

Center for Economic and Social Research
University of Southern California

CIPHER 2026

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

February 25 - 27, 2026



CIPHER 2026

Wednesday, 25 February through Friday, 27 February 2026

USC Capital Campus in Washington, D.C.

1771 N St NW | Washington, DC 20036

All times are in Eastern Standard Time

Wednesday, 25 February 2026

12:30 PM **Check In**

1:00 PM **UAS Workshop**
An introduction to the UAS probability-based online panel, and its data products and services

UAS
Session A
2:00 PM

Health, Time Use, and Survey-Based Evidence

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

Michael Sobolev (University of Southern California)

Replicating Health Behavior Research using the Understanding America Study

Italo Lopez Garcia (USC Center for Economic and Social Research)

Job Demands, Time Use, and Cognitive, Mental and Physical Health over the Lifecourse

Nana Xia (University of Southern California)

Multimodal Prediction of Emotional Health: Linking Fitbit and PROMIS Sleep Data in the American Life in Realtime (ALiR) Study, A Nationally Representative Digital Health Benchmark

Grigory Franguridi (USC Center for Economic and Social Research)

Estimation and inference for panels with unrestricted attrition

3:00 PM **Coffee Break**

UAS
Session B
3:15 PM

Measuring the Impacts of Extreme Events and Life Shocks

Session Moderator: Tania Gutsche (USC Center for Economic and Social Research)

Kyla Thomas (USC Center for Economic and Social Research) – *Virtual Presentation*

After the Flames: Longitudinal Insights from the LABarometer Wildfire Study

Jiawen Liao (Keck School of Medicine of the University of Southern California)

Adverse Mental Health Impact of 2025 Los Angeles Wildfire Disaster: A Difference-in-Difference Analysis of the Understanding America Study

Lingzi Luo (New York University)

Recent Adverse Life Events, Mental Health, and Sources of Professional and Non-Professional Support Among U.S. Adults: Findings From the Understanding America Study

Wändi Bruine de Bruin (University of Southern California)

Should we change the term we use for “biodiversity loss”? Evidence from a U.S.-wide terminology experiment

JoNell Strough (West Virginia University)

Aging and Emotional Resilience to Extreme Weather: Testing Mechanisms Using the Understanding America Study

UAS**Session C**

4:30 PM

Household Finances, Financial Behavior, and Survey Measurement

Session Moderator: Andrew Parker (RAND Corporation)

Jeremy Burke (USC Center for Economic and Social Research)

Is Financial Knowledge Really Declining? Randomized Evidence on the Effects of Smartphone Responses

Vikesh Kumar (North Carolina Agricultural and Technical State University)

U.S Households' Financial Well-being and Crypto Investment Decisions

Anthony Garove (University of Maryland)

The Effect of Requesting Financial Data Linkage on Survey Participation

Laila Tasneem Bera (Aspen Institute Financial Security Program)A Pervasive Threat: Analyzing UAS Survey Data on Frauds and Scams

5:30 PM

Closing

Thursday, 26 February 2026

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

8:55 AM **Logistical Introduction**
Welcome Address

Opening Remarks
9:00 AM **Removing Data Barriers to Health Economic Innovation**
John Phillips (Senior Advisor for Health Economics, NIH)

Session 1
9:15 AM **New Probability Panels and Innovations in Recruitment**
Session Moderator: Livia Montana (USC Center for Economic and Social Research)
Henning Silber (University of Michigan)
Creating the M Panel: A New Probability-Based Online Panel of the General US Population
Ellyn Maese (Gallup)
Recruiting Conservative Panel Members: What Works, What Doesn't, and What's the Trade-Off
Amie Rapaport (USC Center for Economic and Social Research)
UASTeen: Introducing the UAS' new Teen Panel
Frank Kelly (Virtual Incentives)
Five Dollars and a Click: Field Evidence on Digital Post-Incentives in an Address-Based Sample

Session 2
10:20 AM **Novel Applications I**
Session Moderator: Jeremy Burke (USC Center for Economic and Social Research)
Laith Alattar (U.S. Social Security Administration)
Using the UAS Comprehensive File to Evaluate Social Security Program Knowledge and Communication Preferences
Brittany Alexander (Ipsos Public Affairs)
Mapping County-Level Religious Diversity: A Comprehensive Bayesian Approach to the 2023 Census of American Religion
Marcin Hitczenko (Federal Reserve Bank of Atlanta) – *Virtual Presentation*
Using Survey Metadata to Identify Patterns in Satisficing
Kim P. Huynh (Indiana University)
Wear am I in your wallet? Cash Holdings of Mobile Payment Users
Kathleen Mullen (University of Oregon)
Measuring Work Capacity

11:30 AM **Coffee Break**

Session 3
11:40 AM **Survey Attitudes, Participation, and Panel Engagement**
Session Moderator: Gary Mottola (FINRA Foundation)
Megan A. Hendrich (Ipsos Public Affairs)
Early Birds vs. the Full Flock: Representativeness of Probability Samples Across the Field Period
Emilio Rivera (Gallup)
Sustaining Engagement in a Probability-Based Panel: Early Evidence and Panelist Preferences for SMS Survey Reminders
Yongchao Ma (Institute for Social Research, University of Michigan)
Survey Attitudes and Survey Participation – and Vice Versa
Alexandros Christos Gkotinakos (Aristotle University of Thessaloniki)
Opting Out of Politics—and the Panel? Civic Disengagement and Attrition in Probability-based Online Panels

