



# 16<sup>th</sup> NIC.br Annual Workshop on Survey Methodology

São Paulo, Brazil – 2026  
August 24–27

## 16<sup>th</sup> NIC.br ANNUAL WORKSHOP ON SURVEY METHODOLOGY

*INNOVATIVE METHODS FOR BETTER DATA*

24 ~ 27 August 2026

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 the Brazilian Network Information Center (NIC.br), in collaboration with the National School of Statistical Sciences (ENCE) of the Brazilian Institute for Geography and Statistics (IBGE), and the Society for the Development of Scientific Research (SCIENCE), has been conducting the **NIC.br Annual Workshop on Survey Methodology** since 2011. The 16th Annual Workshop on Survey Methodology will be hosted by NIC.br from August 24 to 27, 2026 in São Paulo, Brazil.

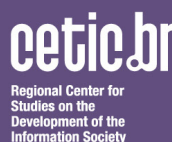
The workshop has become a regional and international reference for advancing methodological innovation in survey practice and official statistics, with a particular emphasis on information and communication technology (ICT) statistics and related domains of the digital economy and artificial intelligence.

The event brings together professionals from national statistical offices and government agencies, academic and research institutions, international organizations, civil society 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 data quality and availability. Its program combines keynote presentations, panel discussions, interactive short courses, and case studies, supporting both strategic dialogue and hands-on capacity building.

The 2026 edition, under the umbrella title “**Innovative Methods for Better Data**”, will build on the workshop’s legacy by focusing on methodological innovation to strengthen data quality in an increasingly complex digital ecosystem. The program will cover key topics such as AI and data science in official statistics, AI and machine learning applications across the survey lifecycle, quality management in surveys, measuring the digital economy (including e-commerce and digital trade), and the challenges of measuring and producing statistics on cybersecurity.

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## II. 16<sup>th</sup> EDITION: INNOVATIVE METHODS FOR BETTER DATA: STRENGTHENING DATA QUALITY IN AN INCREASINGLY COMPLEX DATA ECOSYSTEM

The 2026 edition takes place in a rapidly evolving data environment in which traditional surveys increasingly coexist with administrative data, geospatial data, digital platform data, and other big data sources. These developments can expand analytical possibilities and improve timeliness and granularity, but they also raise challenges for statistical quality, methodological robustness, interoperability, privacy protection, and transparency. Addressing these issues is essential to produce relevant evidence for policymakers and other stakeholders working on digital inclusion, digital inequalities, and the measurement of challenges posed by AI and cybersecurity.

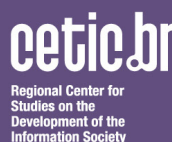
The 16th edition will focus on how to advance data quality by integrating statistical standards with emerging analytical methods, including machine learning and AI-enabled tools. The workshop will explore, among others, the following topics:

- AI and machine learning across the survey lifecycle (design, data collection, processing, imputation, weighting, and estimation), including implications for bias, explainability, and reproducibility.
- Data quality and Total Data Quality in multi-source environments, including quality dimensions, quality management, metadata, and interoperability between survey and non-survey sources.
- Measuring the digital economy, including e-commerce and digital trade, and the diffusion of digital technologies and their socioeconomic impacts.
- Measurement of information integrity and the digital information environment, including methodological approaches and governance considerations.
- Measuring digital infrastructure, with a focus on data centers and related sustainability dimensions in the context of digital transformation.
- Challenges of measuring and producing official statistics on cybersecurity and digital resilience, addressing practices and risks.

By exploring these themes, the workshop aims to strengthen the technical and policy-relevant dialogue on how public data producers can responsibly and effectively integrate emerging data sources and AI-enabled methods into established statistical standards and survey methodologies.

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## III. FORMAT AND PARTICIPATION

The workshop will feature keynote presentations, panel discussions, thematic sessions, interactive short courses, and case studies 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 participation.

