

## **How to keep up within your field:**

Strategies for continuous learning and to pick up new skills

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In this talk I will mention products  
and services that can be used to  
help keeping up with a topic

These products and services  
mentioned are used as examples for illustrative purposes

In the interest of time for this webinar, the list of tools is not  
comprehensive

## The problem

When we are in school or attending some formal education, we rely on our instructors to select, organize and curate the materials necessary to learn about a topic. We are also spending the majority of our time to learn and study.

When we start working, it is much harder to keep up with our field because we are not dedicated 100% to it, and we do not take classes all the time.

## **What does it mean to keep up?**

- | know I am interested on a topic, and
- | want to know the latest research on it
  
- | want to know the new topics/trends in my field

## Push vs. Pull information flow

The sender is in control on what information you receive

Examples of push communications:

- Email subscription (e.g. journal table of content)
- Blog alert

You are in control on what information to receive

Examples of pull communications:

- Searching for a particular topic
- Deciding whom to follow on Twitter

<https://www.business2community.com/strategy/push-vs-pull-balance-your-information-flows-0b68185>

Push handout Gedit ID: 502742621  
Pull names Gedit ID: 496076555

## Search vs. Browse

You need to initiate a search for information based on some keywords

When searching, you are looking for specific answers/results

You browse a topic without knowing exactly what information might be of interest to you

When browsing, you are looking for multiple answers, new ideas, and inspiration

Google Cloud

Open in new window

<https://uxdesign.cc/ux-cheat-sheet-searching-vs-browsing-221de84c51ed>

Search Gelly ID 1141748010

Wine Getty ID 1259846677

## Self learning mindset

Given you cannot rely on instructors to organize and teach the material, it is up to you to set up a self-learning journey that will keep your knowledge up to date and also expand on new skills.

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## Different ways to keep up

Professional associations

People Networking

Books & Journals

Online content

Social media

More formal education

Training

## Professional Associations

Conferences

Workshops

Short courses

Webinars

Mailing list(s)

Certifications

Journals & Magazines

👉 Search for "list of professional [keyword] associations [Country]"

👉 Join a local chapter, special interest group or a professional association

Google Cloud

Cloudonomics Challenge

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City ID 1234000655

## Personal example: move from US to UK

What professional associations should I join in the UK?

Market Research Society (MRS)

Royal Statistical Society (RSS)

Section on Social Statistics

Association for Survey Computing (ASC)

ESOVAR

European Survey Research Association (ESRA)

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Royal Statistical Society building

Downloaded from

<https://www.rss.org.uk/qcfmod.asp?67c586c-7d00-4cb0-8744-019682a619c9/About-barrier-causes.aspx?wid=898&recgtr=599&ext=jpg>  
[https://www.research-live.com/menus/rv-report?VKTG\\_RLINDREPORT2021](https://www.research-live.com/menus/rv-report?VKTG_RLINDREPORT2021)

## People / Networking

Mentors

Colleagues

Friends

Communities

(e.g. Facebook Groups, LinkedIn groups, Reddit, StackOverflow)

## Books and journals

### Books

[list of publishers](#)

[library search](#)

Online bookstore search  
(e.g. Amazon > Social Science Methodology  
> Sort by Publication Date)

👉 [How do I create a list of journals relevant to the topics I care about?](#)

### Journals

[Online First, Early View](#)

Google Cloud

Search the catalog

...

Getty ID 1220413225

## Finding and accessing journal articles and books

Free

- Google Scholar
- Microsoft Academic
- Semantic Scholar
- Educational Resources Information Center (ERIC)
- Academia.edu
- ResearchGate

Subscription based (most academic libraries have a subscription to these)

- Web of Science (includes Social Science Citation Index)
- Scopus (Elsevier)
- EBSCO Information Services

👉 Consider joining your academic institution's alumni association, it may come with a library access

Google Cloud

LinkedIn Company

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<https://paperpile.com/g/academic-search-engines/>

Gelly ID 122689/2/b

## Online content

Blogs

White papers

Industry magazines

Newsletters

Podcasts

Videos

StackOverflow

Open source code repositories  
(e.g. GitHub, RStudio Connect...)

👉 Create a list of keywords and refine it

👉 Use search features like “Video search” on  
search engines

Google Cloud

Cloud DevOps Challenges

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Certy ID 1065801112

## Social media & Social news

LinkedIn

Twitter

Reddit

Academia.edu

ResearchGate

## More formal education

Summer Winter schools

New degree

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Getty ID 1279407468

## Training

Within company

(most likely at larger companies)

Summits

Internal conferences

Book/paper reading club

Code review

Mentoring

External trainings

MOOCs

LinkedIn Learning

Coursera

Ted Ed

Wikipedia

iTunes U

Certifications (e.g. software)

...

