

New Paradigms in On-line Declarative Data Collection

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[BigSurv18](#). Big Data Meets Survey Science
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Do we still need declarative data?



Yes, we do!

Yes, we do!

7 Ways to Stop Fighting About Money and Grow Richer, Together by Cybele Weisser and Kerri Anne Renzulli. June 1, 2014.

[TIME](#)

WHO'S SMARTER ABOUT MONEY?

We give ourselves high marks, but lower ones to our spouses. Husbands are apt to be more critical.

"EXTREMELY/VERY KNOWLEDGEABLE" ABOUT MANAGING FINANCES

MEN



WOMEN



But watch out...!

...for the **BARRIERS**
in declarative data collection!



What barriers?

What barriers? "Don't even ask!"

Plunging response rates to household surveys worry policymakers. The Economist. May 24th 2018. [THE ECONOMIST](#)



Why declarative data collection is so difficult?

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is so difficult?

**TWO MAIN
REASONS**

Barrier #1:

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**Traditional model
of Respondent-Researcher Relationship**

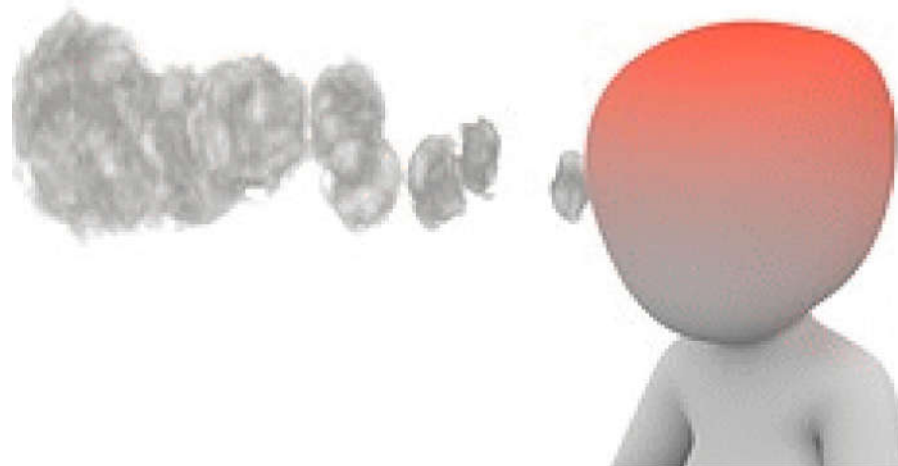
Barrier #1:

Traditional model of Respondent-Researcher Relationship



Barrier #1: Traditional model of Respondent-Researcher Relationship

Respondents **DO NOT WANT**
to be respondents anymore!



Barrier #2:

Barrier #2:

Old paradigms

in on-line research techniques

Barrier #2: Old paradigms in on-line research techniques

On-line research techniques
are **NOT NATIVELY ON-LINE**.
They simply **MIMIC OFF-LINE** techniques.

What could we do?

What could we do?
We could look for...

NEW MODELS & PARADIGMS

NEW MODEL of Respondent-Researcher Relationship

NEW MODEL of Respondent-Researcher Relationship

Assumptions:

- **long-term relationship** with respondents
- **conversation** not interrogation
- **maximizing** respondent-experience
- interaction based on **equivalent information exchange**



How to achieve it?

How to achieve it?
Let's start with providing...

