



# **SURVEY FUTURES**

**SURVEY DATA COLLECTION  
METHODS COLLABORATION**

## **Background, Objectives, Plans...**

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University of Essex



University of  
**Southampton**



**Economic  
and Social  
Research Council**

**NCRM** NATIONAL CENTRE FOR  
RESEARCH METHODS

 Office for  
National Statistics

 **UCL**

  
**WARWICK**  
THE UNIVERSITY OF WARWICK

 **MANCHESTER**  
The University of Manchester

 **CITY**  
UNIVERSITY OF LONDON  
EST 1894

 **National Centre  
for Social Research**

 **LSE**  
THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE

 **Ulster  
University**

 **Unil**  
UNIL | Université de Lausanne

 **Ipsos**

**KANTAR  
PUBLIC**

# Brief History (Previous Initiatives) 1



Different ESRC-funded projects have laid groundwork for **Survey Futures** and covered many relevant topics (2008-2022):

- **Survey Resources Network** (PI: Lynn)
- **GenPopWeb1** (PI: Nicolaas; Co-Is: Lynn, Calderwood, Roberts)
- **Online Data Collection in Social Surveys** (PI: Maslovskaya, Co-Is: Durrant and Smith)
- **GenPopWeb2** (PI: Maslovskaya; Co-Is: Calderwood, Nicolaas, Wilson)
- **Survey Data Collection Network (SDC-Net)** (PI: Maslovskaya; Co-Is: Calderwood, Durrant, Nicolaas, Wilson)

PIs and Co-Is of those initiatives are all active participants in Survey Futures, providing continuity and a strong knowledge and experience base upon which to build new developments

# Brief History (Previous Initiatives) 2



- **Survey Resources Network** (2008-2012) provided a programme of training and promotion of best survey practice, provision of online resources and co-ordination and promotion of ESRC-funded survey methods
- **GenPopWeb1** (2013-2014) shared and synthesised existing knowledge and catalysed discussion about future possibilities for probability-based online surveys
- **Online Data Collection in Social Surveys** (2018-2019) agreed to set up a network and to continue work started by GenPopWeb1 network
- **GenPopWeb2** (2020-2021) pursued a similar remit in a new era to share knowledge and collaborate in the area of online data collection in social surveys as well as in setting the research agenda in the field



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# Survey Data Collection Network (SDC-Net)



- **Survey Data Collection Network (SDC-Net)** (2021-2022) funded by the ESRC as an additional NCRM funding stream (“The impact of Covid-19 on survey data collection methods in the social sciences”), it aimed to collate evidence and share knowledge on post-pandemic survey data collection landscape

Organised 5 network events and conducted an assessment of research priority areas in survey data collection for ESRC

# Research Priority Areas

The best expression of “community owned objectives” that we have at the moment:

1. Future of **face-to-face** survey data collection
2. Investigating survey **data quality**
3. **Innovations** in survey data collection
4. Adjustment for **mode effects**
5. **Improved sampling frames** for general population surveys
6. Changing role of survey **interviewers**
7. **Complex measurements** in online surveys
8. **Discontinuity/time series** in repeat cross-sectional and longitudinal measurements
9. Development of an **inclusive data system** across the whole data lifecycle
10. Exploration of innovative methods to achieving this inclusive data system, including **respondent-centred design**

# SDC-Net Events

- Innovations in Survey Data Collection
- Survey Data Quality – Finding a New Normal?
- Future of Face-to-Face Data Collection: Developing and implementing a revised face-to-face strategy
- Future Demands for Face-to-Face Fieldwork: How shall the survey industry respond?
- Decisions, Decisions, Decisions: Survey commissioning in a multi-source, multi-mode world – **Unanimous call for the whole survey data collection community collaboration!**

<https://www.ncrm.ac.uk/research/SDC-Net/>



# SDCMC: Aims and Objectives



## Overarching aim:

- To deliver a step-change in survey research to ensure that it will remain possible in the UK to carry out high quality social surveys of the kinds required by the public and academic sectors to monitor and understand society, and to provide an evidence base for policy.

## Specific objectives:

- To assess the quality implications of the most important design choices relevant to future UK surveys, with a focus on inclusivity and representativeness, and to disseminate and promote consequent good practice;
- To provide understanding of capacity and skills needs in the survey sector (both interviewers and research professionals) and to identify promising ways to improve both.



