

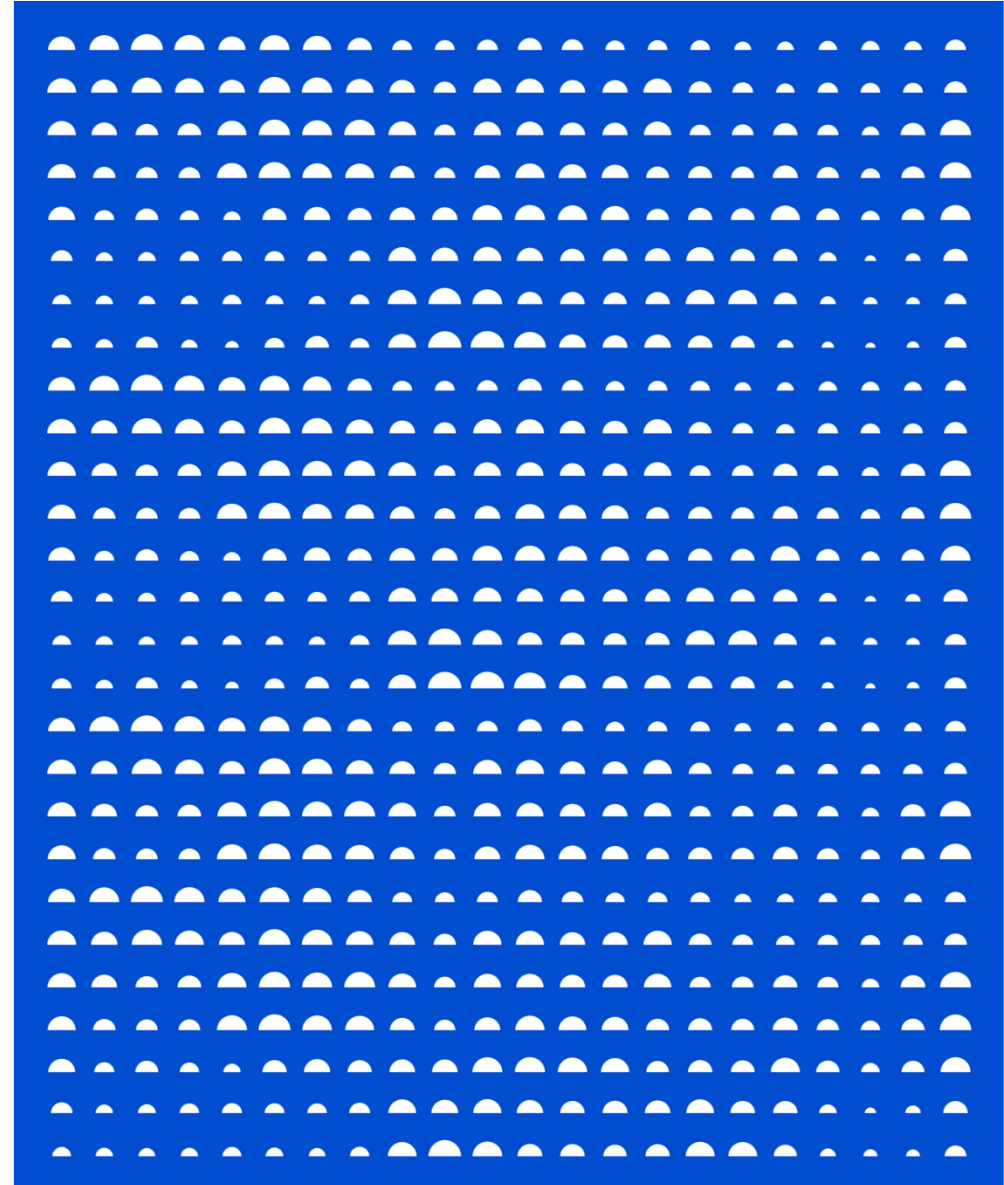


Social
Research
Centre

DECIPHER Panel

Do End-Users Consign Importance to
'Probability-Based' for Household Electronic
Research

CIPHER 2025 Conference, Washington, D.C., February 28





Land Acknowledgement

We acknowledge the Boonwurrung and Wurundjeri Woi-wurrung peoples of the Kulin Nation as the Traditional Custodians of the lands on which our company is located and the Nacotchtank and Piscataway people on whose traditional lands we are today, and pay our respects to Elders, past and present.