Google Cloud

Search and filter now

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Getty ID 545783936

## *Speed of publication*



Book	Lbook	Paper	Online First	Work. papers	Confer.	Confer.
Blog/Tweet			peer	e-prints	proced.	cresc.
					Video	

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Getty ID: 110118676

e-prints are generally not peer reviewed. Examples are the databases [arXiv.org](#), [ssrn](#), [advance](#), [MetaArXiv](#), [Socarxiv](#).

## Making a plan

Search and browse strategies

Get started on new content

Make a mind map

Tools to organize resources

Write up what you learn & (possibly) teach

## Search and browse strategies

Search works well with specific keywords

Search is getting better and better in handling natural language

Browse works well within a limited context  
(e.g. browse a conference program or a book publisher series)

## Search strategies

- ✓ Make a list of keywords starting from generic to more specific
- ✓ Zero in on the more specific keywords
- ✓ Use Google Trends to assess interest over time
- ✓ Organize the material on that topic
- ✓ Once you find a paper, look for its citations (backward in time)
- ✓ Do a reverse citation search (forward in time)

### Example with *survey gamification*

Puleston, J. (2014). Gamification of market research. In C. A. Hill, I. Dean, & J. Murphy. (Eds.), *Social media, sociality, and survey research* (pp. 200–234). Wiley.

Ketsch, F., & Zhang, C. (2017). A review of issues in gamified surveys. *Social Science Computer Review*, 35(2), 141–166.  
Look for “Articles citing this one” on the Sage page:  
Found 7 more recent references related to the topic

## Browse strategies

### Think like a librarian

Each book is classified as a series of subject and subtopic until a final topic number or name has been assigned to it.

Find the subject you are looking for, and then browse within that subject

### Example with the publisher Wiley

*Series in Survey / Research Methods & Sampling*

Sort the list by publication date: Newest

#### Results:

- e Register-based Statistics: Registers and the National Statistical System, 3<sup>rd</sup> Ed.
- e Item Response Theory
- e Handbook of Web Surveys, 2<sup>nd</sup> Ed.
- e Administering Records for Survey Methodology
- e Advances in Longitudinal Survey Methodology
- e Big Data Meets Survey Science: A Collection of Innovative Methods

## Get alerted of new content

Researcher-apo

Google scholar alerts

Google alerts

Google news (follow a topic)

Apple News (follow a topic)

Social media monitoring software

(many require a paid subscription)

Google Cloud

Search by the Getty ID

↗

Getty ID 1288729807

## Make a mind map

Topic

Subtopics

People

Sources

## Tools to organize resources

### Reference management software

- EndNote
- Zotero
- Mendeley
- ProCite
- ReWorks
- Zotero
- ..

**Write up what you learn & (possibly) teach**

Literature review

Point of View

One pager

mail

Blog post

Bigger picture topics

Quality of information

ear of Missing Out (OMO)

information overload

## Quality of information: CRAAP Test

**C - Currency** - Is the information in this source current, or has it become outdated?

**R - Relevance** - Is the information relevant to your research question or topic? And is this kind of source appropriate for your uses?

**A - Authority** - Who's the author and what are their qualifications? How do they know what they're telling you is accurate?

**A - Accuracy** - Are the claims supported by evidence, and are sources cited? Are there editors or peer reviewers? Do any other sources support or verify the information?

**P - Purpose** - Why is this information out there? Does it appear impartial or biased? Are the authors or the publisher trying to present facts or to convince you of something?

<https://guides.library.brandeis.edu/evaluatinginfo>

<https://libguides.westsoundacademy.org/ee/craap-test>

## Fear of Missing Out (FOMO)

Do not stress if you cannot follow everything all the time

Time will tell you what is important. From what is relevant

## Information overload

Narrow down your search keywords after you found the most relevant and specific ones

Talk to mentor/expert who can help you on what to focus and what is more important leaving everything else out

## Fully worked examples

New research on the quality of Agree – Disagree questions

incl emerging topics in survey research methods

Visualize survey data

## New research on the quality of Agree–Disagree questions

1. Start by reading 2-3 papers on AD questions by finding them on Google Scholar and on MS Academic
  2. AD questions are compared to Item-Specific (IS) questions
  3. Go back to Google Scholar and MS Academic and refine the search using Agree-Disagree and Item-Specific questions as keywords
  4. Sort the results or narrow the range to the most recent years
  5. Discover the authors who published recently on it: Jan Karem Höhne, Jennifer Dykema and Nora Cate Schaeffer
  6. Check the main author's personal web pages for new research
  7. Check recent conference programs for new studies using the same keywords
  7. Find a recent literature review of AD vs IS questions by Dykema et al.