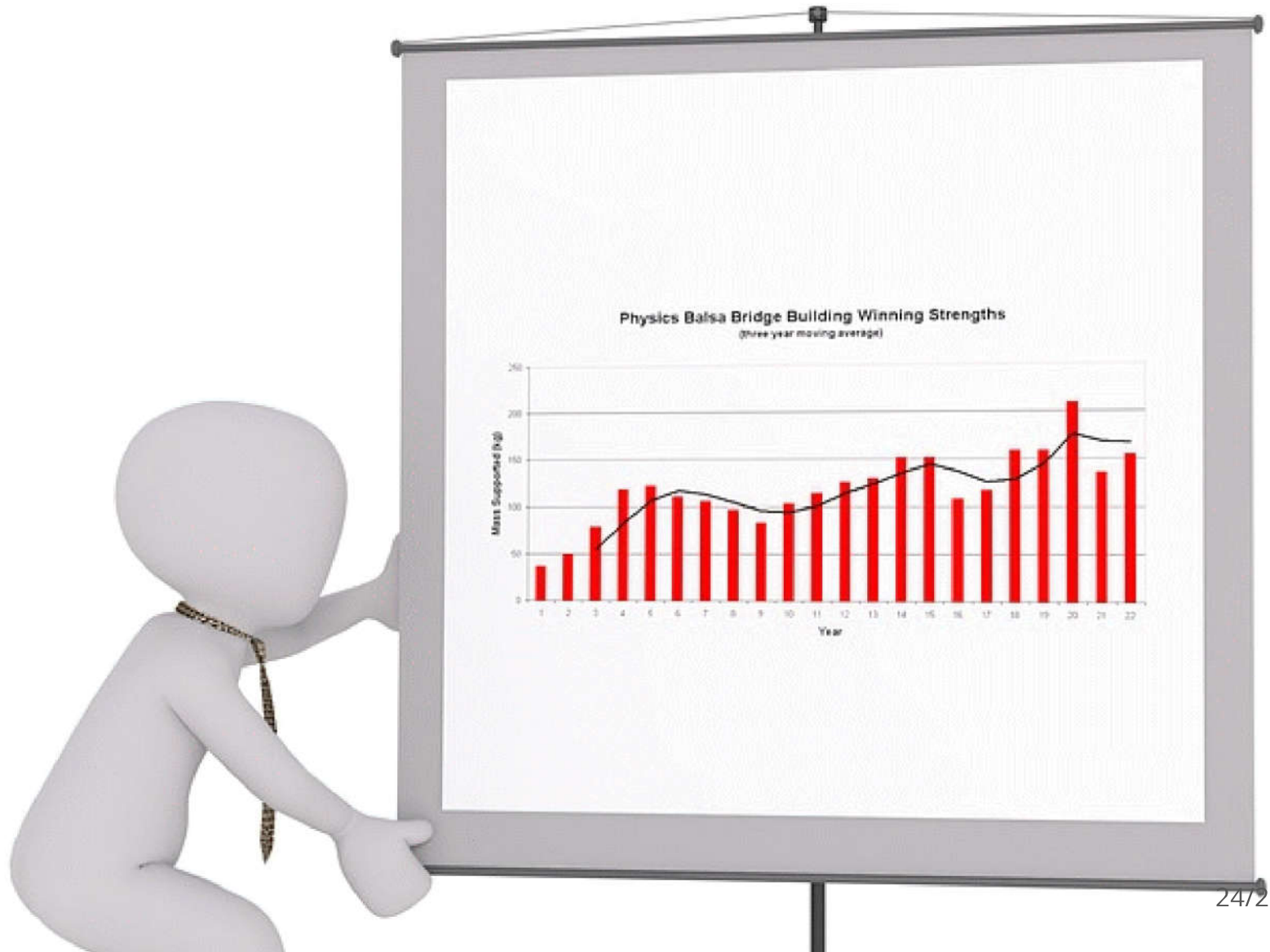


INSTANT FEEDBACK

What can be used for data-driven feedback?



