

'Build your own research'

The modular design and everyday reality of
Octopus Research Tools

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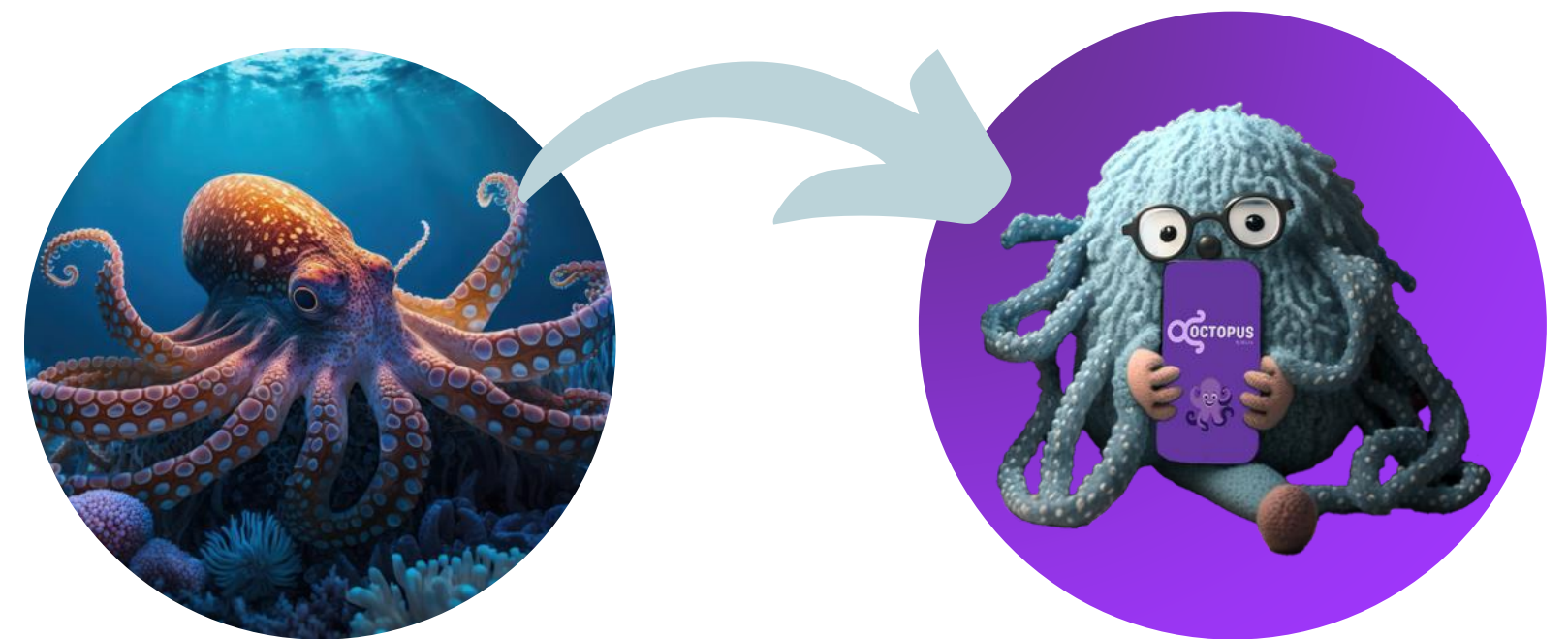
Where we started

