Closing Remarks
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Closing Remarks

(1) Strong activity in the U.S. and Europe
(2) Areas in need for research and development
(3) Scale and economy of scale
(4) Adaptive measurement
(5) Communication
Activities in the U.S., Europe, and beyond

(1) USA: Census, ISR, NORC, RTI, Westat ...
(2) NL: Calinescu, Luiten, Schouten (Stat. Netherlands); R-Indicators, measurement profiles, modes as intervention,
(3) U.K.: Durrant, Smith (Southampton), Shlomo (Manchester); “what-if” scenarios, modelling
(4) Germany: Sinibaldi, Trappmann, Mueller (IAB); interviewer ratings, best call times in panel surveys, interventions
(5) Sweden and Norway: Lundquist, Gravem; Labour Force Survey, tailored NR follow-up
(6) Italy: Bianchi (Uni Bergma); simulations
(7) Switzerland: Vanderplas, Staehli (UNIL); simulations, R-Indicators
(8) Australian Bureau of Statistics; planning stage
Areas for research and development

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<th>Areas</th>
<th>Challenges</th>
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<td>(1)  Cost models, cost measures</td>
<td>- Available data</td>
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<td>(2)  Design features and interventions</td>
<td>- Efficient design to increase learning</td>
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<td>(3)  Tools and logistics</td>
<td>- Very country specific</td>
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Scale and economy of scale

Paradata share Big Data feature
- volume, velocity, variety
- new forms of handling data
- processing (speed)

Sizable investment
with good returns for large and repeated surveys

Measurement error might not be key
Adaptive Measurement

Adaptive testing familiar to educational researchers

Adaptive measurements: First attempts by Conrad etc. show promise

Tailored questionnaires – matrix design “on the fly”
Communication

WITH INTERVIEWERS

- Tension between standardization and tailoring
- Book keeping burden (hopefully soon be solved by technology)
- Working with what is best “on average” … even if in this case other measures might be better

WITH RESPONDENTS

- Tension between privacy and convenience
- Perception of confidentiality
- Trust in data collectors (e.g. recording of mouse movements limited to the survey)
Thank you

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