## Emerging topics in survey research methods

- ✓ Browse the AAPOR & ESRA 2021 conference programs for inspiration
- ✓ AAPOR 2021 Examples of emerging topics:
  - Live Video Survey Interviews when In-Person Data Collection is Impossible: Challenges for Recruitment and Participation
  - Response Patterns Before and During a Pandemic
- ✓ ESRA 2021 Examples of emerging topics:
  - New Communication Channels in Web-based Surveys
  - Video interviewing for social surveys: before, during and beyond the pandemic

For both conferences look at the short courses as a way to follow emerging new skills

## Visualize survey data, a search journey: Google deep dive

1. Search [string](#): "Visualize survey data" on Google
2. Found many blog posts
3. Evaluating quality & partisanship
4. Found list of software visualizing data
5. Refining search [string](#) by typing: "Principles to visualize survey data"
6. Found chapter [10](#) of printed & online book: "Introduction to Data Science. Data Analysis and Prediction Algorithms with R"
7. On the same blog there is a [page](#) linking other data visualization blogs as well
8. Going back to the search results page
9. Notice that the keyword [survey](#) does not really show up in the first 10 results
10. At page 3 of the search results, find the [page](#): "12 Great Books About Data Visualization" on the Tableau blog
11. Start writing down related keywords and concepts:
  - a. Choose the right chart type
  - b. Visual cues & accuracy
  - c. Dashboard
  - d. Infographics
  - e. Visualization software
  - f. ...

## Visualize survey data, a search journey: Wiley & Computer Graphic Forum deep dive

1. Search [string](#): "Visualize survey data" on [onlinelibrary.wiley.com](#)
2. Scrolling down I find this [reference](#): Survey of Surveys (SoS) - "Mapping The Landscape of Survey Papers in Information Visualization"
3. Paper not available as open access: Googling the paper title and found the [PDF on ResearchGate](#)
4. Other relevant reference: "A Survey of Information Visualization Books"
5. As before, no link to full text. Found the PDF on the author's university [page](#)
6. Realized these two relevant papers come from the same [journal](#): Computer Graphic Forum
7. The journal is published by the European [Association](#) for Computer Graphics
8. Found annual [conference](#) and local [chapters](#)
9. Browsed 2021 conference and found a relevant [paper](#): "Project in Visualization and Data Analysis: Experiences in Designing and Coordinating the Course"
10. Found interesting concepts and references to read

## References

### Books:

- Park, A. (2019). *Conducting research literature reviews. From the internet to paper* (3rd ed.). Sage.
- Gerard, P. (2017). *The art of creative research*. Chicago University Press.
- Russell, D. M. (2019). *The joy of search. A Google insider's guide to going beyond the basics*. MIT.

### Blogs:

- SearchResearch [Blog](#). New series: "How to Find... anything"

### Articles

- Gallegaro, M. (2019). Recent books and journals articles in public opinion, survey methods, survey statistics, big data, data science, and user experience research. 2018 Update. *Survey Practice*, 12(1). <https://doi.org/10.29175/SPP-2018-0038>
- Google (2021). How Google search works. [https://www.google.com/rtr/or\\_uk/search/howsearchworks/](https://www.google.com/rtr/or_uk/search/howsearchworks/)
- Russell, D. M., & Gallegaro, M. (2019, March 26). How to be a better web searcher: Secrets from Google scientists. *Scientific American* [Blog](#).

### Videos

- Google (2020). *Billions of Questions, No easy Answers: A (not so) movie about how Google Search works*. [YouTube](#)

Google Cloud

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## **Summer schools in survey methods and survey statistics**

University of Michigan Summer Institute in Survey Research techniques [site](#)

CPSR Summer Program [site](#)

European Survey Research Association [page](#) on European summer schools

By now (end of August) most/some links will be outdated, so check back on the same institutions for next year summer schools

P.S. there are also winter schools!

## Exercises

- Perform the same search we did on [onlinelibrary.wiley.com](http://onlinelibrary.wiley.com): “Visualize survey data” this time on the Sage publisher website <https://us.sagepub.com/en-us/nam/home>
- Find a list of professional association in a field of your interest
- Pick a topic of interest and start creating a mind map
- Browse the table of content of a recent conference you attended (or future) to find some topics you might be interested in
- Find a LinkedIn or Facebook group on a topic of your interest