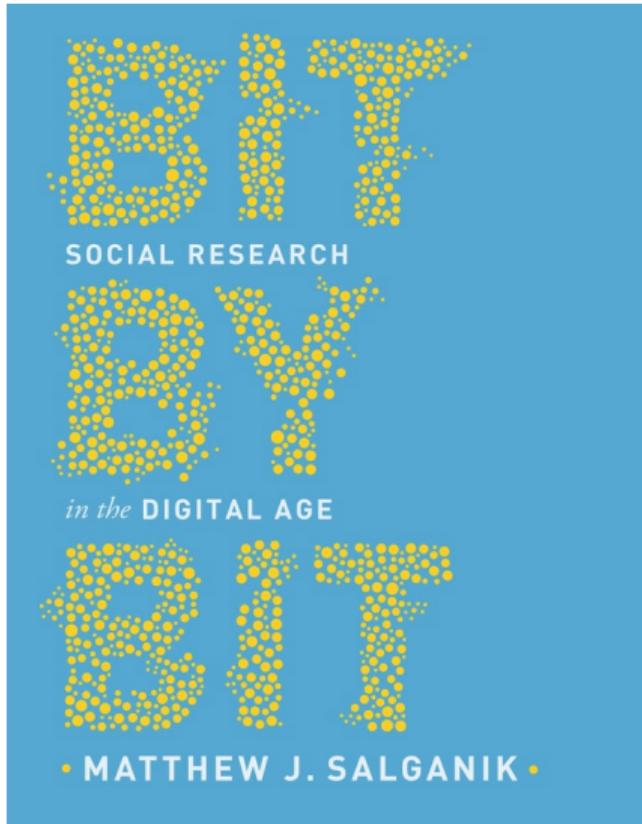


[Survey research in the digital age], [Probability and
non-probability sampling], [Computer-administered interviews],
[Combining surveys and big data], [Additions and extensions]

Matthew J. Salganik
Department of Sociology
Princeton University





- 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

Will big data kill surveys?

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No

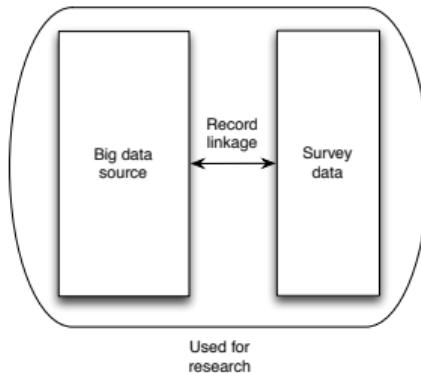


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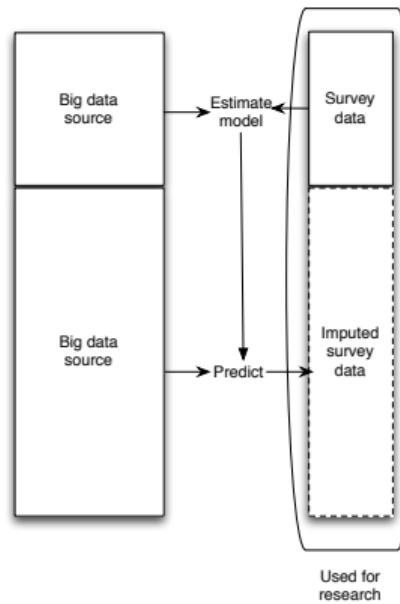


