



G.O.R.05

General Online Research 2005

Universität Zürich
Psychologisches Institut



Sozial- und Wirtschaftspsychologie

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The Seventh International Conference GENERAL ONLINE RESEARCH will take place from March 22-23, 2005 at the University of Zurich, Switzerland. The conference is organized by the German Society for Online Research (DGOF e.V.) in collaboration with the department of Social and Business Psychology, Prof. Dr. Klaus Jonas and PD Dr. Ulf-Dietrich Reips, University of Zurich.

Program Committee:

Frank Faulbaum, Klaus Jonas, Uwe Matzat, Ulf-Dietrich Reips, Olaf Wenzel

Local Organisation:

University of Zurich, Department of Psychology, Social and Business Psychology, Prof. Dr. Klaus Jonas and PD Dr. Ulf-Dietrich Reips

Additional Support:

Irène Calanchina, Christian Fichter, Holger Geissler, Carmen Lebherz, Esther C. Maier, Stefan Pielicke, Karl Schmid, Franziska Sörgel

Conference Languages:

Conference languages are English and German. All oral presentations include English language transparencies. We recommend that posters will be held in English

GOR05 PRELIMINARY PROGRAM - 07.02.2005
short version pp 1-3 (Kurzversion auf S. 1 bis 3)



Monday, 21.03.2005

GOR05 Pre-Conference Workshop Program

12:00- 13:30	Non-reactive Methods of Data Collection on the Internet, Part 1 Dr. Dietmar Janetzko (University of Freiburg)	Online Experiments PD Dr. Ulf-Dietrich Reips (University Zurich)	Online Employee Surveys, Part 1 Holger Geißler (psychonomics AG)
13:45- 15:15	Non-reactive Methods of Data Collection on the Internet, Part 2 Dr. Dietmar Janetzko (University of Freiburg)	The Analysis of Social Networks in the field of Internet Research Prof. Dr. Chris Snijders (Eindhoven University of Technology)	Online Employee Surveys, Part 2 Holger Geißler (Psychonomics AG)
15:30- 18:30	Data Mining and E-Business Prof. Dr. Andreas Weigend (Stanford University)		Psychological Measurement Online Dr. Tom Buchanan (Westminster University)
18:45- 20:00	DGOF Membership Meeting		
20:00	Early Bird Meeting with Registration		



Tuesday, 22.03.2005

8:00-
8:30

Registration

Opening GOR05

8:30-
9:00

Prof. Dr. Klaus Jonas, PD Dr. Ulf-Dietrich Reips (University of Zurich):
Welcome Note

Dr. Olaf Wenzel (DGOF e.V. Germany)

9:00-
9:15

Prof. Dr. Alexander A. Borbély (Vice-President, University of Zurich)

**Keynote Speech Prof. Dr. Andreas Weigend
(Stanford University, USA, Former Chief Scientist of Amazon.com)
People & Data**

10:15-
10:30

Coffee Break & Exhibition

10:30-
12:00

Session 1:
Methods of Data
Collection

Session 2:
Website Evaluation I

Session 3:
The Social Use of
Weblogs

Session 4:
E-Democracy

12:00-
13:00

Lunch & Exhibition

13:00-
14:00

Panel-Discussion:
Survey design and
representativeness in
online- surveys: The
study "Perspektive
Deutschland

Session 5:
E-Commerce I

Session 6:
Digital Divide & Digital
Inequality I

Session 7:
E-Learning

14:00-
14:40

(continued)

Session 5
(continued)

Session 8:
Website Evaluation II

Session 7:
(continued)