12:40 PM **Lunch**

Lunch Keynote 1:00 PM	Let's Not Leave Probability Panels to Chance: Why AI Matters for Their Future <i>Designing Smarter, More Resilient Probability Panels for the AI Era</i> Trent D. Buskirk (Old Dominion University School of Data Science)
Session 4 2:00 PM	Representativeness in Probability Panels Session Moderator: Thomas Crossley, Institute for Social Research, University of Michigan Jared Coopersmith (Ipsos Public Affairs) Evaluating the representativity of KnowledgePanel Lena Rembser (GESIS – Leibniz Institute for the Social Sciences) – <i>Virtual Presentation</i> Who do we not reach with online-only? Insights from a mixed-mode panel Jon A. Krosnick (Stanford University) Accuracy of 51 samples from non-probability online panels and river samples vs. RDD telephone. A reanalysis of data from the most recent Advertising Research Foundation study Benjamin Phillips (The Social Research Centre) Using knock-to-nudge methods for recruitment to a probability-based online panel: Findings from Australia
3:00 PM	Coffee Break
Session 5 3:15 PM	Monitoring and Improving Data Quality in Probability Panels Session Moderator: Jan Karem Höhne (DZHW, Leibniz University Hannover) Cristina Tudose (Ipsos) – <i>Virtual Presentation</i> Navigating data quality: Comparative insights from probability-based and opt-in online panels across Europe Mickey Jackson (SSRS) Who fails data quality checks in probability panels? And what (if anything) should we do about it? Stephen Raynes (Gallup) Monitoring Data Quality in Probability-Based Internet Panels Joris Mulder (LISS panel, Centerdata (Tilburg University)) From Surveys to Digital Traces: Insights from Data Donation Studies in the Dutch LISS panel
Session 6 4:20 PM	Experimental Evidence on Recruitment for Probability Panels Session Moderator: Nick Bertoni (Ipsos Public Affairs) Cameron McPhee (SSRS) Kevin Collins (Survey 160) Using Texting to Pre-Paid Cells to Reach Underrepresented Populations Ipek Bilgen (NORC at the University of Chicago) Incorporating Text Messaging into Probability-Based Panel Recruitment: Experimental Insights on Response and Retention Darby Steiger (SSRS) Will You Open the Envelope? Improving Recruitment Materials for a Probability-Based Panel Tracy Keirns (University of New Hampshire) Text-to-Web Panel Recruitment: Demographic Differences in Panel Join Rates and Survey Completion Rates
5:30 PM	Reception (sponsored by the FINRA Foundation)

Friday, 27 February 2026

8:15 AM Check In and Breakfast

**9:00 AM Logistical Introduction
Welcome Address**

Session 7 Novel Survey Designs, Linkages, and Emerging Data Sources**9:10 AM** Session Moderator: Courtney Kennedy (Pew Research Center)**Jennifer Sinibaldi** (Census Bureau) – *Virtual Presentation*

Can We Replace Employment Questions with Auxiliary Data from LinkedIn or Resumés?

Joshua Claassen (DZHW; Leibniz University Hannover)

Going beyond survey self-reports: Processing, enriching, and analyzing digital traces

Nick Bertoni (Ipsos Public Affairs)

There's an app for that – lessons learned from building and implementing a mobile app for KnowledgePanel

Evan W. Sandlin (USC Center for Economic and Social Research)Using an Online Probability Panel to Collect Residential History

Session 8 Artificial Intelligence**10:15 AM** Session Moderator: Marco Angrisani (USC Center for Economic and Social Research)**Nicholas Biddle** (Australian National University) – *Virtual Presentation*

Generative AI data donation - Who donates, how to increase it, and why it matters

Ting Yan (NORC at the University of Chicago) – *Virtual Presentation*

Leveraging Artificial Intelligence to Code “Other/Specify” Responses in Surveys

Jan Karem Höhne (DZHW, Leibniz University Hannover)

Survey data contamination through Large Language Models: Predicting LLM-generated answers to open narrative questions

Andrew Parker (RAND Corporation)Coding at Scale: Human-LLM Partnerships in Large-Sample Qualitative Research

11:15 AM Coffee Break

Session 9 New Tools for Survey Data Access, Integration, Comparison, Analysis, and Visualization**11:30 AM** Session Moderator: Ipek Bilgen (NORC at the University of Chicago)**Andy Peytchev** (RTI)

Multiple Imputation for Combining Probability-Based Web Panel and National Interviewer-Administered Survey Data with Content Overlap

Matthias Schonlau (University of Waterloo)

Snapshot plots: a visual summary of your data

Bas Weerman (USC Center for Economic and Social Research)

Context-Aware AI Search with UAS data and LLMs

Paul Scanlon (OpenAI)

Beyond Response Rates: Comparing Data Quality Across Probability and Non-Probability Web Panels Using Measurement Invariance and Text Analysis Approaches

