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Center for Economic and Social Research  
University of Southern California

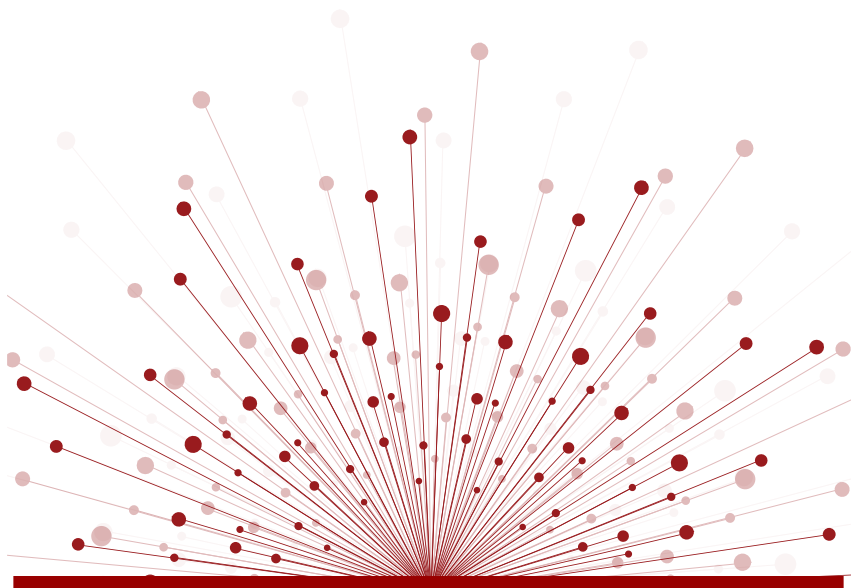
# CIPHER 2025

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**Current Innovations in Probability-Based  
Household Internet Panel Research**

February 26 - 28, 2025



# CIPHER 2025 Agenda

All times are in Eastern Standard Time

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## Wednesday, 26 February 2025

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12:30 PM **Check In**

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1:00 PM **UAS Workshop**

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2:30 PM **Coffee Break**

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### **UAS Session A Applications of UAS Data**

2:45 PM Session Moderator: Kayla de la Haye (USC Center for Economic and Social Research)

**Natasha Wasim** (USC Department of Population and Public Health Sciences)  
Using panel data to assess changes in food insecurity following the end of pandemic-era SNAP benefits in Los Angeles County: Predictors and policy implications

**Wändi Bruine de Bruin** (University of Southern California)  
Medicare Part D beneficiaries' self-reported barriers to switching plans and making plan comparisons at all: Insights from interviews and surveys

**Michael Traugott** (Institute for Social Research, University of Michigan)  
Motivated Reasoning and Acceptance of Poll Results on a Health Policy Issue

**Shaun Gilyard** (Coastal Carolina University)  
Budgeting for Bills: The Impact on Daily Spending

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### **UAS Session B Applications: Experiments and Technology in Probability Panels**

3:45 PM Session Moderator: Amie Rapaport (USC Center for Economic and Social Research)

**Elizabeth Suhay** (School of Public Affairs, American University)

**Jennifer Hochschild** (Harvard University)  
Democrats and Republicans Grant Scientists Authority if They Think Scientific Consensus Supports Their Policy Preferences

**Evan W. Sandlin** (USC Center for Economic and Social Research)  
Perception and "Reality:" How Three Self-Report Measures of Physical Activity Compare to Data from Wearables

**Shiyang Sima** (Purdue University)  
Detection of Infectious Disease using Wearable Sensors - Experience from UAS's American Life in Realtime

**Andrew Parker** (RAND Corporation)  
Developing a monthly panel of extreme weather experiences for testing a theory of adult age differences in emotional well-being

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4:45 PM **Closing**

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## Thursday, 27 February 2025

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8:15 AM **Check In and Breakfast**

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8:55 AM **Logistical Introduction**

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9:00 AM **Welcome Address**

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**Session 1** **Performance of Probability-Based Panels**

9:15 AM Session Moderator: Arie Kapteyn (USC Center for Economic and Social Research)

**Gregor Čehovin** (Faculty of Social Sciences, University of Ljubljana)  
Comparing Probability-Based and Nonprobability Web Panels to Traditional Probability-Based Surveys: Analyzing Bias in Survey Estimates – *Virtual Presentation*

**Vera Messing** (HUN-REN Center for Social Sciences; CEU Democracy Institute)

**Bence Ságvári** (HUN-REN Centre for Social Sciences (Budapest, Hungary); Indiana University Bloomington)

Comparing online panels recruited through probability-based face-to-face and push-to-web surveys

**Andrew Mercer** (Pew Research Center)

The performance of probability-based online panels in election polling: Lessons from 2020 and 2024

**Alexandra Cronberg** (Verian)

Comparison of probabilistic and non-probabilistic samples in the European Training and Learning Survey: To what extent are there systematic differences?

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**Session 2** **Performance of Probability-Based Panels: Sample Blending**

10:15 AM Session Moderator: Evan Sandlin (USC Center for Economic and Social Research)

**Randall K. Thomas** (AccuSurvey Consulting)

Double the Data, Double the Insight?: Blending Two Different Probability-based Samples with Differing Levels of Bias

**Megan A. Hendrich** (Ipsos Public Affairs)

Sample Smoothie: Blending Probability-based and Non-probability Samples with Differing Bias

**Andy Peytchev** (RTI)

Evaluating Error from the Addition of Web Panel Data to a National Probability-Based Interviewer-Administered Survey

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11:00 AM **Coffee Break**

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**Session 3** **Introducing the THRIVE Panel**

11:15 AM Session Moderator: Jeremy Burke (USC Center for Economic and Social Research)

**Katherine Carman** (U.S. Securities and Exchange Commission)

Introducing THRIVE: Goals, Structure, and Quarterly Metrics

**Alycia Chin** (U.S. Securities and Exchange Commission)

THRIVE for Survey Methodology: Involvement in Household Financial Decisions and Perceptions of the Securities Markets

