

Martin Welker, Holger Geißler
Lars Kaczmirek, Olaf Wenzel (Eds.):

11th General Online Research Conference
GOR 09

Proceedings
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TABLE OF CONTENTS



11th General Online Research Conference

Organization 04

International Board 05

Greeting from the DGOF 06

Portraits of the board 08

Greeting from the local partners 10

Portraits of the local partners 11

Exhibitors and Sponsors 12

Workshops 14

Keynotes 21

Best Practice Award 25

DGOF Prize 32

Panel 33

Program Overview 36

Abstracts 42

Participants 151

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**Ladies and Gentlemen, honoured guests of the GOR 2009,
a very warm welcome to the
11th General Online Research Conference in Vienna.**



For the second time, the General Online Research Conference is not taking place in Germany, but in a neighbouring European country. Since its inception, online research in and about the Internet and mobile multi-media systems, has simplified cross border studies. Thanks to instant global accessibility, target groups can be surveyed in several languages more effectively and quickly than previously. In recent years, the General Online Research Conference has seen an increase in the number of international participants. In recognition of this, and to promote easier communication, English will be the working language of our Conference for the first time.

Our keynote speakers – Professor Jon A. Krosnick from Stanford University and Hans Georg Stolz from ag.ma, will respectively open the Conference on Tuesday and Wednesday. The keynotes represent the strengths of the General Online Research Conferences: thoughtful scientific reflections are combined with high quality knowledge gained through experience and practice. This mixture is one-off in the international conference circuit. Further program highlights will be podium discussions on “Online election forecasts” and “Consumer 2.0”.

REETING FROM THE DGOF



This combination of science and practice will also be reflected in our awards. For the second time at the General Online Research Conference, there will be an award for “Best Practice in Commercial Online Market Research”. This year the prize is sponsored by Respondi and will be presented by marktforschung.de. Contenders will be AGOF, Lufthansa Technik, Porsche, Spiegel Verlag, Swisscom and Soremartec Ferrero. You, the audience, will be able to vote live during the proceedings, via mobiTED, to influence the outcome. In contrast, the “Best Research Thesis Award” announced by the German Society for Online Research for the first time, honours the best scientific contribution to online research. This will be introduced during the Conference.

Tuesday evening is party time, and the now-legendary General Online Research party is sponsored this year by Global Park.

The Conference is not a virtual occurrence – it happens through hard work and the commitment of the Organizers working in and for online research. Without the active support of local Organizers: Austrian Market Research Association (VMÖ), Austrian Advertising Association (WWG) and the Forum for Online Research Experts, this Conference could not have taken place in Vienna.

ACNielsen and GfK Austria, two large international Market Research Institutes are also major sponsors of General Online Research. Thanks also go to Interrogare for the Conference’s catering. And to the list of businesses which also contributed to the Conference’s success.

Last but not least – we would like to thank you all for your participation in this General Online Research. In the name of the Committee of the German General Online Research we wish you an exciting and successful Conference.

Dr. Olaf Wenzel
Chairman of the DGOF e.V.

Prof. Dr. Martin Welker
Chair of the program committee

DGOF's board consists of four persons elected by the members: Chairman and three vice chairmen. One of them is the treasurer. The board is elected for 2 years.



Dr. Olaf Wenzel, Senior Research Manager and Director R&D at SKOPOS, studied Economics and Business Administration at the Universities of Wuppertal and Konstanz. In his Ph.D. Thesis he focused on the impact of the link structure of websites on flow experiences and information retrieval. He holds the position of the chairman of the DGOF and is the head of organization of this year's GOR-conference. Beside his work for SKOPOS and his engagement for the DGOF he is giving lectures about marketing research at the University of Wuppertal.

Prof. Dr. Martin Welker is Professor for Journalism at mhmk, University of Applied Sciences in Munich. His work includes papers on computer assisted reporting, social networks, and methods of online data collection. He is member of the board and the treasurer of the DGOF. He accompanied organization of GOR conferences since 2002 in different positions. He is founder and editor of the book series "New Publications on Online Research" ("Neue Schriften zur Online-Forschung").





***Holger Geißler** studied psychology in Heidelberg and Mannheim with the main focus on market and advertising psychology.*

He is responsible at YouGovPsychonomics for the division Online-Research in the function of a Senior Manager. He is a member of the board of the DGOF, published several articles on the topic of online research, and operates as management trainer for the BVM (German professional association for market researchers).

***Dr. Lars Kaczmirek** is a survey researcher at GESIS – Leibniz Institute for the Social Sciences in Germany. He studied psychology in Mannheim and specializes in survey design and methodology. Research interests include optimizing costs/benefits during fieldwork, reducing total survey error, website evaluation, data protection, accessibility and usability. Recent publications include: Internet Survey Software Tools, in N. Fielding, R. Lee and G. Blank (eds.), The Handbook of Online Research Methods, Sage Publications, 2008, 236-254; Kaczmirek, L. and KG. Wolff, Survey Design for Visually Impaired and Blind People, Universal Access in HCI, LNCS 4554, Springer, 2007, 374-381.*



Welcome to the 11th GOR Conference in Vienna

In Viennese dialect, “gor” means “ready, finished”. The fact that online research is still cutting edge and far from finished will certainly be proved once again in no uncertain terms at this year’s GOR, characterised as this sector is by technical and structural innovations.

What can you expect?

Stimulating workshops, interesting lectures, and controversial discussions are all going to be presented on the theme of “do more, see more, get more”. Online research will identify its position, present new developments and trends, and this will all be taking place in an interesting and exciting environment: the lectures will be held at the oldest university in any German-speaking country. Vienna showcases the modern subject in imposing international surroundings where tradition meets innovation.

The GOR 09 provides you with the optimum forum in which to exchange information with colleagues from market research, academia, and online business on the subjects of advertising and marketing research, and also media and social research. Enjoy the opportunity to chat to the wide variety of exhibitors on their stands and be inspired by the lectures, which are organised in 4 streams. Find out more about the progress of basic research on the internet, and discover how Web 2.0 has altered communication between people and, with it, online research. In addition to numerous lectures, a panel discussion will also take place on this key subject: “Consumer 2.0 - does market research need updating?”.

The early bird meeting will take place in a typical Viennese communications centre: the wine tavern, known as Heuriger. Enjoy a glass of wine and the Austrian hospitality. Have fun at the GOR party in the Moulin Rouge, sponsored by Globalpark, and have a relaxed start to the day at one of the many Viennese cafés with a melange and kipferl.

Our hope is that the GOR in Vienna will leave you full of enthusiasm, having acquired a wealth of new knowledge. If you would like to lend your support to the GOR or the future work of the DGOF, you can find details about membership of the German Society for Online Research on our website www.dgof.de.

The DGOF and the local organizers, the VMÖ (Austrian Market Research Association) and the WWG (Austrian Advertising Association) and the Forum for Online Research Experts welcome you and hope that you will enjoy your time at the GOR.



**Verband der Marktforscher Österreichs (VMÖ)/
Austrian Market Research Association**



Established in 1964 the Verband der Marktforscher Österreichs (VMÖ) is a powerful, service-oriented professional association for Market Research in Austria. The VMÖ is a platform to exchange knowledge and experience for experts who work in a professional way in all fields of market-, opinion- and social research in companies, institutes, agencies and media. Currently the Association represents about 300 members.

**Expertenforum Onlineforschung/
Forum for Online Research Experts**



The Forum for Online Research Experts is a cross-institutional and cross-company platform for online researchers in Austria. They have made it their task to discuss the potential and limitations of online research on a broad basis. Thus, the Forum provides the opportunity to exchange experience whereby online research in Austria is promoted on a long-term basis and new standards relating to quality issues are set.

**Österreichische Werbewissenschaftliche Gesellschaft (WWG)/
Austrian Advertising Association**



Österreichische Werbewissenschaftliche Gesellschaft
an der Wirtschaftsuniversität Wien

The Austrian Advertising Research Association (Österreichische Werbewissenschaftliche Gesellschaft WWG) is based at the Vienna University of Economics and Business Administration. Its main purpose is to establish a close link between science and practice in the fields of advertising, communication, and brand management. To transfer knowledge from research to practice and vice versa the WWG edits specialized publications, organizes professional events and funds scientific projects. Together with the German Advertising Research Association (Deutsche Werbewissenschaftliche Gesellschaft DWG) the quarterly journal "transfer – Werbeforschung & Praxis" is published. The WWG has approximately 1.000 members (companies, individuals, and students) engaged in the area of advertising, communication, marketing and marketing research.



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WS 1: Conducting Mobile Surveys: A Hands-On Introduction to an Innovative Research Mode

Author: Dr. Tanja Pferdekämper/Zacharias de Groot
(Globalpark AG, Germany)
E-Mail: tanja.pferdekaemper@globalpark.com
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The instructors will...

- (a) provide participants with a thorough introduction in the theoretical background of mobile research,
- (b) demonstrate how researchers can design self service mobile research projects with Globalpark's web-based software solution EFS Mobile Extension,
- (c) provide participants with best practices in mobile survey layout and design,
- (d) introduce participants to SMS as contact mode for survey participants,
- (e) demonstrate how SMS/WAP-Push can be utilized for bulk invitation of mobile survey participants.

The aim of the workshop is to provide participants with theoretical background on mobile research and with working knowledge on (a) the optimal design of a mobile survey, choosing (b) the right invitation techniques and (c) mode-specific incentive strategies, (d) enhancing mobile survey participant satisfaction and (e) reducing dropout rates.

WORKSHOPS



WS 2: Data Collection via the Web Using Free Software

Author: Prof. Dr. Anja Göritz
(University of Würzburg, Germany)
E-Mail: Anja.Goeritz@psychologie.uni-wuerzburg.de

Description of the content of the workshop:

- setting up a Web server with MySQL database
- learning to administer MySQL databases using PHPMyAdmin
- creating simple HTML forms
- using the Generic HTML Form Processor to collect data
- setting up and managing an online panel
- if time left: skip patterns, random assignment, input validation, password protection.

Goals of the workshop:

Create a complete Web-based study (HTML, PHP, JavaScript) and its environment (Apache, MySQL, PHPMyAdmin) using software that is free for academic purposes.

WS 3: Eye Tracking

Author: Robertino Pereira
(Tobii Technology GmbH, Germany)
E-Mail: robertino.pereira@tobii.com

What is eye tracking?

Eye tracking is the process of measuring either the point of gaze (“where we are looking”) or the motion of an eye relative to the head. An eye tracker is a device for measuring eye positions and eye movements. Tracking people’s eye movements has allowed researchers to draw conclusions about cognitive processing based on the characteristics of people’s gaze pattern.