Marco Angrisani (USC Center for Economic and Social Research)Public Attitudes Toward Artificial Intelligence and Conversational Technologies: Evidence from the Understanding America Study

12:45 PM Lunch

Lunch	
Keynote 1:15 PM	Virtual Assistants at Social Security Ben Gurga (Acting Executive Director of Analytics, U.S. Social Security Administration)
Panel	
Discussion 2:15 PM	Next Generation Social Surveys: Innovations in Design, Data Linkage & Digital Tools Marcel Das (Centerdata & Tilburg University) Trent D. Buskirk (Old Dominion University School of Data Science) Tom Emery (ODISSEI) Sebastian Lundmark (The SOM Institute, University of Gothenburg, Sweden) Brady T. West (Institute for Social Research, University of Michigan) – <i>Virtual Presenter</i>
3:15 PM	Coffee Break
Session 10 3:30 PM	Data Quality in the Age of AI: The Evolving Role of Probability-Based Methods in a Quali-Quant World Session Moderator: Tadeja Gracner (USC Center for Economic and Social Research) Arundati Dandapani (Generation1.ca) Synthetic Data: Method or Mirage? AI Governance Trade-Offs in an Unstructured World Frank Graves (EKOS Research Associates Inc.) – <i>Virtual Presentation</i> The Polling Paradox: How Survey Methods Confront—and Sometimes Fuel—the Disinformation Crisis Aleia Clarke Fobia (National Oceanic and Atmospheric Administration (NOAA), National Centers for Coastal Ocean Science (NCCOS)) Future-Ready by Design: Government Data Quality Frameworks in an AI-Augmented World
Session 11 4:20 PM	Novel Applications II Session Moderator: Francisco Perez-Arce (USC Center for Economic and Social Research) Ritika Chaturvedi (USC Center for Economic and Social Research) Tadeja Gracner (USC Center for Economic and Social Research) Describing lifecourse GLP-1/GIP experience in the Understanding America Study, a nationally-representative population health study Lisa Bondo Andersen (Ludwig Maximilians Universität München) From Cursor to Cognition: Clustering Respondent Styles with Neural Embeddings Dan Cassino (Fairleigh Dickinson University) "Not the Man They Think I Am": Gender Role Strain as a Predictor of Cognitive Decline Yiwen Cao (USC Center for Economic and Social Research) Assessing the Consequences of Caregiving for Individuals' Well-Being in a Representative Sample: A Longitudinal Analysis Using Survey and Wearable Data
5:20 PM	Closing Remarks



For full program,
including speaker
bios, please scan
here.

This conference has been made possible through funding from a U01 National Institute on Aging grant (U01AG077280) and the Social Security Administration.

CIPHER SPEAKERS

Keynote Speakers



Trent D. Buskirk, Ph.D. has recently joined the new School of Data Science at Old Dominion University. Prior to this appointment, Trent was the Novak Family Distinguished Professor of Data Science and outgoing Chair of the Applied Statistics and Operations Research Department at Bowling Green State University. Dr. Buskirk is a Fellow of the American Statistical Association and his research interests include big data quality, recruitment methods through social media, the use of big data and machine learning methods for health, social and survey science design and analysis, mobile and smartphone survey designs and in methods for calibrating and weighting samples and fairness in AI models and interpretable ML methods. Trent has also been involved in various professional organizations serving as the President of the Midwest Association for Public Opinion Research in 2016, the Conference Chair for AAPOR in 2018 and a member of the scientific committee for the BigSurv series of conferences since 2018. Trent also served as an Associate Editor (Methods) for the Journal of Survey Statistics and Methodology. Dr. Buskirk is currently serving on the AAPOR Responsible Integration of AI in Survey Research task force. When Trent is not geeking out over data science or survey research, he's likely out playing a competitive game of Pickleball!

Ben Gurga earned a bachelors in Political Studies from the University of Illinois and a Master of Science in Public Policy and Management from Carnegie Mellon University. He joined the Social Security Administration in 2009, where he created decision support and anomaly detection tools. In 2015, he helped the agency stand up its Analytics Center of Excellence (ACE), where he oversaw data analysis and modeling projects for numerous components of the agency. Through 2021, he served as the Director in the Office of Decision Support and Strategic Information and as a Special Advisor to the Principal Deputy Commissioner before becoming the Deputy Associate Commissioner for Disability Policy. More recently, he joined the Office of the Chief Information Officer as the Senior Executive Advisor for Enterprise Data Management to the Chief Data Officer and he is currently the Acting Executive Director of Analytics.



Presenters



Laith Alattar is a Social Science Research Analyst at the Social Security Administration. He conducts research and provides behavioral insights and analysis to support the agency's mission in serving the American public through understanding beneficiary needs and optimizing product and service delivery, customer service and experience, and operational efficiency. Laith also serves as the agency's Science Officer for the Understanding America Study. Prior to joining SSA, Laith managed and conducted post-doctoral research at the University of Michigan Decision Laboratory in the areas of personal risk and decision management, judgement forecasting and communication, and various manifestations of judgment and decision making in the consumer, finance, health, transportation, education, and judicial domains. Laith received his Ph.D. in Social Psychology, Judgment and Decision Making, and Culture & Cognition from the University of Michigan.