Establishment of a new research group

Need for novel (big) data

Unsuccessful attempts to request data from telecoms companies

We “had to create” are own data collection tool



Octopus

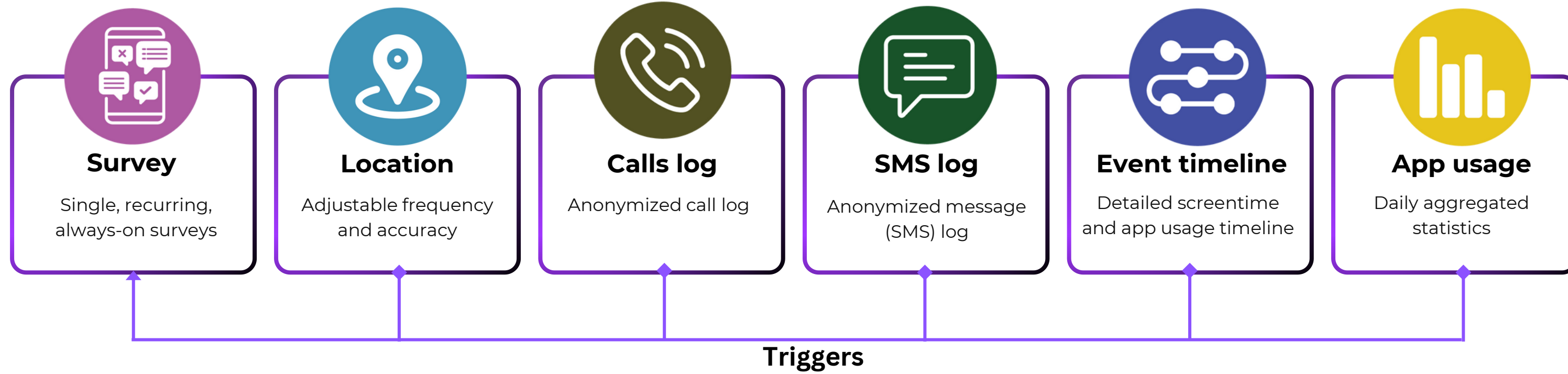
Octopus Research Tools (ORT) is a sophisticated mobile application engineered to facilitate the collection of survey responses and digital trace data. It offers an easy-to-use, rapid, and secure method for data aggregation within a single platform.

Available data collection modules

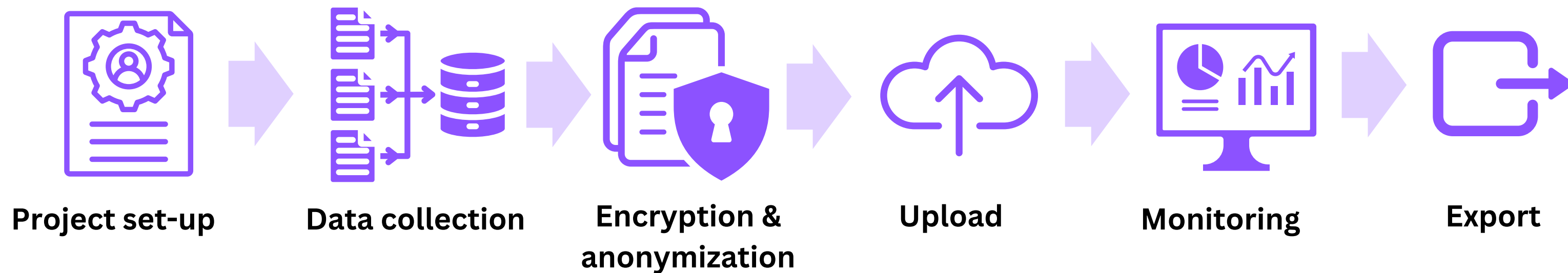
- Survey
- Location
- Usage stats
- Event timeline
- SMS log
- Call log



Data collection modules



Research collection workflow



Our (current) research

‘Social structure and inequalities reflected in digital trace data’

Aims of the research:

- **Explore** new dimensions of social structure based on digital footprints.
- **Expand** existing theories or even develop new theories of social stratification.
- **Broaden** our knowledge of inequalities resulting from belonging to different social strata.
- **Create** models that predict the position of social class using digital trace data.

Method:

- Nationally representative online survey (using an online access panel)
- n=500
- Length of the data collection: ~14 days
- In March-April 2024

Another project with data collection focusing on young people’s smartphone use (n=750) starting in April 2024

Challenges & questions

Technical

- Teaching people how to use the application (.apk installation and granting permissions)
- Monitoring fieldwork and operating “customer service”




Human / communication

- Building and maintaining trust with respondents
- Defining the “sweet spot” in using incentives



Thank you

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