Thus, eye tracking provides sensitive, unconscious, and replicable measure of on-going cognitive processing. Eye tracking has been in a wide range of areas such as scene perception, visual search, reading, driving, speech-directed eye movements, and interactive eye tracking.

Vision and eye tracking

Eye movements are typically divided into fixations and saccades, when the eye gaze pauses in a certain position, and when it moves to another position, respectively. The resulting series of fixations and saccades is called a scanpath. Most information from the eye is made available during a fixation, but not during a saccade. The central one or two degrees of the visual angle (the fovea) provide the bulk of visual information; the input from larger eccentricities (the periphery) is less informative. Hence, the locations of fixations along a scanpath show what information of the stimulus were processed during an eye tracking session. Scanpaths are useful for analyzing cognitive intent, interest, and salience.

WS 4: Information and Relation Extraction from Texts, Social Network Analysis and Computational Thinking

Author: Jana Diesner
(Carnegie Mellon University, USA)
E-Mail: janadiesner@gmx.net

It has become fast, cheap, and easy to collect and store large amounts of mainly unstructured text data from the web. Examples are scientific publications, governmental documents, political debates, news, emails, wikis, blogs, chats and interviews. These data may represent some relational or network structure, which are the input for social network analysis. Going from texts to networks has helped people in answering questions like:

- Who are the key players in a socio-technical system, where are they located, what are their tasks, and what resources or knowledge do they have? Which benefits or risks does the observed network structure imply?
- How do ideas or memes emerge, spread and vanish on the internet?
- What actors promote or suppress what ideas, and with what success?

In this workshop, the participants learn how to systematically and efficiently extract relevant information and relations from texts, and how to perform network analysis on the resulting data. The attendees acquire theoretical, methodological and practical, hands-on expertise in both areas. All software that we use is free for non-commercial purposes.

WORKSHOPS



We perform various natural language processing and information extraction techniques, such as identifying central topics and terms in documents and text sets, filtering and normalization techniques, named entity extraction (retrieving the names of people, groups, places), part of speech tagging (assigning grammatical functions to words), and extracting relations according to predefined and user-defined categorization schemata. For that, we use the AutoMap toolkit. The attendees then learn how to visualize and further analyze the networks in the ORA network analysis package, and how to interpret the results. We will also do a network analysis of emails (headers and bodies) with CEMAP, a subtool of AutoMap. Throughout all phases of the workshop we discuss empirical examples and real-world applications for the covered techniques.

Transforming texts into networks involves fundamental strategies that are not only applicable to the task at hand, but to a wide range of scientific and everyday's problems. These strategies are referred to as Computational Thinking (CT) - an approach to solving problems and understanding human behavior by using fundamental principles of computer science (Wing, 2006). The workshop attendees are familiarized with CT and learn how to apply this way of thinking to our task. CT is a fundamental skill (such as reading, writing, arithmetic) that can be used by everyone, but it is not programming, and no programming skills are needed or taught in this workshop.

Participants are invited to bring a laptop to the workshop, and also to work with their own data instead of using the sample data that we provide. I will bring CD's with installers for the software that we use, manuals, and sample data. The software (ORA and Automap, installers for major operating systems exist) can also be downloaded from <http://www.casos.cs.cmu.edu>. We screen-project the software as we work with it. That way, participants who are not able to bring a laptop can still fully benefit from the workshop.

WS 5: Online Experiments

Author: PD Dr. Ulf-Dietrich Reips
(University of Zurich, Switzerland)
E-Mail: u.reips@psychologie.unizh.ch

This workshop will provide you with an up-to-date overview of basics, techniques, methods, tricks, and tools for Internet-based experimentation. Using a practical example, you will learn how to conduct Web experiments that provide results within

hours. For this purpose, the workshop includes a hands-on demonstration of interactive systems for designing Web experiments online, e.g. WEXTOR. You will learn about ways of dealing with issues in experimental design, security, recruitment, sampling, self-selection, multiple submissions, question design, dropout, error estimation, distributed experimentation, data handling, data quality, and log file analysis. Among other “tricks”, you will know the warm-up technique, sub-sampling procedures, multiple site entry, ways to check for motivational confounding and when and why the high hurdle technique may work or not. You will learn how to make use of Web services like the free “::web experiment list::”, and of analysis tools for subsequent data analysis, such as Scientific LogAnalyzer.

Goals:

Learn or review basic knowledge about Internet-based experimenting; learn a number of useful techniques and tricks; learn to avoid pitfalls that may make your experiment useless; create an experiment during the workshop; get to know several tools and how to use them.

WS 6: Walking with Web Natives

Author: Nick Buckley (GfK NOP, United Kingdom)
Alison Palmer (GfK NOP Social Research, United Kingdom)
Josephine Hansom (GfK NOP Social Research, United Kingdom)

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A qualitative specialist and social media expert have collaborated to capture and bring to life the essence of the blogger, in order to provide practical guidance to web researchers on how best to engage with the emerging “confessional society”.

Bloggers pursue their practice to varying degrees, act from widely differing motives, express their identities quite distinctively, connect with their readers in diverse ways, and observe different conventions one from the other. In spite of this diversity, we believe that bloggers have something in common, some kind of innate blogging DNA. To explore this, we are undertaking a unique piece of qualitative research, designed to get to the root of what makes a blogger “tick”. We have recruited a group of 10 bloggers, selected to cover as wide a range of motives, styles and patterns of blogging as possible, along with a diversity of location, demographics and lifestyles.

WORKSHOPS



In the workshop, we will share our experiences and findings from this collaborative project. We will provide insight into the practice of blogging, drawing upon the whole of the blogger's life and identity. Seeing bloggers as representative of a class of confident and competent practitioners of web2.0, we have explored which other modes researchers might use to engage with them. We are using multi-mode communications so we can comment on their preferred methods, including one-to-one online; over the phone; webcam interviews; IM chat; and e-mail. We are encouraging them to continue the conversation as a group online, via a social space that we have created for this purpose. We are exploring notions of commonality and shared purpose amongst bloggers and the extent to which they might have a collective identity, simply through blogging.

As we are sustaining a continuous relationship with our bloggers, there is plenty of scope for interaction with workshop delegates, who will be invited to join the conversation online, before, during and after the session. To engage the audience on the day, we will involve some of our bloggers in real time in the session itself.

WS 7: Mastering Online Surveys

Author: Dr. Werner Hemsing (Globalpark Österreich GmbH, Austria)
Ulf Klapproth (Globalpark AG, Germany)
E-Mail: werner.hemsing@globalpark.at
ulf.klapproth@globalpark.com

Online surveys are not only easier and cheaper to produce than paper-and-pencil-surveys they also allow for a multitude of additional features which makes them easier to fill in for participants while at the same time improving the data quality for the researcher.

Still these features may prove to be a two-edged sword if not applied with care. They may very well hinder the participant's progress in the survey and/or result in reduction in data quality.

So which factors are responsible for conducting a successful online survey?

One part of the workshop will address methodological aspects of online questionnaire design (e.g. reasonable use of mandatory questions and plausibility checks, dynamic questionnaire set-up and providing an diversified questionnaire). Another

part will be dedicated to the proper analysis of the results data from different question types.

Based on examples from real life (customer surveys) we will together with the participants compile the main criterias for a good online-questionnaire design.

The aim of the workshop is to establish ways to

- ... the optimal design of an online survey
- ... increase survey participant satisfaction and reduce drop-out rate
- ... make the most use of online features.

WS 8: Online Surveys in Practice: Pitfalls and Factors of Success

Author: Dr. Axel Theobald
(Rogator AG, Germany)
E-Mail: a.theobald@rogator.de

In this workshop some successful and less successful online research projects will be presented. The goal is to identify the essential factors of success and also the main difficulties and most dangerous pitfalls.

The show cases are taken from daily research practice and from different areas of online research (customer survey, employee survey, website survey etc.).

They represent the online researcher's ordinary spectrum of work.

Goals of the workshop:

- Consideration of the main factors of success in online surveys
- Avoidance of pitfalls diminishing success
- Giving general insights to the daily practice of online research.



Prof. Dr. Jon A. Krosnick, Stanford University, US

Money for Surveys: What about Data-Quality?

Online surveys of the general public are currently being conducted with two sorts of samples: (1) probability samples, recruited through RDD phone calls or face-to-face visits to respondents' homes, or (2) groups of people who are not selected from the population of interest by probability sampling and instead volunteer to do occasional online surveys for money (in response to online ads or email invitations). To compare the quality of data obtained from these two sorts of samples, we have conducted a series of studies in which the same questionnaire was administered simultaneously by an RDD telephone interviewing organization and/or a probability-sample online survey organization and/or a face-to-face interviewing organization plus one or more online survey groups that employ non-probability samples.

Six sets of issues are explored in this work:

- (1) How closely do non-probability samples and probability samples resemble the populations they are intended to mirror in terms of demographic variables not used for respondent selection or quotas?
- (2) How closely do non-probability samples and probability samples resemble the populations they are intended to mirror in terms of non-demographic variables that can be benchmarked using actuarial records (e.g., possession of a driver's license or passport, subscribing to a particular magazine, voting in an election) or surveys of probability samples with extremely high response rates (e.g., frequency of smoking cigarettes)?
- (3) How closely do non-probability samples and probability samples resemble one another in terms of correlations between measures?
- (4) How closely do non-probability samples and probability samples resemble one another in terms of the rank ordering of objects (e.g., in terms of the frequency with which various products are purchased or the proportion of people who know the definitions of various words)?
- (5) How closely do non-probability samples and probability samples resemble one another in terms of the trends over time that they document?
- (6) How closely do non-probability samples and probability samples resemble one another in terms of the results of experiments embedded in the surveys?

The studies shed light not only on the similarity and accuracy of results from probability and non-probability samples but also shed light on how shifting mode from face-to-face interviewing to telephone interviewing to internet data collection affects the results obtained by researchers. Thus, it is possible to reach conclusions about whether decreasing cost and increasing speed of data collection can be accomplished without reducing data accuracy. The work supports a series of surprising conclusions about optimal survey methodology.



Prof. Dr. Jon A. Krosnick is author of four books and more than 140 articles and chapters. He conducts research in three primary areas: (1) attitude formation, change, and effects, (2) the psychology of political behavior, and (3) the optimal design of questionnaires used for laboratory experiments and surveys, and survey research methodology more generally. Prof. Dr. Krosnick currently has positions at the University of Stanford as the Frederic O. Glover Professor in Humanities and Social Sciences, Professor of Communication, Professor of Political Science, Professor of Psychology (by courtesy), and is the Associate Director at the Institute for Research in the Social Sciences (IRiSS).

His questionnaire design work has illuminated the cognitive and social processes that unfold between researcher and respondent when the latter are asked to answer questions, and his on-going review of 100 years worth of scholarly research on the topic has yielded a set of guidelines for the optimal design of questionnaires to maximize reliability and validity. His recent work in survey methodology has explored the impact of mode of data collection (e.g., face-to-face, telephone, Internet) on response accuracy and the impact of survey response rates on substantive results.