Brittany Alexander is a statistician in the Data Analytics and Applied Sciences group. Her primary area of expertise is survey statistics, with an emphasis on Bayesian statistics for survey data and extensive experience in small area estimation, including multilevel regression with poststratification (MRP). At Ipsos, she has applied a variety of methodologies, including imputation, weighting, machine learning, regressions, and MRP. While in graduate school, she served as a Pre-Doctoral Research Associate for the Institute for Science, Technology, and Public Policy at Texas A&M, where she developed novel Bayesian models for survey data.



Marco Angrisani, Ph.D., is a Senior Economist at the Center for Economic and Social Research and an Associate Research Professor in the Department of Economics at the University of Southern California. His research spans financial economics, labor economics, household decision-making, the economics of aging, and caregiving. His research agenda also includes survey methodology, with a focus on sampling and weighting strategies and the measurement of household income, wealth, and expenditures. Some of his recent projects within the Understanding America Study (UAS) examine caregivers' daily experiences and how caregiving responsibilities intersect with labor market outcomes, as well as data collection and analysis efforts on individuals' exposure to, use of, and attitudes toward artificial intelligence. Angrisani is part of the UAS management team and a team member of the Gateway to Global Aging Data Repository.

Laila Bera is a Program Associate with Inclusive Financial Systems at the Aspen Institute Financial Security Program (FSP). Her work includes developing a national strategy to safeguard US households against fraud and scams. She holds a MSc Degree in Public Policy and Management Degree from Carnegie Mellon University's Heinz College of Information Systems and Public Policy and a B.A. Degree (double major) in Quantitative Economics & Econometrics and International Relations from Connecticut College. Prior to joining Aspen FSP, she gained experience in a variety of roles such as a data analyst research intern at the World Bank Group and an impact analyst Relative Impact management consulting firm.



Nick Bertoni is a distinguished leader in public opinion research, boasting over 15 years of expertise with a concentrated focus on online panel management for more than a decade. As the head of KnowledgePanel Operations at Ipsos, Mr. Bertoni has expertly crafted the strategic direction for panel management, significantly enhancing recruitment, retention, and efficiency. Under his adept leadership, KnowledgePanel has realized an 18% uptick in completion rates and a substantial reduction in attrition rates by 35%, all while streamlining the operational budget by 15%. With a unique perspective as having been both a vendor and client within the commercial and non-profit online panel sectors, Nick brings unparalleled insights and innovation to the field. Acknowledged as a thought leader in the survey research community, Mr. Bertoni has contributed to over 20 publications, presentations, and webinars focused on panel management.



Nicholas Biddle is Head of the School of Politics and International Relations. Prior to this, he was Deputy Director of the ANU Centre for Social Research and Methods, and head of the methods, survey, and evaluation programs in the centre.



Ipek Bilgen is a Principal Research Methodologist at NORC at the University of Chicago. She is also the Director of NORC's Center for Panel Survey Sciences and Chief Methodologist of NORC's AmeriSpeak Panel. She has over 20 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. Her current research investigates mixed mode surveys, ABS survey design, panel recruitment and retention, total survey error sources in probability-based online panels, the use of web and emerging technologies in surveys, questionnaire development and design, cognitive testing, and survey implementation issues. Additionally, Dr. Bilgen is currently teaching 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 (USC), where she directs the USC Schaeffer Behavioral Science and Policy Initiative. Her research aims to understand and inform public perceptions about climate change, public health, and economic well-being. She has been designing and analyzing surveys for the Understanding America Study (UAS) since its launch in 2014.

Jeremy Burke is a Senior Economist at the University of Southern California's Center for Economic and Social Research and Director of USC's Behavioral Economics Studio. His main fields of research are behavioral economics and consumer financial decision-making. In recent work he has conducted survey experiments examining whether educational interventions can reduce adults' susceptibility to financial fraud and how responding to a survey on a smartphone influences financial literacy measurement. In other research he has led multiple field experiments testing behaviorally informed approaches to improve consumer financial stability particularly by reducing high interest debt burdens, whether state mandated financial education improves financial well-being, and how cognitive ability and cognitive aging influence debt accumulation late in life. Previously, he was an Economist at RAND, Associate Director of RAND's Center for Financial and Economic Decision Making, and a professor in the Pardee RAND Graduate School. Jeremy received his Ph.D. in Economics from Duke University.



Yiwen Cao is a PhD candidate in Industrial and Systems Engineering at the University of Southern California. Her research develops decision-analytic frameworks to support implementable healthcare policies. Her work focuses on translating decision-analytic model insights into actionable healthcare policy, particularly for caregivers well-being, chronic disease management, and treatment planning.

Dan Cassino is Professor of Government and Politics at Fairleigh Dickinson University, and the Executive Director of the FDU Poll. His research focuses on how gender shapes men's attitudes, behaviors and mental health.



Ritika Chaturvedi is a biomedical engineer focused on building population-scale precision health research infrastructure that integrates digital measurement, multi-omic biomarkers, AI/ML, and the social sciences. She is Principal Investigator and Director of the American Life in Realtime (ALiR) program within USC's Understanding America Study, where she leads nationally representative platforms combining continuous wearable sensing with genomic/epigenomic and longitudinal behavioral and economic data. Her recent work centers on aging, Alzheimer's disease and related dementias (ADRD), and emerging GLP-1 therapies, with an emphasis on generating scalable, real-world evidence to inform clinical and policy decisions. She earned her PhD in Bioengineering from the University of Pennsylvania and has held roles in health policy research and the commercial life sciences sector.



