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## **Title**

Doing Big Data Yet? The best thing since sliced bread or the emperor's new clothes?

## **Abstract**

There are a number of buzzwords going around, the latest ones being “big data”, “data analytics” and “computational social science”. This presentation looks into the research methodologies behind these buzzwords, and explores if these are already applied in social and behavioral research. An interesting question is whether the techniques used are new or whether they are extensions of existing and long known statistical techniques. Further questions that should interest methodologists and statisticians are whether these techniques open up new possibilities for use in social and behavioral research, and whether we as methodologists and statisticians can learn from these, or have something of our own to offer to these new and quickly developing fields. By way of example, I will apply some of the new techniques to existing well known social science problems.

## **Brief CV**

**Joop Hox** is professor emeritus of social science methodology at Utrecht University (UU), the Netherlands. His research interests are data quality in surveys and analysis models for complex data. Recent survey methodology research has focused on measurement equivalence in multinational surveys and in mixed mode surveys. The statistical research has focused on multilevel modeling and various applications thereof.

Joop Hox studied psychology at the University of Amsterdam (UvA), where he majored in 1977 in Psychological Research Methods. After graduation, he worked at the Department of Education of the UvA, and in 1996 he moved to the Department of Methodology and Statistics at UU. His dissertation, defended in 1986, had as central topic problems of conceptualization and operationalization.

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