**David Zimmerman** (U.S. Securities and Exchange Commission)

Investor Testing on Fee Meters

**Jonathan Cook** (U.S. Securities and Exchange Commission)  
Trust in financial services

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12:00 PM

**Lunch**

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**Lunch Discussion**  
12:45 PM

**DECIPHER: Do End-users Consign Importance to ‘Probability-based’ for Household Electronic Research**

Session Moderator: Benjamin Phillips (Social Research Centre)  
Carina Cornesse (GESIS - Leibniz Institute for the Social Sciences)  
Marcel Das (Centerdata & Tilburg University (The Netherlands))  
David Dutwin (NORC at the University of Chicago)  
Jon A. Krosnick (Stanford University)  
Anna Lethborg (Social Research Centre)  
Cameron McPhee (SSRS)  
Andrew Mercer (Pew Research Center)  
Dina Neiger (Social Research Centre)

*Online probability-based panels regularly compete with cheaper and faster nonprobability-based panels in a highly competitive environment where “value for money” is often the main selection criterion. Our ability to convey the value of using probability panels is therefore of critical importance. Numerous benchmarking studies have consistently demonstrated the greater accuracy of estimates from probability panels compared to those from nonprobability panels. However, this is not always a convincing or clear enough argument for the use of probability panels. Messaging needs to be tailored to end-users’ technical expertise, interest and research purposes.*

*The aims of the panel discussion are to encourage reflection and conversation about how we demonstrate the value of probability panels to end-users. Bringing client- and supplier-side perspectives from across the globe, this interactive session will aim to translate our commitment to quality and transparency into enhanced perceptions of relevance and utility by end-users.*

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**Session 4**  
1:45 PM

**Innovations in Data Collection Methods in Probability Panels**

Session Moderator: Marcel Das (Centerdata & Tilburg University (The Netherlands))

**Lisa Bondo Andersen** (Ludwig Maximilian University of Munich)

Investigating Components of Tourangeau’s Cognitive Response Model in Survey Responses through Mouse Tracking

**Nikki L. Graf** (U.S. Bureau of Labor Statistics)

Testing Self-Administration of the Consumer Expenditure Diary Survey in a Probability-Based Online Panel

**Ailin Liu** (LMU)

Examining Survey Mouse Movements as Indicators of Individual Cognitive Functioning

**Marco Angrisani** (USC Center for Economic and Social Research)

Caregivers’ Daily Experiences Measured by Online Surveys, EMA, and Fitbit Data: Documenting Differential Participation in a Population Representative Sample

**Francis (Frank) Graves** (EKOS Research Associates Inc.)

Evolving Impacts of Shifts in Institutional Trust on Panel Representation – Virtual Presentation

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2:45 PM

**Coffee Break**

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**Session 5**  
3:00 PM

**Data Quality in Panels: Question Format, Open-Ended Questions, and Attention Checks**

Session Moderator: Jan Karem Höhne (DZHW, Leibniz University Hannover)

**Sebastian Lundmark** (The SOM Institute, University of Gothenburg)

**Jon A. Krosnick** (Stanford University)

Does Succeeding on Attention Checks Moderate Treatment Effects?

**Ting Yan** (NORC at the University of Chicago)

The Effectiveness of Question Format to Reduce Motivated Misreporting Within and Across Waves of a Longitudinal Survey

**Gradon Nicholls** (University of Waterloo)

Using Large Language Models to Catch Mistakes in Coding of Open-Ended Survey Questions

**Darby Steiger** (SSRS)

Beyond the Numbers: Methodological Considerations for Integrating Qualitative Research into a Probability Panel

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**Session 6**  
4:00 PM

**Sustaining Panelists' Interest and Engagement**

Session Moderator: Gary Mottola (FINRA Foundation)

**Kyle Berta** (SSRS)

Whiplash? Measuring the impact of including numerous unrelated topics on Omnibus surveys conducted on a probability-based panel

**JoNell Strough** (West Virginia University)

Can Taylor Swift Boost Respondent Engagement in Longitudinal, Online Panels?

**Anna Lethborg** (Social Research Centre)

Making Membership Meaningful: Strategies for fostering a sense of belonging and commitment among probability-based panellists

**Margie Strickland** (Ipsos Public Affairs)

Unlocking Rich Insights: Navigating the Challenges of Sustaining Longitudinal Passive Behavioral Panels

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5:30 PM

**Reception (sponsored by the FINRA Foundation)**

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**Friday, 28 February 2025**

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8:15 AM **Check In and Breakfast**

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8:55 AM **Logistical Introduction**

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9:00 AM **Welcome Address**

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**Session 7 Innovations to Improve Panel Management**

9:10 AM Session Moderator: Ipek Bilgen (NORC at the University of Chicago)

**Michael Link** (Independent Researcher)

Harnessing the Power of Large Language Models (LLMs) in Probability-Based Survey Panels: Opportunities, Challenges, and Navigation Strategies

**Jan Karem Höhne** (DZHW, Leibniz University Hannover)

How does smartphone participation in probability-based web surveys differ across Europe?

