Curriculum Vitae

Sharan Sharma

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1. Professional experience

Assistant Research Professor, Sociology & Joint Program in Survey Methodology	University of Maryland College Park, USA.	2019 -
Senior Vice President, Measurement Science & Special Projects	TAM India Mumbai, India.	2001 - 2018
Graduate Student Research Assistant	University of Michigan Ann Arbor, USA.	2013 - 2018
Graduate Student Instructor	University of Michigan Ann Arbor, USA.	2006
Senior Officer	Bennett, Coleman & Co. Mumbai, India.	1999 – 2000

Work profile at the University of Maryland, College Park (UMD)

My major appointment is with the department of Sociology where I am engaged in designing, implementing, and growing the research program surrounding the India Human Development Survey (IHDS), a widely-recognized survey funded by the National Institutes of Health (NIH). Responsibilities include project and system design, questionnaire design, instrument development, quality control, and methodological research. I work with the project's Principal Investigators and a team of 5 research assistants.

A key aspect of my appointment with the Joint Program in Survey Methodology (JPSM) involves the establishment of inter-disciplinary academic programs.

Work profile at Television Audience Measurement India (TAM India)

TAM India is a joint venture between The Nielsen Company and Kantar Media Research. Until February 2016, it operated one of the largest and most diverse television audience measurement surveys in the world.

- I founded (in 2003) and headed since inception, the Measurement Science department; youngest head of research of an Indian market research company when appointed.

- Part of the senior leadership team reporting to the CEO.

Key responsibilities included:

- Directing all survey research activities such as sampling, weighting, quality control, and auditing.

- Interfacing with industry and government organizations on research issues.

- Designing specialized data products for clients.

- Commissioning external research to support and complement existing data products.

- Communicating research concepts to clients.

- Corporate management decisions.

2. Education

Ph.D., Survey Methodology	2013 – 2018

University of Michigan, Ann Arbor.
a. Special Sworn Status by the U.S. Census Bureau to access Microdata
b. University flag bearer for the 2019 graduation ceremony

Masters in Applied Statistics	2005 - 2006

University of Michigan, Ann Arbor.

Master of Management Studies (Marketing)	1997 - 1999

Bombay University.

Bachelor of Science (Physics)	1994 – 1997

Bombay University.

3. Select projects directed at TAM India

- 'Project Symphony' - Developing cross-department quality synergies.
  Conceptualized and led the effort to systematize and integrate workflow functions across departments. The goal was to maximize process efficiency, increase transparency, and reduce operational errors.

- Designing and implementing a survey forensic system to detect potentially fraudulent data.

- Designing and implementing a comprehensive survey audit system.

- Using Simulated Annealing (SA) to select Primary Sampling Units (PSUs).
  This came as an outcome of the Indian media industry body's request to select PSUs balanced on many variables. Given the selection complications, SA was chosen to achieve 'deep stratification'. This was the first time such a selection method was used for a TV panel survey globally.

- Panel merging and expansion.
  Successfully merged two independent TV survey panels, having different designs, into one single expanded panel with a unified design and with no data disruption to clients. This was the first such implementation globally in the field of media research.

4. Select conferences and publications

- Sharma, S. (2020). ANOVA and ANCOVA. Invited flagship entry. In Atkinson, P., Delamont, S., Cernat, A., Sakshaug, J.W., & Williams, R.A. (Eds.), SAGE Research Methods Foundations.

- Sharma, S., & Elliott, M. R., 2019. Detecting falsification in a television audience measurement panel survey. International Journal of Market Research.

- Paradata and Interviewer effects (2019). Joint Statistical Meetings of the American Statistical Association. **Winner: Student Paper Competition Award** given jointly by the Social Statistics, Survey Research Methods, and Government Statistics sections.

- Paradata and Interviewer effects (2019). Sharma, S. and Elliott, M.R. **Invited presentation**, European Survey Research Association conference.

- Panelist, 'AAPOR/ASA Task Force Report on Data Falsification in Surveys', American Association of Public Opinion Research (AAPOR), 2018. **University of Michigan Rackham Travel Award**.

- What can paradata tell us about interviewing quality? (2018) Michigan Student Symposium for Interdisciplinary Statistical Sciences (MSSISS). **Best oral presentation award**. The MSSISS is a nationally-reputed interdisciplinary symposium featuring research from the biostatistics, engineering, statistics, and survey methodology programs at the University of Michigan, Ann Arbor.

- Mneimneh,Z., Lyberg, L., **Sharma, S.**, Vyas, M., Bal-Sathe,D., Altwaijri, Y. Case studies on monitoring interviewers' behaviors in international and multinational surveys. Chapter in Survey Methods in Multicultural, Multinational, and Multiregional Contexts (Wiley 2018).

- Exploring the utility of computer-generated paradata to set up an active interviewer monitoring system (2017). AAPOR. **AAPOR Student Travel Award**.

- Synthetic population distributions with applications to disclosure risk research (2016). **Sharma, S.** and Elliott, M.R., Census Research Data Center annual conference.