14:40-
15:00

Coffee Break & Exhibition

15:00-
16:40

Session 9:
Response Rates in
Online Surveys I

Session 10:
Online Market
Research I

Session 11:
Leadership and Internet

Session 12:
Interaction Processes
in Online Groups

16:40-
17:00

Coffee Break & Exhibition

17:00-
18:40

Session 13:
Response Rates in
Online Surveys II

Session 14:
Online Market
Research II

Session 15:
Academic Communication
and the Internet

Session 16:
Structures and Social
Networks in Online
Groups

18:00-
18:40

19:30

Apéro

20:00

GOR Conference Dinner

22:00

GOR-Party

Wednesday, 23.03.2005

09:00-10:40	Session 17: Scale Construction & Methods' Effects	Session 18: Organizational Development with online tools	Session 19: E-Health	Session 20: Online & Offline: Relations and Social Networks
10:40-11:00	Coffee Break & Exhibition & Poster			
11:00-12:00	Poster & Exhibition			
12:00-12:45	Session 21: New Methods, Tools, and Sampling Approaches	Posters (continued)	Session 22: E-Commerce II	Session 23: The Impact of Online Groups
12:45-13:30	Session 21: (continued)		Session 22: E-Commerce II	Session 24: New Approaches for Studying Online Groups
13:30-14:30	Lunch & Exhibition			
14:30-15:30	Panel-Discussion: Opportunities and Problems of Online Access Panels			Session 25: Perception of websites
15:30-15:45	Coffee Break & Exhibition			
15:45-17:15	Session 26: Audience measurement online - the AGOF's way towards a standardized measurement of online coverage	Session 27: The Internet and Organizations	Session 28: Antecedents and Consequences of Mobile Phone Use	Session 29: Digital Divide & Digital Inequality II
17:15-17:30	Coffee Break & Exhibition			
17:30	Feedback, poster awards, GOR06 and Goodbye			



GOR05 detailed program

Monday, 21.03.2005

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**18:45-
20:00**

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10:15**

Keynote Speech Prof. Dr. Andreas Weigend
(Stanford University, USA, Former Chief Scientist of Amazon.com)
People & Data

**10:15-
10:30**

Coffee Break & Exhibition



10:30-12:00 Session 1 - Methods of Data Collection (Methoden der Datenerhebung)

W. Neubarth, L. Kaczmirek, M. Bosnjak

title: Using mobile technology to increase responses of people with an active lifestyle

R. Follmer

title: Online or CATI? A complex methodological experiment

Titel: Online oder CATI? Ein komplexes Methodenexperiment

S. Stieger, U.-D. Reips

title: Do not touch data from late-received online questionnaires: Analysis of late responder in a closed-pool online survey

Titel: Hände weg von spät eingetroffenen Online-Fragebögen: Eine Analyse von Late Respondern in einer Closed-Pool-Online Studie

A. Stangl

title: Data Quality in On-line Surveys

C. Snijders, U. Matzat

title: The Quality of Ego-Centered Network Data: A comparison of online versus offline data collection



10:30-12:00 Session 2 - Website-Evaluation I (Webseiten-Evaluation I)

J. Herfordt

title: Criteria for credibility in the internet

Titel: Kriterien für Glaubwürdigkeit im Internet

M. Moshagen, A. Freund, M. Thielsch

title: Aspects underlying the aesthetic quality of websites

I. Wernher, J. Nerb

title: Low-Literate Adult Access to Online Health Information: Developing a Research Design

Titel: Die Ich- und die Wir-Orientierung: Interkulturelle Unterschiede in der Einstellung gegenüber personalisierten Internetseiten

M. Dölle

title: The viewing behaviour of Internet users

Titel: Das Blickverhalten auf der Startseite als Prädiktor für die Usability der gesamten Website

H. Banati, P.S. Grover

title: Usability and Metrics

10:30-12:00 Session 3 - The Social Use of Weblogs

M. Welker

title: The journalists` use of blogs

Titel: Weblogs und Journalismus: Zwischen Idealismus und Kalkül: was deutsche Journalisten mit Blogs anfangen

N. Döring

title: Mobile Weblogs

R. Perschke, M. Lübcke

title: Future: Blogging?! How To Describe A New Communication Phenomenon In Terms Of Communication Theory

J. Schmidt

title: Blogging as social action – the trias of practice, rules and relations

J. Lee

title: A new model of alternative media and formation of counter-hegemony: The case study of online news "OhmyNews" in South Korea

10:30-12:00 Session 4 - E-Democracy

P. Rössler, D. Schneider

title: Party office, agora or fun fair? Web sites by Parties, Parliamentary groups and Politicians and their Users: Results of an Online-survey

Titel: Zwischen Geschäftsstelle, Agora und Rummelplatz? Web-Sites von Parteien, Fraktionen und Politikern und ihre Nutzer: Ergebnisse einer Online-Befragung

I. Ducke

title: Use of the Internet by NGO umbrella organizations in Japan, Korea, and Germany - a comparative study

A. Abanomy, P. Mayhew

title: A conceptual framework for eGovernment websites

A. Jonen, V. Lingau, J. Müller

title: Balanced E-Gov-Decision-Card: Support for Decisions concerning E-Government-Projects

G. Winker, T. Carstensen

title: E-Empowerment – New Public Spaces through Women’s Networks on the Internet

