

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

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# 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**

# 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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