

RESEARCH FORUM 2021-2022

Department of Political and Social Sciences

Thursday, June 2nd at 12pm

40.035

Sala de Graus A. Calsamiglia
Campus Ciutadella

Dr. Melanie Revilla

RECSM - Universitat Pompeu Fabra

will present

**New Opportunities to Enhance
or Replace
Conventional Web Survey Data**



Abstract

The expansion of the Internet and the development of a range of new active and passive measurement tools, particularly on mobile devices, present exciting opportunities for researchers. Compared to conventional surveys, using these new measurement opportunities (e.g., visual data or metered data) could reduce respondent burden, improve data quality, and extend measurement into new domains, allowing to answer questions that could not be answered so far and to improve the decisions of key actors (e.g. government).

However, while many people speak about these ideas, very little research has implemented such possibilities, and even less has assessed the data quality associated with such approaches. Thus, there is a huge need for further research in this area.

In this presentation, I will discuss potential advantages (e.g. no problem of human memory) and disadvantages (e.g., more difficult to be sure that the consent is informed and that participants are aware of all the shared information) of these data. Moreover, I will present some examples of the research that we are doing to learn more about these new data types and to help researchers using them in the best way possible.

Speaker's bio

Melanie Revilla is Deputy Director of the Research and Expertise Centre for Survey Methodology (RECSM) and adjunct professor at Universitat Pompeu Fabra (UPF, Barcelona, Spain). In 2019, she received an ERC starting grant to work on the project: "New opportunities to enhance or extend (mobile) web survey data and get better insights". More generally, Melanie is interested in all aspects of survey and new passive data collection methodology and she has published more than 60 journal articles in these areas.