Dear ASA Community and Beyond,

The Survey Research Methods Section will host the following webinar.

Title: **Accounting for Bias In Big Data**
Presenter: **David Marker, PhD, Marker Consulting, LLC**
Date and Time: **Monday, October 23, 12:00 p.m. – 1:30 p.m. EST**
Sponsor: **Survey Research Methods Section**

**Registration Deadline:** October 23, at 11:30 a.m. EST

**Description:** Government agencies are excited by the prospect of using Big Data sets to supplement and/or replace surveys in the production of official statistics. But Big Data are known to suffer from many sources of potential bias. Do their large sizes overcome these biases so that they can be useful for official data? Recent research by Xiao-Li Meng and others has demonstrated the limitations of Big Data with examples from COVID-19 vaccinations and elections. This talk will summarize some of that research and then look at whether electronic health records can be used to improve on the Behavioral Risk Factor Surveillance System estimates of diabetes prevalence and control at the state level. This research has wide application to Big Data in general, and the potential usefulness of a wide range of electronic health records data sets like All of Us and IQVia.

**Registration Fees:**
Survey Research Methods Section Members: $20
ASA Members: $30
Student ASA Member: $25
Nonmembers: $45

Each registration is allowed one web connection. Sound is received via audio streaming from your computer's speakers.

**REGISTRATION:** Please follow the link https://www.amstat.org/education/web-based-lectures
and select *"Accounting for Bias in Big Data"*

**Access Information:** After registering, you will receive a confirmation email. In the body of the confirmation email under the "Additional Information" header is information on how to access the webinar. Save this email or register with Zoom right away. **Note that if you register but can't attend the webinar, you will be able to watch the webinar recording. The link to the recording will be shared with all registered participants.**

If you have any questions please reach out to Julia Soulakova, 2023-24 Education Officer of the Survey Research Methods Section, at Julia.Soulakova@ucf.edu.