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# SDCMC: Additional Objectives

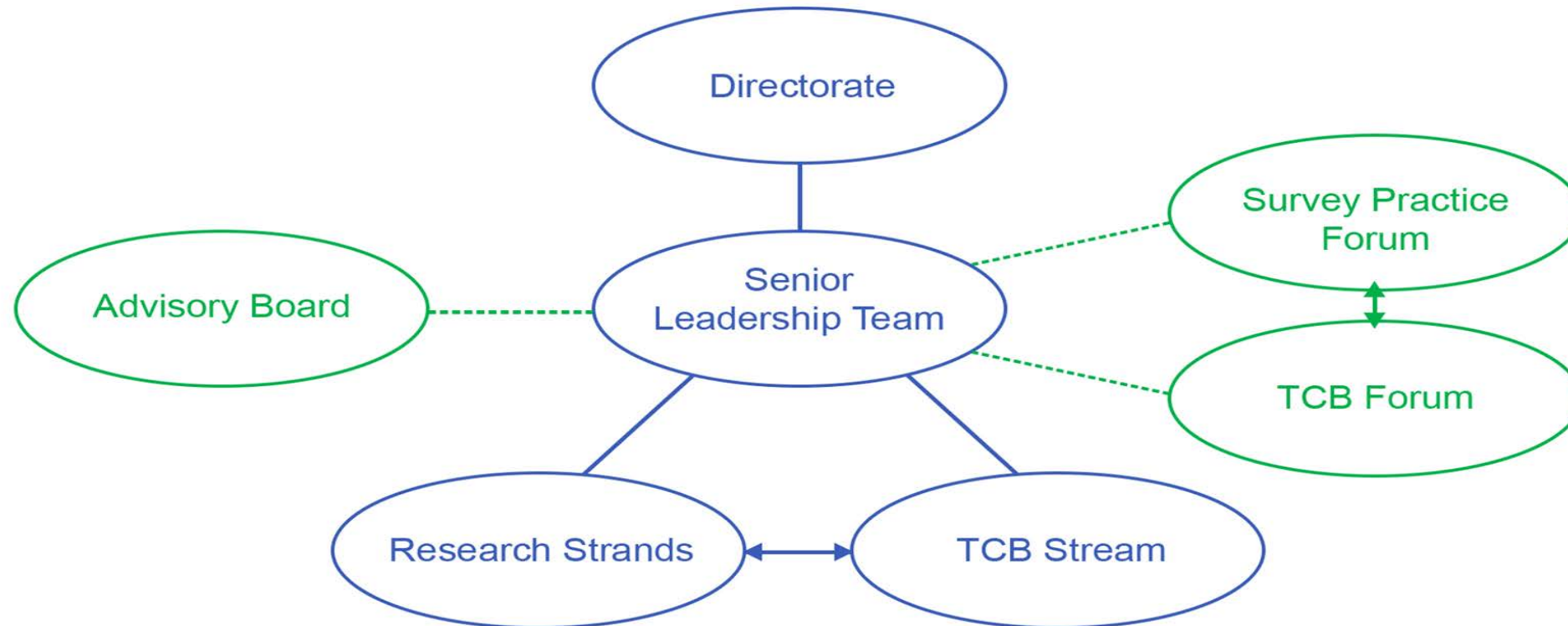
- To establish constructive dialogue and collaboration between all stakeholders in the survey landscape;
- To produce timely good practice guides for survey design and survey implementation and practical training materials;
- To embed findings, where appropriate, in institutional practice in a timely manner;
- To organise activities to ensure that the lessons are disseminated to all relevant stakeholders;



# Cross-Cutting Themes

- Inclusivity and accessibility
- Data quality
- Discontinuity

# SDCMC: Structure



# SDCMC: Directorate



**Director:** Professor Peter Lynn (University of Essex);

**Deputy Director:** Dr Olga Maslovskaya (University of Southampton)

## **Role:**

- to provide day-to-day leadership of the collaboration
- to provide the overall sound administration of all research funds allocated to the collaboration
- to ensure compliance with the terms and conditions governing the grant
- ultimate responsibility for delivering the aims and objectives



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# Senior Leadership Team (SLT)



Professor Peter Lynn (University of Essex),  
Dr Olga Maslovskaya (University of Southampton),  
Professor Lisa Calderwood (CLS, UCL),  
Ms Sam Clemens (Head of Probability Surveys, Ipsos),  
Professor Gabriele Durrant (University of Southampton),  
Ms Sarah Henry (Director of Methodology and Quality, ONS),  
Professor Annette Jäckle (University of Essex),  
Ms Gerry Nicolaas (Director of Methods, NatCen),  
Mr Joel Williams (Head of Methods, Kantar Public)

# Senior Leadership Team (SLT)

## Role:

- to oversee the work to ensure the effective achievement of aims and priorities of the collaboration
- to develop the programme of research, TCB and dissemination
- to set KPIs for all RSs, including timely dissemination of outputs for practitioners
- to review performance, risks and other issues