Titel: E-Empowerment - neue Öffentlichkeiten durch Frauennetze im Internet

Lunch & Exhibition

12:00-13:00

Panel-Discussion:

Survey design and representativeness in online- surveys: The study "Perspektive Deutschland"

13:00-14:40

13:00-14:00 Session 5 - E-Commerce I

K. Hagen, B. Preiss

title: Evaluation of E-Commerce

N. Bøggild, C. Fink, S. Lang

title: Current challenges and strategies for the use of e-business in SMEs

Titel: Aktuelle Herausforderungen und Strategien zur Nutzung des e-Business in KMU

M. Leisenberg, K. Wedemeyer, V. Vieselmeier

title: Identification of customer requirements in the area of E-commerce and E-business

Titel: Einsatz von Self-Organizing Maps zur Klassifikation von Kundenprofilen im E-Commerce

14:00-14:40 Session 5 continued (Fortsetzung) - E-Commerce I

D. Schmeißer, M. Sauer

title: Usability-factors for success in eCommerce - Ergebnisse einer Grundlagenstudie zum Online-Versandhandel

13:00-14:00 Session 6 - Digital Divide & Digital Inequality I (Digitale Spaltung und digitale Ungleichheit I)

E. Hargittai, A. Hinnant

title: Young Adults' Internet Uses: The Role of Skill and Social Support

M. Hartmann, P. Rössler

title: The non-user - an unknown quantity? Conception of the internet non-user as a research category

Titel: Der Nicht-Nutzer - das unbekannte Wesen? Konzeption der Internet Nicht-Nutzung als Forschungskategorie

V. Dolnicar, V. Vehovar, P. Sicherl

title: Advanced Measuring of the Digital Divide: Composed and Time Distance Measures

13:00–14:40 Session 7- E-Learning

M. Thielsch, Y. Grabbe, K. Haaser

title: Course evaluation online: Students' evaluation of university teaching by web-based assessment technology

Titel: Lehrevaluation online

Y. Hänggi

title: Do participation fees change the way participants behave in online trainings? First answers of a parental training in coping with stress in the family

Titel: Verändern Teilnahmegebühren das Teilnehmerverhalten bei online Trainings? Erste Antworten von einem Elterntraining gegen Familienstress

S. Iske, C. Swertz

title: Methodological aspects of analysing navigational processes during elearning using the method of thinking aloud

Titel: Methodologie der Analyse des Navigationsverhalten beim eLearning mittels der Methode des Lauten Denkens

14:00-14:40 Session 8 - Website Evaluation II (Webseiten-Evaluation II)

A. Naumann, A. Brunstein, I. Wechsung

title: User's mental model: The impact of navigation structure, user intention, and cognitive load on content acquisition

Y. Ariel

title: Web User's Gratifications Expectations

13:00-14:00



15:00-16:40 Session 9 - Response Rates in Online Surveys I (Rücklaufquoten und Effizienz in Online-Surveys I)

M. Bosnjak, O. Wenzel

title: Effects of two innovative techniques to apply incentives in online access panels

Titel: Wirkung zweier innovativer Incentivierungstechniken im Online Access Panel

B. Leidenfrost, B. Strassnig

title: Effects of two innovative techniques to apply incentives in online access panels

Titel: Bedeutung der Zusicherung von Anonymität in Online-Untersuchungen

T. Tuten, M. Galesic, M. Bosnjak

title: Optimizing Prize Values in Web Surveys: Further Examination of the Immediacy Effect

S. Lindner, B. Marcus, M. Bosnjak

title: Impact of Topic Salience, Survey Length, and Incentive Type on Response-Rates in a Web-Based Survey: A Field Experiment

G. Loewe, D. Read, m. Airoidi

title: Lessons From An Online Experiment



S. Althoff

title: Lufthansa B2B Online Research

H. Schmidt, C.U. Lauer

title: User classification in the domain of usability testing

Titel: Nutzerklassifikation in der Usability-Forschung

T. Melles, B. Wittkamp

Titel: Conjoint-Analysen im Internet. Zu Risiken und Nebenwirkungen...

