Center for Panel Survey Sciences Expert Advisory Board

Annelies Blom
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Annelies Blom is Professor for Social Data Science at the Faculty for Social Sciences of the University of Bremen, Germany. Previous positions include Research Professor for Political Science, Data Science and Head of the German Internet Panel at the University of Mannheim, Head of Survey Methods at the Survey of Health, Aging, and Retirement in Europe (SHARE, University of Mannheim), Researcher at the European Social Survey (ESS, GESIS - Leibniz Institute for the Social Sciences), and Researcher at the National Center for Social Resarch (NatCen, London). Starting her career in large-scale probability-based face-to-face surveys, in the past decade, her research has increasingly investigated the opportunities offered by and pitfalls of innovative survey and non-survey data collection and data analysis methods. She is best-known for her work on the German Internet Panel, including the 2020 Mannheim Corona Study, and her publications on probability and non-probability survey samples, the effect of including non-internet households in online surveys, survey incentives and interviewer effects.

Nancy Brigham, Ph.D.
VP & Head of Research Science, Dynata

Nancy Brigham, **Ph.D.** is Vice President and Head of Research Science at Dynata. As an expert in research method and strategy, and application of those to business solutions, Brigham has worked across both the client and supplier sides of marketing research. Nancy joined Dynata's Research Science team in June 2021, where she furthers Dynata's leadership position in the first-party data space through research-on-research, sampling methodology/best practices, client engagement, and industry thought leadership. She previously spent 10 years at Ipsos, where she was SVP, Head of Global Sampling & RoR in their online operations division. Prior to Ipsos, she spent 12 years at Procter & Gamble in marketing research. Nancy is a regular speaker and publisher, and recently served a three-year term on the Board of Directors of SampleCon. She holds a Ph.D. and Masters in Experimental Social Psychology from the University of Kentucky, and a B.A. in Psychology and Advertising from the Ohio State University.

Trent D. Buskirk, Ph.D. is the Novak Family Distinguished Professor of Data Science and outgoing Chair of the Applied Statistics and Operations Research Department at Bowling Green State University. Prior to his post at BGSU, Trent served as the Director for the Center for Survey Research at UMASS Boston and served as the Vice President for Statistics and Methodology at the Marketing Systems Group (MSG) and was tenured in the department of Biostatistics in the School of Public Health at Saint Louis 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 nonprobability samples and fairness in AI models and interpretable ML methods. His work has been published in leading survey, statistics and health related journals such as Cancer, Health Services Research, Social Science Computer Review, Journal of Official Statistics, Public Opinion Quarterly and the Journal of Survey Statistics and Methodology, among others. Recently, Trent served as the President of the Midwest Association for Public Opinion Research in 2016, the Conference Chair for AAPOR in 2018 and is currently part of the scientific committee for the BigSurv23 conference. Trent also serves as an Associate Editor for Methods for the Journal of Survey Statistics and Methodology. When Trent is not geeking out over big data and survey methods you can find him playing a competitive game of Pickleball!

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Mario Callegaro is Senior Staff UX Researcher - survey scientist in the Google Cloud user experience team. He focuses on helping the team in collecting high quality surveys about our cloud platform products. Mario consults on numerous measurement research projects, surveys, market research, and user experience projects. In the past Mario worked at Google BrandStudio measuring the perception of our users on the Google Brand and before that worked in the quantitative marketing team setting up numerous survey measurement programs for different Google teams. Mario holds a B.A. in Sociology from the University of Trento, Italy, a M.S. and a Ph.D. in Survey Research and Methodology from the University of Nebraska, Lincoln. Mario has published more than 20 peer reviewed papers, 28 book chapters, and presented at international conferences on survey methodology and data collection methods. In 2014 he published an edited **book** with Wiley titled *Online Panel Research: A Data Quality Perspective.* A year later he **published** with Sage a handbook titled *Web Survey Methodology* with Katja Lozar Manfreda and Vasja Vehovar, recently available as open **access**

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The most recent publications can be found at **https://research.google/people/MarioCallegaro/**

LinChiat Chang, Ph.D. is an independent consultant offering solutions in data science and market analytics. She approaches data modeling with a strong background in social psychology and quantitative research methods, and particularly enjoys new product development grounded in robust methodology. She works with diverse organizations spanning brave young start ups with fewer than 5 employees, to powerhouse foundations funding ambitious programs around the world. She assesses the validity and reliability of research findings, supports causal inference with original research designs and innovative machine learning data models, quantifies uncertainty around population projections, and reveals contingencies that limit predictive chains, as well as extent of generalizability of observed effects to national and regional populations. She helps develop or inform launch of new products and services, and evaluates the impact of programs in proximal and long term time frames. Her research is published in peer-reviewed journals including the Public Opinion Quarterly, Psychology and Marketing, Military Psychology, Sociological Methodology, Field Methods, and more. She holds a doctorate in Psychology from Ohio State University, and did post-doctoral research at Stanford University, focusing on web panels sample representativeness and survey item response quality. She founded her solo consulting practice in San Francisco, California in 2010, and is now a digital nomad based mostly in Cape Town, South Africa since 2020.

