

# Dr. Samantha Iyengar

Associate Director



## Contact

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Dr. Iyengar is an Associate Director based in NERA's New York City office. She specializes in survey research, sampling, and statistical analysis, and has applied her expertise to matters involving class action, intellectual property and other litigation, as well as market research and criminal justice issues. Dr. Iyengar's work has involved survey design and application, sample design and estimation, and data management and analysis.

Dr. Iyengar has worked on a variety of survey and sampling litigation projects, including false advertising, purchase and use behaviors, likelihood of confusion, patent issues, wage and hour, and other issues involving consumer perceptions and behavior. She has submitted written reports relied upon in mediation. She also has experience using discrete choice methodology, such as conjoint and MaxDiff surveys, to quantify consumer demand for particular characteristics and features that make up individual products or services.

Dr. Iyengar has previously applied her survey research expertise on a number of projects, including an institutional quality assessment and statistical analyses of labor market indicators, and violent crime and imprisonment rates using data from the Bureau of Justice Statistics (including the National Crime Victimization Survey), US Census, and other government surveys.

Dr. Iyengar previously served as an Assistant Professor of Criminal Justice at the University of Michigan-Flint and Assistant Professor of Sociology at the University of Idaho. She taught courses including Methods of Social Research, Introduction to Criminal Justice, Corrections, Juvenile Delinquency, and Criminological Theory.

## Education

PhD and MA in sociology, University of Iowa  
MA and BA in sociology, University of Montana

## Publications

- *Survey Response Bias and the 'Privacy Paradox'*

## Practice Areas

Class Actions and Class Certification  
Intellectual Property  
International Arbitration  
Labor and Employment  
Product Liability and Mass Torts  
Product Liability and Mass Torts  
Statistical Sampling and Analysis  
Survey Research, Design, and Analysis

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