



Western

Centre for Research on
Migration and Ethnic Relations

Fall Colloquium
Series 2022

Steffen Pöttschke



Steffen Pöttschke is a postdoc and deputy team leader of the GESIS Panel at GESIS - Leibniz Institute for the Social Sciences in Mannheim (Germany). Furthermore, he is a corresponding member of the Institute for Migration Research and Intercultural Studies (University of Osnabrück, Germany). Steffen co-founded the IMISCOE Standing Committee Methodological Approaches and Tools in Migration Research (Meth@Mig) and is a member of its steering group. He holds a master's degree in International Migration and Intercultural Relations and a doctorate from the University of Osnabrück. His research interests include migration research methods, (forced) migration, transnationalism and survey methodology. Together with Sebastian Rinken, he recently edited the collection *Migration Research in a Digitized World: Using Innovative Technology to Tackle Methodological Challenges* (Springer, open access).

“Sampling (forced) migrants through advertisements on Facebook and Instagram”

Survey sampling is one of the long-standing methodological challenges of quantitative migration research. Reaching potential survey participants is especially difficult regarding small and highly dispersed populations, newcomers or those with uncertain legal status. Facebook's and Instagram's targeted advertising capabilities provide a promising approach that allows scholars to tackle this issue. The talk will explain how the method can be employed in migration research, discuss its advantages and shortcomings and present some insights from recent projects targeting, e.g., German emigrants worldwide and Ukrainian refugees in various European countries.

Thursday, October 13, 2022
4:00 pm, Social Science Centre, Room 5220
All Welcome!