

# Ilana M. Ventura

Contact: [imventura@uchicago.edu](mailto:imventura@uchicago.edu)

## Education

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**University of Chicago**, 2017- Present  
Sociology PhD

**University of Chicago**, Master of Arts, 2014  
Master of Arts Program in the Social Sciences (MAPSS)

**Amherst College**, Bachelor of Arts, 2012  
Political Science and Asian Studies, *Cum Laude*

## Research Grants

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Idea Lab Research Grant, NORC at the University of Chicago, Fall 2015  
Title of Research: *Non-probability Online Sample Recruitment of Targeted Populations: Search Engine Marketing (SEM) Field Test*

Working Paper Series Grant, NORC at the University of Chicago, Summer 2015  
Title of Research: *Elements of Non-Response across Mode in ABS Surveys: The Use of GIS-Based Modeling to Understand the Impact of Geographic Clustering by Mode and Web Platform*

Idea Lab Research Grant, NORC at the University of Chicago, Spring 2015  
Title of Research: *Examination of the Non-probability Online Sample Recruitment Market*

## Conference Papers and Presentations

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“Panel Recruitment for Spanish Speaking Populations: The AmeriSpeak Case Study”  
**Ilana Ventura**, Rene Bautista-Martinez, David Gleicher, Carolina Milesi, and Erlina Hendarwan  
Presented at the American Association for Public Opinion Research Annual Conference (2017)

“Using Timing Metadata for Data Validation and Quality Control: The NLSY97 Case Study”  
**Ilana Ventura**, A. Rupa Datta  
Presented at the American Association for Public Opinion Research Annual Conference (2017)

“Between Letter and Spirit: Testing Survey Translations with Spanish Speaking Respondents”  
**Ilana Ventura**, Rene Bautista, David Gleicher, Lisa Lee, Samuel C. Haffer, and Paul Guerino  
Presented at the Second International Conference on Survey Methods in Multinational, Multiregional and Multicultural Contexts (3MC 2016)

“Using Geographically Weighted Regression to Examine Local Variation in a Model of Gambling in MA”  
**Ilana Ventura**, Katie Archambeau, Ned English  
Presented at the Midwest Association for Public Opinion Research Conference (2016)

“Mode and Eligibility Rates in a Dual-Mode Web and Mail Survey”

**Ilana Ventura**, Ipek Bilgen and Michael Stern

Presented at the American Association for Public Opinion Research Annual Conference (2016)

“Recruitment of Targeted Populations via Social Media: Examination of Non-probability Based Sampling Approaches”

Ipek Bilgen, **Ilana Ventura**, Angela Fontes and Michael Stern

Presented at the American Association for Public Opinion Research Annual Conference (2016)

“Sampling and Recruitment of Targeted Populations through Social Media and Search Engine Ads”

**Ilana Ventura** and Ipek Bilgen

Presented at the Midwest Association for Public Opinion Research Conference (2015)

“Can We Hit The Mark?: Using Commercial and Publicly-Available Data to Target Specific Populations”

Ned English, **Ilana Ventura**, Alicia Frasier, Trent D. Buskirk, Dave Malarek

Presented at the Joint Statistical Meetings (2015)

“Where does the Platform Matter: The Impact of Geographic Clustering in Device Ownership and Internet Access in Web Surveys “

**Ilana Ventura**, Ned English, Ipek Bilgen and Michael Stern

Presented at the American Association for Public Opinion Research Annual Conference (2015)

“Targeted Recruitment via Social Media: Examining the Metadata”

**Ilana Ventura**, Ipek Bilgen, Michael Stern, Martin Barron

Presented at Innovation Days at NORC at the University of Chicago (2014)

## **Employment**

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NORC at the University of Chicago – Research Methodologist (2014- Present)

- Design and implement methodological experiments; design samples for data collection; write, design and cognitively test surveys; perform quality control procedures on collected data; conduct statistical and geospatial analyses on collected data.
- Author sections of technical reports, methodology reports, and other documentary deliverables.

Scenes Working Group, University of Chicago – Research Assistant (2013- 2014)

- Worked in Professor Terry Clark’s Scenes Working Group, researching urban political sociology, arts and cultural policy, and Scenes Theory.
- Made GIS maps of research findings for publications.

## **Methodological Training**

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- Geographic Information Systems (GIS): Map making, Geospatial analysis
  - ArcGIS/ ArcPy, MapInfo/MapBasic, GeoDa
- Statistical Modeling
- Statistical Packages & Programming Languages: SAS, Stata, SPSS, R
- Survey Design
- Cognitive Interviewing, In-Depth Interviewing, Focus Groups