

Call for Abstracts

16th Scientific Conference on Data Collection Methods

hosted by the ADM, the ASI and the Federal Statistical Office

Focal topic: online surveys

Wiesbaden, 25-26 June 2026

The ADM Arbeitskreis Deutscher Markt- und Sozialforschungsinstitute e. V., the Arbeitsgemeinschaft Sozialwissenschaftlicher Institute e. V. (ASI) and the Federal Statistical Office regularly organise joint scientific conferences on current and important topics in the field of data collection methodology. The 16th Scientific Conference to be held on 25–26 June 2026 is dedicated to the **topic of online surveys**.

Online surveys are widely employed across a broad range of disciplines, extending from market and social research to official statistics. While this method of data collection offers clear advantages, guaranteeing representativeness, ensuring data quality and addressing new digital risks are central challenges. The conference creates a space to discuss these complex challenges from an interdisciplinary perspective and explore innovative solutions.

We invite submissions of abstracts from the scientific community, administrative agencies, market and opinion research institutes and other institutions dealing with issues relating to online surveys. We welcome methodology papers, reports from practice and examples of use cases on subjects such as (non-exhaustive list):

- **online sampling** (online samples, non-probability sampling, selection correction, problems of representativeness, non-response, panel recruitment, online panels, quality assurance)
- **use of artificial intelligence** (AI) in the context of online surveys (including AI interviews, automatic speech recognition, generative models, large language models (LLM), text/speech analysis, topic modelling, quality control, bot detection, synthetic respondents, ethics and data protection)
- **mixed-mode designs** (including hybrid designs, push-to-web designs, measurement errors and mode effects, cost-benefit analyses, design adaptation in long-term panels)

Please submit your presentation title and abstract in German or English (not more than 500 words) to Institut-Veranstaltungen@destatis.de by **31 January 2026**. We will notify you in March 2026 as to whether your submission has been selected for the conference programme. For more information on the 16th Scientific Conference, please visit the event website, which is updated regularly.

Programme Committee:

Bettina Klumpe (ADM), Prof. Dr. Sabine Zinn (ASI, DIW Berlin), Karen Blanke (Federal Statistical Office), Prof. Dr. Markus Zwick (Federal Statistical Office)