



CITY UNIVERSITY  
LONDON



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE ■



**Ipsos MORI**  
Social Research Institute

### **Tackling survey nonresponse:**

#### **The role of geocoded auxiliary data**

**Thursday 26<sup>th</sup> May 2016 17:00 – 19:15 London Art House**

#### **Speaker biographies**

##### **Dr Rory Fitzgerald**

Rory Fitzgerald is the Director of ESS ERIC and PI of the ADDResponse project. Rory became the Director of the European Social Survey (ESS) in November 2012 having worked on the ESS at City University London since 2004. He is responsible for the design, coordination, management and methodological development of the ESS and heads its Core Scientific Team. He leads the ESS Questionnaire Design subgroup and works closely with the academic teams selected to design question modules and with the National Coordinators in each country on the detailed implementation of the survey. His current substantive research is on migrant attitudes towards homosexuality, ageism and attitudes towards non-traditional family patterns. His methodological focus is on cross-national questionnaire design and pre-testing, reducing comparison error in cross-national surveys, survey non response and mixed mode data collection. Before joining the ESS Rory was a Research Director at the National Centre for Social Research, which he joined in 1999, having previously worked at The Gallup Organization where he conducted political opinion polling.

##### **Dr Tom W. Smith**

Tom W. Smith is an expert in survey research specializing in the study of societal change and survey methodology. Since 1980 he has been a principal investigator of the National Data Program for the Social Sciences and director of its General Social Survey (GSS) at NORC at the University of Chicago. Smith was co-founder and Secretary General of the International Social Survey Program (1997-2003). In 2009-14 he served in the presidency of the World Association for Public Opinion Research.

##### **Dr Sarah Butt**

Sarah Butt is a Research Fellow in the Centre for Comparative Social Surveys, City University London and has been a member of the European Social Survey (ESS) Core Scientific Team since 2012. She is a co-investigator of the ADDResponse project. She is also currently working on an EC-funded project *Synergies for Europe's Research Infrastructures in the Social Sciences* (SERISS) led by ESS ERIC and involving five other research infrastructures. Before joining CCSS she worked as a social researcher in the Department for Education and at NatCen Social Research where, among other roles, she was co-investigator of the British Social Attitudes survey 2008-2010.

**Dr Kathrin Thomas**

Kathrin Thomas is Research Associate in the Centre for Comparative Social Surveys at the City University London working on methodological issues in large n and comparative surveys. She is affiliated with the ADDResponse project. Before joining City, Kathrin has worked with the Austrian National Election Study, where she was responsible for the design, implementation, management, and analysis of several large n (panel) studies. She has been an Early Stage Marie Curie Fellow within the ELECDEM ITN on Electoral Democracy.

**Prof Patrick Sturgis**

Patrick Sturgis is Professor of Research Methodology in the Department of Social Statistics at the University of Southampton and Director of the ESRC National Centre for Research Methods (NCRM). He is past-President of the European Survey Research Association (2011-2015), chaired the Methodological Advisory Committee of the UK Household Longitudinal Survey (2011-2016), and is vice-Chair of the Methodological Advisory Committee of the ESS. He led the recent Inquiry into the failure of the 2015 election polls and has published widely in the areas of survey and statistical methods, public opinion and political behaviour, social cohesion and trust, social mobility, and attitudes to science and technology.

**Dr Patten Smith**

Patten Smith is Director of Research Methods and head of the Research Methods Centre at Ipsos MORI. He has a special interest in sample design and survey methodological issues, regularly publishes papers for journals and conferences and has regularly taught survey research methods to postgraduate students. He is currently Chair of the Social Research Association (SRA), a fellow of the Academy of Social Sciences (AcSS), a fellow of the Royal Statistical Society (RSS) and sits on the Understanding Society Methodological Advisory Committee.

**Michael James**

Michael James is a research manager at the Office for National Statistics (ONS). He is leading the development of an Address Register for the 2021 Census. Recent work has focused on the development of address matching solutions and the assessment of admin data for providing address level intelligence.