Rory Fitzgerald, Curtis Jessop and Frankie Kay
- 17:30 Coach departs University Travel Interchange for Chilworth Manor
- 19:30 Conference Dinner at Chilworth Manor Hotel



The Future of Online Data Collection in Social Surveys

Conference Banquet

Thursday 20th June 2019

Prosciutto Ham, Goats' Cheese and Sun Blushed Tomato Salad

with a herb vinaigrette (gf)

Pan-Roasted Corn Fed Chicken Breast

with chestnut mushroom and tarragon cream sauce (gf)

Baked New York Style Vanilla Cheesecake

with raspberry and strawberry compote



Vegetarian / Vegan Menu

Salad of House Dried Sundried Tomatoes

with artichokes, olives, rocket and finished with sweet balsamic (v, ve, df, gf)

Trio of Stuffed Vegetables

Served with couscous, risotto and sweet potato (v, ve, df, gf)

Fruit Kebabs with Grand Marnier sauce (ve, df)

21 June 2019 Friday

08:30 Coach departs from Chilworth Manor to University of Southampton

Session 3 [58/1067]: Chair – Gabriele Durrant (University of Southampton)

09:30–10:15 **Keynote: Online data collection for social surveys: back to basics.**

Gerry Nicolaas - Director of Methods, NatCen Social Research

10:15–10:45 **Moving a household panel survey to mixed mode: The experience of *Understanding Society*.**

Jonathan Burton - Associate Director, Surveys, Institute of Social and Economic Research, University of Essex

10:45–11:00 COFFEE [58/1st Floor Foyer]

11:00–11:30 **Experimental methods to increase online response rates in Australian social surveys.**

Stephen Cohen - Innovation Panel Manager, Australian Bureau of Statistics

11:30–12:00 **Push to web: From Active People to Active Lives**

Andrew Spiers - Strategic Lead: Data, Research and Evaluation, Sport England

12:00–12:30 General discussion with Jonathan Burton, Stephen Cohen, Andrew Spiers and Gerry Nicolaas

12:30–13:15 LUNCH [58/1065]

Interactive Workshop

13:15–14:00 **Small Group Discussions**

Group 1 – Red Room: 2095 Moderator: Olga Maslovskaya

Group 2 – Yellow Room: 1039 Moderator: Laura Wilson

Group 3 – Green Room: 1007 Moderator: Andrew Phelps

Group 4 – Orange Room: 2097 Moderator: Gabriele Durrant

Group 5 – Blue Room: 1025 Moderator: Peter Smith

Group 6 - Stars Room: 1023 Moderator: Carli Lessof

14.00-15:30 **Whole group discussion [58/1067]**

Moderators: Laura, Andrew and Olga

15:30-15:45 **Closing Remarks**

ONS