# Core Institutions

- University of Essex
- University of Southampton
- National Centre for Social Research
- University College London
- University of Warwick
- City, University of London
- University of Manchester
- London School of Economics and Political Science
- University of Ulster
- University of Lausanne
- Ipsos
- Kantar Public



# Partners

## Office for National Statistics (ONS)

- Access to secure data resources
- Advice and guidance on both research and TCB activities
- Funding of additional research projects that are complementary to SDCMC research

## National Centre for Research Methods (NCRM)

- Guidance to the scoping exercise to identify training needs
- Integration of training developed into NCRM's broader social science training programme
- Support of TCB stream
- Assistance with publicising events and outputs



# International Consultants

- Professor Mick Couper (University of Michigan, US)
- Dr Carina Cornesse (DIW Berlin, Germany)
- Dr Caroline Roberts (University of Lausanne, Switzerland)

# Advisory Board

An Advisory Board will be appointed:

- to provide advice and feedback on SDCMC plans, activities and outputs

The Board will include representatives of different kinds of stakeholders



# Phase 1: RSs and TCB Stream (1)



**Research Strand 1:** Enhanced Sampling Frames and Procedures (Professor Paul Smith)

**Research Strand 2:** Post-Pandemic Role of Field Interviewers (Ms Debbie Collins)

**Research Strand 3:** Video Interviewing (Mr Matt Brown)

**Research Strand 4:** Methods for Surveys without Field Interviewers (Dr Olga Maslovskaya)

**Research Strand 5:** Complex Measurement in Self-completion Surveys (Professor Lisa Calderwood)

**Research Strand 6:** Reducing and Evaluating Mode Effects (Ms Jo d'Ardenne and Professor Annette Jäckle)

**Research Strand 7:** Data Integration (Professor Joe Sakshaug)

**Training and Capacity Building (TCB) Stream** (Professor Gabriele Durrant and Ms Debbie Collins)

# Phase 1: RSs and TCB Stream (2)

## **Purpose of RSs and TCB:**

- to carry out the research and TCB programme agreed with SLT
- to deliver practical conclusions in a timely manner
- research and TCB activities will be thoroughly integrated

## **Aims of RSs:**

1. to provide understanding of the key properties of alternative approaches to data collection in areas where these are not yet fully understood, with a view to providing guidance and tools for implementation of good practice approaches
2. to explore possibilities for game-changing advances in other areas of survey data collection practice

# Phase 1: RSs and TCB Stream (3)

## Aims of TCB stream:

- to develop a better understanding of the methodological skills that are needed across sectors and of the barriers and challenges in building survey methodology capacity in the UK
- to develop opportunities for research staff to enhance their methodological expertise and skills and to facilitate knowledge exchange and training opportunities, for both junior and senior researchers from academia and survey practice



# Phase 1: Forums

## **Survey Practice Forum and TCB Forum:**

- to provide strategic advice and challenge
- to ensure that outputs will be as valuable as possible to all parties
- to generate and prioritise ideas for research and action
- to exchange ideas and experiences and advise the SLT
- to identify opportunities and priority areas for phase 2 research programme

## **Composition:**

- SPF: stakeholders of all kinds within the survey community including practitioners, commissioners, academics, and data users
- TCB forum: all TCB stakeholders

# Early Career Researchers

## Aim:

- to provide junior researchers with a thoroughly positive experience of the survey methods world, developing strong sense of identity and commitment, that makes retention longer-term more likely

Supporting earlier career research staff through:

- Direct knowledge transfer through the ECRs working with more experience staff
- Training, cross-collaboration meetings, knowledge exchange events, mini-conferences and mini-internships for ECRs
- Immersion in the survey research world

# Phase 1: Final Conference

An international research conference will be organised in 2026

- to present and discuss all main findings and outputs
- to help identify next steps beyond the end of this grant



# Phase 2

Additional Research. Should reflect opportunities and priorities identified:

- In the course (early stages) of phase 1 projects
- Through the Survey Practice Forum (both meetings and online)
- By all stakeholders

Budget approx. £1.3M (fec) (cf. £2.8M total for initial grant)

# Phase 2: Process

Solicitation and discussion of ideas (until Dec 2023)

SLT draft specification of research questions (Jan 2024)

Open consultation on the specification (Feb 2024)

Open call for proposals (Mar 2024; early May submission deadline)

Assessment by an independent panel (May-Jun 2024)

Final funding decisions (Jul 2024)

Projects start (Sep 2024)

(Dates indicative and approximate)

# Today – Your Input!

How can the proposed activities/research best meet the needs of the survey community?

- tweaks, factors to take into account, people/reports to consult, contexts, form/content of outputs, etc

What other activities/research should be a priority to meet the SDCMC aims and objectives?

- phase 2 research programme; future activities (outside or beyond this grant)