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WEB DATA OPP Workshop

19 March, 12:30h · **KEYNOTE SPEECH**

New Data Types and Surveys: Opportunities and Challenges

Prof. **Mick Couper**, University of Michigan

Venue: Auditori Mercè Rodoreda, UPF Ciutadella (Barcelona)

The rapid development of new technologies and data types brings exciting opportunities for expanding and enhancing survey data collection beyond traditional modes and questions, as evidenced by this workshop. But the introduction of these new technologies into survey data collection also raises questions about the fundamental goals of survey research. Survey design often involves trade-offs, e.g., between measurement and representation, or between standardization and customization. In this talk, Mick P. Couper plans to discuss some of these trade-offs, especially with regard to new technologies and data types, using both an historical and a forward-looking perspective. It is more of a philosophical presentation than an empirical one. His goal is to challenge those of us working in this area to think beyond the current new technology or tool.

More info at www.ibeio.org

With the support of:



Funded by the European Research Council (ERC) under the Horizon 2020 Framework Programme of the European Union. Grant agreement number 849165



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