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Enriched asking



Amplified asking



Note the different role of the big data in each case

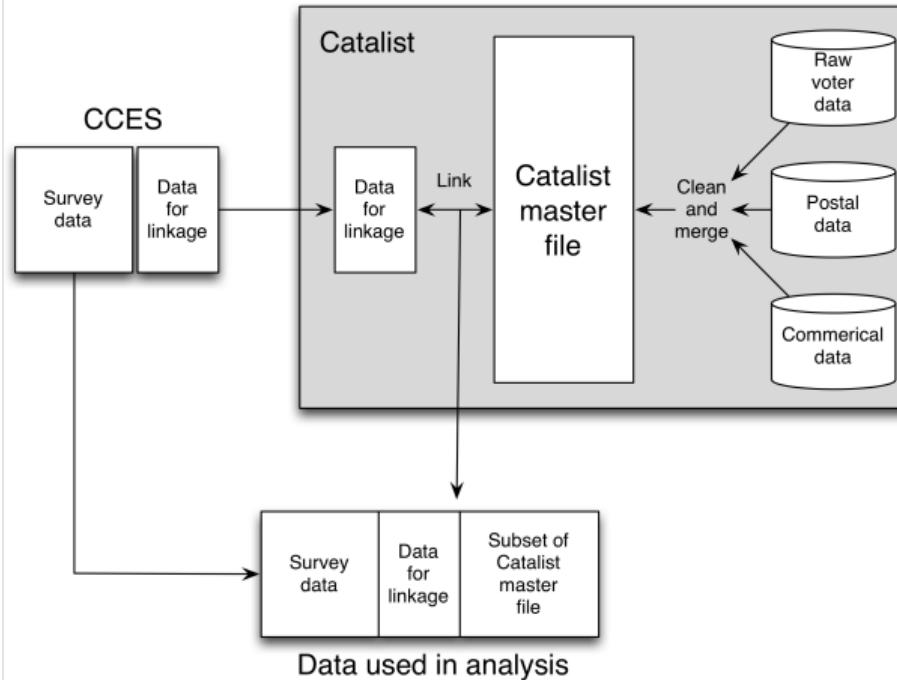
Validation: What Big Data Reveal About Survey Misreporting and the Real Electorate

Stephen Ansolabehere
Harvard University

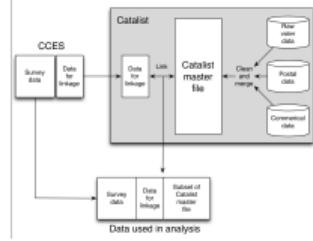
Eitan Hersh

Institution for Social and Policy Studies, Yale University, New Haven, CT 06520-8209
e-mail: eitan.hersh@yale.edu (corresponding author)

Ansolabehere and Hersh (2012)

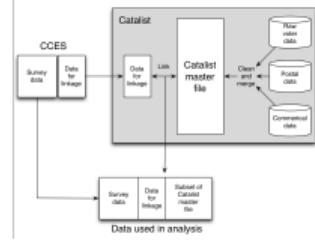


Ansolabehere and Hersh (2012)



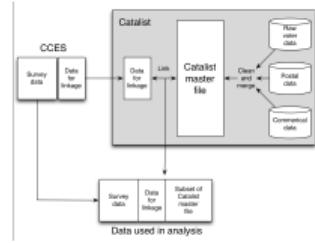
Findings:

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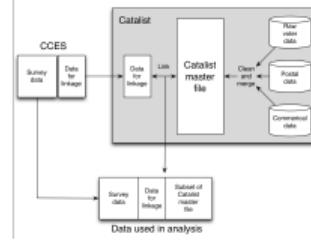
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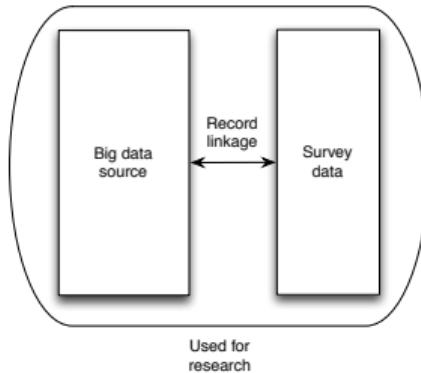


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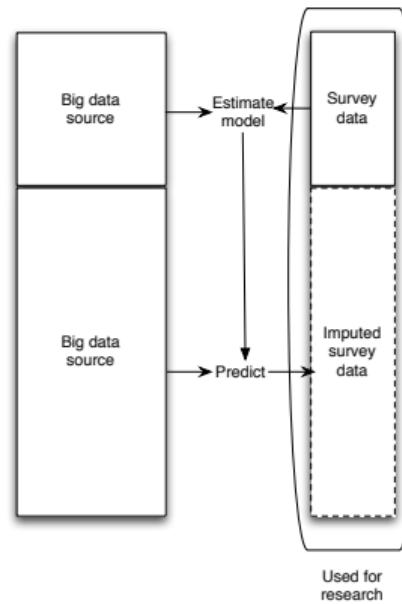
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- ▶ Because of systematic over-reporting, differences between voters and nonvoters are smaller than they appear from surveys
- ▶ Existing theories are better at predicting who will reporting voting than who will actually vote