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

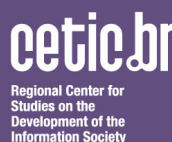
## IV. OBJECTIVES

The 16<sup>th</sup> Annual Workshop on Survey Methodologies aims to:

- Advance knowledge exchange on innovative methods for strengthening data quality in complex, multi-source data ecosystems.
- Showcase national and international experiences in applying emerging technologies and methods (e.g. machine learning, AI-enabled tools, and big data sources).
- Discuss challenges related to data integration and quality management.
- Strengthen regional and global networks of professionals engaged in survey methodology, ICT statistics, and digital economy measurement.
- Support the continuous improvement of ICT and digital economy statistics to inform evidence-based public policies.

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## V. VENUE AND CONTACT

Date/Time: 24 ~ 27 August 2026 / 09:00 am – 05:10 pm (GMT-3)

Venue: Brazilian Network Information Center – NIC.br

Av. das Nações Unidas, 11.541 – 4<sup>th</sup> 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](mailto:semanademetodologias@nic.br)

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## 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)

César Augusto Marques da Silva (ENCE|IBGE, Brazil)

Pedro Luis do Nascimento Silva (SCIENCE, Brazil)

#### 09:30 – 10:45 – Keynote I

New data sources and Data Science:  
their role in Official Statistics

**Keynote Speaker:**

Elisabetta Carfagna (University of Bologna, Italy)

**Moderator:**

Alexandre Barbosa (Cetic.br|NIC.br, Brazil)

10:45 – 11:05

Coffee Break & Networking

#### 11:05 – 11:50 – Tutorial I

Internet Universality Indicators

**Speaker:**

Tatevik Grigoryan (UNESCO, France)

**Moderator:**

Fábio Senne (Cetic.br|NIC.br, Brazil)

#### 11:50 – 13:05 – Tutorial II

Ensuring Quality in Complex  
and Multi-source Data Ecosystems

**Speaker:**

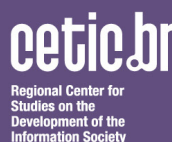
Paulo Saraiva (INE Portugal, Portugal)

**Moderator:**

Pedro Luis do Nascimento Silva (SCIENCE, Brazil)

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## DAY 1 – MONDAY

13:05 – 14:05

Lunch Break

### 14:05 – 15:35 – Panel I

**Innovative Methods for Producing  
Household and Individual Statistics**

**Speakers:**

1. Fredrik Eriksson (ITU, Switzerland)
2. Marcelo Pitta (Cetic.br|NIC.br, Brazil)
3. Andrés Gutiérrez (UNECLAC, Chile)

**Moderator:**

Graziela Castello (Cetic.br|NIC.br, Brazil)

15:35 – 15:55

Coffee Break & Networking

### 15:55 – 17:10 – Keynote II

**Data Governance in the AI era**

**Keynote Speaker:**

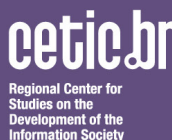
Stefaan Verhulst (The GovLab, USA)

**Moderator:**

Fábio Senne (Cetic.br|NIC.br, Brazil)

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## DAY 2 – TUESDAY

08:30 – 09:00

Welcome coffee

09:00 – 10:30 – Panel II

AI and Machine Learning in Surveys

**Speakers:**

1. Florian Dumpert (Federal Statistical Office, Germany)
2. Elisabetta Carfagna (University of Bologna, Italy)
3. Wesley Yung (Statistics Canada – retired, Canada)

**Moderator:**

Pedro Luis do Nascimento Silva (SCIENCE, Brazil)

10:30 – 10:50

Coffee Break & Networking

10:50 – 12:05 – Keynote III

Challenges of Measuring and Producing  
Statistics on Cybersecurity

**Keynote Speaker:**

Éireann Leverett (University of Cambridge,  
United Kingdom)

**Moderator:**

Cristine Hoepers (CERT.br|NIC.br, Brazil)

12:05 – 12:30 – Case Study I

Measuring Information Integrity in Brazil

**Speaker:**

Bernardo Ballardín (Cetic.br|NIC.br, Brazil)

**Moderator:**

Fábio Senne (Cetic.br|NIC.br, Brazil)

