
MARY THOMPSON, University of Waterloo
Big Data, Official Statistics and Survey Science

Following a brief discussion of each of the terms in the title, the talk will focus on the aim of timely and accurate descriptions of survey or census populations in the context of new data sources, and the evolving relationship between information and insight. Three issues will be discussed in some detail: (i) describing emerging markets such as the market for Vaporized Nicotine Products; (ii) the promise and perils of population registries as frames; (iii) using network structures in population sampling.