[Anscombe and Hersh \(2012\)](#)

Enriched asking



Amplified asking



Note the different role of the big data in each case

Predicting poverty and wealth from mobile phone metadata

Joshua Blumenstock,^{1*} Gabriel Cadamuro,² Robert On³

Blumenstock, Cadamuro, and On (2015)

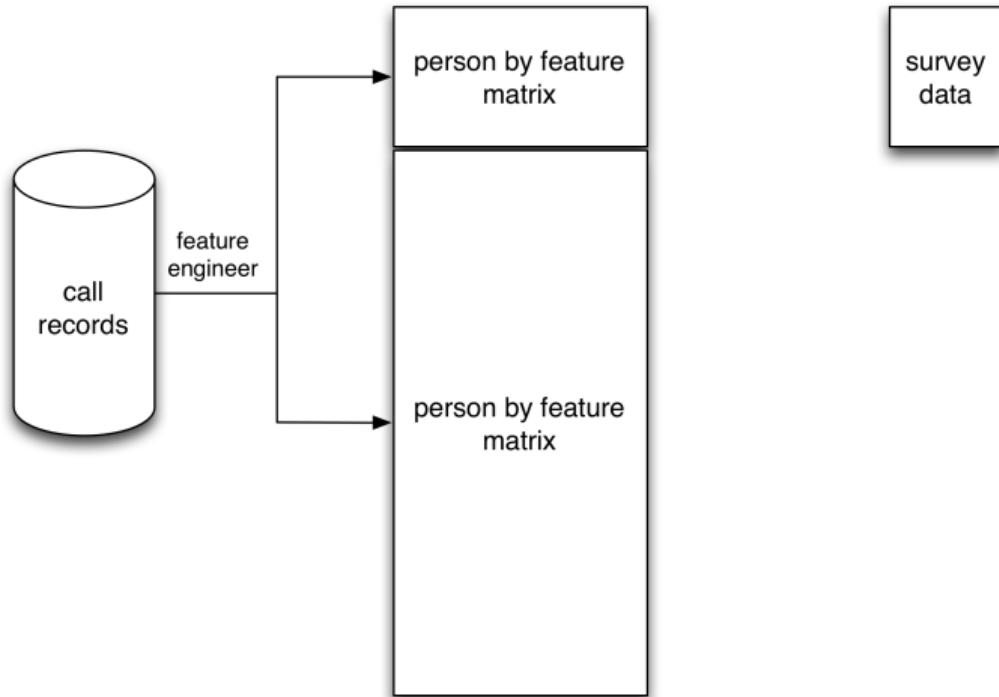


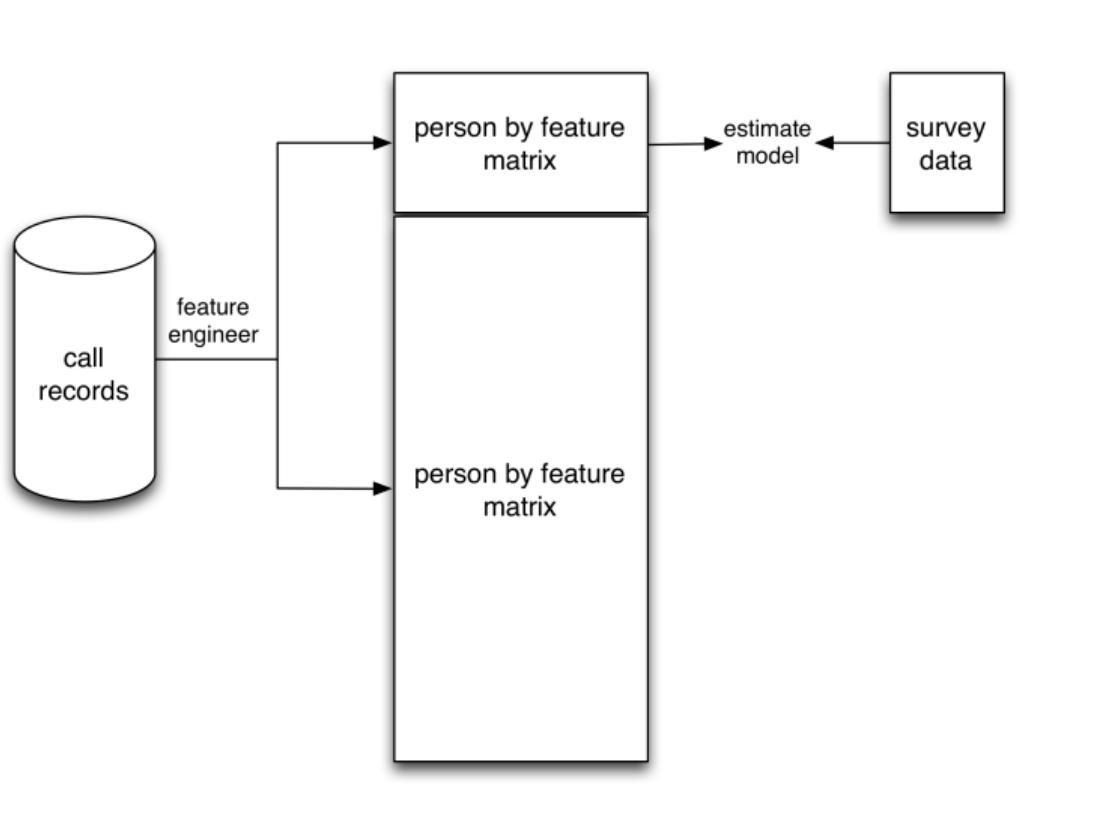


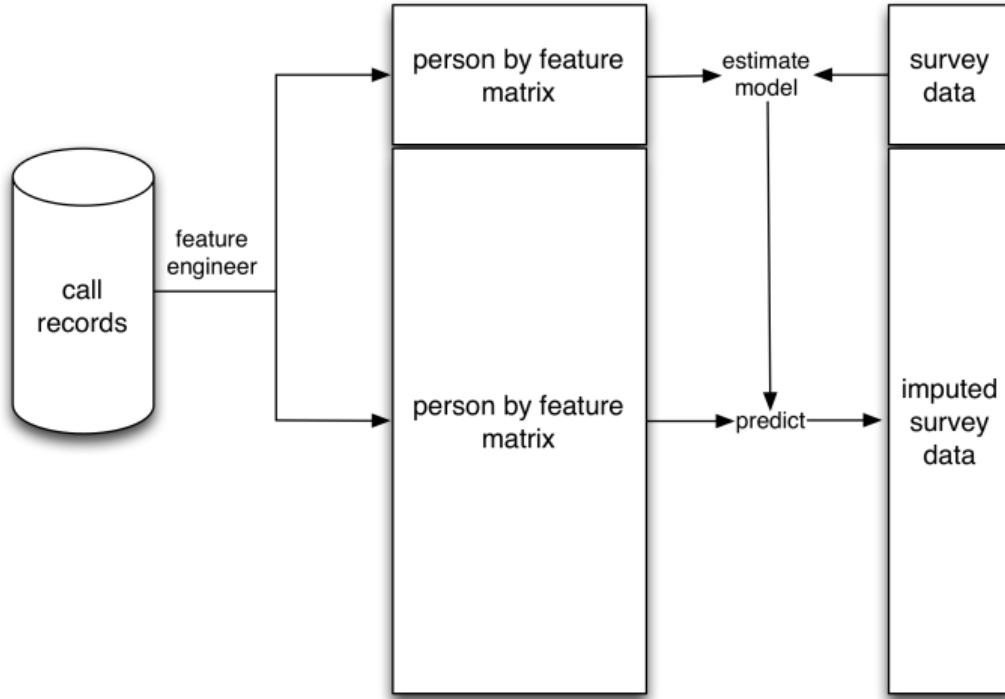
call
records

