



Facebook as a Sampling Tool in Migration Research

A Survey of Polish Migrants in Four European Countries



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1:15 p.m. – 2:25 p.m. – 502 Southam Hall – Carleton University

video-link available, contact us for details: mobpolirocks@gmail.com

Migration researchers face one of their most important practical challenges usually right in the beginning of their projects: It is the question **how to reach and sample the target population**. This issue becomes even more of a problem in **cross-national research**, in which suitable sampling frames existent in one country might not be available in another. However, migrants increasingly use **social networking sites (SNS)** and **internet based communication** to stay connected with individuals in their countries of origin and elsewhere. Therefore, it is worthwhile to examine possible ways in which such networks might be used as **sampling tools**.

The presentation will put forward findings from a study in which more than **1,000 Polish migrants in four countries** were successfully sampled via **Facebook advertisements** and completed a survey during a four weeks field period in late 2015. This method is comparatively inexpensive and suitable both as part of the sampling strategy in bigger projects and as a sampling method for smaller research endeavors. The talk will provide details on theoretical considerations, possible limitations and the practical implementation of this approach.



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