KEYNOTE II



**Hans Georg Stolz,
Arbeitsgemeinschaft Media-Analyse e.V. (ag.ma), Germany**

Trends in online measurement: From visits and clicks to blogs and engagement.

Online measurement is an essential topic in terms of contacts, impressions, reach, click rates, search results, conversions and, of course of revenue. Therefore all online marketing companies nowadays spread their offers from being a converting order and sales supplier to a communication channel armed with all advantages for being an effective vehicle to successfully accompany brands, products, and services along the whole funnel from awareness and image building, involvement, identification, finally to a loyal client.

In times where classical media is going to be shaken by various online marketing facilities with different functions and engagement patterns the development of media convergence puts additional weights on their rights to exist and being used as basic advertising channels within integrated crossmedia campaigns. It is obvious that measurement currencies has to be redefined when the so-called Three-Screen-Set of potential media (online, mobile and tv) diffuse its stimuli on one or two different devices worn in a 24/7-period by the user whereas other paper media seems to loose their original strength and impact potential.

This speech reflects the on- and offline measurement currencies and gives an outlook to a new stadium which reflects the strength and weaknesses of both old and new contact options in the sphere of measurability, comparability, and qualitative evaluation in a convergent media environment.



Hans Georg Stolz is based in Mainz near Frankfurt, Germany. He graduated in communication sciences in 1987 and started his career as a researcher at Carat Germany where he was fastly responsible for the East European area after the fall of the Berlin wall. He collected several experiences in the media business at Saatchi & Saatchi and Sat.1, one of the leading private TV-stations in Germany. In 1995 he went back to Carat Germany as a managing director research and strategy. In 2002 he started with his own company as partner in Finkenauer & Stolz Solutions. Since 2000 Georg is also chairman of the German AGMA in Frankfurt, the joint industry company for the “sui generis” media analyses and currencies for print, radio, outdoor, and online media. In addition he recently gives lessons at the Johannes Gutenberg University in Mainz.

BEST PRACTICE AWARD



Best Practice Award

After the big success in Hamburg, the GOR 09 is going to host the contest "best practice in commercial online market research" for the second time. Contributions derive from AGOF, Lufthansa Technik, Porsche, Spiegel Verlag, Swisscom and Soremartec Ferrero. The studies are presented by their authors in 2 sessions.

The winner of the award will be elected by the jury (Wolfgang Koch, Hessischer Rundfunk, Rolf Pfeleiderer, TNS Infratest Media Research, Dr. Anke Müller-Peters, Marktforschung.de, Dr. Otto Hellwig) and by the audience via mobiTED.

Contributions:

Althoff, Stefan (Lufthansa Technik):

"Personalization as Strategy to Increase Response Rates"

Linden, André (SOREMARTEC S.A.Groupe Ferrero)/Heibter, Judith (Dialego AG):

"The World of Coffee" - Online Research highlights the Italian Coffee Culture

Manouchehri, Anja (SPIEGEL-Verlag)/Förstel, Henner (YouGovPsychonomics):

Case study "Online Streaming-Ads"

Manouchehri, Anja (SPIEGEL-Verlag)/Gauert, Stefanie (YouGovPsychonomics):

"AGOF internet facts - increasing the response rate for onsite-surveys"

Dr. Paar, Isabel/Dr. Urbahn, Julia (Customer Insights, Swisscom (Schweiz) AG):

Implementation of a reaction time tool for brand measurement at Swisscom

Einhorn, Martin/ Klein Reesink, Thomas / Löffler, Michael (Porsche AG):

Methodological and practical advantages of using online research as a tool for improved customer satisfaction



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Personalization as Strategy to Increase Response Rates

What can be done to increase the response rates of Web surveys? There are many well known strategies. A result of a Bachelor Thesis in 2007: A high degree of personalization in mix-mode surveys can lead to higher response rates. The market research team of Lufthansa Technik transferred some of the results of this Bachelor Thesis to their B2B online surveys, with success.

Within this presentation we would like to show how easy it is to personalize online surveys and how successful this strategy is.

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“The World of Coffee” – Online Research highlights the Italian Coffee Culture

Coffee has become increasingly trendy and especially the Italian coffee culture is referred to when speaking about coffee. It seems to be the defining culture when it comes to positioning, labelling and naming coffee products.

But how do Italians themselves consider their coffee culture? And how do non Italians e.g. Germans view coffee drinking?

The intention of the study was to find out how coffee and especially the Italian coffee is perceived by Italians and Germans and gain deeper insights into why coffee is considered as trendy and what is special about coffee in general and Italian coffee in particular?

A sample of 100 respondents from both countries were asked to report about their experiences with coffee and the importance of coffee in their daily life. In an additional question, both nationalities were invited to refer specifically toward Italian coffee. The intercultural comparison was of interest.

BEST PRACTICE AWARD



The study showed that drinking coffee is based on extensive experiences and that it works in various dimensions (e.g. stimulation, relaxation, etc.). It is strongly connected to emotional aspects and thus the results showed that the desire for drinking coffee is driven by rational behaviour as well as by more subconscious motivations.

The methodology used was an asynchronous conversation platform which enabled respondents to take part in the survey any time during the 14 days field period. A moderator accompanied the survey with the goal of creating a lively conversation.

As report, a semantic network, consisting of respondents' tags as well as synonyms defined by an analyst gave aggregated consumer insights.

The study deepened the understanding of coffee culture in both countries and their specific relation of each country to coffee respectively Italian coffee. The analysis showed that the assumed differences between the Italian and German coffee cultures were less important than expected.

The findings of the study confirmed the clients' tendency toward a paradigm shift from seeing coffee to be relaxing as well as stimulating.

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AGOF internet facts – increasing the response rate for onsite-surveys

Since 2005, the “Arbeitsgemeinschaft Online Forschung” (AGOF) has quarterly been publishing the internet facts – core data on internet use and e-commerce in Germany. The internet facts identify the coverage and structural data of all market-constitutive German online advertising media, forming a central planning criterion in the area of online advertising. For guaranteeing for a valid definition of an advertising medium's coverage, a three-pillar-model forms the methodological basis of the internet facts, consisting of the technical measurement of usage data plus a population representative telephone survey as well as an onsite-survey for the collection of socio-demographic data and information on PC usage.

For a detailed optimisation of the invitation- and survey-process and for a higher response rate in the onsite-survey in the future, the AGOF commissioned psychonomics with the conduction of a market research study. The aim of this study was to identify the central problems as well as to develop possibilities for optimally increasing the response rate and minimising the total dropout rate.

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It's all about customer satisfaction – Advantages and limitations of online surveys in applied research

Porsche AG has been conducting a customer satisfaction study in sales and after sales for many years. The satisfaction survey is conducted worldwide. It used to be a mail only survey. Step by step Porsche provided its customers with an online option. Customers are first contacted with a mail questionnaire and can then choose whether they send back the mail questionnaire or answer via online-questionnaire.

This procedure provides Porsche with unique samples. First, these samples consist of up to 6.500 real customers per year in the US and up to 7.000 real customers per year in Germany. Secondly, the samples provide an unique international comparison of on- and offline differences. Third, it allows for comparisons in different years and time series analysis. Fourth, by strictly focussing Porsche drivers the study addresses a target group which is not open for general market research and highly representative for premium and luxury goods.

Based on these large international sample sizes the presentation clearly illustrates that:

- 1) Online results are as reliable and valid as offline results, without exception for the US and with minor limitations for Germany.
- 2) Over time reliability and validity (Herrmann et al. 2008; Heidbrinck 2006) has improved for most questions.
- 3) Online surveys provide additional practical and methodological advantages: Online respondents give more complete and more detailed information. Thus online answers tend to be less biased by missing values than mail surveys (Decker/Wagner 2008).

BEST PRACTICE AWARD



4) In the US there is no difference between online and mail respondents. In Germany online respondents are more modern and therefore more appropriate for most future oriented studies.

The presentation addresses needs and interests of applied research on client side and also provides beneficial insights for other researchers about reliability, validity, and usefulness of online research in business contexts.

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Spiegel-Verlag/youGovPsychonomics AG: Online Streaming-Ads

Case study "Online Streaming-Ads"

DER SPIEGEL, a German weekly magazine focusing on politics, is Europe's largest and one of the most influential magazines, having 6.03 million readers and a circulation of more than one million per week. The magazine's online version SPIEGEL ONLINE was launched as the first online news magazine worldwide in 1994.

Quality Channel, founded in 1998, is the SPIEGEL Group's online marketing association. They wanted to test the effectiveness of streaming ads compared to analogous formats on TV. Particularly for short clips (10-15 seconds), it was to be analyzed to what extent they are as efficient on TV as they are when employed online.

The aim was to measure the efficiency and effectiveness of advertising spots on the internet compared to TV. The results would be employed to draw conclusions on the levels of perception and, thus, contribute to a cost-benefit analysis of the cross-media strategy. The central objectives of the study can be summarized as follows:

- In which way are streaming ads perceived and recalled compared to TV ads?
- Which contents are rather recalled, depending on the medium? Do the media differ with regard to the perception of the core message?
- If the ads are identical, is the same image of the advertising medium conveyed on TV as well as online – or are there specific image-effects caused by the medium internet (e.g. modern, efficient, low-priced, etc.)?

Quality Channel commissioned psychonomics' experts with the conduction of this survey. For guaranteeing satisfactory insights, psychonomics decided to simultaneously test the ad online and on TV, and also to provide an a priori baseline measurement.

Three different samples, all members of our online panel, were invited to take part. The first sample was needed for the baseline measurement of the aided and unaided advertising recall and recognition. Subsequently, of the two other simultaneously surveyed samples, one was asked to look at an online format and evaluate a film, whereas the other one was to rate a TV show. This "trick" was employed so the recall and recognition of the ads could be tested under realistic conditions, particularly taking the factor of distraction into account.

For the online test, the streaming ad was placed on the website, thus competing with the site's content as well as with banner ads on the same page. Directly after visiting the website, the respondents were surveyed with respect to their aided/unaided recall and recognition of the ad, the brand awareness, their buying disposition as well as the brand image. For the TV test, the participants were to watch (and seemingly rate) a certain show – the ad was only shown in the commercial break. After the show was finished, this sample directly had to complete an online test, also with regard to the same criteria as above.

The results provided Quality Channel with useful insights for their media planning and marketing strategy.

