

Data Generating Process

Who? What? Why?

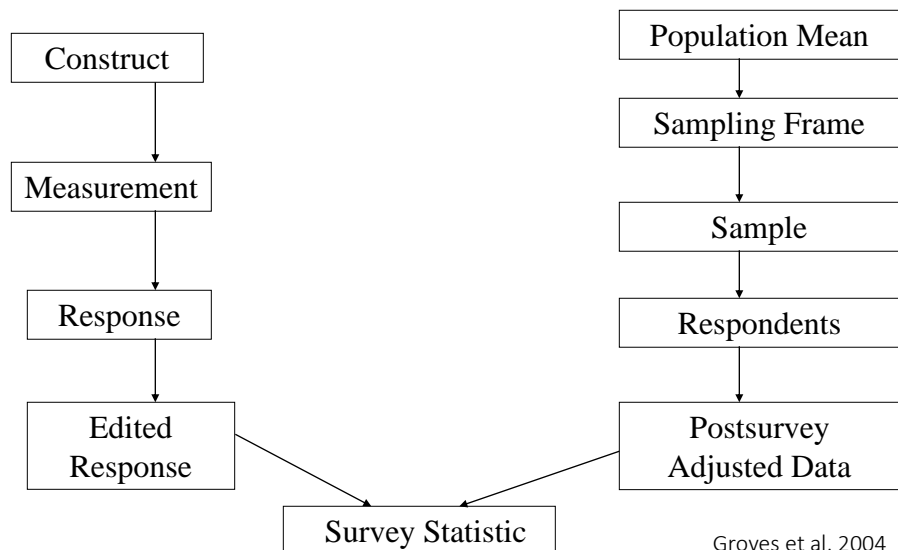
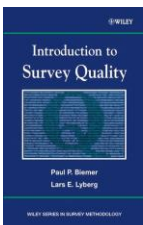
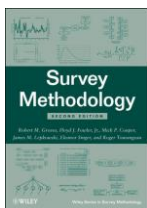
Who is missing? Who is counted repeatedly?
What is not said / measured? ..and why?

... no matter if data are found or designed



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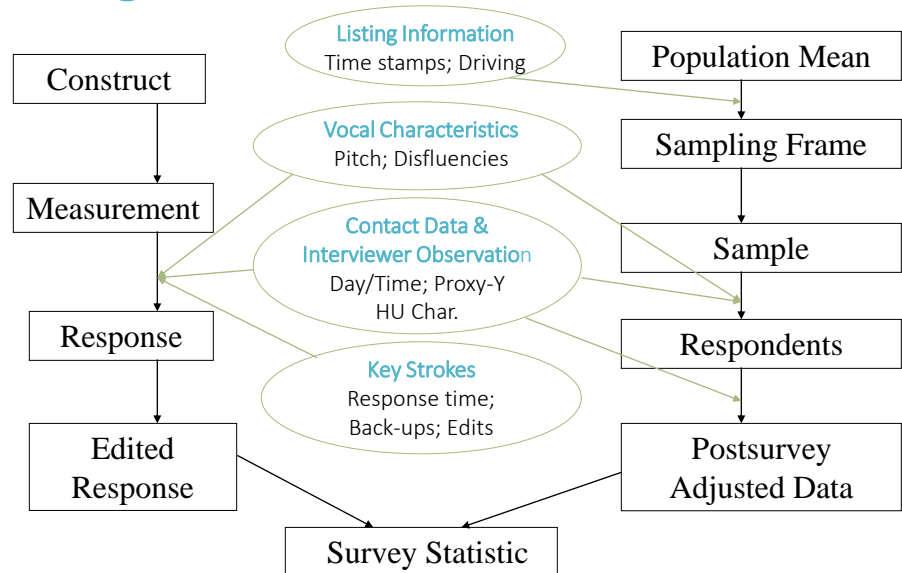
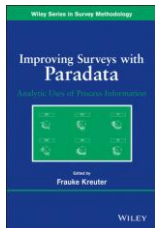
Data Generating Process – Survey Data



Groves et al. 2004

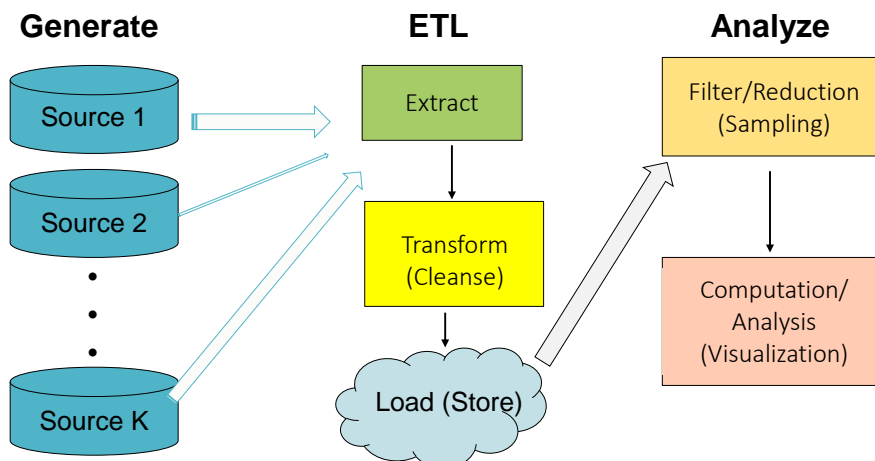
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Data Generating Process – Paradata



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Data Generating Process – Found Data



Source: Paul Biemer

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AAPOR Report on Big Data

AAPOR Big Data Task Force
February 12, 2015

Prepared for AAPOR Council by the Task Force, with Task Force members including:

Lilli Jager, Co-Chair, Statistics Sweden
Frankle Kreuter, Co-Chair, IPSM at the U. of Maryland, U. of Mannheim & IAB
Marcus Berg, Stockholm University
Paul Biemer, RTI International
Paul Decker, Mathematica Policy Research
Cliff Lampe, School of Information at the University of Michigan
Julia Lane, American Institute for Research
Cathy O'Neil, Johnson Research Labs
Abe Usker, HumanGeo Group

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The report is available at <https://www.aapor.org>