The Social Research Centre is committed to honoring First Nations peoples' ongoing unique cultural and spiritual connections to the land, water and seas and their rich contribution to society.

We extend our respects to all First Nations peoples.



Thanks

Tarra Kohli

Center for Economic and Social Research, USC

Dornsife



Life in
Australia



Social
Research
Centre

Panel moderator

Benjamin Phillips, PhD
Social Research Centre



Agenda

01 Panel aims

02 Panelists' opening statements

03 Panel discussion

04 Closing remarks

05 Q&A

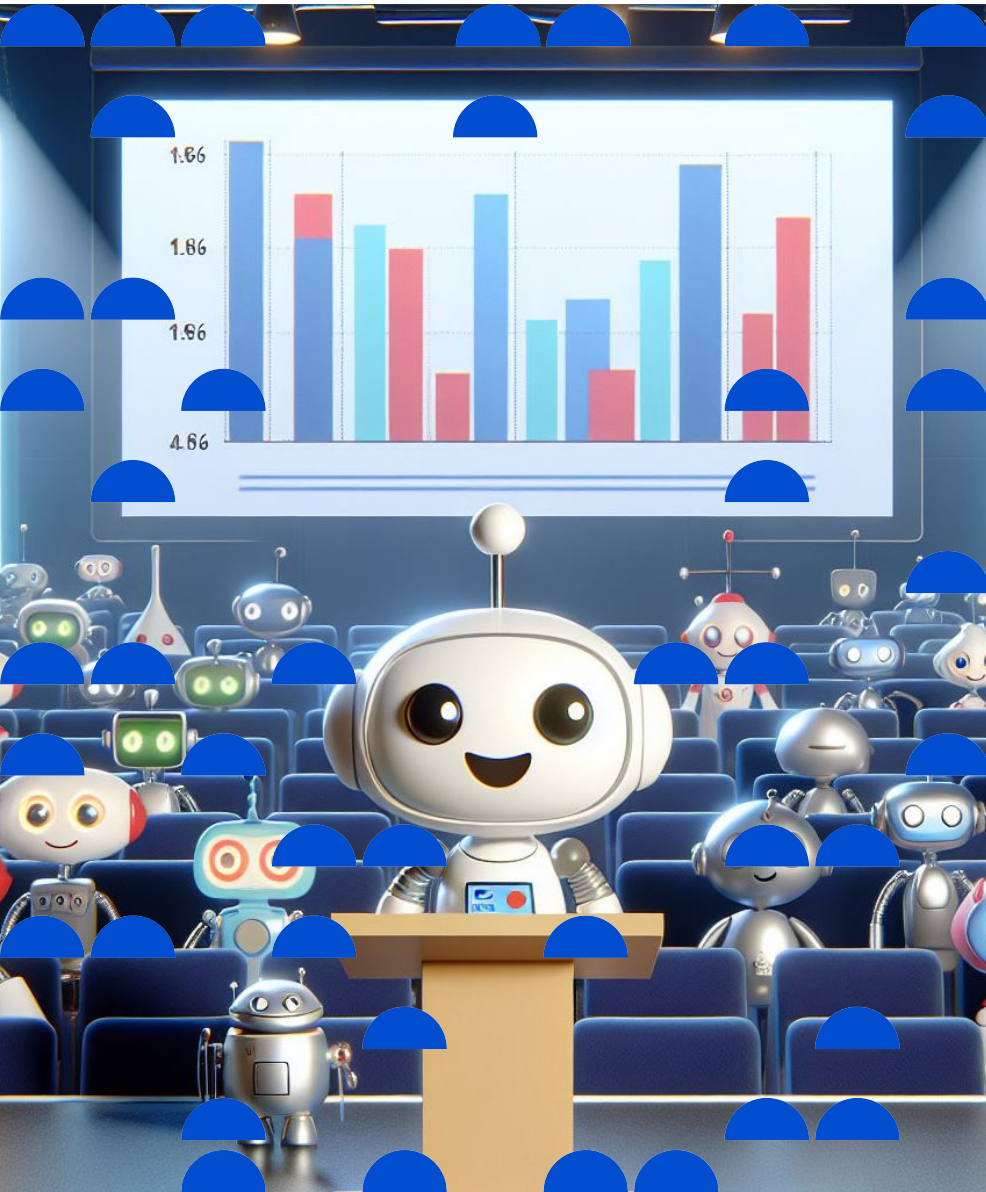


01

Panel aims

Why here? Why now?