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Implementation of a reaction time tool for brand measurement at Swisscom

In 2008, Swisscom developed a new brand positioning and appearance, which has been launched in March. Basis for the new identity was a model of generic emotions or motives, as used in Neuro-sciences nowadays. In order to capture implicit knowledge about brand values, which customers associate with Swisscom and other

BEST PRACTICE AWARD



brands, we started to experiment with reaction time measurement (RTM). Instead of asking customers to use scaled judgements like “how strongly they agree to Swisscom being innovative”, respondents have to use two computer keys to accept or not accept the connection between the words Swisscom and Innovation. The times between displaying the words and the customers’ reaction by pressing the button, are recorded.

Basis for our trials was the Swisscom owned online panel Intervista, which allowed us testing different methods in a cost efficient way. In our first test of RTM, we worked together with a consultancy with good experience in Neuro-psychology. We simply applied their operationalization (a fix set of key words) of the model. In several quality and method checks, we found out, that:

- In general, the RTM provides relevant results.
- However: lengths and complexity of key words have influence on reaction times, and
- too many key words increase complexity of analysis and comprehensibility.

Since we wanted to exploit the methods in other research studies, we asked our provider for online surveys to program our own RTM software. The goal behind this was to establish a standardized and fast method for pre-testing advertisements especially regarding to brand compliance. This allows early adjustments and thus reduces the risks of launching a campaign, which transports the wrong image.

In the meantime, the tool has been used many times for pre- and post-tests of ad campaigns, brochures and also after touch point visits of customers.

In the presentation, we will show, how the customers experience the interview, give examples of a pre-test and show, how the results of the study have been used to improve the communication measures according to our new brand values.

DGOFF prize “Best Research Thesis Award 2009”

In summer 2008 the German Society for Online Research (Deutsche Gesellschaft für Onlineforschung, DGOFF) announced its Best Research Thesis Award. The prize has a value of 3.000,- Euros. At the GOR09 it will be given to students who have finished an exceptionally good thesis (Bachelor/Master/Ph.D.) in 2007 or 2008.

The analysis of the thesis should focus on aspects of

- method research (web surveys, online experiments, mobile surveys, multimode data collection, statistical biases, innovative forms of data collection, etc) and/or
 - social, organizational, or psychological consequences or aspects of mobile or online communication (Web 2.0, social networking, online communities, E-Health, digital inequality, etc).
- All applications were evaluated by a jury of experts in the area of internet research on basis of the following criteria, if applicable.
- innovativeness of the findings
 - theoretical foundation
 - adequacy of the chosen research design and, if applicable, the empirical foundation
 - clarity of the presentation.

The jury had the following members:

Chair:	Uwe Matzat [Eindhoven University of Technology]
Members:	Anja Göritz [University of Würzburg]
	Katja Lozar Manfreda [University of Ljubljana]
	Anabel Quan-Haase [The University of Western Ontario]
	Ulf-Dietrich Reips [University of Zurich]
	Chris Snijders [Eindhoven University of Technology]
	Sonja Utz [Free University Amsterdam]
	Martin Welker [Macromedia Hochschule für Medien und Kommunikation]

35 students submitted a thesis. The jury decided that the prize will be given to two outstanding submissions of the following (former) Ph.D. students:

Vera Toepoel [University of Tilburg]: A Closer Look at Web Questionnaire Design.

Jong-Eun Roselyn Lee [University of Stanford]: “A Threat on the Net”: Stereotype Threat in Avatar-Represented Online Groups.



PANEL

“Future of political polling - Is online an option?”

History seems to repeat itself: not only in Austria, the headlines after the Carinthia elections read “all predictions were wrong”. Traditional election forecasts – a domain of offline interviews so far – are increasingly subject to criticism, whereas more and more election forecasts made with online surveys give more exact predictions of election results. Against this background, the question comes up which role online research will play for the future of polling research in Germany, Austria, as well as internationally.

Participants:

- Wolfgang Bachmayer [Managing Director, OGM, Austria]
- Prof. Jon A. Krosnick [Stanford University, USA]
- Robert Korbei [Managing Director, Die Grünen Vienna, Austria]
- Holger Geißler [Management Board, YouGovPsychonomics, Germany]

Moderator:

- Dr. Anke Müller-Peters [Managing Director, Marktforschung.de, Germany]



W.Bachmayer



Prof. Jon A. Krosnick



R. Korbei



H. Geißler



Dr. A. Müller-Peters

**Panel discussion: Consumer 2.0—Does Market Research need an Update?
(in German)**

Are “Web 2.0” and “Semantic Web” just terms, or the trends for the future, or even the rescue of market research?

Topics of the discussion:

- Status quo market research
- Relevant trends for the next years
- Which method guarantees representative results: online/offline/mixed mode?
- Strategies against decreasing response rates?
- Trends in Online Panels: Are online surveys enough, or must panel provider offer added value? Development of Incentives
- Trends in survey designs: Are technical inventions meaningful in terms of methods? Will (online) researcher develop to entertainer?

Keynote:

Prof. Peter Wippermann [Trendbüro]

Participants:

Andera Gadeib [Dialego AG]

Christina Giesen [Deutsche Post World Net, Market Research and Innovation GmbH]

Moderator:

Prof. Dr. Bernard Batinic [University of Linz]



Prof. P. Wippermann

A. Gadeib

C. Giesen

Prof. Dr. B. Batinic

□ Program Overview □ □ □

Monday, 06/04/2009

Time	Program		
12:00pm - 2:30pm	WS3: Workshop: Eye Tracking Robertino Pereira Location: Room 28		WS8: Walking with Web Natives Nick Buckley / Alison Palmer/ Josephine Hansom Location: Room 30
12:00pm - 5:00pm	WS2: Data Collection via the Web using Free Software Prof. Dr. Anja Göritz Location: Room 29	WS4: Information and Relation Extraction from Texts, Social Network Analysis and Computational Thinking Jana Diesner Location: Room 30	WS5: Mastering online surveys Dr. Werner Hemsing / Ulf Klapproth Location: Room 31
3:00pm - 5:30pm	WS1: Conducting mobile surveys: A hands-on introduction to an innovative research mode Dr. Tanja Pferdekämper / Zacharias de Groot Location: Room 24	WS6: Online Experiments PD Dr. Ulf-Dietrich Reips Location: Room 28	WS7: Online Surveys in Practice: Pitfalls and Factors of Success Dr. Axel Theobald Location: Room 26
5:30pm - 6:00pm	BREAK		
6:00pm - 7:30pm	DGOF: Meeting of DGOF Members Location: Room 7		
7:00pm - 11:00pm	EVENT: Early Bird Meeting Address: 10er Marie, Ottakringerstr. 222-224, 1060 Vienna		

Tuesday, 07/04/2009

Time	Program
9:00am - 9:15am	Opening of the GOR 09 Conference by University of Vienna & DGOF Prof. Dr. Rudolf Richter (University of Vienna)/ Dr. Olaf Wenzel (DGOF), Location: Audimax
9:15am - 9:30am	Welcome Note: VMÖ, WWG and Expertenforum Location: Audimax
9:30am - 10:00am	Keynote I: Money for Surveys: What about Data-Quality? Prof. Jon A. Krosnick (Stanford University), Location: Audimax



Tuesday, 07/04/2009					
Time	Program				
10:30am - 11:30am	PD-1: Panel Discussion 1: “Future of political polling - Is online an option?” Chair: Dr. Anke Müller-Peters Location: Room 7	S1-Society: Social Web & Civil Society Chair: Prof. Dr. Martin Welker Location: Room 28	S1-Metrics: Internet and Mobile Metrics Chair: Prof. Dr. Bernard Batinic Location: Room 30	S1-DataCol: Data Collection Using the Internet Chair: Marc Smaluhn Location: Room 31	S1-Mobile: Mobile: Data Collection & Business Chair: Emanuel Maxl Location: Room 32
11:30am - 12:00pm	BREAK I: Exhibition & Coffee				
12:00pm - 1:00pm	BP-1: Best Practice Session 1 Chair: Holger Geißler Location: Room 7	S2-Society: Social Web & Civil Society 2 Chair: Prof. Dr. Anja Göritz Location: Room 28	S2-Metrics: Internet and Mobile Metrics 2 Chair: Prof. Dr. Martin Welker Location: Room 30	S2-DataCol: Data Collection Using the Internet 2 Chair: PD Dr. Ulf-Dietrich Reips Location: Room 31	S2-Mobile: Data Collection & Business 2 Chair: Emanuel Maxl Location: Room 32
1:00pm - 2:00pm	LUNCH I: Lunch & Exhibition				
2:00pm - 3:00pm	BP-2: Best Practice Session 2 Chair: Holger Geißler Location: Room 7	PD-2: Panel Discussion 2: “Consumer 2.0 – Does Market Research Need an Update?” (in German) Chair: Prof. Dr. Bernard Batinic Location: Room 28	S1-PT: Truth and Lies on the Internet: Disclosure, Protection and Misrepresentation of Personal Information Online Chair: Dr. Tom Buchanan Associated with S2-PT Location: Room 30	S3-DataCol: Data Collection Using the Internet 3 Chair: Randall Thomas Location: Room 31	S3-Mobile: Mobile: Data Collection & Business 3 Location: Room 32
3:00pm - 4:00pm	BREAK II: Exhibition & Coffee				

Tuesday, 07/04/2009

Time	Program				
4:00pm - 5:00pm	S4-Society: Social Web & Civil Society 4 Chair: Dr. Jan Schmidt Location: Room 7	S4-DataCol: Data Collec- tion Using the Internet 4 Chair: Prof. Dr. Frank Faulbaum Location: Room 28	S2-PT: Truth and Lies on the Internet: Disclosure, Protection and Misre- presentation of Personal Information Online Chair: Dr. Tom Buchanan Associated with S1-PT Location: Room 30	S1-Vid: Video Con- tent Location: Room 31	S1-Busin: Business on the Web Chair: Jana Diesner Location: Room 32
5:15pm - 5:45pm	RA-1: DGOF prize "Best Research Thesis Award 2009" Winners Presentation Chair: Prof. Dr. Uwe Matzat, Joung-Eun Roselyn Lee (Stanford) Location: Room 7				
5:15pm - 6:15pm		S5-Society: Social Web & Civil Society 5 Chair: Holger Geißler Location: Room 28	S1-Aesth: User Experience: Perception and Use of Websites Chair: Prof. Dr. Martin Welker Location: Room 30	S5-DataCol: Data Collec- tion Using the Internet 5 Chair: Dr. Dietmar Janetzko Location: Room 31	S1-EH: E-Health Chair: Birgit Bedenk Location: Room 32
8:00pm	EVENT II: Party The Party is sponsored by Globalpark! Location: Moulin Rouge Vienna, Walfischgasse 11, 1010 Vienna				

Wednesday, 08/04/2009

Time	Program
9:00am - 10:00am	Keynote II: From Clicks to Blogs - Trends in International Online Measurement Hans Georg Stolz, Arbeitsgemeinschaft Media-Analyse e.V. (ag.ma), Location: Audimax
10:00am - 10:30am	Break III: Exhibition & Coffee