**Benjamin Phillips** (Social Research Centre)

Using propensity scores for adaptive in-field management

**Nick Bertoni** (Ipsos Public Affairs)

Amplifying the Voice of Panel Members with the help of Gen AI to Improve Recruitment Materials

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**Session 8 Issues in Recruitment I**

10:10 AM Session Moderator: Marco Angrisani (USC Center for Economic and Social Research)

**Joke Depraetere** (Ipsos KnowledgePanel Europe)

Recruiting Hard-to-Reach Populations in KnowledgePanel Europe: Strategies and Challenges – *Virtual Presentation*

**Elynn Maese** (Gallup)

Practical Lessons for Recruiting Hispanic Respondents to Probability-Based Panels

**Andreja Praček** (University of Ljubljana) – *Virtual Presentation*

Optimal Recruitment Strategy for a Probability-Based Web Panel – Cost and Error Integration

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11:00 AM **Coffee Break**

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**Session 9 Applications of Probability-Based Panels**

11:20 AM Session Moderator: Andrew Parker (RAND Corporation)

**Joris Mulder** (Centerdata - Tilburg University)

Online Behavioral Experiments in the LISS panel using oTree

**Marcel Voia** (University of Orleans, France)

I Am So Tired! I Don't Know What To Do! Fatigue and Financial Literacy: Results from a Randomized Experiment

**Duygu Basaran Sahin** (RAND Corporation)

Capturing adults' familiarity with financial fraud through natural language processing: Relationships with targeting, engagement, and victimization

**Russell Castañeda** (Verian Belgium)

Utilising online probability panels for pan-European policy research on digital skills and labour market transition

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12:30 PM	<b>Lunch</b>
<b>Lunch Keynote</b>	<b>Lifting the Veil: Considering Deep Transparency in Household Internet Panels</b>
1:00 PM	David Dutwin (NORC at the University of Chicago)
<b>Session 10</b>	<b>Engagement, Participation Rates, and Attrition Risk</b>
2:00 PM	Session Moderator: Andrew Mercer (Pew Research)
	<b>Emilio Rivera</b> (Gallup) SMS Survey Recruitment Methods on Members of a Probability-Based Panel: Assessing a Decade of SMS Research Using the Gallup Panel
	<b>Jasmine Mitchell</b> (ISER, University of Essex) How do household panel members react to multiple requests for different types of additional data over time?
	<b>Mickey Jackson</b> (SSRS) Building a Real-Time Attrition Risk Score for Probability Panelists
	<b>Htay-Wah Saw</b> (University of Michigan, Ann Arbor) Analyzing the causal effect of survey burden on nonresponse in probability-based online panels among new panel respondents
<b>Session 11</b>	<b>Issues in Recruitment II</b>
3:00 PM	Session Moderator: Marco Angrisani (USC Center for Economic and Social Research)
	<b>Casey Eggleston</b> (U.S. Census Bureau) QR Codes in the Census Household Panel
	<b>Mansour Fahimi</b> (Marketing Systems Group (MSG)) Beyond Incentives and Follow Up Attempts - Pragmatic Methods for Increasing Response Rates - <i>Virtual Presentation</i>
	<b>Ipek Bilgen</b> (NORC at the University of Chicago) The effect of equitable contact mailing strategies on panel recruitment, retention, and data quality
	<b>Ashley Kirzinger</b> (KFF) Innovating by including "pay-as-you-go" phones in combination with household panels - <i>Virtual Presentation</i>
4:00 PM	<b>Closing Remarks</b>

# CIPHER SPEAKERS

## Keynote

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**David Dutwin** is Senior Vice President of Strategic Initiatives and Chief Scientist of AmeriSpeak at NORC at the University of Chicago. His roles at NORC include serving as Executive Director of the AmeriSpeak Panel Operations group as well as AmeriStats and Methods group; and of Amplify AAPI, NORC's probability panel of Asian Americans, Native Hawaiians and Pacific Islanders; and Director of the Center for Panel Survey Sciences. He was President of AAPOR in 2018-19 and Conference Chair in 2016. David is a survey methodologist, researching and publishing in the areas of political polling, probability vs. nonprobability samples, the application of Big Data in sampling and weighting, best practices in probability panels, and sampling of low incidence populations. He is a Senior Fellow at the Program for Opinion Research and Election Studies at the University of Pennsylvania, where he has lectured on political polling and survey research in 2015.

## Presenters

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**Marco Angrisani** (Ph.D., Economics), is a Senior Economist at the Center for Economic and Social Research and an Associate Research Professor at the Economics Department at the University of Southern California. His primary research fields are financial economics, labor economics, economics of aging, household economics and caregiving. Angrisani's research agenda also features different aspects of survey methodology, from sampling and weighting techniques to measurement properties of questions eliciting household income, wealth, and expenditure. Angrisani is a team member of the Understanding America Study and the Gateway to Global Aging Data Repository.



**Duygu Basaran Sahin** is a T32 Postdoctoral Research Fellow at the RAND Center for the Study of Aging. Trained as a sociologist and demographer, she specializes in population aging, age discrimination, later-life employment, and health disparities research with a focus on racial and ethnic inequalities. She is currently conducting research on three areas: perceived workplace ageism among older workers during the Covid19 economic crisis; financial fraud knowledge among the older population; and cognitive functioning disparities by sexual orientation among middle-age and older adults. Duygu has extensive experience in using the Health and Retirement Study. Duygu holds a B.A. in sociology from Galatasaray University (Istanbul/Turkey), an M.A. in Health, Population and Social Policy from Ecole des Hautes Etudes en Sciences Sociales (Paris/France) and a Ph.D. in sociology from The CUNY Graduate Center. Duygu is a former research fellow at the CUNY Institute for Demographic Research and a current researcher with the New York Retirement & Disability Research Center.



**Kyle Berta** is Director of Panel Products at SSRS. Kyle has worked in survey research for 12 years and has managed a wide range of projects covering everything from election polling to market research to large-scale panel building. He currently specializes in work on multi-mode probability-based panels and has expertise in their recruitment, maintenance, and health monitoring. In his current role he oversees the development and management of a suite of SSRS Opinion Panel enabled products including the SSRS Opinion Panel Omnibus and SSRS Virtual Insights.



**Nick Bertoni** has over 14 years of experience in public opinion polling with 10+ years managing online panels. In his role overseeing KnowledgePanel Operations at Ipsos, Mr. Bertoni is responsible for shaping the strategic vision for KnowledgePanel management, recruitment, retention, and overall efficiency. Over the course of his career, he has personally managed the execution of over 100 panel surveys in addition to numerous modes of panel recruitment. He brings a unique perspective to panel management, having been both a vendor and a client for online panels in the commercial and non-profit sectors.