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Josh Clinton is the Abby and Jon Winkelried Chair and Professor of Political Science, the Co-Director of the Vanderbilt Poll, a Co-Director of the Center for the Study of Democratic Institutions at Vanderbilt, a member of the Executive Committee for the Data Science Institute at Vanderbilt, the former Editor-in-Chief of the Quarterly Journal of Political Science, and an Emmy-nominated Senior Election Analyst for NBC News where he is responsible for making election night projections. He was also the Chair of the Task Force on Pre-Election Polling in the 2020 Election for the American Association of Public Opinion Research (AAPOR) and a member of the 2016 AAPOR Task Force. Among his many academic interests, he uses probability and non-probability based polling to examine substantive questions related to public opinion and politics in addition to studying methodological issues related to non-response, panel effects, small area estimation, and data quality. He received graduate degrees in Political Science, Statistics, and Economics from Stanford University in Stanford, CA after graduating from the University of Rochester in Rochester, NY.

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Dr. Carina Cornesse is a senior survey methods researcher at the German Institute for Economic Research (DIW Berlin), where she is the director and principal investigator of the German Socio-Economic Panel Innovation Sample (GSOEP-IS) and the German Social Cohesion Panel (GSCP). Her research interests include the recruitment and maintenance of panel studies, assessing and combining probability and nonprobability survey samples, as well as mixed-mode and online survey methodology.

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Ricardo Gonzalez is a survey researcher with 9 years of experience in academic and private sector positions. He is the founder and executive director of LEAS (Laboratory of Surveys and Social Analysis) at the School of Communications and Journalism, Universidad Adolfo Ibáñez in Santiago de Chile (https://leas.uai.cl/). LEAS is focused on measuring social change in Chile by developing new methods in survey research in order to address substantive research questions in sociology, political science, communications, social psychology, public policy and economics. Gonzalez has set up a mixed-mode probability-based panel in Chile and is currently developing a smartphone-based travel app to conduct surveys mixing passive and active measurements. Prior to founding LEAS, Gonzalez was the coordinator of the Public Opinion Program at Centro de Estudios Públicos as well as of the International Social Survey Program (ISSP) in Chile. He was awarded the World Association for Public Opinion Research (WAPOR)'s Elizabeth H. Nelson Prize in 2019. He is the author of academic articles and books on public opinion and comparative analyses. He holds a BA and an MA in Economics from Pontificia Universidad Católica de Chile.

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Carol Haney
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Carol Haney is the chief research and data scientist at Qualtrics. Her principal research area is online quantitative research, including sampling, methodological best practices, and advanced analytics. Carol has experience running large survey programs that involve segmentation, customer experience, and performance measurement. In addition to her engineering work, Carol leads all the formative research for the CDC's anti-smoking ads for the past five years, a campaign that has in part contributed to the decline in smoking rate in the U.S. amongst adults from twenty-three percent to sixteen percent. In 2017, Carol was named as one of the top fifty key employees at Qualtrics. In 2015, Carol was honored by Qualtrics as the most valuable player at Qualtrics. In 2014, Carol was honored by Survey Magazine by being chosen as one of the top twenty technology trendsetters in the research world. In addition to her work at Qualtrics, Carol is vice-president of the Market Research Council and treasurer of the American Statistical Association's Section on Text Analytics.

D. Sunshine Hillygus
Professor of Political Science and Public Policy & Director of the Initiative on Survey Research, Duke University

D. Sunshine Hillygus is professor of political science and public policy and director of the Initiative on Survey Research at Duke University. She is co-author of *Making Young Voters: Converting Civic Attitudes into Civic Action* (Cambridge University Press, 2020), *The Persuadable Voter: Wedge Issues in Political Campaigns* (Princeton University Press, 2008) and The Hard Count: *The Social and Political Challenges of the 2000 Census* (Russell Sage Foundation, 2006).

Josh Pasek is Associate Professor of Communication & Media and Political Science, Faculty Associate in the Center for Political Studies, and Associate Director of the Michigan Institute for Data Science at the University of Michigan. His research explores how new media and psychological processes each shape political attitudes, public opinion, and political behaviors. Josh also examines issues in the measurement of public opinion including techniques for reducing measurement error and improving population inferences. His work explores how both accurate and inaccurate political information influence public opinion and voter decision-making, evaluates whether the use of online social networking sites such as Facebook and Twitter might be changing the political information environment, and assesses the conditions under which nonprobability samples, such as those obtained using data science techniques or samples of Internet volunteers can lead to conclusions similar to those of traditional probability samples. His work has been published in *Public Opinion Quarterly, Political Communication, Communication Research*, and the *Journal of Communication* among other outlets. He maintains the R packages anesrake and weights and is a coauthor of the books Words That Matter and Democracy Amid Crises.

Josh Pasek

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Laura Wronski is Director of Research at Momentive, where she leads a team of researchers who are experts in market research, customer experience, DEI, and media polling. She works with media outlets and key business partners to generate newsworthy insights from public opinion data, and she works with internal and external partners to develop new best practices specific to online survey research. She joined Momentive (then SurveyMonkey) in September 2015, after working as an economist at the Bureau of Labor Statistics. She has a master's degree from the Joint Program in Survey Methodology at the University of Maryland.

Laura Wronski

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Weiyu Zhang is Director of the Civic Tech Lab (www.civictechlab.org), currently located at the Department of Communications and New Media, National University of Singapore. Her research focuses on civic engagement and Information and Communication Technologies, with an emphasis on Asia. She has led multi-nation projects on youth engagement, online deliberation, and civic tech in Asia. Her current interest is to develop and examine civic tech applications to facilitate citizen deliberation on science topics such as climate change, gene-editing, and artificial intelligence.

Weiyu Zhang
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