- Using multilevel models to design an interviewer monitoring system (2016). Second International Conference on Survey Methods in Multinational, Multiregional and Multicultural Contexts (3MC). **University of Michigan Rackham Travel Award**.

- Detecting falsification in panel surveys (2016). Invited panelist for the National Opinion Research Center (NORC) at the University of Chicago's conference on "New Approaches to Dealing With Survey Data Fabrication". **University of Michigan, Program in Survey Methodology Travel Award**.

- Case studies on monitoring interviewer behavior in cross-national and international Surveys (2015) Mneimneh, Z., Lyberg, L. and **Sharma, S.**, Total Survey Error conference.

- Monitoring Interviewer Behavior in Cross-national and International Surveys (2015). Mneimneh, Z., Lyberg, L. and **Sharma, S.**, Joint Statistical Meetings of the American Statistical Association. **University of Michigan Rackham Travel Award**.

- How TAM India runs an evolutive Peoplemeter panel in a vastly diverse, fast-changing and fast growing environment (2013). Giovanni F., Krishnan, L.V., **Sharma, S.**. Advertising Research Foundation, Audience Measurement 8.0, New York.

- The new Socio-Economic Classification system – implications for the industry (2011), **Sharma, S.** and Krishnan, L.V. TV.nxt India conference, Mumbai, India.

- Reincarnating TAM panelists to understand channel surfing (2005). L.V. Krishnan, Trevor Sharot, Sharan Sharma, Akash Chawla. Worldwide Audience Measurement conference, Montreal, Canada.

- Fusing qualitative and quantitative insights in measuring the success of a new TV show (2005). **Sharma, S.** and Chawla, A. Invited talk at the Federation of Indian Chambers

of Commerce and Industry (FICCI), Frames conference; an India-centric media event attended by senior members of the global media industry.

- TV viewing: Reasons for shifting loyalty (2004). L.V. Krishnan, **Sharma, S.**, Akash Chawla. European Society of Opinion and Market Research (ESOMAR), Tokyo, Japan. **Only paper from India to be selected**.

In addition to the above, I have presented at numerous industry and client workshops.

5. Committees and Service

- Policy committee, Sociology department, University of Maryland, College Park (2020 -)

- Editorial Board, International Journal of Market Research (2020 -)

- Adhoc reviewer for the Statistical Journal of the International Association of Official Statistics (2019).

- Invited member, Data Falsification Task Force of the American Association of Public Opinion Research (AAPOR) and the American Statistical Association (ASA) (2017-2020). This is a seven-member national committee.

- Invited member, Diversity, Equity and Inclusion (DE&I) implementation committee, Institute for Social Research (ISR), University of Michigan, Ann Arbor (2016-2018).

- Organizing committee, Michigan Student Symposium for Interdisciplinary Statistical Sciences (MSSISS), University of Michigan, Ann Arbor (2015).

- TAM India transparency panel (2012 - 2015). This was an ombudsman body consisting of senior global research and media experts. I worked with the body to resolve technical issues brought to it by clients.

- Core Industry Committee (CIC) on Digitization, India (2012). The CIC was an industry body formed to oversee TAM India's processes in light of the TV broadcast digitization process introduced by the government. I led the discussions on statistical, operational, and data reporting aspects, culminating in the successful reporting of the first-ever 'digital ratings' in India.

- Indian Joint Parliamentary Committee on Television Audience Measurement (2009). This was a government body that was looking into the possibility of legislating TV ratings research. I represented TAM India in presenting and clarifying concepts and processes to the elected Members of Parliament that formed the body. The committee concluded that a self-regulatory system works best.

- New Consumer Classification Committee (NCCS) of the Market Research Society of India (2007). The NCCS was a group of sixteen select members of the market research industry charged with the responsibility of designing a new Socio-Economic Classification (SEC) system for India.

- Nielsen TV panel security committee (2004). This was a global four-member committee to formulate guidelines on panel security. My paper on data security was used as the basis for the final guidelines.

- Joint Industry Body (JIB) Technical Committee (2001 – 2005). The JIB was the Indian industry body that oversaw the workings of TAM India. I lead all technical presentations and discussions on behalf of TAM India.

6. Teaching

- Guest lecturer, 'Introduction to survey science', Northpoint India Center for Learning (2011, 2009). These were one-day workshops for graduate students in media.

- Graduate student instructor, 'Introduction to Data Analysis', Department of Statistics, University of Michigan. Winter and Fall 2006. Conducted weekly sessions for two classes of 25 students each on practical data analysis.

- Visiting faculty, 'Research Methodology', Sydenham Institute of Management Studies, Bombay University (Jan.-April 2005). Responsible for designing the course, giving weekly lectures, and grading assignments and exams for a class of 60 business school graduate students.

- Visiting faculty, 'Media Planning', Sydenham Institute of Management Studies, Bombay University (June-Dec. 2003 and June-Dec. 2004). Responsible for designing the course, giving weekly lectures, and grading assignments and exams for a class of 60 business school graduate students.

- Guest lecturer, 'Introduction to media research', Jamnalal Bajaj Institute of Management Studies (JBIMS), Bombay University (2003, 2004).