

# Closing Remarks

---

FRAUKE KREUTER

# 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

---

## Areas

(1) Cost models, cost measures

(2) Design features and interventions

(3) Tools and logistics

## Challenges

- Available data

- Efficient design to increase learning

- Very country specific

# 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

---

fkreuter@umd.edu

A solid blue horizontal bar at the bottom of the slide.