Welcome to Connect@IPSDS (February 19 – 20, 2016)

Day 1, February 19
Welcome Reception (18:00-21:00), B6, 26, Room A 202

Time	Event
18:00-21:00	*Welcome reception*: Welcome dinner reception for the first IPSDS cohort and invited guests. You can meet your fellow students, some faculty members and practitioners. *Meet JPSM Online (Jennifer Sinibaldi, IPSDS):* Information session about the Online Degree Programs at the Joint Program in Survey Methodology (JPSM) at the University of Maryland.

Day 2, February 20
Workshop Warm-up (09:00-13:40), B6, 26, Room A 202

Time	Event
09:00-09:15	Welcome (Frauke Kreuter, IPSDS)
09:20-10:40	*Workshop 1*: Introduction to Visualization with Tableau (Florian Ramseger, Tableau) This hands-on workshop deals with introduction to visualization with Tableau. After a short presentation of the features and uses of Tableau, participants can explore it further with a concrete example and a dataset. You will receive your license keys approximately a week before the event.
10:40-10:50	Break
10:50-11:30	*Workshop 2*: Survey Quality Predictor (Daniel Oberski, Tilburg University) Daniel will introduce participants to SQP (Survey Quality Predictor). SQP is an open-source database built through the collaboration of users, where a quality prediction of survey questions is based on a meta-analysis of the relationships between the quality estimates of survey questions obtained through Multitrait-Multimethod (MTMM) experiments and the formal and linguistic characteristics of the questions in those experiments. You can find more information on SQP here: http://sqp.upf.edu/.

	Daniel is an assistant professor of Methodology & Statistics and member of the Data Science Center at Tilburg University in The Netherlands. He works on ways of estimating and correcting for measurement error in surveys and administrative data using latent variable models. He also develops methods that make working with these models easier and more robust.
11:30-11:40	Break
11:40-12:40	*Workshop 3:* Public Sector Information Re-Use Directive (Oliver Rack, Open Data Rhein-Neckar) Oliver will introduce the concept of Open Data and why it is important that especially public authorities (to the extent that it is possible) make their data freely accessible and usable, even for commercial use. After having presented current state of Open Data implementation and showcasing a few examples, participants will be asked to actively join the discussion of how one could use Open Data. Oliver is founder of "IOX – Connecting Smart Societies", an institute for digital transformation and quadruple helix innovation, and also of the initiative Open Data Rhein-Neckar for implementing the EU Public Sector information Re-Use Directive. He is commissioned to develop clusters and use cases for open government data use, citizen centric applications, civic tech and participatory design and to provide consultancy to public sector executives e.g. in Rhine-Neckar region and Eurodistrict. He is also staff member at the City of Heidelberg mayor's office for the "Digital Future" agenda. Twitter: @openrheinneckar
12:40-13:40	Lunch

Day 2, February 20
IPSDS Talks (14:00-16:30), B6, 26, Room A 202

Time	Event
14:00-14:20	*Opening* (Frauke Kreuter, IPSDS) *Moderation* (Jennifer Sinibaldi, IPSDS)

14:20-15:00	*Keynote: Importance of Survey in the Era of Big Data* *Mario Callegaro (Senior survey research scientist, Google)* *Abstract:* With the availability of big data, some people are predicting the decline and eventual end of surveys. In this talk, Mario will discuss the relationship between big data and surveys and how a survey researcher can help in answering research questions in a big organization. Mario will also dispute the notion that surveys are in decline challenging the data that are generally provided to support this theory. Finally, the discussion will move to a new way of thinking about surveys moving from a concept of sampling individuals, to sampling big data events to trigger a survey. Mario Callegaro is senior survey research scientist at Google, London. He focuses on measuring users' feedback. Mario holds a M.S. and a Ph.D. in Survey Research and Methodology from the University of Nebraska. Mario has published over 40 peer-reviewed papers and book chapters and made over 150 conference presentations and invited talks nationally and internationally. Mario published an edited book with Wiley titled "Online Panel Research: A Data Quality Perspective", and his new book coauthored with Katja Lozar Manfreda and Vasja Vehovar: "Web Survey Methodology" is available from Sage since 2015. Finally, Mario serves in numerous boards of professional associations. Examples include the 2014 UK National Centre for Research Methods network called "Web Surveys for the General Population", the "2015 ESOMAR guidelines" for online research, and the recent British Polling Council inquiry on the UK 2015 pre-election polls.
15:00-15:50	*Immersion Talks:* *#1 Crowdsourced non-probability sampling – A telecom industry showcase, Ralf Klüber (P3 insight GmbH)* *Abstract:* Benchmarking mobile networks is a profession in place as long as mobile networks exist. In his talk, Ralf will shortly elaborate on established data collection methods similar to traditional surveys based on probability sampling. Ralf will showcase an alternative method based on non-probability sampling to collect data points during every day usage on end user smart phones in the crowd. The discussion will lead to the challenge how to achieve representativity and increase confidence with post stratification. Ralf Klüber is Managing Director and Co-Founder at P3 insight GmbH. He focuses on benchmarking mobile networks. Ralf holds a Dipl.-Ing. in

Electrical Engineering from Technische Hochschule Darmstadt. Ralf is active as a professional in the mobile network space for seventeen years and held major roles in areas of radio network planning, strategy and consulting in tier-one mobile operators and consulting firms. He continuously is swimming up-stream in the river of technology, dealing currently with data analytics, big data, visualisation, managing a start-up and a family of four.

#2 Mediation processes in digital trace data: the case of the 2013 German federal election on Twitter, Andreas Jungherr (University of Mannheim)

Abstract: Digital trace data, such as Facebook posts, tweets, or Google queries, are data wittingly or unwittingly produced by users while interacting with a digital service. While the potential of digital trace data is well acknowledged, we have to keep in mind that these data are not produced by a specifically designed research instrument, but instead are the product of specific usage practices
associated with a service and its technical design. In this talk, Andreas will illustrate the relevance of this mediation process by analyzing Twitter messages posted during the campaign for the German federal election 2013. He will compare patterns emerging from these messages with results from more traditional metrics such as surveys.

Andreas is a Research Fellow at the Chair of Political Psychology at the University of Mannheim, Germany. His research focuses on the effects of the internet on political communication and the use of digital trace data in the social sciences. Andreas also consults political organizations in their use of digital services. He is author of the books Analyzing Political Communication with Digital Trace Data: The Role of Twitter Messages in Social Science Research (Springer: 2015) and Das Internet in Wahlkämpfen: Konzepte, Wirkungen und Kampagnenfunktionen (with Harald Schoen, Springer VS: 2013). His articles have appeared in, among other places, Journal of Communication and Journal of Computer-Mediated Communication.

15:50-16:20	*Discussion*
16:20-16:30	*Concluding Remarks* (Frauke Kreuter, IPSDS)

| 16:50-17:00 | *Taking a Group Picture* |
| 16:30-18:00 | *Coffee &Cake Get Together* |

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