

Seminario

Mercoledì 17 Dicembre, ore 8:00-10:00

Aula Multimediale, Piano I – Palazzo delle Scienze

Opt-in panels for survey research. Methods, potential, and limitations for studying behaviours and preferences

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Abstract – This seminar examines the role of volunteer-based panels (opt-in panels) for survey research, focusing on their use in studying behaviours and preferences. Opt-in panels are flexible and relatively cost-effective tools for collecting longitudinal data – essential for analysing how opinions and behaviours change over time – but they are also valuable for cross-sectional surveys. Drawing on the experience of developing the Online Research Panel (ORP), a large opt-in panel recently launched by the National Research Council of Italy (CNR) within the FOSSR project, the seminar will outline key methodological aspects such as recruitment, calibration, attrition, and data quality. It will highlight both the opportunities and the limitations of opt-in panels in scientific research and in market and marketing studies, where they are widely used for rapid analyses and customer insights. The seminar aims to help Economics students critically assess their use in analyses and data-driven decision-making.

(nell'ambito delle attività del corso di **Metodi statistici per l'analisi di mercato e il marketing**, LM 77 – Direzione Aziendale, Docente: **Venera Tomaselli**)