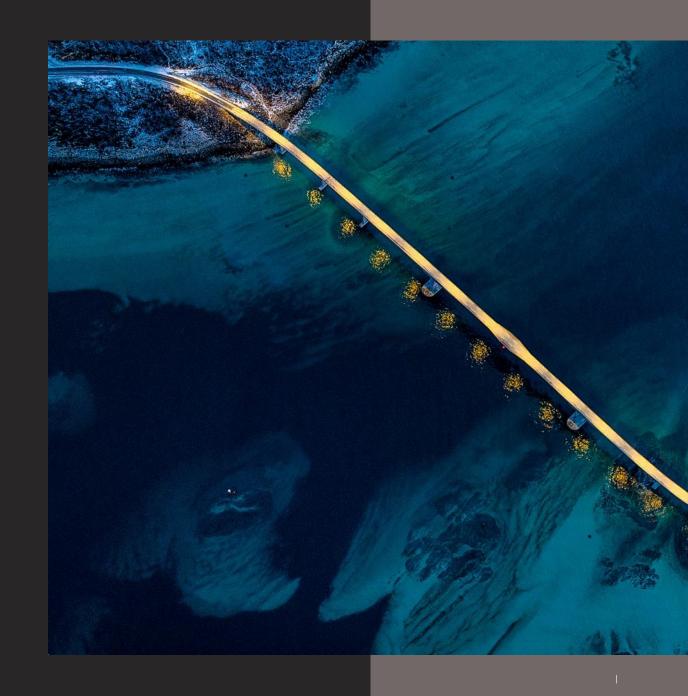
## Web-first social research: Thoughts on the near future

Joel Williams
Verian UK Head of Methods



**Verian** October 1st, 2024

## Established benefits; remaining problems

**ESTABLISHED BENEFITS** 

Relatively low costs compared to interview
No interviewer-imported variance
Unclustered samples (sometimes!)
Expanding measurement options

**REMAINING PROBLEMS** 

Response levels & patterns
Still need second mode
Mixed mode measurement effects
Fabrication risk
Remaining issues with complex measures

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## Prospects for development (what are we thinking about?)

Model-assisted sample/contact design

Reference surveys

Random sample panels

Integration of RDS methods

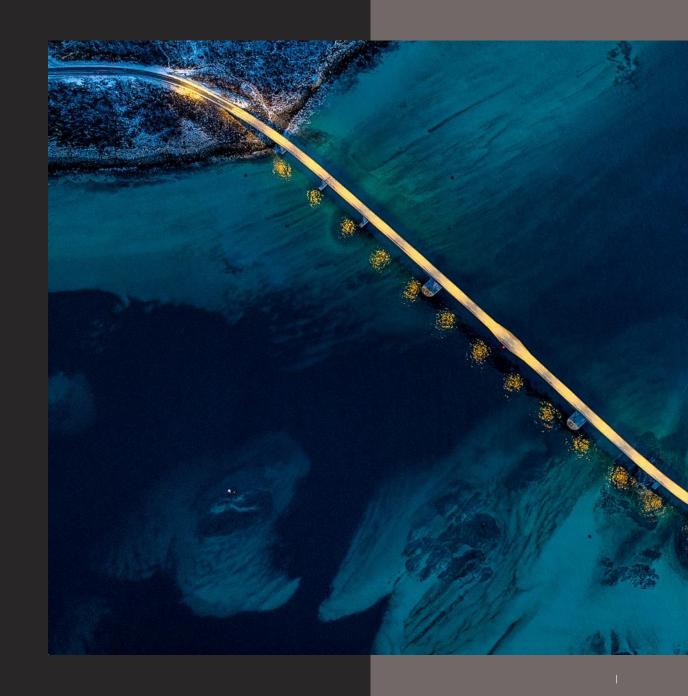
Bite-size surveying

A role for LLMs?

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