



SURVEY FUTURES

SURVEY DATA COLLECTION
METHODS COLLABORATION

RS7: Data Integration



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Background

- Recent years have seen an explosion of non-survey data sources
 - e.g. geospatial data, commercial data, satellite imagery, administrative data
- These data sources provide an unprecedented amount of information about populations and the communities they live in
- They also have the potential to address challenges facing surveys
 - e.g. non-response bias, missing data, data collection efficiencies, mode effects
- However, integrating/leveraging non-survey data sources into survey programmes requires further study of their properties and potential use cases

Aims

- Conduct a systematic review of non-survey data sources that have been integrated (or have the potential to be integrated) with surveys
- Develop a typology of data sources that can be used for survey integration
 - e.g. data type, method of integration, purpose etc.
- Review what is known about the quality aspects of these data sources
 - e.g. coverage, missing data, selection, measurement error
- Review (and possibly develop) data quality indicators and correction methods to compensate for errors

Proposed outputs

- Report cataloguing the different data sources and integration options available to survey practitioners and associated data quality implications
- Case studies demonstrating how non-survey data can be integrated and leveraged to address specific survey challenges
 - E.g. evaluating and correcting for nonresponse bias, monitoring fieldwork, optimizing data collection efficiencies (e.g. adaptive design)
- “How-to” guides for integrating external data with surveys

Your thoughts...suggestions?

- Focus on particular non-survey data sources
- Quality aspects to consider
 - Coverage, selection, measurement, etc.
- Specific use cases of data integration?
- Ethical issues?
- Potential data collaborators?