The role of **INSTANT FEEDBACK**



The role of INSTANT FEEDBACK LOOP

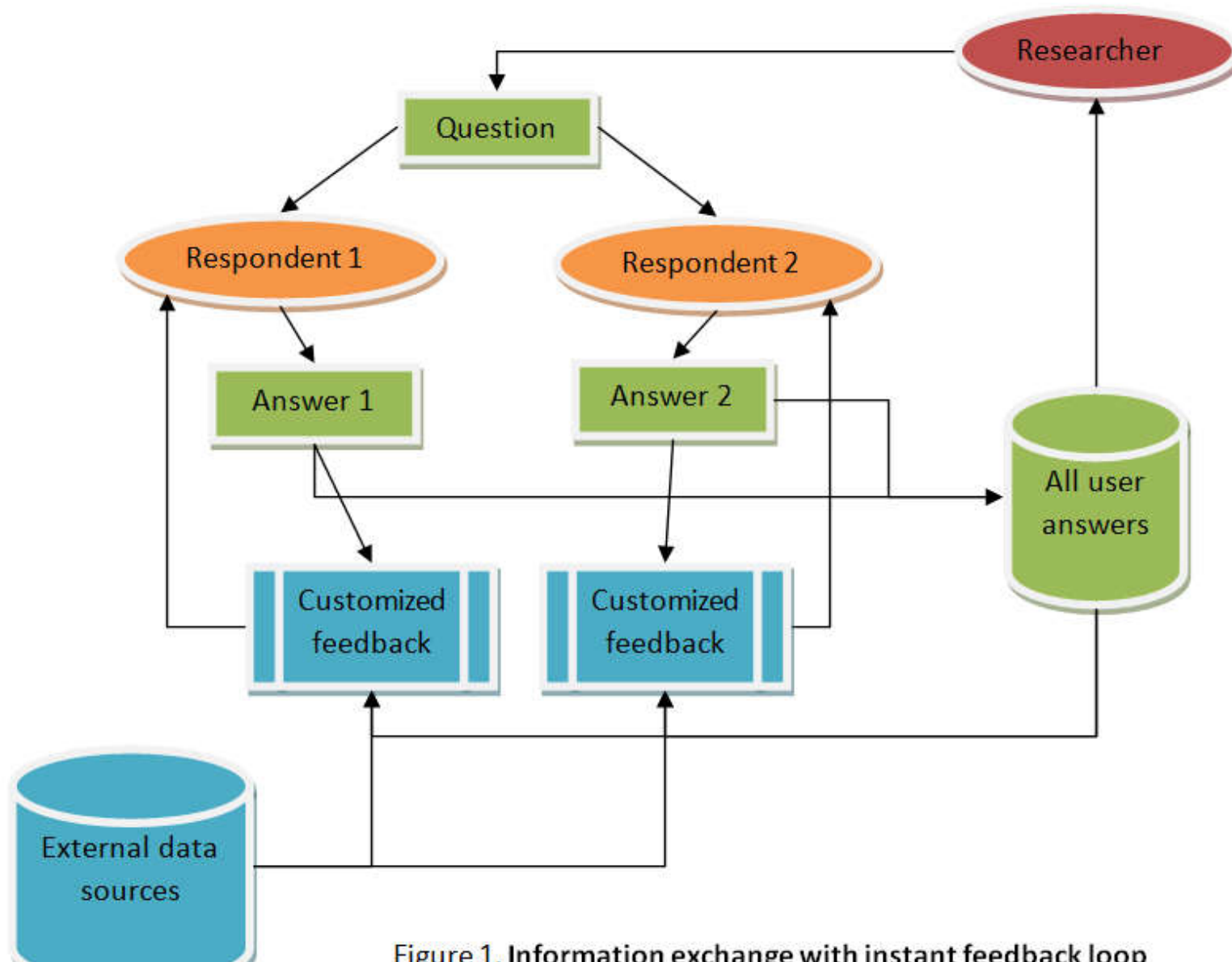


Figure 1. Information exchange with instant feedback loop

Possible applications of **INSTANT FEEDBACK**

Possible applications of INSTANT FEEDBACK

What about Salary Surveys?



Your Pay

To accurately assess your value in the marketplace you are paid. The more precise your answers are, the



melissa.young
Accountant
Seattle, Washington
5 years experience

[Edit this info >](#)