OVERVIEW



Wednesday, 08/04/2009					
Time	Program				
10:30am - 11:30am		S7-Society: Social Web & Civil Society 7 Chair: Prof. Uwe Matzat Location: Room 28	S1-Blog: Weblogs as Research Tools and So- cial Platforms Chair: Prof. Martin Welker Location: Room 30	S7-DataCol: Data Collec- tion Using the Internet 7 Chair: Dr. Olaf Wenzel Location: Room 31	S10-DataCo: Data Collec- tion Using the Internet 10 Chair: Dr. Wolfgang Bandilla Location: Room 32
11:30am - 1:00pm	Poster: Postersession				
12:00pm - 1:00pm	RT-2: Round Table 2 "Data Collection on- line: Can do, must (not) do, Should do" Chair: Frank Lüttschwager , Jana Diesner Location: Room 7	S6-Society: Social Web & Civil Society 6 Chair: Prof. Dr. Martin Welker Location: Room 28		S1-Exp: Experiments Online Chair: Dr. Lieselotte Stalzer Location: Room 31	RT-1: Round Table 1 "Classifying Dyadic Inter- actions - The example of a virtual marri- age market" Location: Room 32
1:00pm - 2:00pm	Lunch II: Lunch & Exhibition				
2:00pm - 3:00pm	S6-DataCol: Data Collec- tion Using the Internet 6 Chair: Dr. Wolf- gang Neubarth Location: Room 7	S8-Society: Social Web & Civil Society 8 Chair: Prof. Dr. Bernard Batinic Location: Room 28		S12-DataCo: Data Collec- tion Using the Internet 12 Chair: Dr. Olaf Wenzel Location: Room 31	S9-DataCol: Data Collec- tion Using the Internet 9 Chair: Prof. Dr. Uwe Matzat Location: Room 32
3:30pm - 4:30pm		S13-DataCo: Data Collec- tion Using the Internet 13 Chair: Prof. Dr. Martin Welker Location: Room 28	S9-Society: Social Web & Civil Society 9 Chair: Dr. Olaf Wenzel Location: Room 30		S14-DataCo: Data Collec- tion Using the Internet 14 Chair: Holger Geißler Location: Room 32
4:30pm - 4:45pm	A3: Farewell and Outlook GOR 2010				



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Abstracts



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Respondents' Evaluations of Questionnaires: A Single-Item Open-Ended Instrument for Quality Control in Online Surveys

Survey researchers who regularly conduct online surveys may wish to monitor and ensure the quality of surveys. From a respondent's perspective the quality of a survey manifests itself as attitudes towards the survey. The attitudes can be assessed with questions concerning the satisfaction, the cognitive burden and other survey related issues. However, these scales do not explain why a specific survey was rated as very good or poor compared to other surveys. Furthermore, the available instruments for attitudes towards surveys are unsuited for regular implementation because of their length. We propose a single-item open-ended question which can both be easily implemented in each survey and which provides more insight into respondents' perception of a survey than rating scales. To allow computer-assisted content analysis of the answers we developed a dictionary. The dictionary is based on 6 online surveys including different topics and samples (6694 completed questionnaires, 4150 answers to the item). The validity coefficient for the automatic coding regarding the two central aspects of positive and negative evaluations is .951. A comparison between participants and their answer tendencies showed the following results: Women have a higher tendency towards positive evaluations than men. Whereas, higher educated and older respondents show a tendency to more negative answers. The content of the answers fits into the theoretical concept of respondent burden (Bradburn 1978). The dictionary-based approach allows calculation of a satisfaction index for each survey similarly to the use of rating scales. Additionally, the proposed open-ended question captures a greater variety of evaluation dimensions than rating scales. Respondents can evaluate the issues they themselves find most relevant concerning the quality of a given survey. On the one hand survey researchers are able to assess whether a survey receives a poor evaluation because it is "boring" or "too personal". On the other hand a good evaluation can be caused by "interesting" questions or because it is "important". The proposed one-item instrument allows survey researchers to track the quality of their surveys with minimal burden for the respondents while gathering differentiated feedback regarding the questionnaire.

ABSTRACTS



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Don't know and no opinion responses in Web surveys

Among the many issues faced by Web survey designers is whether to offer an explicit "Don't Know" or other non-substantive response. Prior research has demonstrated that the presence or absence of a non-substantive response option can have a significant impact on both the level of item nonresponse and the distribution of substantive responses. This paper reports on an experiment that tests three methods for handling of non-substantive responses: (1) No DK or other non-substantive option on the screen but respondents are not forced to answer; (2) a DK or some other non-substantive option presented; and (3) no DK or other non-substantive option presented but respondents who do not answer are prompted with a message encouraging them to answer. These formats are varied across a number of different question types including scalar questions presented in grids and questions known to elicit high levels of nonresponse such as income. Both attitudinal and behavior questions are included.

Analysis of these data is focused on the degree to which different presentation formats may encourage or discourage non-reporting. A second analytical issue is the impact of presentation format on the distribution of substantive responses. For example, do formats that discourage nonresponse generate different distributions than those that do not? Finally, we are very interested in the impact of different formats on undesirable respondent behaviors such as straight lining, speeding, and mid-survey termination.

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Mobile Internet adoption in Tunisia: an extended Technology Acceptance Model

In the last decade communication technologies have seen a huge progress. With the exception of leading nations such as Japan or South-Korea, Mobile Internet (M.I) adoption by consumers remains still slow in most countries.

In fact, people have become equipped with PDAs and cellular phones that have changed from being basic communication tools, to become multimedia devices with a variety of functions such as Internet connection. However, even though users find those functions useful, they are not easy or enjoyable to use.

Furthermore, the spread of M.I is taking place rather quickly in the Western world and there is a lack of knowledge about the emerging situation in developing countries. This research aims to examine the adoption of Mobile Internet by Tunisian users as a new information and communication technology. An extended version of Technology Acceptance Model (TAM) was chosen to explain motivations related to Mobile Internet adoption as personal innovativeness, social influence and perceived values were incorporated into the research framework. The model was then empirically tested by using survey data collected from a sample of 250 users of M.I. in Tunisia concerning their intent of adoption. Structural equation modeling (SEM) analysis show that perceived usefulness (utilitarian aspects) and hedonic value (Hedonic attribute) were mediators of the relationship between individual psychological variables and the intention to adopt Mobile Internet. The results are discussed and theoretical and practical recommendations are finally addressed.

ABSTRACTS



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Associative Transfer Effects at Computer Games.

Empirical study about transfers in shooters, simulations, and sport-/role-playing games in everyday life.

The purpose of this thesis was to adjust the disproportion that the perspectives of computer game players are often neglected by scientific research. Online-Communities were the primary platform to get in contact with computer players. Based on the transfer model by Jürgen Fritz (Cologne) a two-step model was developed and empirically proved. The goal was to answer the question if players recognize transfer effects after having played.

First, a quantitative online survey with 1350 gamers in 35 online communities empirically proved this model. A factor analysis established new transfer modes' with categories that are classified by high selectivity. They are linked to the theoretical approaches of the thesis and are openly designed for a wide range of other transfers.

Secondly, questions about the occurrence of transfer effects "When and how much later to the playtime do transfers appear?"; "Are there games with a genuine suitability for transfer effects?" could be answered. The comparison of the emotional involvement with the different transfers reveals the gratifications that are provided by certain games.

The results are clear: The majority of the players (80%) have recognized transfers as a positive aha-experience. The transfers provide unique functions and gratify different needs and are additionally associated with different moods of the specific game. This can be an indicator for an immersive action if the game's narrative content is valuable for further interpretations. The results of the study defining the empirical basis for the PhD research project "Associative Transfer Effects at Virtual Reality Gaming Consoles and Computer Games".

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The Mobile Brand Experience: Measuring Ad Effectiveness on the Mobile Web

eMarketer predicts mobile advertising to draw \$7.5 billion in 2009 and \$16 billion by 2011 worldwide. Despite this tremendous growth curve, mobile advertising is still finding its legs as one of the newest advertising platforms. Part of this development process is determining appropriate metrics for marketing success, which will become critical for evaluating ROI and determining mobile's place in the marketing mix. This submission contributes to the Mobile Marketing industry's understanding of mobile advertising effectiveness in two areas:

- Suggesting standard brand metrics as an evaluative measure for marketing messages on the mobile web
- Presenting a repeatable, scalable and proven method for measuring mobile advertising effectiveness – AdIndex® for Mobile.

Presentation will provide data from new case studies demonstrating the impact of mobile advertising as a branding tool. Currently available case studies show data from mobile ad campaigns for Hampton Inn, New Line Cinema and Guinness.

Dynamic Logic currently has new normative data from an estimated 21 mobile effectiveness studies (through Q1/08) which will show mobile trends and allow the industry to begin identifying best practices for this new medium. We anticipate at least 40 mobile campaigns completed by Q4/08.

Learn how advertisers leverage mobile measurement solutions to:

- Quantify mobile ad effectiveness using traditional brand metrics, and benchmark against mobile norms (20+ campaigns to date)
- Learn how consumers perceive & react to mobile advertising
- Use consumer-supplied data to optimize mobile ad placement, reach & frequency levels
- Answer questions: At what point in decision-making process are consumers most receptive to mobile ads? How does mobile complement an advertiser's marketing mix?



ABSTRACTS

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Understanding the willingness to participate in mobile surveys: Exploring the role of hedonic, affective, and self-expressive factors

Mobile technology has appeared as a new promising mode of collecting survey data. Accordingly, the need to understand the willingness to participate in mobile surveys emerged on the research agenda.

In trying to understand mobile survey participation, we introduce, synthesize, and extend a set of factors known to affect technology acceptance and use in general. By doing so, we apply, extend and refine past knowledge on the willingness to use new technology to the content area of (mobile) survey participation for the first time.

The multivariate framework proposed encompasses five main clusters of factors presumed to be systematically related to mobile survey participation. Specifically, these factors are: (1) utilitarian and functional aspects (costs, perceived usefulness, perceived ease of use), (2) hedonic aspects (anticipated enjoyment in mobile surveys), (3) affective factors (attitude towards participation), (4) normative influences (subjective normative pressure to engage in mobile surveys), and (5) self-expressive aspects of mobile survey participation (the degree of self-image congruence). These five major determinants of mobile survey participation are synthesized into an overall model and empirically (cross-)validated with the aid of two independent samples.

As hypothesized, hedonic and affective factors (anticipated enjoyment; attitudes) exerted the largest effect on the willingness to participate, followed by the degree of identity expressiveness. While perceived costs did not play a significant role, factors affecting behavioral attitudes as specified within the technology acceptance model were largely in line with expectations.