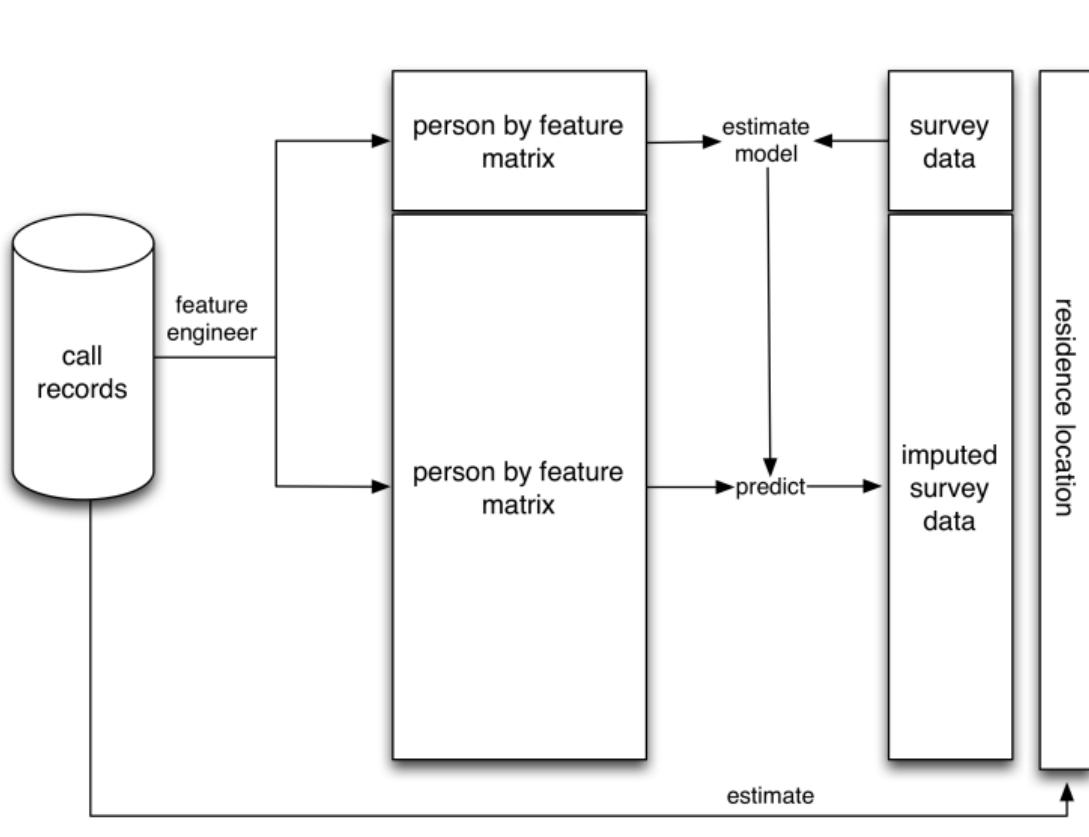


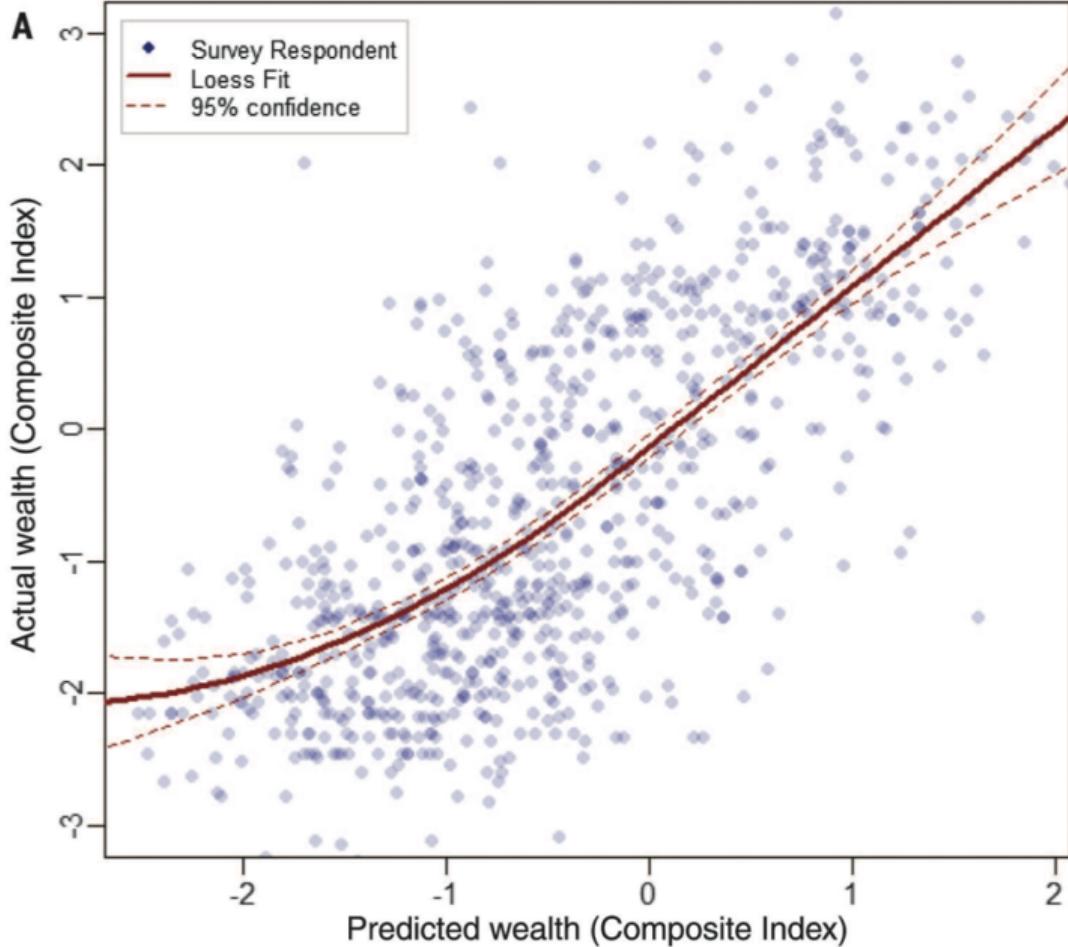
survey
data

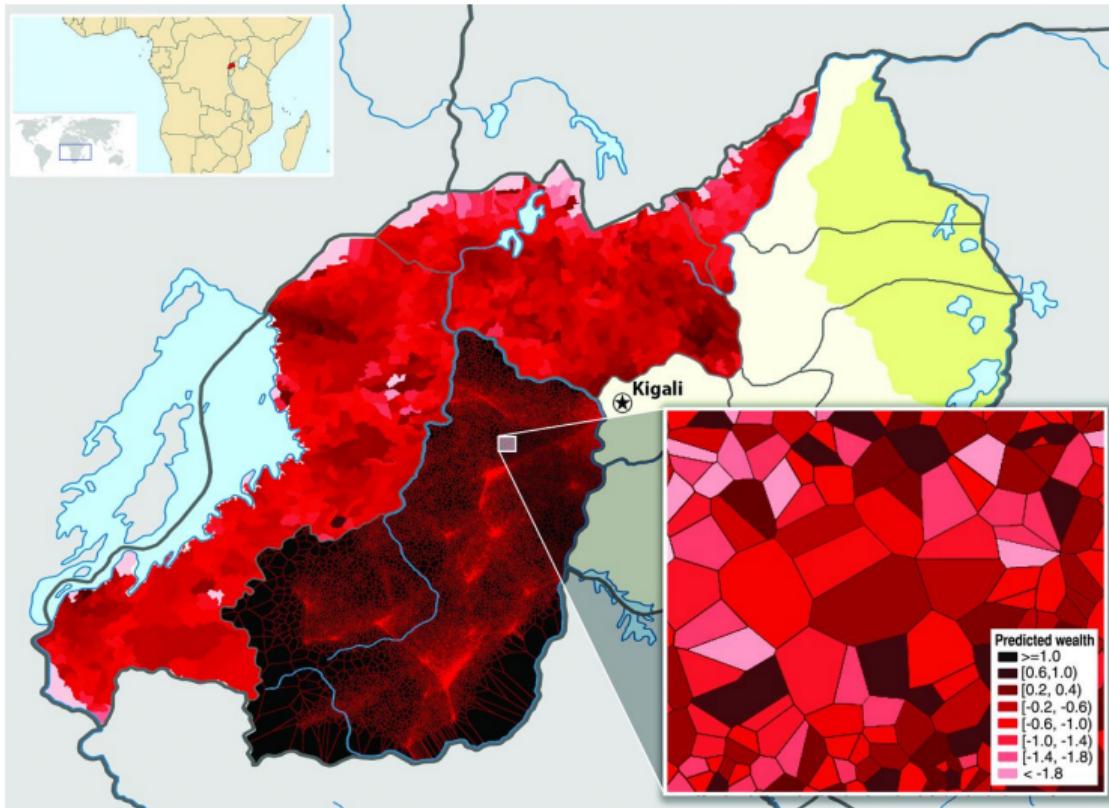


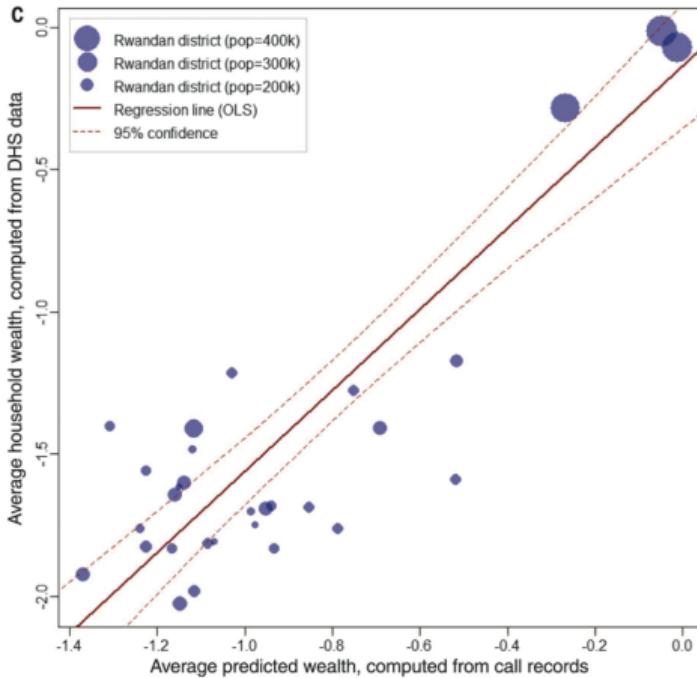


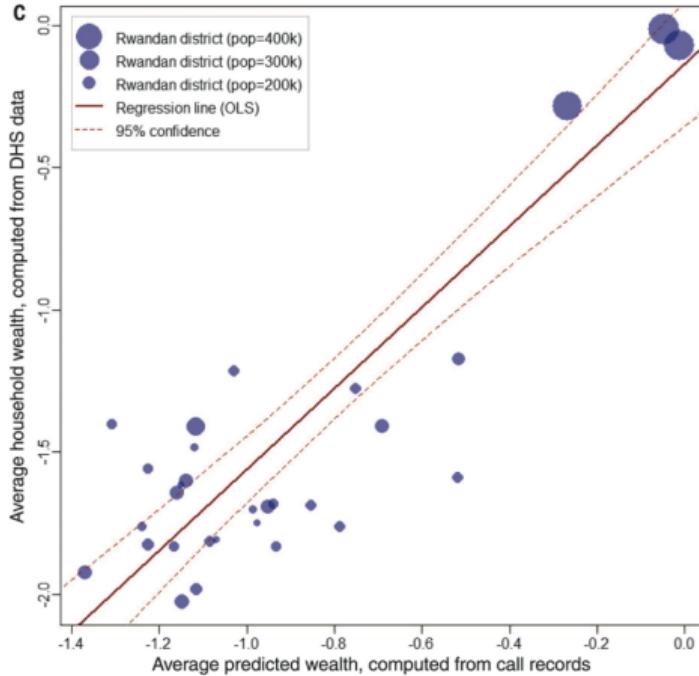












- ▶ 10 times faster
- ▶ 50 times cheaper



Readymades

+



Custommades



Wrap-up:

- ▶ Surveys and big data are compliments not substitutes

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- ▶ Sometime we do “enriched asking” and sometimes “amplified asking” (role of big data source is different in both cases)
- ▶ Learn more: see “what to read next” in Ch 3 of *Bit by Bit*.

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