



Panel Discussion on Next Generation Social Surveys

Innovations in Design, Data Linkage & Digital Tools

Marcel Das, moderator



Next Generation Social Surveys: Why This Moment Matters



Social surveys are no longer stand-alone instruments; they are becoming infrastructures

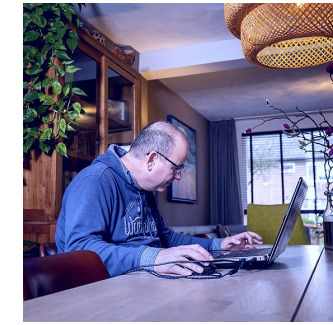
- Digital transformation reshaping data collection
- Probability-based online panels as scientific infrastructures
- Integration with administrative & digital trace data
- Rising expectations: speed, scale, causal insight, policy relevance



From Surveys to Data Ecosystems

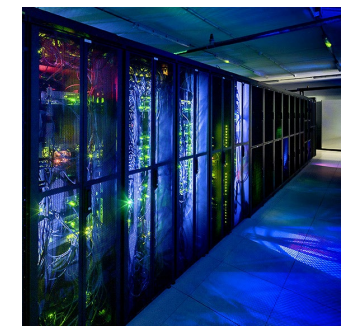
Probability-Based Online Panels

- Longitudinal tracking
- Rapid response capacity
- Agile research design



Data Linkage & Infrastructure

- Persistent identifiers
- Secure computing environments
- Governance & privacy frameworks



Digital Augmentation

- Wearables & sensors
- Ecological momentary assessment
- Online experimental platforms





Methodological, Infrastructural & Ethical Frontiers

Methodological

- What does probability sampling mean in hybrid systems?
- How do we maintain inference under linkage and augmentation?
- Are traditional assumptions (independence, measurement stability) still valid?

Infrastructural

- Who builds and sustains national data infrastructures?
- What investments are required?
- How do we scale responsibly?

Ethical & Governance

- Privacy in linkage-by-design systems
- Public trust
- Data access vs. data protection



Panelist introductions



Trent D. Buskirk, Professor and Provost Fellow-Data Science and Professor Biostatistics at the School of Data Science and Joint School of Public Health at Old Dominion University

Tom Emery, Associate Professor at Erasmus University Rotterdam (The Netherlands) and Executive Director of ODISSEI, the Dutch National Infrastructure for Social Science

Sebastian Lundmark, Researcher at the Society, Opinion, and Media institute at the University of Gothenburg (Sweden)

Brady T. West, Research Professor in the Survey Methodology Program, Survey Research Center at the Institute for Social Research (University of Michigan-Ann Arbor)



Three Short Provocations



‘In 2035, no major social survey will stand alone’

‘Probability sampling will become a luxury good’

**‘Survey data will become more valuable – not less –
in the age of AI’**



Q & A



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