**Ipek Bilgen** is a Principal Research Methodologist at NORC at the University of Chicago. Bilgen is the Deputy Director of NORC's Center for Panel Survey Sciences and Chief Methodologist of NORC's AmeriSpeak Panel. She has over 19 years of experience in survey research methods and received both her Ph.D. and M.S. from the Survey Research and Methodology (SRAM) Program at the University of Nebraska-Lincoln. Bilgen has published and co-authored articles in Journal of Official Statistics, Public Opinion Quarterly, Journal of Survey Statistics and Methodology, Survey Practice, Social Currents, Social Science Computer Review, Field Methods, Journal of Quantitative Methods, SAGE Research Methods, and Quality and Quantity on issues related to interviewing methodology, multipurpose online panels, internet sampling and recruitment approaches, cognition and communication, and measurement error in surveys. She recently completed her term serving as an Associate Editor of Public Opinion Quarterly (POQ). Bilgen also teaches Survey Methodology and Survey Questionnaire Design courses at the Irving B. Harris Graduate School of Public Policy Studies at the University of Chicago.



**Lisa Bondo Andersen** began her PhD at the SODA Lab in July 2024 at LMU, Munich. She holds a Master's and Bachelor's degree in Engineering Psychology from Aalborg University, Denmark. Her expertise centers on researching and evaluating user experiences of products in various forms, ranging from graphical interfaces to physical products or any other product a person might interact with. Her skills spans both qualitative and quantitative methods, with a particular focus on quantifying data outputs to simplify researcher workflows and streamline data collection processes.



**Wändi Bruine de Bruin** is Provost Professor of Public Policy, Psychology and Behavioral Science at the University of Southern California, where she directs the USC Schaeffer Behavioral Science and Policy Initiative. Her research focuses on public perceptions of risk, risk communication, and behavior change interventions.



**Katherine Carman** is a Senior Financial Economist at the Securities and Exchange Commission. Her research focuses on financial decision making and behavioral economics. Katherine is particularly interested in how individuals' beliefs, perceptions, and decision-making processes affect their financial choices. She is also interested in survey research methods, and has extensive experience running surveys in online panels. She received a Ph.D. in economics from Stanford University.

**Russell Castañeda** is a Senior Research Executive at Verian Belgium. He works on studies for EU institutions, focusing on vocational education, labour market dynamics, technological transitions, workforce development, and working conditions. This work has given him experience with occupational and industry data. He has also contributed to Eurobarometer surveys on key EU policy domains. During his previous career, he created tools for conducting citizen satisfaction surveys, setting standard practices for evaluating municipal public services across various jurisdictions in the Philippines.



**Gregor Čehovin**, PhD, is a researcher at the Centre for Social Informatics, Faculty of Social Sciences, University of Ljubljana, Slovenia. His recent work in the field of web survey methodology specializes in studying response quality, grid question layouts, and the challenges associated with online panels.

**Alycia Chin** is a Senior Financial Economist with the Office of the Investor Advocate. Her research focuses on the psychological and economic factors that influence consumers' and investors' financial behavior. Her recent work examines the efficacy of financial product disclosure, the formation of consumer stock market expectations, and the characteristics of individuals who seek out financial education. Prior to joining the SEC, Dr. Chin worked at several financial regulators. During her time at the Federal Reserve Board, she contributed to research on money market funds, residential real estate values, and the Great Depression. At the Consumer Financial Protection Bureau, she led some of the agency's first experimental research on mortgages and financial disclosure. Finally, at the Public Company Accounting Oversight Board, she founded a group conducting behavioral research for the purpose of regulatory post-implementation review. She holds a B.A. in Economics and Politics, magna cum laude, from Scripps College and a Ph.D. in Behavioral Decision Research from Carnegie Mellon University.





**Jonathan Cook** is a Financial Economist with the Office of the Investor Advocate. He is an applied researcher with interests in policy and statistical methods. His research spans accounting, economics, finance, and machine learning and has been published in journals that include Economics Letters, Journal of Accounting and Economics, and Pattern Recognition Letters. He received his PhD in Economics and MA in Mathematical Behavioral Sciences from the University of California at Irvine.

**Carina Cornesse** is a survey methodologist focusing on the development and quality assurance of innovative data collection methods, evaluating the strengths and limitations of probability-based and nonprobability samples, and panel study recruitment and maintenance. She is currently head of the research department "Survey Design and Methodology" at GESIS.



**Alexandra Cronberg** is Director at Verian's International Survey Methods team, based in London. She has over 17 years of experience in social research, built through work on formative and evaluative research and analysis in Europe and Africa. She previously worked as research methodologist for Kantar Public based in Nairobi, Kenya and Lagos, Nigeria. Prior to that she worked in social research in the UK. She holds an MSc in Social Research Methods from London School of Economics & Political Science and an MA(Hons.) in Economics and Sociology from the University of Edinburgh.

**Marcel Das** holds a PhD in Economics from Tilburg University (1998). Since September 2000 he has been the director of Centerdata, a survey research institute specialized in web-based surveys and applied research, housed at the campus of Tilburg University (The Netherlands). As a director of Centerdata Das has managed a large number of national and international research projects. He coordinated the central development of survey instruments for the Survey of Health, Ageing and Retirement in Europe (SHARE) and he is one of the principal investigators of the Dutch MESS project, with the LISS panel as central component, for which Centerdata received major funding from the Dutch Government. Since February 2009, Das is also Professor of Econometrics and Data collection at Tilburg University. He has published a number of scientific publications in international peer-reviewed journals in the field of statistical and empirical analysis of survey data and methodological issues in web-based (panel) surveys. Das is member of the Advisory Council on Methodology and Quality of Statistics Netherlands and member of six (inter)national scientific advisory boards of large-scale data infrastructures.