The study results indicate the dominance of hedonic, affective and self-expressive factors in mobile survey participation. Based on these results, the implications for influencing the willingness to participate in mobile surveys will be discussed.

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WebEXEC: A Short Self-Report Measure of Executive Function Suitable for Administration via the Internet

Assessment of cognitive function via the Internet is possible, but technically complex in comparison to self-report questionnaires. Self-report measures of cognitive function also have problems, but are easy to implement online and may give valuable insights, especially into people's own experiences of everyday cognitive problems. For example, a number of online studies have examined self-reports of memory problems.

"Executive function" describes a collection of processes making up the central executive component of the working memory model, including planning, task coordination, impulse control, and attention. Deficits in executive function are of clinical and scientific interest. A number of objective cognitive measures are believed to tap aspects of executive function. In addition, self-report questionnaires measuring executive deficits (e.g. the Dysexecutive Questionnaire; DEX) have been developed and appear to have a degree of validity.

This project involved creation and validation of a short, public domain self-report measure of executive function suitable for administration via the Internet. We created a 6-item self-report measure addressing different facets of executive function as a short web-based form. This was completed by 78 undergraduate participants (18 men, 60 women), who also completed the self-report DEX and three objective cognitive tasks: reverse digit span, a semantic fluency task, and a semantic fluency task with inhibition. All data were acquired in a laboratory setting. The six items appeared to form a factor-univocal scale with adequate internal consistency ($\alpha=.785$). Scale scores correlated strongly and significantly with the DEX ($r=.677$)



indicating that the two measures have much in common. They correlated negatively with all three objective measures of executive function ($r=-.284$, $r=-.353$ and $r=-.416$ respectively), indicating higher scores are associated with poorer performance. The pattern of associations between the DEX and these three measures is similar, though the correlations for the new scale are stronger. We present the new scale, 'WebEXEC', as a quick and reliable online self-report measure of executive function. While further validation work is planned, the evidence so far suggests the measure has a degree of validity and may be suitable for use in Internet-mediated research projects.

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Let's go formative: Continuous student ratings with Web 2.0 application Twitter

We used the Web 2.0 internet-application "Twitter" as a platform for formative evaluation in two courses (pilot and experimental study). After each lesson, students answered evaluation questions via Web-browser, SMS, or Instant Messenger. Both courses were also evaluated summatively, online and offline. The offline summative evaluation took place in the last lecture session. The online summative evaluation was carried out by the evaluation unit of the University of Vienna one week after the offline evaluation.

The aim of our research was to find out if Twitter would be a useful instrument for formative course evaluation. We also wanted to verify if the formative evaluation would come to the same conclusions as the summative online evaluation and the summative offline evaluation to the same conclusions as the online summative evaluation conducted 7 days later. Another point of interest was if the formative evaluation would influence the offline summative evaluation.

Participants were students enrolled in two different courses. In the pilot study ($n=26$), 20 students (response rate 77%) participated in both the summative and formative evaluation. 21 participants (response rate 81%) also filled in the official summative online evaluation. In the experimental study ($n=40$), 20 students were chosen to take part in the formative evaluation (experimental group). 19 of them

(response rate 95%) participated in the formative evaluation and 15 (response rate 75%) took part in the summative evaluation at the end of the term. 25 participants (response rate 63%) also filled in the official summative online evaluation.

Students rated the evaluation via Twitter as useful. Both teachers and students profited from this approach. Because of Twitters simple use and the electronic data handling, there was only little administrative effort. We found that formative and summative evaluations did not come to the same conclusions. T-tests between the offline summative evaluation and the online summative evaluation revealed no differences. Also, there were no differences between the control and the experimental group regarding the summative offline evaluation, which indicates that the formative evaluation had no impact on the summative offline evaluation.

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Attitude of Russians Towards Family Planning: Comparison of General Population and Internet Users

Objectives:

To compare attitude of general population and Internet users towards abortions, contraception and monogamy, and to measure influence of method of data collection on answers.

Methods of data collection and sample description:

All Russia Omnibus, representative sample of general population aged 16-50, 1497 personal pen&paper interviews;

Online panel, representative sample of Russian Internet users aged 16-50, 1057 online interviews.

Summary results:

An average Internet user in Russia is younger, better educated and better-paid: share of people aged 25-40 is 51% (vs. 39% in total Russia), share of high and incompleting high education is 71% (vs. 30%) and share of respondents with per capita income 500 euro+ is 48% (vs. 17% for total Russia).

ABSTRACTS



Only 1/3 of unplanned pregnancies resulted in child birth in both samples. Attitude towards use of contraception depends on social factors. Despite of prevalence of negative attitude towards abortions in both target groups, usage of contraceptives is significantly higher among Internet users, than totally in Russia (only 50% of Russians use contraceptives vs. 80% in Internet users). Also Internet users, as more “advanced” representatives of Russians, pay their attention on ethical aspects of abortions. They are convinced in necessity of education of population in terms of contraception and federal programs for improvement of demographic situation. An average Russian mainly tends to wait for any privileges and cash benefits from government.

More than 70% of Russians consider monogamous relationships to be necessary and normal. In both target groups males tend to be less monogamous, than women: about 20% of males prefer to betray, but do not want to be betrayed. And share of those, who believes partners can betray each other, but without any influence of their relationships, is almost 3 times higher in Internet users.

In general, it was proven, online data collection causes more openness, when answering “sensitive” questions: share of uncertain answers and refusals from answers was near zero in majority of cases (vs. one third in personal interviews).

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Using Interactive Features to Motivate and Probe Responses to Open-Ended Questions

Internet surveys can utilize various types of design features to increase interaction with respondents. Very little research has been done on the effects of the interactivity of the web on the quality of responses. This paper examines how interactive features of internet surveys can help reduce item non response in open-ended questions and improve the quality of responses to these questions. This research builds upon two previous studies among US students, that have shown motivational statements (Smyth et al., forthcoming) and interactive follow-up probes (Holland and Christian, 2007) can improve the quality of responses to open-ended questions. In this study the main question to be answered is: Can motivational statements and

interactive probing help to improve the quality of the responses of the general population of the Dutch people to open-ended questions and increase the number of respondents that provide an answer?

In this study the effects of motivational statements and follow-up probes on responses to four open-ended questions are explored. The questionnaire used for this experiment included four open-ended questions and several closed-ended questions about the current situation in Dutch society. The survey was conducted in the Dutch CentERdata LISS panel. This LISS panel consists of about 5,000 households; the reference population for the LISS panel is the Dutch speaking population permanently residing in the Netherlands.

Including a motivational statement with the initial question or asking a follow-up probe slightly improved response rates and response quality to open-ended questions in a web survey. Including a motivational statement with the open-ended question significantly improved response rates for only one question but its inclusion increased the average number of words in all four questions. Not very many respondents provided a response to the follow-up probe. However, respondents who were probed provided significantly longer answers than those who were not probed for three of the four questions. The mean number of words was higher when a motivational statement was included with the follow-up probe than with the initial question screen.

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The use of online data-collection in financial services market measurement research : the FRS experience

Accurate measurement of any market requires knowledge and skill, but the financial services market presents a number of additional challenges. The lack of consumer engagement with the sector, the perceived sensitivity of the questions plus the major commercial value of single-source data, (that is recording the details of all the financial products held by an individual respondent), mean that interviews are long, complex and difficult to secure.

ABSTRACTS



GfK has been running the British Financial Research Survey (FRS) for over 30 years, based on a representative sample of 60,000 interviews a year. In all that time data-collection has been face-to-face. However, the increasing difficulty and costs of field interviewing led us and our clients to question whether the FRS could not be migrated to an online methodology, as so many other tracking programmes had been.

Our conclusion from a major two year R & D programme was that it is simply impossible to represent retail financial services markets with a wholly online solution. Indeed, doing so will produce highly misleading measures not just of channel usage, but also brand share, product penetration and new business levels. This is due to the very different financial behaviour of those who participate in online surveys, compared not just to the population as a whole, but also to other less intensive internet users. Our work has highlighted why and how the financial behaviour of online and offline audiences differ and is of direct relevance to anyone working in the financial services sector. We have found that our new methodology for the FRS produces market estimates that are not only economically sustainable but also closer to clients' internal data estimates.

We also believe that our innovative multi-modal approach, based on the intensity of online use, provides valuable learnings for anyone considering the migration of any market measurement study away from an offline methodology. In particular, it shows how researchers can combine, in a single study, the broad representativeness of face-to-face with the cost-efficiency and access to minority populations available via online, something which we call the “yin and yang of market measurement”.

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Sensitive Questions in Online Surveys: Experimental Results for the Randomized Response Technique (RRT) and the Unmatched Count Technique (UCT)

Gaining valid answers to so-called sensitive questions is an age-old problem in survey research. Various techniques have been developed to guarantee anonymity and minimize the respondent's feelings of jeopardy. Two such techniques are the randomized response technique (RRT) and the unmatched count technique (UCT). In this

study we evaluate the effectiveness of different implementations of the RRT (using a forced-response design) in a computer-assisted setting and also compare the use of the RRT to that of the UCT. The techniques are evaluated according to various quality criteria, such as the prevalence estimates they provide, the ease of their use, and respondent trust in the techniques.

Our results indicate that the RRTs are problematic with respect to several domains, such as the limited trust they inspire and non-response, and that the RRT estimates are unreliable due to a strong false “no” bias, especially for the more sensitive questions. The UCT, however, performed well compared to the RRTs on all the evaluated measures. The UCT estimates also had more face validity than the RRT estimates. We conclude that the UCT is a promising alternative to RRT in self-administered surveys and that future research should be directed towards evaluating and improving the technique.

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Psychological Needs, Online Activities and Internet Usage Styles

The goal of the present paper was to analyze relationships between different psychological needs of heavy Internet users and online as well as RL activities. The analyses looked at socio-demographic variables and Internet usage styles. Polish Internet users (N=1155) aged between 11 and 78 years old ($M = 30.86$, $SD = 12.65$) took part in the study. The analysis of psychological needs revealed the following hierarchy of their importance: cognitive need, affiliation, creativity need, need for information, sensation seeking, and need for fun. In line with the order of psychological needs, corresponding ladder of goals that Internet serves for was established. Internet is most frequently used to fulfill goals associated with social and political information search, search for work or study resources (positive correlation with cognitive need).

The next aim for using Internet is social activity (positive correlation with need for affiliation). Internet less frequently serves practical goals (e.g. handling a banking account) and entertainment (listening to music). The ability to satisfy different psy-

ABSTRACTS



chological needs by Internet is the key feature distinguishing e-generation. Results of the study also indicate that younger participants treat Internet differently comparing to people who started to use it in older age, after finding ways to satisfy their needs in RL. Further analyses showed relationship between needs and styles of internet usage. Generally, the most important needs for active internet users, comparing to people who use internet as a tool making RL easier, are the following: need for creation, fun, sensation seeking, and social support.

