15th NIC.br ANNUAL WORKSHOP ON SURVEY METHODOLOGY
INTEGRATION IS THE KEY: SURVEY METHODOLOGY WITH EMERGING DATA
SOURCES AND TECHNOLOGIES
18 ~ 21 August 2025
Brazilian Network Information Center – NIC.br
São Paulo, SP / Brazil

CONCEPT NOTE

I. THE EVENT

The Regional Center for Studies on the Development of the Information Society (Cetic.br) at Brazilian Network Information Center (NIC.br), in collaboration with the National School of Statistical Sciences (ENCE/IBGE), will host the 15th Annual Workshop on Survey Methodology from August 18 to 21, 2025.

Since its inception in 2011, this annual workshop has become a regional and international reference for advancing methodological innovation in the field of information and communication technology (ICT) statistics. It brings together professionals from national statistical offices, government agencies, academic institutions, international organizations, and the private sector to share knowledge and foster new perspectives on data production, analysis, and dissemination. As a cornerstone event in the field, the workshop addresses emerging topics in survey methodology and explores innovative approaches to improving the quality and availability of ICT statistical data. Its program features keynote presentations, panel discussions, interactive short courses, and case studies.

The 2025 edition will build upon this legacy by addressing the growing need to integrate emerging data sources and technologies into survey practice. In a landscape marked by rapid digital transformation, traditional data collection methods are being complemented — and at times challenged — by new sources of information and innovative analytical tools. This year's theme, **"Integration is the Key"**, reflects the urgency and opportunity to connect methodological advances with data innovations to enrich our understanding of the digital society.

Under the 2025 theme, the workshop will explore how emerging data sources and technologies can enrich survey practice and statistics production. Topics will include the use of georeferenced data and artificial intelligence for image recognition, approaches to measuring digital skills, the analysis of data from digital platforms, and the integration of citizen-generated data into official statistics.

II. 15th EDITION: INTEGRATION IS THE KEY: SURVEY METHODOLOGY WITH EMERGING DATA SOURCES AND TECHNOLOGIES

For a wide range of stakeholders — including governments, the private sector, and academic researchers — access to high-quality, granular, multidimensional, and timely data has become essential to support policymakers and actors at the forefront of shaping digital inclusion policies and addressing digital inequalities.
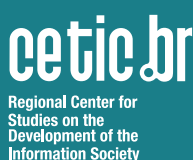
The 2025 workshop will focus on four key subtopics that not only highlight the importance of improving the quality and availability of ICT statistics, but also underscore the critical role of data integration in the future of data production.

- **Analysis using georeferenced data and the use of AI in image recognition:** Advances in geospatial data enable new forms of territorial analysis, as well as the integration with statistical data, complementing traditional data sources and supporting evidence-based decision-making.

- **Measuring and assessing digital skills:** Measuring digital skills and competencies is central to understanding how individuals and communities engage with digital technologies. New instruments and frameworks are emerging to capture both technical and transversal digital skills in different population groups.

- **Analysis of data from digital platforms:** The growing relevance of digital platforms — from social media to e-commerce — generates large volumes of behavioral and transactional data. Integrating these datasets with official statistics presents both opportunities and methodological challenges.

- **Citizen-generated data:** Data produced directly by individuals, communities, and civil society organizations is gaining traction as a source of contextual and real-time information. Harnessing these types of datasets requires new frameworks for quality assurance, privacy protection, and interoperability with traditional sources.

By exploring these themes, the workshop aims to advance the dialogue on how to responsibly and effectively integrate emerging data sources into existing methodological frameworks, while ensuring data quality, transparency, and inclusivity.

