Mardi 10 mars 2026

De 11h00 à 12h00 - Ce colloque aura lieu uniquement en ligne   **Lien WebEx**

« A roadmap to AI assisted surveys »

SPEAKER

Mario Callegaro is Principal of Callegaro Research Limited, with over 35 years of experience in survey research methods. Mario worked at Google as a survey research scientist in the marketing organization and as a user experience researcher in Google Cloud. He was one of the UX leads for Gemini Cloud Assist, an AI assistant for managing applications across the cloud lifecycle.

Mario obtained a Master's and PhD in Survey Research and Methodology from the University of Nebraska, Lincoln. Mario published *Web Survey Methodology*, a handbook on online surveys also available as open access. Mario's publications are all available at callegaroresearch.com.

ABSTRACT

AI tools can be used at any stage of the survey research process: from literature review and study design to survey questionnaire pretesting, data collection assistance, or even posing as a respondent (synthetic respondents). AI has also assisted in writing code for data analysis, coding open-ended answers, and data cleaning. Finally, researchers are using AI tools in the reporting stage.

In this colloquium, we will review the current literature on AI-assisted surveys and provide a roadmap to orient attendees in this rapidly evolving research agenda.

Recommandé par la Société Suisse des Spécialistes en prévention et santé publique (SPHD) pour la reconnaissance de la formation continue. Participer à la réunion WebEx.