Joshua Claassen is a PhD student and research associate at Leibniz University Hannover in association with the German Center for Higher Education Research and Science Studies (DZHW). His research focuses on computational survey and social science with an emphasis on digital trace data.



Aleia Clark Fobia is a Senior Research Survey Statistician and recently joined the Biogeography Branch of the National Coastal Centers for Ocean Science. As a member of the Social Science Team, Dr. Fobia contributes expertise in research and survey methodology to support the integration of social science with coastal ecosystem science. With a focus on understanding the relationships between people and the environment, Dr. Fobia helps the team develop comprehensive assessments and innovative tools that guide sustainable resource management and protection. The team's work is instrumental in providing communities with the knowledge and resources needed to address coastal hazards and safeguard coastal ecosystems.



Kevin Collins is the co-founder and Chief Research Officer of Survey 160. His firm specializes in the use of text messaging to field text surveys, including both text-to-web and interactive, in-line text surveys.





Jared Coopersmith is the Chief Statistician for the Ipsos KnowledgePanel and leads other sampling and weighting studies at Ipsos. He has more than 18 years of experience in survey research, statistical sample designs and weighting, report writing, and evaluation design. In his role as Chief Statistician, he leads a team of statisticians to develop complex sampling and weighting designs to meet specific client needs. Outside his KnowledgePanel work, he works on sampling and weighting for large-scale projects. Dr Coopersmith also co-led an evaluation of prior authorization for non-emergent ambulatory transportation for the Center for Medicare and Medicaid Innovation, which identified significant cost savings with little impact on beneficiary health. Along with other colleagues he co-authored several papers examining the ability of non-experimental methods to replicate experimental findings. Before joining Ipsos in 2022, Dr Coopersmith worked at Mathematica and the National Center for Education Statistics. He holds a PhD in Sociology from the University of Pittsburgh.

Arundati Dandapani is a multi-award-winning and multi-certified data, insights, AI governance leader and learner, professor, and Founder and CEO of Generation1.ca, a social enterprise and non-profit professional community association advancing immigrant inclusion and workforce innovation across North America. Active on various industry association boards, the 2024 Esomar Best Paper of the Year Award winner, Insight250 Hall of Famer, and founding CIO and COO of the research industry associations in Canada, Arundati has been named among the world's top 75 data and insights legends and 2025's top CEOs, recognized globally for championing ethical AI, evidence-based storytelling and is the author of three books including her latest Canada Council for the Arts supported publication "What is the Point of Canada? A No-Holds Barred Guide to Immigrant Success in North America."



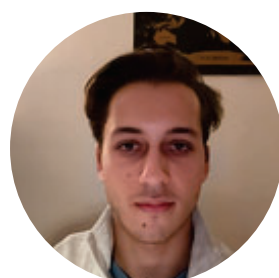
Marcel Das holds a PhD in Economics from Tilburg University (1998). Since 2000, he has served as Director of Centerdata, a survey research institute specializing in web-based surveys and applied research, housed at the campus of Tilburg University (The Netherlands). In this role, he has led numerous national and international research projects, including coordinating the central development of survey instruments for the Survey of Health, Ageing and Retirement in Europe (SHARE). He is also a principal investigator of the Dutch MESS project, with the LISS panel as its core component, which has received major funding from the Dutch government. Since 2009, Das has been Professor of Econometrics and Data Collection at Tilburg University. He has published extensively in international peer-reviewed journals on statistical and empirical analysis of survey data, with a particular focus on methodological issues in web-based panel surveys. Das serves on the Advisory Council on Methodology and Quality of Statistics Netherlands and on several national and international scientific advisory boards for large-scale data infrastructures.

Tom Emery is Associate Professor at Erasmus University Rotterdam and the Executive Director of ODISSEI, the Dutch National Infrastructure for Social Science, where he is responsible for the strategic development of the infrastructure and international collaborations. He is the Social Science Lead for the Pandemic and Disaster Preparedness Center and, for 2025-26, is co-Director of the IPDLN. He is deeply passionate about improving social science data and the infrastructure that is needed for its collection, processing and dissemination. He believes that the social sciences can help us understand and improve society, but to do so we must improve and diversify the data we use in social research. Because of this, he is a strong advocate of open science and the FAIR principles.



Grigory Franguridi is a research scientist at USC CESR. He conducts research in econometrics, including panel data, robust statistics, and partially identified models. He has publications in top econometrics journals such as Journal of Econometrics, Econometric Theory, and The Econometrics Journal.

Anthony Garove is a Ph.D. candidate in Survey and Data Science at the University of Maryland Joint Program in Survey Methodology. His dissertation examines how requests for data linkage consent affect response quality, survey participation, and panel attrition. He holds an M.A. in Experimental Psychology, completed the Data Science for Social Good Fellowship at Ludwig Maximilian University of Munich, and has prior experience in market research and strategy consulting for higher education clients, as well as program evaluation for initiatives expanding mental health services in the state of Maryland. He is also an adjunct instructor at Towson University and the University of Baltimore.



