

I would like to be considered for the committee position working on the ESRA communication. I believe that my previous training and experience will complement the expertise already present in the ESRA committee. Furthermore, this would be an excellent opportunity for me to interact with a wider methodology community in Europe and gather experience in working in a multinational organization of this size.

The European Survey Research Association has become an important institution in survey and statistical methodology that brings together researchers from all over the world. It has clearly filled an important void in the European research environment as can be seen in its exponential increase. Unfortunately, the association has not been able to capitalize on this increase in participation by using a more active communication strategy throughout the period between conferences. I believe I can contribute to improving this situation.

In the last years I have taken part in a number of courses related to communication, use of social media and “impact” as these have become essential parts in the UK academic environment (see ESRC increased focus on “impact”). These have resulted in a number of outreach activities such as communicating using blogs, such as the one posted on the Understanding Society website: <http://bit.ly/1E9dauV>, or through Twitter (https://twitter.com/cernat_a). I believe that I can use these skills in order to improve both the communication with members of the association and to enhance the visibility of ESRA outside the academic community.

As mentioned earlier, ESRA has a great potential for improving communication both within the organization and outside it. One important area that could be enhanced is the use of social media such as Facebook and Twitter to communicate with the methodology community and outside of it. This should be done through a consistent practice of creating and disseminating content that are relevant to the ESRA members. Another important aspect that can be improved is the usage of the ESRA mailing list. This should be encouraged as to become both an avenue for disseminating news and a forum for methodological debate. The AAPOR mailing list could be an important inspiration in this regard. Lastly, the development of a blog where experts in the field can communicate on relevant topics should be created and encouraged. This could become an important bridge between the academic and non-academic world.

Thank you for your consideration,

Alexandru Cernat