

Title: Opportunities and Challenges for Observational Study Data Acquisition Using Location Aware Technologies  
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Description:

New Location Aware Technologies (LATs) have created a paradigm shift that is revolutionizing the survey process from a retrospective information collection model to a real-time reality experience recording in the context of time, space and location. It is estimated that the most powerful and useful LATs will combine location with our social networks and environment. The NCS is poised to be able to capture the power of these new technologies, while at the same time, using the technologies to aid in analysis and data collection. Although LATs provide a number of opportunities to the NCS, there are also a number of challenges that must be considered, these include: GPS accuracy, privacy, security, data ownership, access to technology, big data challenge, and technology and methods influencing the survey.