Alexandros Christos Gkotinakos is a Research Fellow at the School of Political Science, Aristotle University of Thessaloniki. Working at the intersection of political behavior and survey methodology, he studies measurement error, response satisficing, and panel conditioning. His work examines how selection processes and response behavior are associated with estimates of political trust and civic engagement.

Tadeja Gracner is a Senior Economist at the Center for Economic and Social Research at the University of Southern California and an adjunct Senior Economist at RAND Corporation. Her research examines socio-economic determinants and behavioral risk factors associated with obesity and related chronic diseases throughout the lifespan. She investigates how food policies, healthcare interventions, and chronic disease management strategies affect long-term health outcomes across the United States, Mexico, Chile, and the United Kingdom. Her work employs causal inference methods and natural experiments, drawing on administrative records, longitudinal surveys, and clinical data. Her research has been published in Science, JAMA Pediatrics, JAMA Internal Medicine, JAMA Network Open, Journal of Health Economics, Health Economics, Annals of Surgery, Alzheimer's and Dementia, and Obesity, and covered by media outlets including The New York Times, The Guardian, The Washington Post, CNN, National Geographic, and BBC. She holds a Ph.D. in Economics from UC Berkeley, an MSc from the London School of Economics, and a BSc from the University of Ljubljana.



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 from probability and non-probability samples. She also develops and fields research-on-research on survey quality issues. Megan has an M.A. in Experimental Psychology from Marietta College, OH, and she is currently a Ph.D. candidate in Survey and Data Science in the Joint Program in Survey Methodology at the University of Maryland.



Marcin Hitczenko is a statistician working at the Economic Survey and Research Center at the Federal Reserve Bank of Atlanta, where he works on various business and consumer surveys during different stages of the survey cycle. His primary research interests lie in improving survey-based inference. He has been in the Federal Reserve system since 2012, prior to which he studied statistics at the University of Chicago. Marcin lives in Cambridge, MA.



Jan Karem Höhne is junior professor at Leibniz University Hannover in association with the German Centre for Higher Education Research and Science Studies (DZHW). His research focuses on computational survey and social science with a special emphasis on data quality and integrity.



Kim P. Huynh is an economist with over 20 years of experience spanning academia, central banking, and national statistical organizations. A large part of his research and teaching has focused on household and firm finance, electronic money, financial technology (FinTech), and payment economics.

Mickey Jackson is the Vice President of Data Science and Innovation at SSRS. In this capacity, he leads methodological design, monitoring, and evaluation for the SSRS Opinion Panel, a nationally representative probability panel of 50,000 U.S. adults. His other areas of focus include election polling, adaptive survey designs, and predictive modeling.



Tracy Keirns is Assistant Director of the UNH Survey Center, a non-partisan academic survey research organization. She has more than 20 years of experience in academic survey research and has been at the UNH Survey Center since 2005. Dr. Keirns received her Doctorate degree from the University of New Hampshire in sociology with an emphasis on statistical analysis, methodology, medical sociology, and mental health. She is also Adjunct Faculty and teaches Survey Research Methods for the National Security and Intelligence Analysis graduate program at University of New Hampshire, Manchester. Dr. Keirns is a co-founder of the States of Opinion Project®, a collection of state-level, probability-based online panels.

Frank Kelly, with over thirty years of experience working with research panels of various types, has a passion for understanding the various elements necessary to successfully manage research panels. As the Market Research Practice Lead at Virtual Incentives, Frank works with a diverse and talented team to design and implement innovative and efficient solutions for engaging respondents via incentive offers. Frank leverages his skills in process improvement, strategy, and market research to create value for our partners and stakeholders. Previously, Frank was the Global Head of Panel Platforms and Systems at Ipsos, where he led the development and optimization of online panel platforms and systems across multiple markets and regions. Frank also held numerous positions at Kantar Profiles, including Global Panel Director and Head of Marketing. During a 13-year career at Nielsen, Frank spent six years as the Global Product Head for Consumer Panel Services. Frank is always eager to learn new things, collaborate with others, and challenge himself to grow as a market research professional.





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. For 25 years, he has been conducting national surveys of American public opinion on climate change.

Vikesh Kumar is an Assistant Professor of Finance at North Carolina A&T State University, specializing in household finance, financial planning, ESG investing, and behavioral decision-making. His research focuses on how U.S. households make financial decisions, including their use of financial advice, adoption of emerging financial technologies, and responses to risk and uncertainty. He holds a Ph.D. in Personal Financial Planning from Texas Tech University, and his work contributes to a deeper understanding of investor behavior, ethical financial decision-making, and the evolving landscape of consumer finance.



Jiawen Liao is currently a research associate at Keck School of Medicine of the University of Southern California. Dr. Liao is an environmental epidemiologist with a focus on exposure assessment and understanding of the health effects of air pollution and extreme weather events. By leveraging the large panel data, including the Understanding America Study (UAS) together with advanced environmental models, Dr. Liao aims to assess health effects and population disparities of 2025 Los Angeles Wildfire disaster.

