BRIDGING THE GAP BETWEEN SURVEYS AND SOCIAL MEDIA

MOSAIC Kick-off Event

Register for free on Eventbrite

THURSDAY, JUNE 3RD,
4:00PM - 5:30PM

Hosted by the McCourt School's Massive Data Institute
Panelists will discuss the strengths and limitations of traditional survey data and non-traditional social media data to understand public attitudes on salient topics.

**Sandra González-Bailón**  
*University of Pennsylvania, Communication*

Sandra González-Bailón is an Associate Professor at the Annenberg School for Communication. Her research areas include network science, data mining, computational tools, and political communication.

**Andy Guess**  
*Princeton University, Politics and Public Affairs*

Andy Guess is an Assistant Professor of Politics and Public Affairs at Princeton University. His research interests lie at the intersection of political communication, public opinion, and political behavior.

**Michael Link**  
*Abt Associates, Data Science*

Michael Link is the division vice president of Data Science, Surveys, and Enabling Technologies at Abt Associates. His expertise is at the convergence of survey research, new technologies and data science methodologies.

**Joshua Pasek**  
*University of Michigan, Communication & Media and Political Science*

Josh Pasek is an Associate Professor of Communication & Media and Political Science at the University of Michigan. His research explores how new media and psychological processes each shape political attitudes, public opinion, and political behaviors.
RESEARCH PRESENTATIONS

This event will also share preliminary findings and highlight future directions from the new research collaboration MOSAIC: Measuring Online Social Attitudes and Information Collaborative. This collaboration between Georgetown University, SSRS, and the University of Michigan will focus on understanding the measurement properties of social media through a large-scale study that links survey data and Twitter data to investigate the attitudes related to the impact of COVID-19 on the economy, education, and vaccinations.

PAMELA DAVIS–KEAN
University of Michigan, Psychology
Pamela Davis-Kean is a Professor of Psychology and Associate Director of the Michigan Institute for Data Science. She will be sharing preliminary results from the MOSAIC Homeschooling Project.

J. BRADFORD JENSEN
Georgetown University, Economics
J. Bradford Jensen is McCrane/Shaker Chair of International Business at Georgetown University and a research associate of the National Bureau of Economic Research. He will be sharing preliminary results from the MOSAIC Economy Project.

TRIVELLORE RAGHUNATHAN
University of Michigan, Biostatistics
Trivellore Raghunathan is a Professor of Biostatistics and the Dand Research Professor at the Institute for Social Research at the University of Michigan. He will be sharing preliminary results from the MOSAIC Vaccines Project.

CHINTAN TURAKHIA
SSRS, Research Design
Chintan Turakhia is the Executive Vice President of Strategic Initiatives and Innovations at SSRS. His expertise includes complex research designs, multi-mode data collection, probability based panels, and leveraging emerging technologies.