**Joke Depraetere**, Ph.D., is a Senior Research Expert at Ipsos' KnowledgePanel Europe, based in Leuven, Belgium. With over seven years of experience in scientific research, her expertise spans statistical data analysis, sampling research methodology, and the preparation of peer-reviewed scientific articles and technical reports. Assisting in the launch of Ipsos KnowledgePanel Europe, she is responsible for continually refining its statistical, methodological, and procedural design and maintenance. Her work also centers on identifying leading-edge techniques to enhance data validity gathered through KnowledgePanel. She authors multi-country and country-specific technical notes on methodological design and monitors panel participation and conducts ad-hoc analyses to ensure panel health, composition, and retention.

**Casey Eggleston** is currently a researcher for the Center for Behavioral Science Methods at the U.S. Census Bureau. She previously completed her PhD in social psychology at the University of Virginia. For the last five years, she has collaborated with teammates around the Bureau to support the High Frequency Survey Program which began with the Household Pulse Survey (HPS) in response to COVID and has continued with the development of the Household Trends and Opportunities Panel Survey (HTOPS).



**Mansour Fahimi** for over 30 years has been providing statistical expertise and hands-on support for projects from design to delivery, investigating innovative refinements for survey research methods, and mentoring staff. Mansour works on design and administration of complex surveys, as well as data enhancement methods, process optimization procedures, and program evaluation initiatives. He has extensive experience with advanced analytics, particularly multivariate procedures for analysis of weighted data from complex surveys. In recent years Dr. Fahimi's work and research have focused on improving the inferential possibilities of survey data from compromised samples, as well as identifying key drivers of response to surveys.



**Shaun Gilyard** is an Assistant Professor of Economics at Coastal Carolina University. His research interests include household and consumer finance, consumption and income dynamics, and consumer budgeting behavior. He has additional research published on the effects of minimum wages at the local, state, and federal level on employment growth. Shaun received his PhD in Economics from West Virginia University in 2024.



**Nikki Graf** is a senior statistician at the U.S. Bureau of Labor Statistics, in the Division of Consumer Expenditure Surveys. Her current research focuses on survey methods improvements, questionnaire design, and impacts on data quality and respondent burden. She holds a Ph.D. in sociology from the University of Wisconsin-Madison.

**Frank Graves** is the founder and CEO of EKOS Research. He has been at the forefront of polling and survey research in Canada for decades. He was a founding board member of CRIC and is a lifetime fellow of CRIC. Mr. Graves is also a fellow of the CGAI, the University of Calgary School of Public Policy, and several other organizations. He is an adjunct professor in the Department of Sociology and Anthropology and teaches a graduate course on the past and future of survey methodology. He has also been awarded an Honourary Doctor of Laws by Carleton University.



**Megan A. Hendrich** is a Survey Methodologist and Associate Research Scientist at Ipsos Public Affairs. She provides methodological consulting on questionnaire and study design to government, private, and nonprofit clients to ensure high-quality, accurate data for probability and non-probability samples. She also helps develop and field research-on-research on survey quality issues. Megan has an M.A. in Experimental Psychology from Marietta College, OH, and she is currently pursuing a Ph.D. in Survey and Data Science at the Joint Program in Survey Methodology, University of Maryland College Park.



**Jennifer Hochschild** is the Henry LaBarre Jayne Professor of Government, Professor of African and African American Studies, and Professor of Public Policy at Harvard University. She was Chair of Harvard's Government Department from 2016 to 2019, and President of the American Political Science Association in 2015-2016. She was Karl W. Deutsch Guest Professor at Berlin Social Science Center (WZB) in fall 2023. Hochschild's recent books include *Race/Class Conflict and Urban Financial Threat* (Russell Sage Foundation, 2025), *Genomic Politics* (Oxford U. Press, 2021), and *Do Facts Matter?* (co-authored, Oxford University Press, 2015). Current research addresses COVID conspiracies and misperceptions, trust in science, and the trajectories of politicization of technological innovations.



**Jan Karem Höhne** is professor at the Leibniz University Hannover in association with the German Centre for Higher Education Research and Science Studies (DZHW) and head of the CS3 lab for Computational Survey and Social Science. His research focuses on the utilization of new data sources and forms for the social sciences.



**Mickey Jackson** leads research and development to create innovative solutions to weighting, sampling, data collection, and estimation challenges. In addition, he acts as the methodology lead for the SSRS Opinion Panel, a nationally representative panel of U.S. adults. He supports projects across SSRS in applying advanced analytic methods to improve the accuracy of data collected across survey modes, sampling frames, and topical areas, integrating traditional survey methods with cutting-edge data science solutions. His current areas of focus include adaptive survey designs, nonprobability and hybrid sampling, small area estimation, modeled sample designs, and election polling.





**Ashley Kirzinger** is director of survey methodology and associate director of the Public Opinion and Survey Research Program, where she helps direct the organization's polling work and is responsible for overseeing and managing the survey research process within the organization. This includes designing and implementing survey methodologies, ensuring the accuracy and reliability of survey data, and providing guidance on best practices for collecting, analyzing, and interpreting survey data.

**Jon Krosnick**, winner of the lifetime career achievement award from the American Association for Public Opinion Research and the Nevitt Sanford Lifetime Achievement Award from the International Society of Political Psychology, is Frederick O. Glover Professor in Humanities and Social Sciences, and Professor of Communication, Political Science, Sustainability, and Psychology at Stanford University, Director of Stanford's Political Psychology Research Group, and Research Psychologist at the U.S. Census Bureau. He has expertise in questionnaire design and survey research methodology, voting behavior and elections, and American public opinion. He has taught courses for professionals on survey methods for decades around the world and has served as a methodology consultant to government agencies, commercial firms, and academic scholars. He is a world-recognized expert on the psychology of attitudes, especially in the area of politics and has been co-principal investigator of the American National Election Study, the nation's preeminent academic research project exploring voter decision-making.



**Anna Lethborg** is a Director of Quantitative Research at the Social Research Centre with over 20 years' experience as a social research consultant. In 2015-16, Anna was part of the team responsible for the development of Australia's first and only probability-based panel, Life in Australia™. She managed the panel during its establishment and now leads Life in Australia™ business development, project management, client and member communications for the Social Research Centre.