Britschgi, Markus

title: Translucent is the mind of the web user

Titel: Gläsern ist die Psyche des Webusers

G. v. Meissner, R. Zwartkuis, J. Vriens

title: Online market research in cities and municipalities (Eindhoven)

Titel: Bürgerbeteiligung durch Online-Umfragen (Stadt Eindhoven)

15:00-16:40 Session 11 - Leadership and Internet (Internet und Führung)

N. Thiele, n. Krämer

title: Leaders' acceptance and employment of mediated communication depending on situation

Titel: Akzeptanz und Nutzung von medierter Kommunikation durch Führungskräfte in Abhängigkeit von der Führungssituation

A. Glöckner, K. Grüner

title: 360 degree feedback processes

Titel: Internetgestütztes 360° Feedback

G. Schwartz

title: Empowering by Surprise: The Digital Knoware in Brazil

R. Agbonlahor

title: Electronic networks and the shrinking student-lecturer gap in information access: implications for student-lecturer relationships

15:00-16:40 Session 12 - Interaction Processes in Online Groups (Interaktionsprozesse in Onlinegruppen)

T. Leckner

title: Reasons for customers to share opinions with others in the Internet

U. Matzat

title: A Theory of Relational Signals in Online Groups

A. Gurtner, M. Kolbe

title: Perceived ability and personal relationships as antecedents of trust and work satisfaction in computer-mediated communication

R. Richter, E. Martins, F.V. Nerdinger

title: Goal Setting and the Use of Information in Computer-Mediated Group Work

Titel: Zielsetzung und Informationsnutzung bei computervermittelter Gruppenarbeit

17:00-18:40 Session 13 - Response Rates in Online Surveys II (Rücklaufquoten und Effizienz in Online-Surveys II)

A. Joinson, A. Woodley, U.-D. Reips

title: Personalization, authentication and self-disclosure in self-administered Internet surveys

Titel: Wirkung zweier innovativer Incentivierungstechniken im Online Access Panel

J. Zajac

title: Persuasiveness on the Internet: Factors influencing participation in Web survey

L. Kaczmarek, W. Neubarth, M. Bosnjak

title: Active User Sampling. Intercept surveys without popups

K. Lozar Manfreda, M. Bosnjak, I. Haas

title: Web survey response rates compared to other modes - A meta-analysis

17:00-18:40 Session 14 - Online Market Research II (Online-Marktforschung II)

M. Fisch

title: Measurement of Internet usage – Survey and problems

Titel: Nutzungsmessung im Internet - Überblick und Probleme

Raum, Stefan

Titel: The Advantage of Data Integration in Internet Audience Measurement

B. Griehl

Titel: Stimmungsbarometer Marktforschung

Goldschmidt, Susanna

title: CIAO - Online Research-Barometer

Escher, Christian; von Heesen, Boris; Lipsmeier, Gero; Dallwitz-Wegner, Dominik; Daiber, Achim

title: The spam problem from the point of view of the working group NEON



17:00-18:40 **Session 15 - Academic Communication and the Internet**
(Wissenschaftskommunikation und das Internet)

C. Carlson

title: The Scientific Community, Open Access and the Internet

Titel: Die wissenschaftliche Gemeinschaft, Open Access und das Internet

E. Vasileiadou, P. van den Besselaar

title: Disseminating science - How the use of ICTs moves science to the public sphere

M. Use, W. Taube

title: easySTATS – interactive exploration of quantitative research data in the public space of the Internet

Titel: easySTATS – interaktive Exploration quantitativer Forschungsdaten in der Öffentlichkeit des Internets

P. van den Besselaar, G. Heimeriks

title: Digital Disciplinary Differences – Field Differences in Computer Mediated Science

17:00-18:40 **Session 16 - Structures and Social Networks in Online Groups (Strukturen und soziale Netzwerke in Onlinegruppen)**

B. Smit, V. Dirksen

title: Information Behaviour in Online Corporate Communities

A. Brand, K. Hinner

title: A networkanalytical study of an open source-project

Titel: Eine netzwerkanalytische Untersuchung eines Open Source-Projekts

C. Stegbauer

title: Structural analysis of Internet-Chats

Titel: Strukturelle Analyse von Chats

B. Hoser, A. Geyer-Schulz

title: Eigenvector-centrality-like measurement based on simultaneous analysis of two way communication

Titel: Eigenvektorzentralität bei gleichzeitiger Betrachtung asymmetrischer Kommunikation

19:00

Apéro

20:00

GOR Conference Dinner

22:00

GOR-Party

Wednesday, 23.03.2005

09:00-10:40 **Session 17 - Scale Construction & Methods' Effects (Skalenkonstruktion und Methodeneffekte)**

T. Gnams

title: Visual Analogue Scales in Internet-based Surveys

Titel: Graphische Analogskalen in Internet-basierten Erhebungen

F. Funke

title: Visual analogue scales in online surveys

Titel: Visuelle Analogskalen in Onlinebefragungen/Visual Analogue Scales in Online Surveys

E. Mayr, M. Jirasko

title: On- and off-line comparisons – Are there real differences or measurement artefacts?