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Data Collection online: Can do, must (not) do, Should do

Data collection from online sources is available at low cost and large scale. However, not all data from online sources may be used for all scientific and commercial purposes. Certain restrictions apply, which are defined by laws, norms, and ethical codes. Regulations for data collection, storage, exchange, mining, and fusion are typically defined on a national or even organizational scale, which can hinder cooperation and innovation. In this roundtable, which Frank Lüttschwager moderates, we will discuss these issues:

- Jana Diesner gives a brief overview on legal restrictions on data privacy, data security, and intellectual property, including copyright, licenses, patents, trademarks, and trade secrets.
- Andera Gadeib provides insights into current changes and disputes in the traditional market research industry.
- Laetitia Sassinot-Uny will share her knowledge about current developments and discussions regarding the privacy of clients from an international perspective.

We invite interested people from the industry, academia, and (non-)governmental institutions to discuss current conflicts, changes, and emerging regulations with

us. As legal regulations on various aspects of online research are in development, we would like to build a community of practitioners who collectively engage in this debate. Furthermore, we would like to pro-actively start a community-based discussion on the development of a normative codex for online-research that protects the subjects of surveys and other forms of online data collection.

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WYSIWII - What You See Is What It Is: Informed Approximation of Relational Data from Texts

A plethora of text data that can be collected online implicitly contain relational information, such as who says what to whom on what web site (web-version of the Lasswell formula). Potential data sources are scientific papers, legal documents, news, blogs, and emails. Relational information is often called network data. Transforming texts into networks generates concise reductions and abstractions of the original material. These network data enable us to investigate and communicate relational aspects of texts more appropriately than representations of words and documents as disjoint data points do. For cases in which we do not know what the relevant nodes and edges are, probabilistic techniques are being developed and widely used. This family of solutions involves two levels of uncertainty:

First, non-deterministic computational techniques for relation extraction (RE) only approximate network structure. This means that RE does not retrieve truth, but the most likely network given the deployed method and data. Second, validating relational data (RD) - the result of RE - by comparing them against ground truth (the true, underlying network) might be infeasible, e.g. for covert networks (price-fixing alliances, drug networks), ephemeral networks (bankrupt companies), or networks that lack an underlying real-world network (blogs). We refer to RD that cannot be validated against ground truth or that are nothing more than the gathered data as WYSIWII (What-You-See-Is-What-It-Is).

Due to the outlined uncertainties, rigorous investigations are needed so that all parties involved (developers, users, consumers of results) can understand: What variables involved in the RE process impact RD? How strong are these impacts? We

ABSTRACTS



address these research questions empirically and experimentally by applying different techniques for identifying, normalizing, and reduplicating relevant nodes (individuals, organizations, resources) and edges (relationships) in a corpus of several hundred research-funding descriptions. We measure the sensitivity of the resulting graphs to the applied techniques. Our findings suggest that the tested RE methods significantly impact the number and structural position of nodes and edges in networks, as well as network-level measures. We believe that our findings contribute to peoples' capability to assess the robustness of RE tools and to interpret the results of network data extracted from texts.

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Diffusion of Mobile Services Adoption in Taiwan

Mobile service has become an essence in people's daily life and the robust basis to promote mobile commerce. Understanding how the mobile service diffuse across a nation has thus become crucial for executives who want to take the first lead on the mobile commerce competition. Using a macro view that is different to the existing mobile service literature, this study aims to reveal the determinants of consumers' mobile service use behavior: whether the diffusion of mobile services is affected more by mass media advertising and salespeople, or interactions and imitations among acquaintances.

Longitudinal data provided quarterly by the Department of Industrial Technology of the Ministry of Economic Affairs in Taiwan between 1989 to 2008 was examined by three diffusion models. GNUS, a strongly functional language and environment to statistically explore data sets, was used to estimate the parameters of each model. The performance of each diffusion model was then examined using the Akaike AIC and Schwarz BIC statistics.

Findings indicated that (1) acquaintances' influence in terms of interactions is the dominant factor shaping mobile services' adoption decision; and (2) the Von Bertalanffy mixed influences model best describes the diffusion pattern of mobile services' adoption.

As every innovation has its own unique feature, this study may have helped managers to realize that for mobile technology-based products, interpersonal communication rather than mass media advertising is the best way to facilitate their market share. Consequently, to promote m-commerce such as mobile Internet usage or mobile shopping, seeking alliance opportunities with mobile e-mail, mobile messengers, famous Weblogs and Web communities that have been built by intensive user communication and interaction may be an effective tactic. Future studies may explore other macro-level factors (e.g. government policies, infrastructure of mobile services' connections, government support in the development of mobile handsets, and Internet contents) that have not been discussed in this study.

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SNB - Social Network Barometer

Social networking platforms and online communities are among the most popular Internet applications, and explanatory developments of the "Web 2.0" or "Social Web".

They allow their users to set up a personal profile, to communicate with other members, and to present photos or videos online.

In September 2008, 1.979 persons were surveyed representatively for the Internet users in an online survey.

The aim of this survey was to analyze the awareness and use of various online networking platforms, to map the different user structures, and to create a uniform measurement for the comparability of these platforms. Furthermore, motives of users as well as reasons of non-users, arguing against the use of online networks, were analyzed. It was surveyed which data the users in the individual networks reveal about themselves, and how they estimate the data security of the respective network. The extent to which the networks differ in the perception of their users as opposed to non-users was analyzed as well.

Results for the 12 largest online networks in Germany, like Facebook, Xing, Wer-



kennt-wen, Myspace or Stayfriends, are available. By means of these results, predictions about the formation and motives of different networks' users can be made. Furthermore, based on this survey, motivational structures can be depicted for the individual networking platforms, and estimations on their data security can be made. Regarding the use of online networks, significant differences depending on gender, region or education can be detected.

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Social Feedback Influences the Emotional Evaluation of Online Music Listening

Numerous studies have shown that music affects the so-called "subjective feeling" component of emotion (Nagel et al. 2007). In an Internet study by Salganik et al. (2006) participants were asked to choose different songs to download. Results showed an effect of social feedback: popular songs were downloaded more often than less popular songs, suggesting that music listeners tend to base their choices not only on the quality of the music, but are also influenced by the behaviour of others. Similarly, the present study investigates whether the emotional effects of music can be manipulated by social feedback in an Internet-based setting.

The study was implemented into an online music-personality-test. In about 10 minutes, participants could take part and get personalized test results describing their music preferences and personality. The 4432 participants (mean age: 31 years (SD=12 years); 3388 male and 2586 female) were randomly assigned to 3 groups. All participants listened to 5 from 23 music excerpts (30 sec each) in random order. After each excerpt, all participants rated the musically induced emotions on arousal and valence dimensions. Additionally, group 2 and 3 received manipulated feedback based on the emotional ratings of preceding participants. The ratings presented as feedback were manipulated either upwards or downwards along both dimensions compared to the ratings of a pretest group.

Results show that participants of group 2 and 3 (with social feedback) rate their own emotions significantly differently compared to group 1 (without feedback) in all con-

ditions (feedback rating manipulated upwards or downwards) on both dimensions. Looking at the significant group differences, the feedback is shown to influence the participants' ratings. This might underscore the importance of the cognitive appraisal component of emotion. Thus, a social factor influencing emotional effects of music listening in an Internet-based setting could be confirmed.

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Burden of illness survey conducted via online interviews

One of the most important themes within patient associated research is the measurement of the perception of limitation of quality of life on the part of patients. The research project described here has taken a close look at the subject "Continual measurement of the quality of life of women in the context of the monthly bleed" by means of an ambitious diary study.

Premenstrual dysphoric disorder (PMDD) is a premenstrual disorder (PMD) that falls on the severe side of the premenstrual spectrum. The milder and more widely known PMD is premenstrual syndrome (PMS).

The aim of this study was to assess the burden of illness from the patient's perspective in sufferers from PMDD and PMS as well as in controls in 14 countries.

In order to ensure measurement was continuous, it was necessary to use a diary format. Women were asked to fill in a daily questionnaire comprising 24 items for the duration of 2 menstrual cycles, starting on the first day of the cycle. All respondents were required to fill in a further questionnaire related to the menstrual period (PSST) between cycle 1 and cycle 2.

The methodological challenges associated with the market research mainly was the implementation of 3 different questionnaires and 1 diary over a period of 2 female

ABSTRACTS



cycles (60 - 90 days). The method of choice in this direction, therefore, was CAWI. All in all, it was not a simple task as 3,000 manpower hours on the part of our in-house staff together with a further 5,000 freelance hours were required to be invested.

The project as described is manageable only via online diaries.

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Online election forecasts

In the recent past, especially British election research has increasingly utilised the possibilities of new media. Pre-election surveys have always played a major role in Britain and, particularly, in the USA, but in the recent past, elections and election campaigns have also routinely been observed in surveys based on online panels – often with great success, regarding the interest in these surveys as well as the quality of predictions that can be made on their basis. In the UK, for instance, several better election forecasts could be made with online samples than with traditional survey methods.

In Germany, however, only few attempts have so far been made to describe and predict election behaviour and results by means of data collected in online surveys. On the occasion of the Bavarian state parliament election in September 2008 we intended to explain the election behaviour in Germany based on an online panel and, thus, to predict the results of the election.

Approximately 1.500 Bavarian members of the YouGov-psychonomics panel were interviewed with respect to their attitudes as well as their intended and actual election behaviour immediately before and after the election. The turnout of voters, which is of central relevance for the outcome of state parliament elections, was subject to special consideration: this aspect was analyzed with an experimental design (including the random variation of questions phrased and preset scales). In the scope of our contribution we would like to present the experiences we made with this pilot survey in Bavaria as well as the possibilities such online panels (e.g. the integration of experimental designs) have to offer.

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Media Equivalence Value for Viral Marketing Campaigns

According to a GfK survey on “alternative advertising”, in 2007 around 29% of marketing decision makers worked with viral marketing concepts. Successful campaigns like K-fee, Horst Schlämmer for Volkswagen or Nils for IKEA generated an enormous reach within a short period time. Nevertheless, merely 25% of the marketers would spend up to 10% of their marketing budget for alternative advertising such as viral marketing. The given reasons are multifaceted, but concentrate mostly on the lack of success evaluation. Almost every fifth respondent stated that the rejection of alternative advertising grounds on its lacking measurability.

The present paper focuses on the evaluation of viral marketing campaigns. Based on user-reactions and current online performance measurement methods, a three-step-calculation pattern has been developed, which enables the evaluation of several viral levels:

Consumption:

Value of reach through seeding and contacts generated through multiplication effects (diffusion). At this level the higher influence power of personal contacts and the different types of online advertising are considered. In addition to that, a time analysis model is suggested that provides the possibility of prognosis.

