

SoDa Center Workshop: The Future of Measurement, Surveys and Social Data Science Research

WHEN

Wednesday, September 21st
8:30am – 5pm EST

WHERE

Samuel Riggs IV Alumni Center
Orem Alumni Hall
7801 Alumni Drive
College Park, Maryland 20742

Speakers and Special Guests:



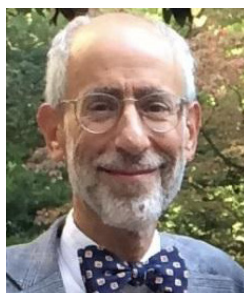
D. Sunshine Hillygus
Professor
Director
Duke Initiative on
Survey Methodology
Co-Director
Polarization Lab
Duke University



Courtney Kennedy
Vice President
of Methods and
Innovation
Pew Research Center



Sacoby Wilson
Associate Professor,
Maryland Institute for
Applied Environmental
Health
Director
Community
Engagement,
Environmental Justice,
and Health
University of Maryland



Stanley Presser
Distinguished
University Professor,
Department of
Sociology
Joint Program in
Survey Methodology
University of Maryland



Curtiss Cobb
Vice President,
Research
Meta



Frauke Kreuter
Co-Director of SoDa
Professor
Joint Program in
Survey Methodology
University of Maryland
and
Statistics and Data
Science
LMU Munich

Agenda:

8:00 am Registration and Continental Breakfast

8:30 am Welcome and Opening Remarks
Pre-recorded message provided by
Darryll Pines, President, University of Maryland

8:45 am Keynote Presentation with Q & A
*Confronting Data Quality Challenges in Surveys and
Social Data*
Presented by Sunshine Hillygus

9:45 am Plenary Session I with Q & A
*Diversity, Equity, and Inclusion in Science: A Focus on
Community-Engaged Research and Environmental Justice*
Presented by Sacoby Wilson

10:45 am Coffee break

11:00 am Future trends in social data science working sessions

12:15 pm Lunch and new breakout sessions

1:15 pm Plenary Session II with Q & A
*Giving Rare Populations a Voice in Public Opinion
Research*
Presented by Courtney Kennedy

2:45 pm Panel Discussion moderated by Curtiss Cobb
with Q&A
Panelists: Sunshine Hillygus, Courtney Kennedy, Sacoby
Wilson

3:45 pm Closing Remarks and SoDa Seed Grant
Announcement, Frauke Kreuter and Stanley Presser

4:00 pm Poster Session with refreshments

5:00 pm Workshop Ends

go.umd.edu/SoDaWS2022

Registration closes on September 14, 2022.



**SOCIAL DATA
SCIENCE
CENTER**