

*English summaries**

(in alphabetical order)

E. Amaturò, G. Punziano, *La survey nelle strategie di indagine Mixed Methods (Survey in the Mixed Methods Research Strategies)*

This article aims to discuss the potential, the limits and the critical aspects of the survey research in the conceptual and analytical framework of Mixed Methods, considering the increasingly complex scenario of the digital age. In particular, the discussion is articulated on each of the elements of the survey approach, with specific examples of research, adding to the contribution of the integrated approach to the renewal of the survey.

M. Barisione, *L'ascesa degli esperimenti di survey: per un uso mirato in sociologia (The Rise and Limitations of Survey Experiments: For a Targeted Use in Sociology)*

The use of survey experiments has been expanding remarkably over the last two decades, especially in social psychology and political science, in the fields of public opinion and communication research. By combining – at least potentially – the internal validity of experiments and the external validity of population-based surveys, experimental surveys provide a powerful tool to isolate the causal effects of specific aspects of social and political reality on individual responses. After discussing their epistemological assumptions and methodological features, as well as illustrating a practical application to the study of ethnic prejudice in politics, this article advocates a targeted use of survey experiments in sociological research.

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F. Biolcati, F. Martire, *La survey tra crisi e innovazione (Survey Research between Crisis and Innovation)*

The paper analyzes the main methodological innovations of the survey research, within the context of its historical development. Referring to the historical summary proposed by Groves in 2011, three eras of research surveys – the origins, the expansion and the challenges coming from the so-called organic data – are reviewed. The article illustrates the main directions of innovation, both those within research design (Web survey, mixed modes, survey experiment) and those related to the integration with other data and approaches (big data, mixed methods, biosocial survey). The development of these innovations is also analyzed in the contexts of official statistics and large international surveys. The great wealth that this recognition returns is in sharp contrast with the thesis of the research survey crisis supported by some scholars.

E. Campelli, *Il sociologo e le sirene, un po' rilassate (The Sociologist and the Mermaids, a Little Relaxed)*

The essay, that introduces the issue, connects the topic of recent transformations of the survey the old debate about the relationship between quality and quantity. The thesis is that such transformations show an integration between the two approaches more evident than in the past.

G. Fazzi, *Le innovazioni del processo di raccolta dati nelle indagini sociali in Europa (Innovations in the Data Collection Process of European Social Surveys)*

Survey data collection is undergoing a deep transformation. National statistical institutes are facing increasing needs of statistical information, constantly decreasing response rates, reduced budgets, all the while aiming to reduce respondent burden. The growing demand for harmonized statistics focuses not only on data dissemination but also on their construction. The paper reviews some of the innovations that the NSIs are implementing, with particular reference to: 1) the integration of new sources of data and the difficulties of comparison; 2) the increasing digitalization of data collection mode; 3) the growing use of mixed mode techniques.

V. Lomazzi, C. Vezzoni, *Consolidamento e innovazione nelle survey transnazionali europee (Consolidation and Innovation in European Cross-national Surveys)*

Cross-national surveys allow for scientific research that is based on open-access data, addresses the challenges of maintaining the sustainability of such programs, and provides high quality data and comparability across different cultural contexts. This essay analyzes the methodological and organizational approaches of the two main cross-national surveys in Europe (European Values Study and European Social Survey) in relation to these challenges. The experience coming from these programs suggests that the common good produced by

these surveys to the benefit of the national and international scientific community is in need of a bigger investment in developing research infrastructure and greater support from the scientific community itself.

F. Martire, M.C. Pitrone, *L'integrazione tra le scienze sociali e le scienze biologiche nelle biosocial surveys (The Integration between Social and Biological Sciences in Biosocial Surveys)*

Biosocial surveys are becoming increasingly popular at an international level as a new type of survey. The expression «biosocial survey» refers to research designed to gather two different types of information from individuals: biomarkers and answers to questions of more traditional survey topics, such as attitudes, opinions, lifestyle, etc. In the paper, we discuss theories and approaches that see biosocial surveys as a research strategy – from sociobiology to others more sensitive to the interplay of genetic and environmental factors. Additionally, methodological aspects are considered to compare biosocial surveys with more traditional survey designs.

S. Mauceri, *Mixed Survey Research. Le funzioni delle tecniche qualitative nella ricerca standard (Mixed Survey Research. The Functions of Qualitative Techniques in Standard Research)*

Combining the contributions of the survey pioneers with those of the new Mixed Methods Research movement, this paper explores the functions that non-standardized techniques can have within survey research design. Qualitative research, conveniently combined with questionnaire surveys, allow for the following functions: 1) rendering anomalous data strategic; 2) controlling and increasing data quality; 3) offsetting the blind spots of the questionnaire. The mixed strategy makes up for the weaknesses of the survey research, contributing to a return to the golden age of social research.

F. Molteni, M. Airoidi, *Integrare survey e big data nella pratica della ricerca (Integrating Survey and Big Data into Research Practice)*

The outbreak of «Big Data» has triggered a widespread debate about their potential use as substitute of more traditional methodologies like surveys. Despite this outward dichotomy, recent methodological innovations open the field to potential integration between the two. This integration can concern either the survey design stage (explorative integration), the analysis (complementary) or the interpretation of the results (interpretative). The present work examines this potential integration by proposing a systematic discussion, both at the epistemological and methodological level, while focusing on the ways the two approaches can strengthen each other to the benefit of research practice.

M.C. Romano, *Le innovazioni nei processi di data collection delle indagini Istat sulla popolazione (Innovations in the Data Collection Process of the ISTAT Surveys on the Population)*

The article testifies part of the complex path undertaken in Istat to innovate the data collection process of social surveys through the diffusion of computer-assisted data collection techniques. The need to take advantage of technological advancement and the increasing digitization of the population have made it possible to adopt survey designs capable of guaranteeing higher data quality, while reducing costs and the burden on respondents. The innovation of data capture processes has followed different directions, the article traces the main ones, highlighting the advantages they bring, but also the organizational and methodological complexity that they entail.

E. Sala, *Data Linkage. What Opportunities for Survey Research?*

Data linkage is a practice that consists in the linkage of survey data to administrative records held by different bodies, such as government departments, local authorities and universities. This practice has become increasingly popular in the survey world in the recent years. Indeed, a number of surveys have planned and are planning to link their survey data to the respondents' administrative records. For example, following on a 2009 German pilot study, many countries that participate in the Survey for Health, Aging and Retirement in Europe (SHARE) intend to perform data linkage following the survey. The aim of this paper is to discuss the research potential of linking survey data to administrative records, to reflect on the methodological issues involved in performing data linkage, and to present the case study of the UK survey Understanding Society. The UK household longitudinal study.

N.H. Schmitz, *Rimanere connessi: la trasformazione delle indagini campionarie nell'era digitale (Keeping Connected: How Surveys Change in the Digital Era)*

The impact of Digital on social and marketing studies is not limited to the increase of online surveys. The author notes that it invests the very context in which research operates today, and the way individuals react to stimuli. To keep the pace, the research toolbox needs to evolve: intelligent and in-the-moment surveys, passive measurements, neuroscience techniques, and especially short, engaging questionnaires, are all ways to make cooperation lighter for respondents and to defend response rates. Although the appropriateness of online as a data collection method or as sampling frames still needs evaluation for specific research objectives, it is a fact that Digital has created a whole new range of interesting possibilities for data collection.