**Michael Link**, Ph.D., is the founder and lead researcher at Michael Link Research Consulting. A Past President of the American Association for Public Opinion Research (AAPOR), he specializes in measurement science, generative AI, multimode & panel data collection, and emerging research technologies. His pioneering work in address-based sampling earned him the AAPOR Mitofsky Innovator's Award in 2011.





**Ailin Liu** started as a PhD student at the SODA Lab in June 2024. Ailin holds a Bachelor's degree in Intelligent Mobile System from Jacobs University Bremen and a Master's degree in Data Science from RWTH Aachen University. In her Master's thesis, she worked on remote physiological signal sensing using deep learning and computer vision techniques in the SIPLAB at ETH Zürich. Previously, Ailin worked as a student research assistant in the Human-Centered Artificial Intelligence Lab at Augsburg University and in the Databases and Information Systems Lab at RWTH Aachen University. During her Master's, Ailin spent 4 months in the Socially Perceptive Computing Lab at TU Delft, working as a research intern.

**Sebastian Lundmark**, Ph.D., is a researcher at the SOM Institute at the University of Gothenburg. His research deals with survey methodology, focusing on increasing response propensities of hard-to-reach populations. He acts as the head of methodology development of the Swedish national infrastructure Comparative Research Center Sweden (cors.se) which includes the major social survey programs in Sweden (the Swedish National Election Studies, European Social Survey, International Social Survey Programme, Swedish Citizen Panel, Survey of Health, Ageing, and Retirement, and European Values Studies).



**Ellyn Maese** is a senior research consultant at Gallup (2017-present) specializing in the design and implementation of custom research. She serves as the Gallup Panel Research Lead, overseeing and advising on all of Gallup U.S. panel research activities involving client research, internal research, and R&D initiatives. She also serves as lead researcher and methodologist for some of Gallup's most methodologically complex projects, including work conducted by the Gallup Center on Black Voices (2020-present) and Gallup's DARPA programs (2018-present). Dr. Maese is also a member of Gallup's Internal Review Board for publicly released research.



**Cameron McPhee** is the Chief Methodologist at SSRS where she provides methodological and statistical support throughout the organization. With more than 20 years of experience in public opinion research, survey design, data collection, data management, and quantitative and qualitative analysis, Cameron designs and implements innovative, rigorous, and efficient methods for sampling, measuring, and weighting diverse populations. She directs the SSRS advanced analytics and methodology team to deliver high-quality, statistically sound solutions developed using experimentally validated methods. Her particular areas of interest include election polling, address-based sampling (ABS), mixed-mode data collection, response maximization, nonresponse error and bias analysis, and experimental study design. Cameron is also the past AAPOR Standard's Chair, the Past-President of DC-AAPOR, the Chair of the AAPOR Task Force on Online Samples, and a member of the CNN election night Decision Desk.





**Andrew Mercer** is a principal methodologist at Pew Research Center. He is an expert on probability-based online panels, nonprobability survey methods, survey nonresponse and statistical analysis. His research focuses on methods of identifying and correcting bias in survey samples. He leads the Center's research on nonprobability samples and co-authored several reports and publications on the subject. He also served on the American Association for Public Opinion Research's task force on Data Quality Metrics for Online Samples. He has authored blog posts and analyses making methodological concepts such as margin of error and oversampling accessible to a general audience. Prior to joining the Center, Mercer was a senior survey methodologist at Westat. He received a bachelor's degree in political science from Carleton College and master's and doctoral degrees in survey methodology from the University of Maryland. His research has been published in *Public Opinion Quarterly* and the *Journal of Survey Statistics and Methodology*.

**Vera Messing** is a Research Professor at the HUN-REN Centre for Social Sciences in Budapest and a Research Fellow at the CEU Democracy Institute. Presently, she is a Fulbright Fellow at the J. Korbel School of International Studies at DU, Colorado. With over 20 years of experience in empirical research, Dr. Messing specializes in ethnicity, migration, minorities, and survey methodology. Her research interests focus on social science methodology, particularly the validity and reliability of qualitative and quantitative research data. Since 2012, she has served as the Principal Investigator for the European Social Survey (ERIC) in Hungary and is involved in projects establishing and managing the Cross-National Online Panel (Cronos 2-4), an ESS based probability-based survey panel. Dr. Messing's work explores the comparative analysis of social inequalities, ethnicity, and their implications across various policy domains. She has published over 50 articles and book chapters in renowned international journals, including *Identities*, *Ethnicities*, *Ethnic and Racial Studies*, *Intersections*, *Intercultural Education*, *Housing Studies*, and *Social Sciences*.



**Jasmine Mitchell** is a Survey Methodology PhD student with the University of Essex (Institute for Social and Economic Research). She works with data from Understanding Society: The UK Household Longitudinal Study, specifically the Innovation Panel. Her research is focused on innovations in data collection methods, primarily investigating the effect of additional tasks on survey panels. Jasmine's main research interests include the use of technology and mobile devices in surveys, additional survey tasks, non-response and attrition, and multi-modal sets of tasks. Prior to starting her PhD, Jasmine worked as a Research Assistant for the European Social Survey.



**Joris Mulder** is a senior researcher at the non-profit research institute Centerdata (Tilburg University, the Netherlands). He has a background in computer science and social & economic psychology and he coordinates the Dutch LISS panel: the online research infrastructure in the Netherlands representative of the Dutch population and specifically setup to facilitate scientific researchers worldwide. He primarily works on research projects situated at the intersection of technological advancements and behavioral data collection in online survey research. For example, real-time oTree based multiplayer behavioral games and experiments.



**Dina Neiger** is the Chief Statistician at the Social Research Centre, with executive responsibility for the Life in Australia panel, the first and only probability-based online panel in Australia. Dr. Neiger has led the design, analysis, and management of survey data across various health, population, and business topics. She is especially interested in adapting traditional methods and introducing innovative approaches to mitigate increasing difficulties and costs of primary data collection.