Italo Lopez Garcia is an Associate Professor (Research) of Economics and Senior Economist at the Center of Economic and Social Research, University of Southern California. His research bridges labor and health economics, focusing on human capital formation, labor supply, and health dynamics over the life course. He has developed novel measures of individuals' latent work capacity by matching their abilities to job requirements in the U.S. economy, and using real-time EMA data combined with time diaries, he investigates how work and non-work demands, as well as job stress and emotional affect, influence cognitive, mental, and physical health outcomes over the life course.





Sebastian Lundmark, Ph.D., is a researcher at the SOM Institute at the University of Gothenburg, Sweden. His research deals with survey methodology, focusing on increasing response propensities of hard-to-reach populations. He is the co-scientific lead of the Swedish Citizen Panel (<https://www.gu.se/en/som-institute/the-swedish-citizen-panel>) and head of the methodology development of the Swedish national infrastructure Comparative Research Center Sweden (cors.se), that includes several of the major social survey programs in Sweden (the Swedish National Election Studies, European Social Survey, International Social Survey Programme, Survey of Health, Ageing, and Retirement, and European Values Studies).

Lingzi Luo is an intervention scientist and doctoral candidate at the New York University School of Global Public Health. Her research leverages intervention optimization and implementation science methods to improve routine social and health services for vulnerable populations, particularly individuals living with chronic illness and mental health conditions. Her work aims to build learning service systems that are person-centered, efficient, and equitable. She brings applied, training-based practice experience across community mental health centers, psychiatric inpatient units, nonprofit organizations, local governments, and the World Health Organization headquarters, and previously worked for several years at Washington University School of Medicine on a national implementation science consortium focused on improving care for patients with sickle cell disease. Lingzi holds a B.S. in Psychology from Wuhan University and a dual Master's degree in Social Work and Public Health, with an individualized concentration in Integrated Health for Disadvantaged Populations, from Washington University in St. Louis.



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Ellyn Maese, Ph.D., is a senior research consultant at Gallup, specializing in the design and execution of custom research. She focuses on work that explore public health, wellbeing, and societal dynamics, where she serves as lead researcher and methodologist for some of Gallup's most complex projects. As Gallup's Panel Research Lead, Dr. Maese oversees all client and internal studies conducted using the Gallup Panel, providing strategic guidance on its maintenance and application. She represents Gallup Panel research to clients, prospects, and professional organizations, ensuring its value and integrity are widely understood. Additionally, Dr. Maese is a member of Gallup's Internal Review Board, contributing to the oversight of research released publicly.



Cameron McPhee is the SSRS Chief Methodologist. She provides methodological and statistical support throughout the organization and designs and implements innovative, rigorous, and efficient methods for sampling, measuring, and weighting diverse populations. Cameron directs the SSRS advanced analytics and methodology team to deliver high-quality, statistically sound solutions developed using experimentally validated methods. She creates the research and development vision for the organization with respect to survey methodology and statistical advancement and directs the implementation and dissemination of evolving ideas and strategies.



Joris Mulder is a senior researcher at Centerdata, a research institute specialized in web-based surveys and applied research, based at the campus of Tilburg University (the Netherlands). As Quality & Innovation Lead he manages the LISS panel, a probability-based online research infrastructure representative of the Dutch population. With a background in computer science and social and economic psychology, his work focuses on survey methodology, panel quality, and methodological innovation in web-based and longitudinal data collection. He is particularly involved in integrating innovative and experimental technologies into social science research, including mobile app based data collection, digital trace data, data donation, and sensor-based measurement.



Kathleen J. Mullen is an Associate Professor and Petrone Chair in Economics at the University of Oregon. Her research addresses intersections between health and work. A longstanding focus of her research examines the effects of health on employment, particularly as they relate to disability insurance systems (such as Social Security Disability Insurance and Workers' Compensation programs) and disability policy more generally. A second strand of research focuses on the role of job demands and working conditions in determining health status and labor force participation, particularly at older ages. A common thread throughout her work is the application of novel econometric and data collection methods to questions of causal inference, combining insights gained from structural modeling, quasi-experimental and experimental approaches. Dr. Mullen received her Ph.D. in economics from the University of Chicago.



Andrew M. Parker, Ph.D. is a Senior Behavioral Scientist in the RAND Pittsburgh office and Professor within the RAND School of Public Policy. His research applies core concepts in behavioral decision research to the understanding of decision-making behavior in complex real-world situations. Dr. Parker has led projects using online panels to understand cognition and decision making across the age spectrum, vaccination and other health behavior, financial decision making, tax evasion, and susceptibility to misinformation. Dr. Parker was PI on a project validating a measure of decision-making competence, which has predicted major life outcomes. Dr. Parker has led or contributed to work for the FINRA Foundation, Department of Labor, Social Security Administration, National Science Foundation, multiple National Institutes of Health, Agency for Research on Healthcare Quality, Alfred P. Sloan Foundation, Russell Sage Foundation, and Federal Emergency Management Agency, among others. Dr. Parker received his Ph.D. from Carnegie Mellon University in Behavioral Decision Theory, as well as an M.S. in Statistics.



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 on national household surveys and is currently the RTI PI on the National Survey of Family Growth.