III. FORMAT AND PARTICIPATION

The workshop will feature keynote presentations, panel discussions, short courses, and interactive sessions to foster learning and collaboration, offering participants the opportunity to engage with leading experts and a dynamic, multidisciplinary data community. Sessions will be conducted in English and offered in a hybrid format to accommodate both in-person and remote participants.
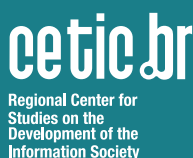
Participants will include representatives from:

- National statistical offices and government agencies
- Academic and research institutions
- International organizations
- Civil society and private sector entities
- PhD and Master students and young professionals interested in survey methodology

IV. OBJECTIVES

The 15th Annual Workshop on Survey Methodologies aims to:

- Promote knowledge exchange on the integration of new data sources into survey practices.
- Showcase national and international experiences in applying emerging technologies and and methods.
- Discuss ethical, technical, and operational challenges associated with data innovation.
- Strengthen regional and global networks of professionals engaged in survey methodology.
- Support the continuous improvement of ICT statistics to inform public policies and development strategies.

V. VENUE AND CONTACT

Date/Time: 18 ~ 21 August 2025 / 09:00 am – 05:30 pm (GMT-3)

Venue: Brazilian Network Information Center – NIC.br

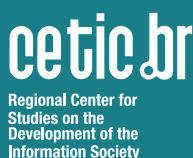Av. das Nações Unidas, 11.541 – 4th Floor

São Paulo, SP / Brazil

Number of participants: 70 (in-person) and 20 (remote participation).

Language: The workshop is conducted in English without simultaneous translation.

CONTACT

For questions, suggestions or clarifications please message the following email address:
semanademetodologias@nic.br

15th NIC.br Annual Workshop on Survey Methodology

São Paulo, Brazil - 2025

VI. PROGRAMME

DAY 1 - MONDAY

08:30 - 09:00
Welcome coffee

09:00 - 09:30 - Opening Session

Welcome remarks	**Speakers:** Demi Getschko, NIC.br (Brazil) Gustavo da Silva Ferreira, ENCE/IBGE (Brazil)

09:30 - 10:30 - Keynote

Big Data - Big Deal or Bigger Dilemma: Exploring the Potential of Using and Integrating Alternative Data Sources within Social Research	**Speaker:** Trent Buskirk, Old Dominion University (USA) **Moderator:** Pedro Luis do Nascimento Silva, SCIENCE (Brazil)

10:30 - 11:00
Coffee Break & Networking

11:00 - 13:00 - Session I

Data Integration and Interoperability	**Speakers:** 1. Luis Gerardo Gonzalez Morales, UNSD (USA) 2. Daniel Taccari, UNECLAC (Chile) **Moderator:** Marcelo Pitta, Cetic.br/NIC.br (Brazil)

13:00 - 14:00
Lunch Break

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DAY 1 - MONDAY

14:00 - 15:30 - Session II

Multisource Data Integration & Analytics

Speakers:
1. Roland Hosner, Flowminder (UK)
2. Umar Serajuddin, World Bank (USA)

Moderator:
Gustavo da Silva Ferreira, ENCE/IBGE (Brazil)

15:30 - 16:00
Coffee Break & Networking
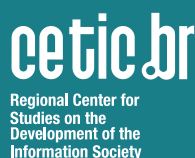
16:00 - 17:30 - Panel I

Data Governance and Ethics

Speakers:
1. Andrea Barone, World Bank (USA)
2. Daniel Taccari, UNECLAC (Chile)
3. Guilherme Canela, UNESCO (France)
4. Luis Gerardo Gonzalez Morales, UNSD (USA)

Moderator:
Alexandre Barbosa, Cetic.br/NIC.br (Brazil)

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DAY 2 - TUESDAY

08:30 - 09:00
Welcome coffee

09:00 - 11:00 - Session III

The Digital Data Triple plAy: Fundamentals of Access, Assessment and Analytics for Digital Platform Data within Social Research

Speaker:
Trent Buskirk, Old Dominion University (USA)

Moderator:
Fábio Senne, Cetic.br/NIC.br (Brazil)

11:00 - 11:30
Coffee Break & Networking

11:30 - 12:30 - Panel II

Using Digital Platform Data

Speakers:
1. Marina Mendes Tavares, IMF (USA)
2. Vladimir Klyuev, IMF (USA)

Moderator:
Fábio Senne, Cetic.br/NIC.br (Brazil)