12:30 – 12:55 – Case Study II

Mapping the Digital Infrastructure:  
Data Centers in Brazil

**Speakers:**

1. Leonardo Lins (Cetic.br|NIC.br, Brazil)
2. Rodrigo Brandão (Cetic.br|NIC.br, Brazil)

**Moderator:**

Graziela Castello (Cetic.br|NIC.br, Brazil)

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## DAY 2 – TUESDAY

12:55 – 13:55

Lunch Break

### 13:55 – 15:15 – Session I

**Measuring Digital Economy:  
e-commerce, digital trade  
and Digital Technology Diffusion**

**Speakers:**

1. Daniel Ker (UNCTAD, Switzerland)
2. Johan Mulder (UNECLAC, Chile)
3. Nicolas Benoit (OECD, France)

**Moderator:**

Alexandre Barbosa (Cetic.br|NIC.br, Brazil)

15:15 – 15:35

Coffee Break & Networking

### 15:35 – 16:55 – Session I

**Measuring Digital Economy:  
e-commerce, digital trade  
and Digital Technology Diffusion**

**Speakers:**

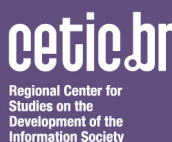
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## DAY 3 – WEDNESDAY

08:30 – 09:00

Welcome coffee

09:00 – 10:30 – Short Course I

An introduction to prompt engineering  
for social science research

**Speaker:**

Trent Buskirk (Old Dominion University, USA)

**Moderator:**

Gustavo da Silva Ferreira (ENCE|IBGE, Brazil)

10:30 – 11:00

Coffee Break & Networking

11:00 – 12:30 – Short Course I

An introduction to prompt engineering  
for social science research

**Speaker:**

Trent Buskirk (Old Dominion University, USA)

**Moderator:**

Gustavo da Silva Ferreira (ENCE|IBGE, Brazil)

12:30 – 13:30

Lunch Break

13:30 – 15:00 – Short Course I

An introduction to prompt engineering  
for social science research

**Speaker:**

Trent Buskirk (Old Dominion University, USA)

**Moderator:**

Pedro Luis do Nascimento Silva (SCIENCE, Brazil)

15:00 – 15:30

Coffee Break & Networking

15:30 – 16:30 – Short Course I

An introduction to prompt engineering  
for social science research

**Speaker:**

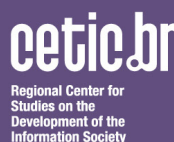
Trent Buskirk (Old Dominion University, USA)

**Moderator:**

Pedro Luis do Nascimento Silva (SCIENCE, Brazil)

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## DAY 4 – THURSDAY

08:30 – 09:00  
Welcome coffee

### 09:00 – 10:30 – Short Course II

Machine Learning Methods  
for Survey Design

**Speaker:**

Raphael Nishimura (University of Michigan, USA)

**Moderator:**

Marcelo Pitta (Cetic.br|NIC.br, Brazil)

10:30 – 11:00  
Coffee Break & Networking

### 11:00 – 12:30 – Short Course II

Machine Learning Methods  
for Survey Design

**Speaker:**

Raphael Nishimura (University of Michigan, USA)

**Moderator:**

Marcelo Pitta (Cetic.br|NIC.br, Brazil)

12:30 – 13:30  
Lunch Break

### 13:30 – 15:00 – Short Course II

Machine Learning Methods  
for Survey Design

**Speaker:**

Raphael Nishimura (University of Michigan, USA)

**Moderator:**

Denise Britz do Nascimento Silva (SCIENCE, Brazil)

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## DAY 4 – THURSDAY

15:00 – 15:30

Coffee Break & Networking

15:30 – 16:30 – Short Course II

**Machine Learning Methods  
for Survey Design**

**Speaker:**

Raphael Nishimura (University of Michigan, USA)

**Moderator:**

Denise Britz do Nascimento Silva (SCIENCE, Brazil)

16:30 – 16:45

**Closing Session and evaluation**

Alexandre Barbosa (Cetic.br|NIC.br, Brazil)

Gustavo da Silva Ferreira (ENCE|IBGE, Brazil)

Pedro Luis do Nascimento Silva (SCIENCE, Brazil)

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