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Stephen Raynes is a Global Analytics Consultant at Gallup. His work focuses on the design and analysis of custom U.S. research initiatives, as well as internal methodological research involving probability- and nonprobability-based panels. He earned a MRes in Developmental Neuroscience and Psychopathology through a joint program between University College London and Yale University, and a Ph.D. in Experimental Psychology from the University of California, San Diego.

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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.

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Michael Sobolev, PhD, is a behavioral scientist and technologist whose work bridges behavioral design, data science, and digital health. He earned his PhD from the Faculty of Data and Decision Sciences at the Technion – Israel Institute of Technology in 2017 and completed a postdoctoral fellowship and lectureship in Computer and Information Science at Cornell Tech. Dr. Sobolev has led digital innovation initiatives at Northwell Health, where he helped design and evaluate a digital clinic, and at Cedars-Sinai Medical Center, where he founded the behavioral design unit. His research focuses on (1) designing intelligent systems for behavior change, (2) understanding and optimizing engagement with mobile health technologies, and (3) examining the sociotechnical dimensions of technology in healthcare. Through collaborations with startups and nonprofits, Dr. Sobolev seeks to translate behavioral insights into human-centered technologies that enhance health and well-being.

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Kyla Thomas is a sociologist and research scientist at the USC Center for Economic and Social Research. Broadly, her work examines how cultural and contextual factors shape socioeconomic inequality in the United States. Since 2019, Dr. Thomas has served as the director of LABarometer, a longitudinal survey that tracks social and economic conditions in Los Angeles County with a focus on four key issues: livability, affordability, mobility, and sustainability.





Cristina Tudose is Head of KnowledgePanel Europe at Ipsos, where she leads the development, governance, and commercialization of probability-based panels across several European markets. In this role, she helps shape the organisation's broader approach to probability panels in Europe, ensuring that design and execution remain aligned with academic and official statistics standards. With extensive experience in online research and panel methodologies, Cristina has worked with both probability and non-probability panels, including hybrid designs that integrate the two.

Albert Weerman is an Information Technology Director at the University of Southern California, where he leads the design and implementation of large-scale, multi-mode data collection and research data infrastructure for global aging and health studies. He oversees NubiS, a comprehensive platform supporting web, face-to-face, and telephone interviewing across longitudinal studies in more than 40 countries, and serves as a technical consultant for the Health and Retirement Study and Harmonized Cognitive Assessment Protocols in Europe, Asia, Africa, and the Americas. His work spans the full data lifecycle, from multilingual questionnaire design and sample management to biomarker and wearable integration, including blood, saliva, imaging, vision, hearing, and physiological monitoring, while also advancing the use of artificial intelligence and machine learning for data quality, adaptive survey design, and high-dimensional exposome and aging research. He is the lead systems architect for the Gateway to Global Aging Data and the Gateway Exposome Coordinating Center, enabling harmonization and linking of population and environmental exposure data to support Alzheimer's disease and life-course research. A co-inventor on two U.S. patents for a unified multi-mode interviewing platform, he has pioneered web-based, mobile, and real-time data collection systems that support innovative longitudinal research worldwide.



Brady T. West is a Research Professor in the Survey Methodology Program, located within the Survey Research Center at the Institute for Social Research on the University of Michigan-Ann Arbor (U-M) campus. He earned his PhD from the Michigan Program in Survey and Data Science in 2011. His current research interests include total survey error, the implications of measurement error in auxiliary variables and survey paradata for survey estimation, selection bias in surveys, responsive and adaptive survey design, interviewer variance, and multilevel regression models for clustered and longitudinal data. He is the lead author of a book comparing different statistical software packages in terms of their mixed-effects modeling procedures (Linear Mixed Models: A Practical Guide using Statistical Software, Third Edition, Chapman Hall/CRC Press, 2022), and of a second book entitled Applied Survey Data Analysis (with Steven Heeringa and Pat Berglund), the third edition of which was published by Chapman Hall in April of 2025.

Nana Xia is a Ph.D. student who strongly focuses on the intersection of optimization, operations research, and machine learning applied in healthcare. She is passionate about leveraging advanced analytical methods to improve healthcare systems and enhance decision-making processes. With a solid statistical modeling and data analytics foundation, Nana is a self-directed and technology-driven professional, experienced in interpreting, analyzing, and forecasting data. She is skilled in applying advanced models to solve complex, real-world problems across diverse projects.



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 the Joint Program in Survey Research at the University of Maryland and the Program in Survey and Data Science at the University of Michigan. With over 25 years of experience in survey research, Dr. Yan is a recognized researcher and leader in survey methodology. She is currently on the Executive Council of American Association for Public Opinion Quarterly. She also served on the 2030 U.S. Census Advisory Committee, the executive committee of the European Survey Research Association (2017-2023), and the organizing committee for the 2024 International Total Survey Error Workshop. In addition to publishing extensively herself, Dr. Yan was Editor-in-Chief for the Journal of Survey Statistics and Methodology from 2016 to 2020.



Moderators

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Jeremy Burke	USC Center for Economic and Social Research
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Marcel Das	Centerdata & Tilburg University
Tadeja Gracner	USC Center for Economic and Social Research
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Livia Montana	USC Center for Economic and Social Research
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