

Guðbjörg Andrea Jónsdóttir



Guðbjörg Andrea Jónsdóttir (London School of Economics and Political Science, Ph.D. Social Psychology) is Director of the Social Science Research Institute at the University of Iceland. Prior to that she was Research Director with Gallup in Iceland.

Guðbjörg Andrea has been the Icelandic representative in the EVS Council of Program Directors since 2011.

She is part of the EVS mixed-mode team.

In early 2020 she became a member of the EVS Standing Group, where she leads the review of the family domain of the EVS questionnaire.

Guðbjörg is an active member of the survey research community. She is member of the ISSP (International Social Survey Programme), the ESS ERIC General Assembly (European Social Survey), CESSDA ERIC General Assembly and a member of ESOMAR and ESRA. She was the Head of the Local Organising Committee for the ESRA Conference in 2015 in Reykjavik.

In her work, she is responsible for establishing and maintaining effective formal and informal links with relevant government departments and agencies, local authorities, key decision-makers and other stakeholders generally. She has an extensive experience in survey research, both methodological research and substantive applications of surveys.

Her main research interests are methodology and public opinion, in particular context and order effects in social surveys, wording of questions, mode effects and response rate. Her research has been published, among others, in *Sociological Methods & Research*, *International Journal of Internet Science*. She wishes to contribute to the future development of EVS bringing her expertise in strategical relationships, cooperation between different stakeholders, and survey methodology.