Base Salary \$65k
Bonus \$2k
Other \$0

Pay type

- Annual Salary
- Hourly Rate
- This Is Not My Job

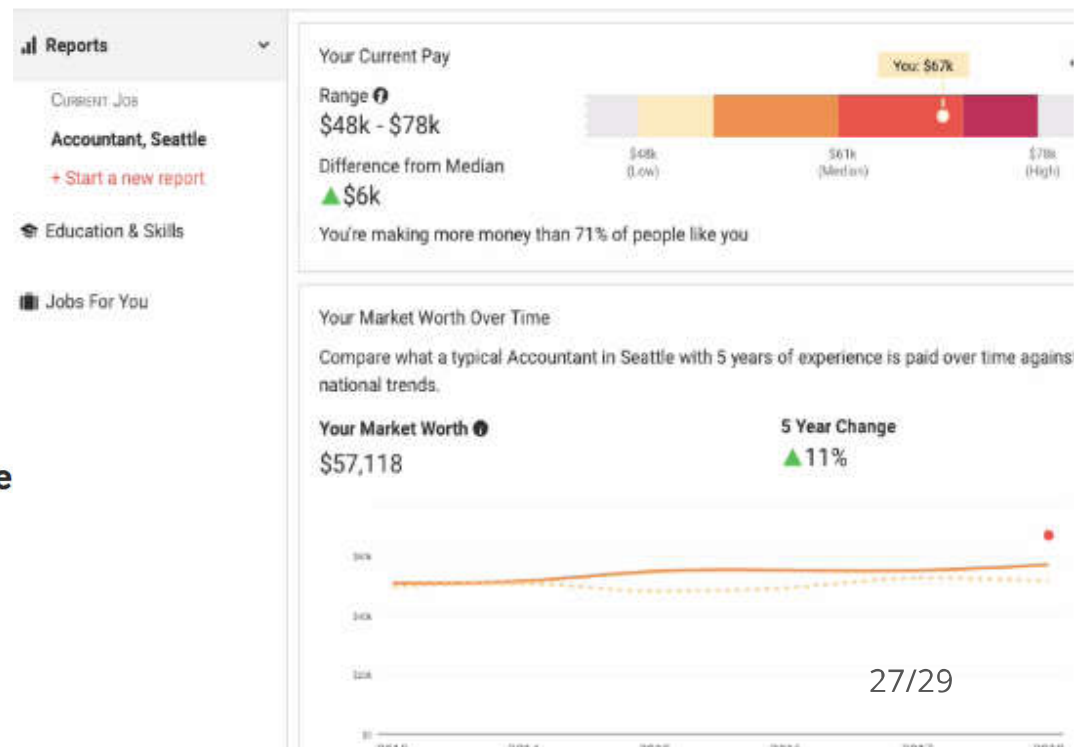
Base hourly rate

PLN

Average regular hours per week (not including ove

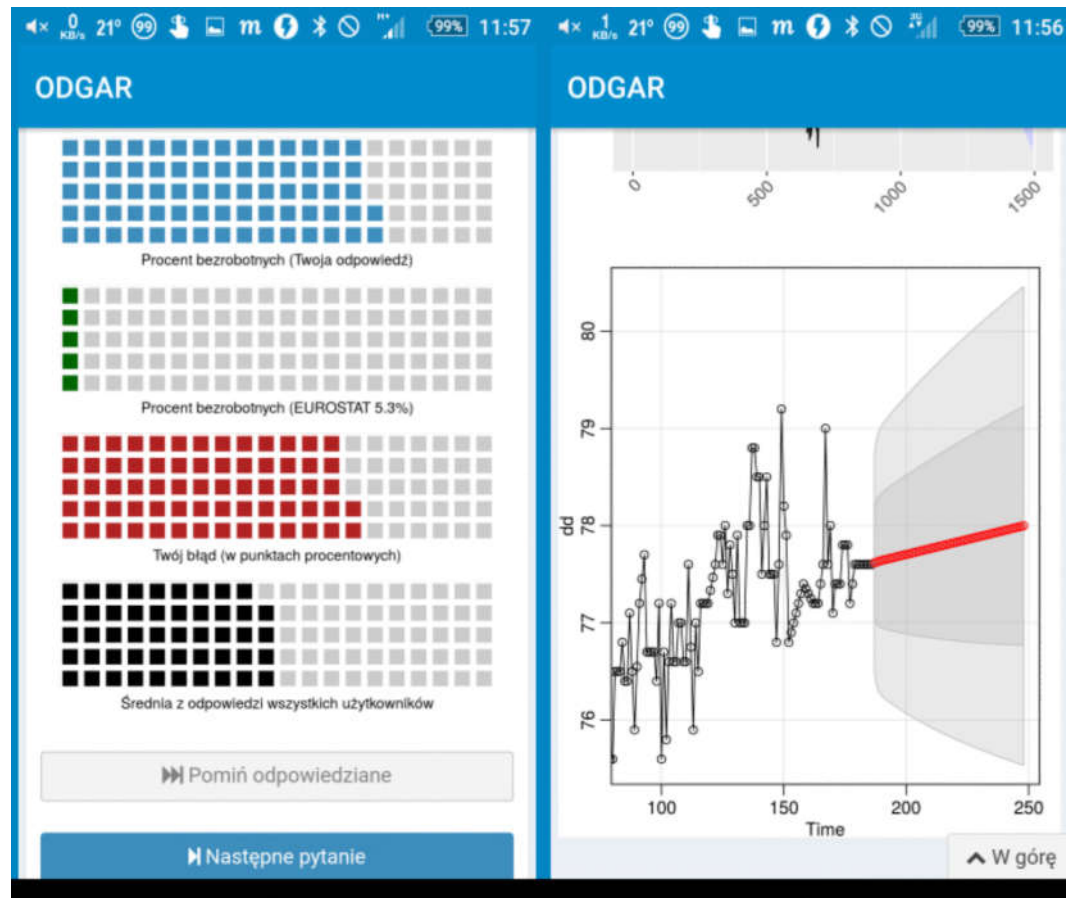
Additional Compensation

Bonus



Research & Development

- ODGAR.net project
- experimenting with prototypes
- population-based full-factorial on-line experiment
- seeking **R&D founding & partnerships**



Thank you!