09:00-10:40 **Session 18 - Organizational Development with online tools (Organisationsentwicklung mit Online-Mitteln)**

M. Pötschke, J. Simonson

title: Online Interviews as an Instrument of the Development of Organizations. A Meta-Analysis of Online Surveys at Universities

Titel: Onlinebefragungen als Instrument der Organisationsentwicklung. Eine Meta-Analyse universitärer Befragungen

U. Eimer

title: Implementation of an Information, Communication and eLearning platform within the organisational structure of municipal environmental administration

Titel: Implementierung einer Informations-, Kommunikations- und Lernplattform im organisatorischen Gefüge kommunaler Umweltverwaltungen

A. Karapidis, K. Schnalzer, M. Wesoly

title: Case Study: Fraunhofer-Gesellschaft Knowledge Management Online-Survey

D. Mayer

title: DSM - Dynamic Survey Method – how to measure knowledge and settings of employees and how to initiate changes efficiently

Titel: DSM - Dynamic Survey Method - Wissen und Einstellungen von Mitarbeitern verlässlich messen - Veränderungen effizient einleiten Beispiel des aktuellen Projektes FIT4FUTURE

09:00-10:40 Session 19 - E-Health

A. Kralisch, B. Berendt

title: Access to medical information in a cross-linguistic and cross-cultural context

Titel: Zugang zu medizinischen Informationen für Nutzer unterschiedlicher sprachlicher und kultureller Herkunft

P. Whitten, M. Mackert, b. Love

title: Low-Literate Adult Access to Online Health Information: Developing a Research Design

U. Davidovich, J.B.F. de Witt

title: Challenges in conducting longitudinal randomized controlled trials online - The story of evaluating an online tailored HIV-prevention intervention

Büttner, S. Schulz, G. Silberer

title: Interaction with and evaluation of internet pharmacies

Titel: Nutzung und Bewertung von Internetapotheken

09:00-10:40 Session 20 - Online & Offline: Relations and Social Networks (Online & Offline: Beziehungen und soziale Netzwerke)

M. Whitty

title: Cyber-cheating: Men and Women's understandings of what constitutes an act of online infidelity

G. Mesch

title: Changes through Time in Online and Offline Ties

V. G. Täube

title: Connected and Disconnected: Empirical Evidence Revisited

S. Utz

title: Email use in long-distance friendships

J. Gavin, J. Duddield, A. J. Scott

title: Use of online and offline communication channels by internet dating sites

11:00-13:30

Poster & Exhibition

12:00-13:30

Collecting General Population Data for Policy Advice Online? The Methods of "Perspektive Deutschland" and its Social Implications

Posters
(continued)

12:00-13:30 Session 23 - E-Commerce II

D. Chandran

title: Evaluation of E-Commerce websites – A satisfaction trust model

T. Meier-Bickel, T. Bamert

title: Consumer evaluations of brand extensions - Illustrated by the largest internet search machine Google ("brand of the year" 2002)

Titel: Konsumentenvaluierung bei Markenerweiterungen - Illustriert am Beispiel der grössten Internetsuchmaschine Google ("Marke des Jahres" 2002)

Bamert, Thomas; Meier-Bickel, Thomas S.; Rüd, Christoph

title: Optimal pricing of music downloads by using conjoint analysis

12:00-13:30 Session 21 - New Methods, Tools and Sampling Approaches (Neue Methoden, Werkzeuge und Auswahlverfahren)

Kralisch, Anett; Berendt, Bettina

title: Analysing and visualising logfiles: the Individualised SiteMap tool ISM

Schulte-Mecklenbeck, Michael; Neun, Moritz

title: WebDiP - Tracing the decision maker on the net

Blumer, Thomas; Reips, Ulf-Dietrich

title: WEXTOR: Internet-based research improved

Bäumer, Marcus

title: The use of internet surveys for the evaluation of mobility information systems

Titel: Online-Befragungen in der Verkehrsforschung

12:00-13:30 Session 23 - The Impact of Online Groups (Die Auswirkungen von Onlinegruppen)

A. Tasch

title: Business Potentials of Online Lifestyle Communities

Titel: Usability – Zentrale Erfolgsfaktoren im Online-Versandhandel

S. O’Loan, A. Poulter

title: Old wine in new bottles: Scottish sectarianism and online communities

12:00-13:30 Session 24 - New Approaches for Studying Online Groups (Neue Ansätze für die Analyse von Onlinegruppen)