- Increasingly competitive environment
- Increasing challenges and costs of data collection
 - Response rates
 - Fraud and data quality
 - Shrinking budgets and timelines
- Clarity of communication about value of probability-based approaches
 - What is probability?
 - Why does it matter to me?
 - How do I convince my boss?





02


Panelist
introductions


Panelists





Carina Cornesse, Dr. rer. soc. 
GESIS Panel
Leibniz Institute for Social Sciences

Anna Lethborg, QPR 
Life in Australia™
Social Research Centre



Marcel Das, PhD 
LISS Panel
CentERdata at Tilburg University

Cameron McPhee, MS 
SSRS Opinion Panel
SSRS

David Dutwin, PhD 
AmeriSpeak
NORC at the University of Chicago

Andrew Mercer, PhD 
American Trends Panel
Pew Research Centre

Jon A. Krosnick, PhD 
Stanford University

with contributions by
Dina Neiger, PhD 
Katherine Irimata, PhD 



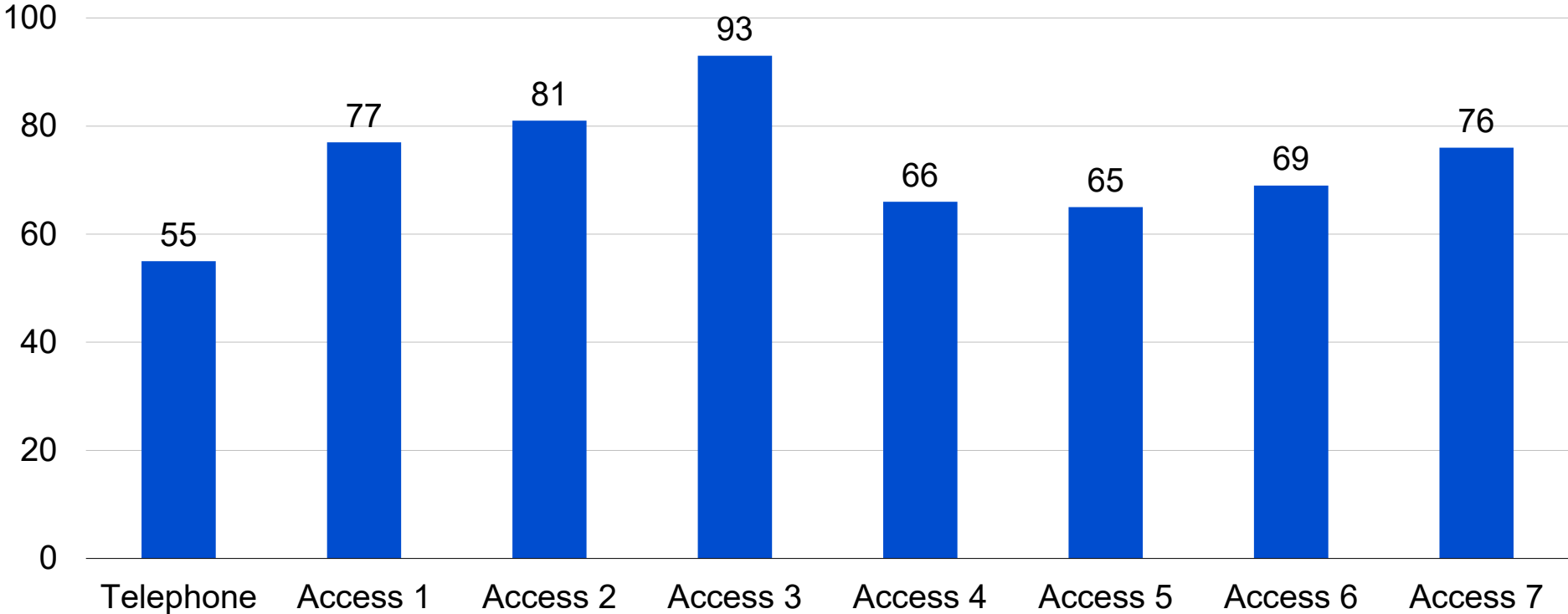
03

Panel discussion

Discussion

