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## At the intersection of NLP and survey methodology: Potentials, challenges, and provocations

Recent generative AI technologies, particularly Large Language Models, have increased interest in Natural Language Processing (NLP) methods for scientists and practitioners across disciplines. In this talk, I highlight one such discipline – survey methodology, which not only increasingly uses NLP techniques (e.g., using LLMs to simulate survey respondents), but also stands to benefit NLP (e.g., informing the design and evaluation of NLP annotation tasks). We argue for increasing synergies between NLP and survey methodology to realize potentials at their intersection. We also outline challenges that impede progress on these potential synergies and present 10 provocations to encourage further reflection.