M. Lübcke, R. Perschke, K. Stein

title: Semantically or Technically Connected? Analysing Newsgroup Discussions with COM

Titel: Semantisch oder technisch verknüpft? Eine vergleichende Analyse von Newsgroup-Threads mit COM

B. Lobe, K. Veale

title: Mixed-Method Approach to Online Communities – Visions of the Third Methodological Movement

13:30-14:30

Lunch & Exhibition

14:30-15:30

Panel-Discussion:
Opportunities and Problems of Online Access Panels

14:30-15:30 Session 25 - Perception of websites(Wahrnehmung von Webseiten)

U. Szillis, D. Stahlberg

title: The face-ism effect in the internet-Differences in depicting women & men

M. Thielsch, M. Schrameyer, A. Ullmann

title: Webaesthetics - an exploratory study on the aesthetic perception of websites

Titel: "Webästhetik" - wahrgenommene ästhetische Qualität von Webseiten

15:30-15:45

Coffee Break & Exhibition

**Session 26 - Audience measurement online - the AGOF's way towards a
15:45-17:15 standardized measurement of online coverage (Online-Reichweitenmessung -
der Weg der AGOF zu einer einheitlichen Reichweitenwährung)**

J. Sandhöfer

title: "die internet facts" - a standardized audience measurement system for Germany

Titel: "die internet facts" - einheitliche Reichweitenwährung für Deutschland

T. Knauer

title: OneSite survey avoiding pop-up-blocks - technical solutions

Titel: OnSite-Befragung unter Umgehung von Pop-Up-Blockern - Technische Vorgehensweise der Rekrutierung Onesite, Lösung des Problems der Pop-Up-Blocker

O. Pischke

title: The Pixelbox2-Measurement Framework

Titel: Das Pixelbox2-Measurement Framework

G. Lipsmeier

title: Datacollection and Datahandling with the crosssite Sample of the OnSite-Survey in the AGOF Project "die internet facts"

Titel: Datenerhebung und Datenhandling mit der siteübergreifenden Stichprobe der OnSite-Befragung des AGOF-Projektes "die internet facts"

S. Noller

title: Profiling: From Unique Client to Unique User

Titel: Profiling: Vom Unique Client zum Unique User

15:45-17:15 Session 27 - The Internet and Organizations (Internet und Organisationen)

B. Batinic

title: Preferences for online versus offline applications of applicants and employers

Titel: Die Entscheidung, sich online versus offline zu bewerben aus Sicht potenzieller Bewerber und Unternehmen

C. Montel

title: Options of automating internet-based Career-counselling - an example

Titel: Testgestützte Karriereberatung über das Internet - Möglichkeiten des automatisierten E-Counsellings

K. Paul, K. Preising, K. Moser

title: Increasing information load at the workplace - does a systematic working style endorse coping with the "new stress" of the new media?

Titel: Informationsüberflutung am Arbeitsplatz durch E-Mail - hilft ein planender Arbeitsstil, den "neuen Stress" der Neuen Medien zu bewältigen?

M. Kolbe, A. Gurtner

title: Computer-mediated communication at work: Subjective evaluation of its relation to performance and work relationships

15:45-17:15 **Session 28 - Antecedents and Consequences of Mobile Phone Use
(Vorbedingungen und Konsequenzen der Nutzung von Mobiltelefonen)**

S. Schnorf

title: Diffusion Networks in mobile communication

Y.F. Chen

title: The relationship of mobile phone use addiction and depression among college students: American and Taiwan cases

H. Hanekop

title: Re-Localisation of mobile Internet? Empirical Findings on the Usage of location based mobile Internet-services

J. Choi

title: Understanding Culture and Characteristics of Cellular Phone Communication in South Korea and the U.S.

15:45-17:15 **Session 29 - Digital Divide & Digital Inequality II (Digitale Spaltung und digitale Ungleichheit II)**

N. Kutscher

title: Social Usability and Informal Education in the virtual space

O. Schroth

title: "Community Computer Centers" - Public Internet Access and Learning Centers in Urban Community Planning



G.O.R.05



Universität Zürich
Sozial- und Wirtschaftspsychologie

S. Srinivasan

title: Does Open-Source Software Really Close the Digital Divide ? The Political-Economy of Linux Adoption in India: A Case Study ...

17:15-17:30

Coffee Break & Exhibition

17:30

Feedback, poster awards, GOR06 and Goodbye