12:30 - 13:30
Lunch Break

13:30 - 15:00 - Panel III

Using Digital Platform Data

Speakers:
1. Ergon Cugler de Moraes Silva, FGV (Brazil)
2. Giulia Tucci, UFRJ (Brazil)
3. Wagner Meira, UFMG (Brazil)

Moderator:
Julie Ricard, FGV (Brazil)

DAY 2 - TUESDAY

15:00 - 15:30
Coffee Break & Networking

15:30 - 16:10 - Session IV

Copenhagen Framework on Citizen Data: Concepts and Implementation

Speaker:
Haoyi Chen, UNSD (USA)

Moderator:
Denise Britz do Nascimento Silva, SCIENCE (Brazil)

16:10 - 17:30 - Panel IV

Citizen-generated Data

Speakers:
1. Haoyi Chen, UNSD (USA)
2. Kleber Canuto, Linked Data (Brazil)
3. Victor Andrés Arévalo Cabra, DANE (Colombia)

Moderator:
Denise Britz do Nascimento Silva, SCIENCE (Brazil)

DAY 3 - WEDNESDAY

08:30 - 09:00
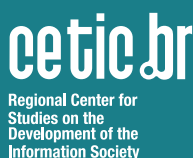**Welcome coffee**

09:00 -10:30 - Short Course I

Measuring Digital Skills

Speaker:
Riina Vuorikari, Independent Consultant - Former EC JRC Researcher (Belgium)

Moderator:
Winston Oyadomari, Cetic.br/NIC.br (Brazil)

10:30 - 11:00
Coffee Break & Networking

11:00 - 12:30 - Short Course I

Measuring Digital Skills

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12:30 - 13:30
Lunch Break

13:30 - 15:00 - Short Course I

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DAY 3 - WEDNESDAY

15:00 - 15:30
Coffee Break & Networking

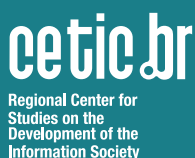**15:30 - 17:00 - Panel V**

Measuring Meaningful Connectivity

Speakers:
1. Dániel Vértesy, ITU (Switzerland)
2. Fernando Rojas, UNECLAC (Chile)
3. Howard Bilodeau, StatCan (Canada)

Moderator:
Graziela Castello, Cetic.br/NIC.br (Brazil)

DAY 4 - THURSDAY

08:30 - 09:00
Welcome coffee

09:00 - 11:00 - Short Course II

Using geospatial technologies and Innovative Methods for Data Colllection

Speaker:
Caroline Margaux Gevaert, University of Twente (The Netherlands)

Moderator:
Fábio Senne, Cetic.br/NIC.br (Brazil)

11:00 - 11:20
Coffee Break & Networking

11:20 - 12:50 - Short Course II

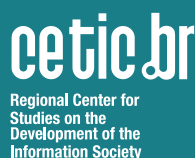Analysis using georeferenced data and the use of AI in image recognition

Speaker:
Ravi Shankar Santhana Gopala Krishnan, WHO / GIS Centre for Health (Switzerland)

Moderator:
Pedro Luis do Nascimento Silva, SCIENCE (Brazil)

12:50 - 13:50
Lunch Break

13:50 - 15:20 - Short Course II

Analysis using georeferenced data and the use of AI in image recognition

Speaker:
Ravi Shankar Santhana Gopala Krishnan, WHO / GIS Centre for Health (Switzerland)

Moderator:
Pedro Luis do Nascimento Silva, SCIENCE (Brazil)

15:20 - 15:40
Coffee Break & Networking

DAY 4 - THURSDAY

15:40 - 17:10 - Short Course II

Analysis using georeferenced data and the use of AI in image recognition

Speaker:
Ravi Shankar Santhana Gopala Krishnan, WHO / GIS Centre for Health (Switzerland)

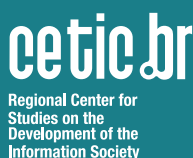**Moderator:**
Pedro Luis do Nascimento Silva, SCIENCE (Brazil)

17:10 - 17:30

Closing Session

Speakers:
Alexandre Barbosa, Cetic.br/NIC.br (Brazil)
Gustavo da Silva Ferreira, ENCE/IBGE (Brazil)