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## **Dissolving Questionnaire Borders with Technology**

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### ***Abstract***

Together with the audience we will interactively explore the possibilities of sensor measurements for data collection. Sensors can provide data that are difficult to acquire with classical questionnaires or even replace questionnaire modules. Nowadays GPS sensors are ubiquitous and can be found in almost any mobile phone. They are already used to determine travel locations and durations. Using other sensors it may be possible to hint at the motives for travel or the mode of transportation.

Furthermore, we can use analyzed data to create additional value for the respondents and introduce a new level of interaction. Offering a service instead of a questionnaire will encourage respondents to participate beyond incentives and random samples.

This exciting path is not without difficulties. What are potential applications and what is hype? How to analyze and interpret the data?. Let's find out together how we can overcome these challenges and let sensors enrich statistics.