[Survey research in the digital age], [Probability and non-probability sampling], [Computer-administered interviews], [Combining surveys and big data], [Additions and extensions]

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SOCIAL RESEARCH

in the DIGITAL AGE

· MATTHEW J. SALGANIK ·

1) Introduction
2) Observing behavior
3) Asking questions
4) Running experiments
5) Mass collaboration
6) Ethics
7) The future

|	Sampling	Interviews	Data environment
1st era	Area probability	Face-to-face	Stand-alone
2nd era	Random digital dial probability	Telephone	Stand-alone
3rd era	Non-probability	Computer-administered	Linked

Human-administered $\rightarrow$ Computer-administered
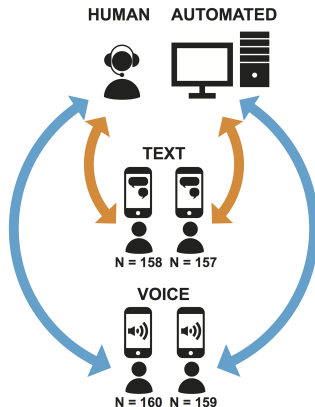
- enables change
- requires change

Precision and Disclosure in Text and Voice Interviews on Smartphones

Michael F. Schober[1,‡,*], **Frederick G. Conrad**[2,3,‡], **Christopher Antoun**[2], **Patrick Ehlen**[4], **Stefanie Fail**[1], **Andrew L. Hupp**[2], **Michael Johnston**[5], **Lucas Vickers**[6], **H. Yanna Yan**[2], **Chan Zhang**[7]

Schober et al. (2015)

HUMAN **AUTOMATED**

TEXT

N = 158 N = 157

VOICE

N = 160 N = 159
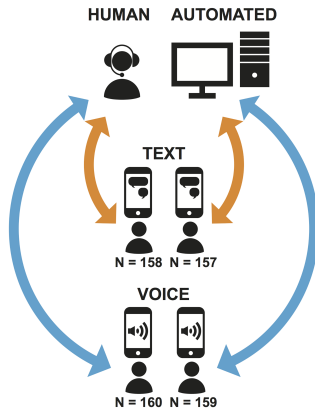
Result: interviews through texting yielded higher quality data

Schober et al. (2015)

Work as Foraging: A Smartphone Study of Job Search and Employment after Prison[1]

Naomi F. Sugie
University of California, Irvine

Sugie (2018)

Real and Perceived Attitude Agreement in Social Networks

Sharad Goel, Winter Mason, and Duncan J. Watts

Yahoo! Research

Goel, Mason, Watts (2010)

Wiki Surveys: Open and Quantifiable Social Data Collection

Matthew J. Salganik[1], Karen E. C. Levy[2]

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Salganik and Levy (2015)

Wrap-up:

- ▶ We can and should take advantage of the tools of the digital age to ask in new ways

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