OBSSR Methodology Workshop:  
Emerging Non-Traditional Survey Data Collections  

August 25, 2017  
National Institutes of Health  
Porter Neuroscience Research Center, Bldg 35A, Room 610  
8:00 AM – 4:00 PM

AGENDA

8:00-8:10 Welcome, Introduction, & Logistics – Elizabeth Ginexi, NIH/OBSSR

8:10-9:10 Introduction. A framework for considering the use of emerging and non-traditional survey data collection methodologies in health research. – Michael Stern, NORC at the University of Chicago  
Purpose: The goal is to provide a typology or framework for considering the application of emerging or non-traditional data collection methods in health research. Based on the state of the science this session will address how various modern technologies and approaches for sampling and recruitment and measurement can be incorporated into health research to complement or augment more traditional survey approaches. The overview will include examples from survey research NORC starting with concept development through to the decisions involved as scientists decide on the specific tools and technologies use in survey research. Considerations to be discussed will include probability versus non-probability sampling, the need for new measures other than self-report, and legal/ethical issues that can have implications for IRB or OMB review.


9:45-10:00 Morning Break

Short Tutorial Sessions. Key emerging survey technologies currently in use. A “deeper dive” into a few of the key new methodologies used in health-related survey research.  
Purpose: The sessions will include short tutorials on a few of the more widely used methods. In each case the speaker will touch on the methodological features that distinguish the technology from more traditional survey approaches and present illustrative research examples. Overarching issues to be addressed include:

How do these methodologies differ from more traditional survey approaches?
What are some generally acceptable and appropriate applications for these methodologies?
What do we know about the quality, reliability, validity, or generalizability of data collected using these technologies?
What are some legal, ethical or IRB-related considerations for using these technologies?
**Interactive Q&A.** Each tutorial session will be followed by panel discussion and interactive audience Q&A with an additional consideration of possible forward directions and scientific opportunities related to each method discussed.

10:00-10:40  **Short Tutorial #1. Online Non-Probability Panel Surveys: Why and how to use them and how to assess data quality.** – Courtney Kennedy, Pew

10:40-11:00  **Panel discussion & Interactive Audience Q&A**

11:00-11:40  **Short Tutorial #2. Survey participant recruitment via social media platforms.** - Michael Stern and Erin Fordyce, NORC at the University of Chicago

11:40-12:00  **Panel discussion & Interactive Audience Q&A**

12:00-1:00  **Lunch Break**

1:00-1:40  **Short Tutorial #3. Opportunities and constraints in using text messaging or SMS to recruit and engage survey participants for health research.** - Frederick Conrad, Michigan Institute for Social Research

1:40-2:00  **Panel discussion & Interactive Audience Q&A**

2:00-2:40  **Short Tutorial #4. “Passive data collection” obtained from mobile devices or sensor devices such as FitBit.** - Mick Couper, Institute for Social Research, Michigan Program in Survey Methodology

2:40-3:00  **Panel discussion & Interactive Audience Q&A**

3:00-3:15  **Afternoon Break**

3:15-3:50  **Short Tutorial #5. The value of social media or web data for health survey research.** - Michael Stern, NORC at the University of Chicago

3:50-4:15  **Panel discussion & Interactive Audience Q&A**

4:15  **Adjourn**