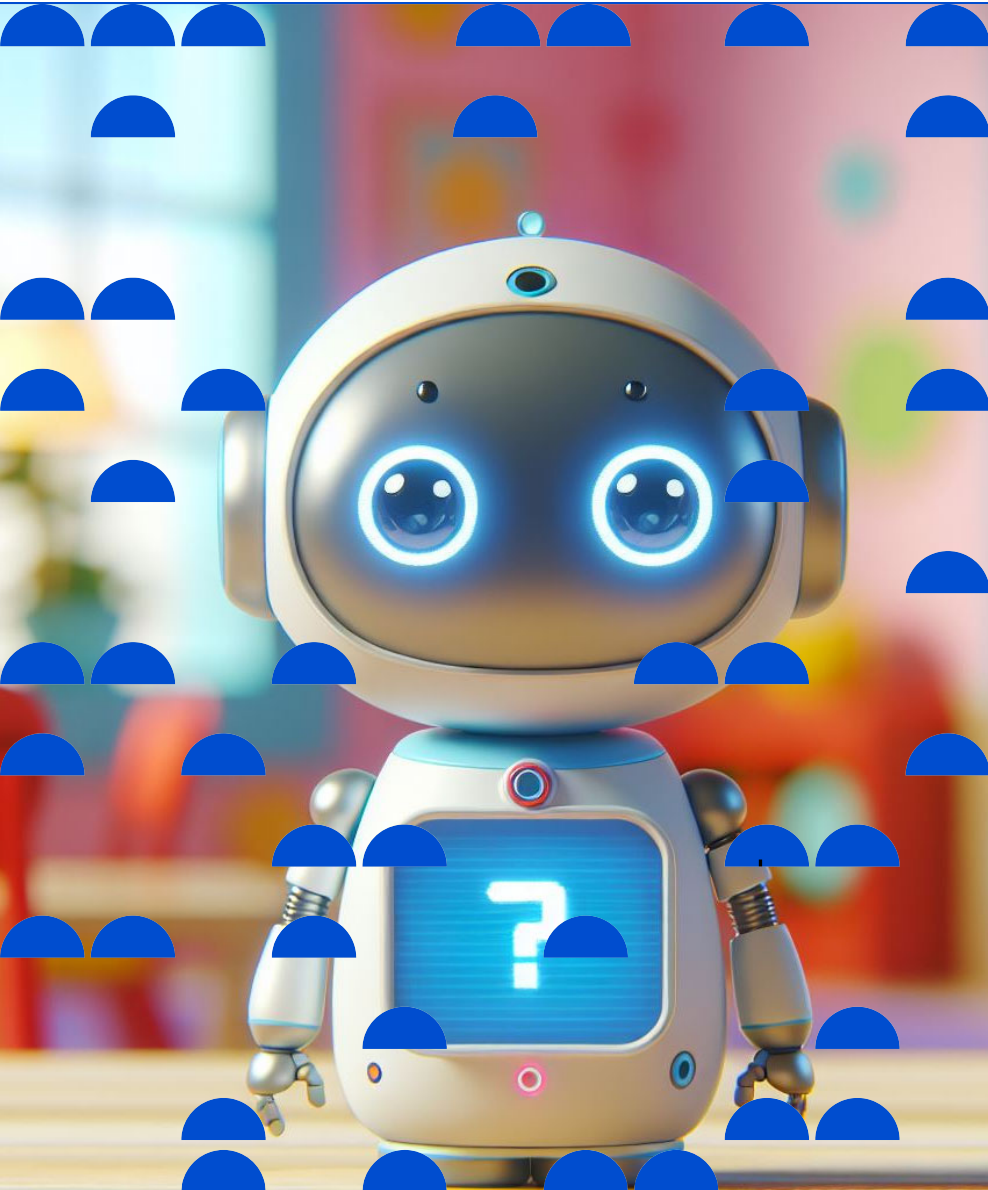
- Who are the audiences?
- What do probability panels offer?
- What if it's free?
- How else can probability panels be used? What else can it enhance?
- What are the hidden costs of **not** using probability samples?

Saw a movie last month



Discussion

- Who are the audiences?
- What do probability panels offer?
- What if it's free?
- How else can probability panels be used? What else can it enhance?
- What are the hidden costs of **not** using probability samples?
- What should be the focus for messaging and communication?
- How do we get panels in front of more people?
- What's next?



04

Q&A



05

Closing
remarks

Thank you

Benjamin Phillips, PhD; Dina Neiger, PhD
benjamin.phillips@srcentre.com.au; dina.neiger@srcentre.com.au



Level 5, 350 Queen Street, Melbourne VIC 3000
Locked Bag 13800, Law Courts VIC 8010
(61 3) 9236 8500 | info@srcentre.com.au | srcentre.com.au