**Gradon Nichols** is a PhD student studying Statistics at the University of Waterloo. His current research interests are in Survey Methods, Natural Language Processing, and Deep Learning. Prior to starting his PhD he worked at the Bank of Canada, where he conducted surveys on the use of cash and other methods of payment.



**Andrew M. Parker** is a senior behavioral scientist at RAND and a professor of policy analysis at the Pardee RAND Graduate School. His research applies core concepts in behavioral decision research to the understanding of decisions in complex, real-world situations. He has led or contributed to RAND projects on decision quality, risk perception, and individual differences, involving such content domains as health and financial behavior, aging, emergency preparedness and community resilience, climate change, and psychological health. Past projects have addressed vaccination, low-income consumption decisions, retirement planning, mental health, expectations for major life events, and public responses to emerging crises. Much of his research uses national surveys with novel designs, including embedded social network elicitations, qualitative freelifting with large samples and NLP coding, and hybrid probability/non-probability approaches.

**Andy Peytchev** is a Fellow and senior survey methodologist at RTI. His PI-initiated research includes evaluation of commercially available data, split questionnaire design, responsive and adaptive survey designs, and combining multiple sources of data to improve survey inference. He has led the study design and is the PI on national household surveys.





**Ben Phillips** is Chief Survey Methodologist at the Social Research Centre and directs operations for Life in Australia, Australia's only probability-based online panel. His work on the panel includes recruitment, retention, sample selection, and other aspects of panel operations. Outside of probability-based online panels, his methodological passion is surveying rare ethnic and religious populations. Dr Phillips has over 20 years of experience in survey research. Prior to joining the Social Research Centre in 2018, he worked at Brandeis University, Abt SRBI, and Abt Associates. He holds an MA and PhD in Near Eastern and Judaic Studies and Sociology from Brandeis University.

**Andreja Praček** is a researcher and teaching assistant at the Centre for Social Informatics at the University of Ljubljana. She is the project leader of Slovenia's first probability-based web panel, the 1KA Panel, and has expertise in web panel design and data collection. Her main research interests include studying bias in probability and non-probability web panels, web panel recruitment strategies, and student evaluations of teaching surveys.



**Emilio Rivera** is an associate methodologist at Gallup. His work focuses on strategies to increase response rates among hard-to-reach populations, with a particular interest in strategies that aid in increasing response rates among Gen Z respondents. He earned his M.S. and Ph.D. in experimental social and personality psychology from the University of Wyoming.

**Bence Ságvári** is currently a visiting professor at Indiana University Bloomington. In addition to this position, he is a Senior Research Fellow at the Center for Social Sciences in Budapest and heads the CSS-Recens Computational Social Science research department. As of 2021, Bence is also an associate professor at Corvinus University of Budapest, where he teaches social network analysis, research methodology, and sociological theories. He received his PhD in sociology from ELTE University in 2011. Since 2011, he is the Hungarian coordinator for the European Social Survey (ESS), one of the largest cross-national comparative social surveys in the world. Besides his academic career, Bence is co-owner of a small IT company that develops various business software and smartphone applications. In 2014/15, he was Visiting Fulbright Professor at Indiana University.



**Evan W. Sandlin** is a Research Manager and political scientist at the Center for Economic and Social Research at the University of Southern California. He is the analyst for the LABarometer as well as a member of a number of working groups on the grant "A Next Generation Data Infrastructure to Understand Disparities across the Life Course."

**Htay-Wah Saw** is a PhD candidate in the Program in Survey and Data Science at the University of Michigan. He is also a Research Associate at the University of Southern California's Center for Economic and Social Research. His current research focuses on designing and evaluating interventions aimed at reducing nonresponse and attrition in online longitudinal data collections, and leveraging wearable devices to collect population data in survey research.



**Shiyang Sima** is a PhD student in Management Information Systems at Purdue University. Her research focuses on leveraging transformer-based models to analyze wearable sensor data and detect early signs of infectious diseases like COVID-19. By developing unsupervised anomaly detection techniques, she aims to identify subtle physiological changes that enable timely interventions. Passionate about the intersection of neural networks and healthcare, Shiyang has actively contributed to conferences and publications, advancing AI-driven solutions to address public health challenges.



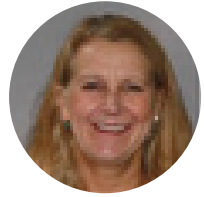
**Darby Steiger** is the Vice President of Innovations & Solutions and the Director of Qualitative Research at SSRS. Darby has had a long career conducting public opinion and policy research at Gallup and Westat on behalf of federal government agencies, was previously the Director of Research for the Gallup Panel, and now leads strategic innovations and solutions for the SSRS Opinion Panel in addition to leading their qualitative practice. She also recently served on AAPOR Executive Council and was the conference chair in 2022, and is now wrapping up her role as Sponsorship Chair of AAPOR.



**Margie Strickland** has over 27 years in the market research industry and over 16 years in cross-media measurement and managing passive metered panels. She currently heads up KnowledgePanel Digital, our passive metering offering for KnowledgePanel, overseeing all aspects including recruitment, management, engagement, and client strategy. Additionally, she is responsible for ensuring quality, strategy, and measurement on other custom software and hardware metered panels. Prior to Ipsos, Margie has held various senior level positions at Synthesio, Symphony Advanced Media, Kantar TNS, and GfK. She holds a Master's degree in Educational Statistics and Measurement plus a BA in Psychology and a minor in Sociology, all from Rutgers University.



**JoNell Strough**, PhD, is a professor of psychology at West Virginia University where she coordinates the department's doctoral program in life-span development. Her research focuses on age and gender differences in motivation, emotion regulation, and cognition as they relate to decision making and psychological well-being across life span. Her recent research investigates these processes in the context of the ongoing climate crisis. Dr. Strough is a fellow of the Gerontological Society of America and the American Psychological Association (Division 20—Adult Development and Aging).



