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**CONFERÊNCIA NACIONAL  
DE ECONOMIA DA SAÚDE**

COIMBRA 12 E 13 DE OUTUBRO - HOTEL VILA GALÉ

**THE OPPORTUNITIES AND CHALLENGES OF INNOVATIONS IN DATA  
COLLECTION IN PANEL STUDIES: LESSONS FROM UNDERSTANDING SOCIETY  
(THE UK HOUSEHOLD LONGITUDINAL STUDY)**

BY

Michaela Benzeval

Professor of Longitudinal Research

Director of Understanding Society

Institute for Social and Economic Research, University of Essex

<https://www.iser.essex.ac.uk/people/mjbenz>

The fundamental purpose of longitudinal panel studies is to investigate changes over time accurately on a representative sample of the population. This requires consistent repeated measures of key phenomena and maintaining a high response rate. At the same time, new technologies and new approaches to data collection are creating new opportunities; scientific endeavour and policy challenges are constantly evolving requiring new concepts to be incorporated. Balancing consistency over time, while incorporating innovations, is a constant challenge for longitudinal studies.

Understanding Society: the UK Household Longitudinal Study has adopted a range of innovations including: an innovation panel dedicated to methodological experiments; an adaptive design on the main study to facilitate a constant cycle of testing, evaluating and improvements; increasing use of new technologies and other enhancements to capture specific topics in more depth; the inclusion of biomarker, genetic and epigenetic information; and, data linkage to geographic, administrative, social media and commercial data.

This presentation will outline these innovations, and how the challenges of introducing them have been addressed.