



Mario Callegaro is senior survey research scientist at Google, London. He focuses on measuring customer feedback and consults on numerous survey and market research projects in terms of survey design, questionnaire design, sampling, and reporting.

Mario holds a B.A. in Sociology from the University of Trento, Italy, and a M.S. and Ph.D. in Survey Research and Methodology from the University of Nebraska, Lincoln. Prior to joining Google, Mario was working as survey research scientist for GfK- Knowledge Networks. He is associate editor of *Survey Research Methods* and in the editorial board of the *International Journal of Market Research*.

Mario serves in numerous boards of professional associations in order to work on task force reports and guidelines. Examples include the 2008 AAPOR task force on cell phones, and the 2014 AAPOR task force reports on emerging technologies in public opinion research: social media in public opinion research and mobile technologies for conducting, augmenting and potentially replacing surveys.

Mario served in the 2014 UK National Centre for Research Methods funded network of methodological innovation called "Web Surveys for the General Population: How, Why and When?" Finally, Mario is working on the ESOMAR new guideline for online research (forthcoming 2015).

Mario has published numerous papers and book chapters in the areas of web surveys and online panels. He just published (May 2014) an edited [book](#) with Wiley titled *Online Panel Research: A Data Quality Perspective* and his new [book](#) coauthored with Katja Lozar Manfreda and Vasja Vehor: *Web Survey Methodology* is forthcoming with Sage in April of 2015.

Research website:

<http://research.google.com/pubs/MarioCallegaro.html>

Twitter: @mariocallegaro