**Elizabeth (Liz) Suhay** is Associate Professor of Government in the School of Public Affairs at American University. She specializes in public opinion and political psychology and is especially interested in Americans' beliefs about socioeconomic inequality and scientific topics. She has published scholarly articles in numerous academic journals and has co-edited three edited volumes: *The Politics of Truth in Polarized America* (2021, Oxford), *The Oxford Handbook of Electoral Persuasion* (2020), and "The Politics of Science" (2015, *The ANNALS of the American Academy of Political and Social Science*). Suhay's book manuscript—*Debating the American Dream: How Explanations for Inequality Polarize Politics*—will be published by Russell Sage Foundation Press in September. Her research has been sponsored by the National Academy of Sciences, the National Science Foundation, the Russell Sage Foundation, and Time-Sharing Experiments for the Social Sciences. She currently serves as Co-Editor-in-Chief of the journal *Political Psychology* and Editor of the Cambridge University Press *Elements in Political Psychology* series.



**Randall K. Thomas** is Chief Research Methodologist at AccuSurvey Consulting. He has conducted over one thousand research-on-research studies to empirically drive improvements in questionnaire design, data cleaning, recruitment, sampling, and weighting. His studies focus on all aspects of data quality to minimize bias and increase the accuracy of response across both probability-based and non-probability samples. Randall is a leader in web-based and digital research methods translating research findings into pragmatic recommendations to ensure high quality research outcomes. He has completed more than thirty publications and four hundred conference presentations and workshops with more than thirty years of experience managing and mentoring research teams.



**Michael Traugott** studies the mass media and their impact on politics. This includes research on the use of the media by candidates in their campaigns and its impact on voters, as well as the ways that campaigns are covered and the impact of this coverage on candidates. He has a particular interest in the use of surveys and polls and the way they are used to make news. His recent research interests focus on motivated reasoning and the ways in which new information is processed in relation to existing attitudes and beliefs.



**Marcel Voia** is Professor of Economics at the University of Orléans since 2018. Previously, Marcel Voia was a faculty member at Carleton University (2004 to 2018), where he served as the Co-director of the Centre for Monetary and Financial Economics (CMFE) from 2011 to 2019. Since 2019, he has held the role of Special Advisor with the Currency Department at the Bank of Canada. He is also an Associate Researcher with the University of Bucharest (since 2021).



**Natasha Wasim** is a doctoral student in Population and Public Health Sciences at the University of Southern California, pursuing her fourth degree in public health. Natasha's research focuses on advancing equitable food systems and improving public health outcomes through innovative methodologies and community-based collaboration. Her interests include food systems science, health outcomes research, network analysis, and the application of systems science tools such as group model building workshops. She is deeply committed to leveraging her interdisciplinary background to address disparities and develop impactful, sustainable solutions to food and nutrition insecurity. Natasha also currently supports analysis and reporting at the Los Angeles Food Policy Council, driving efforts to promote food equity and systems-level solutions through policy development, program evaluation, and stakeholder engagement. Previously, Natasha served as Program Manager for the Los Angeles County Food Equity Roundtable, where she led the development of a Strategic Action Plan that was showcased at the 2022 White House Conference on Hunger, Nutrition, and Health. Additionally, Natasha contributed to the implementation of SB 1383 in Riverside County, focusing on reducing food waste and increasing access to edible food by strengthening local food recovery initiatives. She holds a Master of Public Health in Environmental Health Sciences from Yale University and a Bachelor of Science and Arts in Public Health Sciences and Policy from UC Irvine.



**Ting Yan** is a Vice President at NORC at the University of Chicago and the Chief Scientist of AmeriSpeak. She is also an adjunct faculty member with University of Maryland and University of Michigan. Dr. Yan has over 25 years of experience conducting survey research and working on various aspects of designing and implementing multimode surveys. Dr. Yan is currently serving on the 2030 U.S. Census Advisory Committee. She is a long-time member of the American Statistical Association (ASA) and the American Association for Public Opinion Research (AAPOR). She was on the executive committee of the European Survey Research Association, chaired AAPOR's Diversity Subcommittee, was the co editor-in-chief for Journal of Survey Statistics and Methodology, and served on the organizing committee for the 2024 International Total Survey Error Workshop.





**David Zimmerman** is a Senior Financial Economist Fellow at the Securities and Exchange Commission. His research focuses on financial decision making and decisions under uncertainty. David is particularly interested in testing how visualizations can improve decision making, how people reason about uncertainty, and the interaction between the two. He received a Ph.D. in Management from UCLA's Anderson School of Business with a concentration in Behavioral Decision Making.

## Moderators

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<b>Marco Angrisani</b>	USC Center for Economic and Social Research
<b>Ipek Bilgen</b>	NORC at the University of Chicago
<b>Jeremy Burke</b>	USC Center for Economic and Social Research
<b>Marcel Das</b>	Centerdata & Tilburg University (The Netherlands)
<b>Kayla de la Haye</b>	USC Center for Economic and Social Research
<b>Jan Karem Höhne</b>	DZHW, Leibniz University Hannover
<b>Arie Kapteyn</b>	USC Center for Economic and Social Research)
<b>Andrew Mercer</b>	Pew Research
<b>Gary Mottola</b>	FINRA Foundation
<b>Andrew Parker</b>	RAND Corporation
<b>Benjamin Phillips</b>	Social Research Centre
<b>Amie Rapaport</b>	USC Center for Economic and Social Research
<b>Evan Sandlin</b>	USC Center for Economic and Social Research

## Organizers

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Scientific Committee:	Arie Kapteyn, Jill Darling, Marco Angrisani, and Francisco Perez-Arce (USC Center for Economic and Social Research); and Jan Karem Höhne (DZHW, Leibniz University Hannover)
Conference Organizers:	Tania Gutsche, Tarra Kohli, Jessica Lozano, Blake Palomino, Lila Rabinovich, and Pamela Tyler (USC Center for Economic and Social Research).

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**Current Innovations in Probability-Based  
Household Internet Panel Research**

