

Decision Processes Colloquia

Monday, February 27, 2023

Where: **260 JMHH**

When: **12:00 – 1:20 pm**

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Challenges in Data Quality Across Platforms, Panels, and Passive Behavior

ABSTRACT:

I illustrate challenges in data quality across platforms (i.e., marketplaces for participants like Mechanical Turk), panels (i.e., large pools of survey respondents like Cint/Lucid or YouGov), and passive behavioral data collected in both smaller opt-in panels as well comprehensive telemetry data across companies. The future will not be about “big data”, but structured and vetted data, that scales while retaining necessary flexibility, controls, and quality (where quality varies depending the domain and outcome of interest).

