

International Methodological Conference

“The Future of Survey Research”

4 April 2025

On 4 April 2025, the Polish team of the European Social Survey is organising an international methodological conference entitled “The Future of Survey Research.” The conference, to be held in Warsaw, Poland, will invite reflections around the future of survey research in the face of respondents’ growing reluctance to participate in surveys, the deteriorating quality of interviewers’ work and the rising fieldwork costs. With the growing difficulties to carry out face-to-face surveys, academic and commercial researchers alike are facing serious challenges in ensuring survey quality. Within the ESS community, increasing issues with face-to-face survey implementation have been known for many years. As a consequence, the ESS methodological approach has shifted from face-to-face to self-completion surveys.

The conference will be attended by social researchers from all over Europe, both linked to the ESS community or involved in other academic and commercial survey research. Prof. Rory Fitzgerald of the City St George’s University of London, Director of the ESS ERIC, has kindly agreed to deliver the keynote lecture. His lecture will cover the ESS plan for the methodological shift, the challenges involved and the proposed ways of dealing with them. Members of other international academically-driven projects, such as SHARE, GGP and EVS, have also confirmed their participation.

The conference will comprise several panel sessions on current challenges in survey implementation and existing solutions. Of particular interest are methodological studies on shifting from face-to-face to other surveying approaches as well as papers comparing survey results obtained by different techniques. Another focus will be to examine representativeness of samples, the quality of the resulting data, and the possibility of comparing the results obtained by different techniques over time. Moreover, a separate session on panel studies conducted on probability samples is planned.

The conference will conclude with a roundtable discussion between social research clients from the public sector in Poland and commercial research providers who work under public contracts. The debate will focus on exchanging the experiences and comparing the perspectives of these two groups of actors which are destined to cooperate while having different, often mutually exclusive interests.

The language of the conference will be English, except for the roundtable discussion, which will be held in Polish. We invite presentation proposals from members of academic institutions and commercial research providers. Please submit your proposal, including the title and an abstract of up to 350 words, to: ess@ifispan.edu.pl by 27 February 2025.

Conference Venue: Institute of Philosophy and Sociology of the Polish Academy of Sciences, Staszic Palace, Nowy Świat 72, Warsaw, Poland.

All conference presentations will be delivered on-site. Online streaming will be provided. Participation in the conference is free of charge, subject to prior registration.

The conference is held under the auspices of the Polish Association of Public Opinion and Marketing Research Companies (OFBOR).