Conversion:

Beside the reach, conversions are important success criteria in online marketing. Conversions such as newsletter-registration, downloads, or orders, indicate not only the perception of the message, but also its effects in terms of an intended action.

Re-Production:

As we can see in the practice, numerous viral marketing campaigns induce to discussions and re-productions of viral spots, which, in turn, show a high degree of user involvement. Beside the reach of this newly produced or adapted information, this media equivalence value level has to consider the weighting factor, because this kind of user-generated PR is much more effective for recipients than the conventional, company related PR.



For every single level Key Performance Indicators have been defined. The approach allows to calculate media equivalence value in advance (based on a time-analysis-prognosis-model) and ex to use it as an evaluation. Further to this, it considers different types of online advertising (e.g. pictures, videos, text) by taking their (monetary) compensation forms into account.

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Investigating the High Hurdle Technique

Compared to laboratory studies, participants much more likely drop out in Web studies, particularly if sensitive questions are asked. The high hurdle technique is thought to control drop out by maximizing de-motivating factors at the very beginning of a study or even earlier to reduce subsequent drop out, but previous research is inconclusive as to its impact and process (Görizt & Stieger, 2007; Reips, 2002). To investigate the technique's dependence on other factors and its impact on drop out behavior, we conducted a Web experiment in which we (1) measured pre-experimental intended seriousness and (2) manipulated the high hurdle and the placement of sensitive items. Twelve different conditions resulted from the 2 x (seriousness) x 2 (high hurdle) x 3 (placement of sensitive items) between-subjects design.

Dependent measures were drop out, data quality and reaction time. After the seriousness check item, 396 Students answered a questionnaire about sport and nutrition. The high hurdle was placed in the introduction and was created by saying that the questionnaire contains sensitive items, which might make the person feel uncomfortable. In the control condition, there was no such high hurdle. The sensitive items were set either at the beginning, in the middle, or at the end of the experiment.

There was a significantly larger drop out directly after the high hurdle introduction, compared to the control condition ($p < .001$), i.e. the high hurdle served the first of its purposes. Also, there was an interaction with intended seriousness.

Further analyses showed that satisficer (people who concede to deliver accurate data in favor of roundings or estimates, likely due to decreasing motivation) had more

missings than nonsatisficers, in contradiction to widespread intuitions. The assumption that participants take a longer time to answer sensitive items was confirmed ($p=.005$). Also, at sensitive items the frequency of chosen “don’t-want-to-answer” options exceeded the amount of missings, whereas at non-sensitive items more missings than “don’t-want-to-answer” options were counted. Implications of these results for research and questionnaire design will be discussed in the presentation.

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Integrating Mobile Surveys into digital market research: Recommendations for Mobile Panel operation from an empirical study

Mobile surveys offer unique opportunities to enhance digital research methods. Technical requirements are generally given (e.g. multimedia functions and accessibility of modern devices), and only the overall high mobile Internet usage costs have caused a delay in widespread mobile Internet usage. Despite, it is crucial that the participants themselves accept the mode and are motivated to participate in mobile surveys.

We conducted an empirical study to examine whether (a) members of a recently recruited mobile panel effectively take part in mobile surveys and (b) to gather structured information on their usage experience. The study consists of two survey waves: In the first wave conducted in August 2008, 979 panel members were invited via a SMS/Wap-Push message to participate in a mobile survey. 206 participants (21%) answered a set of questions related to an actual topic (Olympic Games 2008 in Beijing). In the second wave in August 2008, the 979 panel members were invited again to participate in a follow-up Web-based survey to figure out their subjective experiences with the mobile survey and if they did not take part, examine their reasons and motives.

The results underline the potential of mobile surveys in a panel environment: (A) Participation is evaluated positively and future participation in mobile surveys is anticipated. (B) Significant faster response rate for mobile surveys compared to online

ABSTRACTS



surveys were observed. (C) No demographic differences (e.g. sex, age, education) for mobile survey participants have been found. (D) Participants are more experienced operating their mobile device and the mobile internet than non-participants. (E) The self reported main barriers of mobile surveys are technical problems (e.g. SMS/Wap-push link- functionality, connectivity, technical capabilities of devices) and perceived costs for taking part in such a study.

Based on the results, specific recommendations for operating mobile panels in the future can be derived. Future research should focus on both mobile Internet survey modes, hence personal panel-based surveys and ad-hoc mobile Internet surveys in order to investigate differences between both approaches.

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Formatting Error with Visual Analogue Scales in Web Surveys

Errors can't be avoided in the assessment of data in (Web) surveys. There are many sources of error on survey statistics resulting in either biased or unbiased estimates. One possible classification (see Groves, Fowler, Couper, Lepkowski, Singer, & Tourangeau, 2004) is to distinguish between representation related sources of error and measurement related errors. With the help of another approach (Sudman, Bradburn, & Schwarz, 1996) we focus on one component of the measurement error, namely formatting. This kind of error happens when there is no optimal option on the rating scale.

Visual analogue scales (VASs) - in our study plain horizontal lines with both ends anchored - are very well suited for Web-based research: They allow fine gradation and differentiation of ratings on a closed-ended continuum. Data from VASs reach - at least with a young and educated student sample - the level of an interval scale (Reips & Funke, 2008). By now it was questionable if certain respondent characteristics had an influence on the quality of data obtained with VASs.

In a Web experiment 1910 respondents from a heterogeneous US sample were asked to locate 15 target values (percentages presented in randomized order) on VASs.

We decided to use numbers because they are mentally very well represented. Thus, deviation from target values should be owed to formatting error only. We were able to replicate that data from VASs reach the level of an interval scale (Reips & Funke, 2008) even with a non-student sample. We examined precision of ratings, i.e. the absolute difference between target value and actual rating. Overall, we found a very small formatting error. The mean overall difference was at 1 percentage point. 82% of the ratings were in the interval +/- 2 percentage points. The quality of formatting judgments on VASs was neither affected by sex, age or education nor by Internet experience. We found a statistically significant difference that very fast, spontaneous ratings were marginally less precise, but the effect size was very low.

As the examined respondent characteristics did not show any statistically significant influence on formatting error, we are encouraged to use VASs for surveying samples of the general population.

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Results from 6 Independent Web Experiments Comparing Visual Analogue Scales with Categorical Scales

From the researcher's point of view visual analogue scales (VASs) - in the studies realized as plain horizontal lines with verbal anchors on either end - offer a number of advantages over traditionally used categorical scales. In this presentation we bring together the findings from 6 independent Web experiments, conducted between 2004 and 2008. Dependent variables were lurking, dropout, item nonresponse and response times. Additionally, we assessed the seriousness of respondents' participation.

The average length of the VASs we used in our studies ranged between 250 and 400 pixels. As every pixel in length corresponds to a raw value the communication and detection of very fine graduations is possible. Data approximate the desired level of an interval scale (Reips & Funke, 2008). Researchers thus have more opportunities to analyze data than with categorical scales.

ABSTRACTS



But do respondents share the positive attitude towards VASs? Do researchers ask too much of respondents when confronting them with VASs? A number of researchers could show that response times with VASs were considerably higher than with categorical scales (e.g. Couper, Tourangeau, Conrad, & Singer, 2006). In our studies we replicated this finding, but found substantially smaller differences. Nevertheless, VASs have a statistically significant effect on response times even though the effect size is very low.

We examined other indicators for respondents' ability to cope with VASs: The share of break-offs, lurkers and the extent of item nonresponse. Regarding the number of data points we report mixed findings. On the one hand we observed few break-offs with VASs. On the other hand, we recognized a higher share of item nonresponse with some studies. Overall, we have more analyzable data with VASs. Our research suggests VASs lend themselves for assessing data in closed-ended self-administered Web questionnaires.

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Verbal Vs Visual Response Options: Reconciling Meanings Conveyed by a Computer Aided Visual Rating Scale Tool and Verbally Labeled Scales

To date, researchers have assumed that continuums ranging from left to right (or top to bottom) and positive to negative (or negative to positive) are the optimal questionnaire format. This format is thought to encourage reading of all scale points and to promote comprehension of the words used for each response option. If verbal labels are constructed by researchers as arrayed in a continuum, then what respondents might actually be doing is ranking a construct according to its slot on a continuum relative to other constructs measured using the same type of scale.

This study compares the results yielded by two types of rating scales. One scale was designed to mimic the conventional scales widely used in survey research with response options fully labeled verbally. The second set of scales was presented one of four ways; 1) a slider with five verbal labels on it, exactly mimicking a traditional Likert scale, but with tick marks along the scale, 2) a slider with five tick marks on it, but only the end points labelled with the text anchors, 3) a slider with no tick marks

and with only the end points labelled with the text anchors, 4) a slider with anchors but no tick marks but with the actual “numerical score” displayed as the slider is moved. Respondents in the United States, the United Kingdom, Germany, and China were members of an online panel and were randomly assigned to receive either the conventional, verbal, presentation or one of the four visual presentations.

Respondents report a preference for the slider approach because it allows for more accurate opinion reporting. The results suggest that using a slider rather than a traditional Likert scale will produce the same mean scores. It would therefore seem likely that the slider scales would also increase levels of engagement, which in turn could improve data quality by reducing satisficing. On the other hand, sliders take longer to complete, which may decrease quality (although completion time may decrease somewhat as respondents become used to using the slider). Additional analyses will illuminate which type of scale yields greater predictive validity.

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Qualitative Research via Internet: Asynchronous Online Discussions and the Use of WebCT

The use of the Internet in research as a gateway to information sources is well established. However, its potential as a dynamic and interactive research tool is only beginning to be exploited.

This paper outlines the process and pertinent methodological issues relevant to the creation of two asynchronous online discussion boards, as part of a larger PhD study that explored the role of occupational therapists when working with children born preterm. Online discussions are a “permutation” of the traditional focus groups, with the latter having been extensively used in qualitative research as a data collection method. A comparison of traditional focus groups and online discussions is provided in this paper. The features of an asynchronous mode a discussion is discussed as a new “hybrid” mode of communication, which can generate rich responses that are well thought before being posted. The implications that this type of data collection method could have for qualitative research are discussed.



WebCT, the software platform employed for the conduction of the asynchronous online discussions, is well known as a distance learning tool. In this study it has been adapted to provide a multi-threaded online discussion board. The functionality of WebCT, design choices, and the technical infrastructure required to support it, are discussed. Factors such as the logistic challenges associated with the designing of the site, choice of the discussion timing, participant group dynamics, role of the instructor in facilitating participants' interaction, and finally pertinent ethical issues relevant to employing online discussions for collecting qualitative data are discussed.

Finally, advantages of using an institutionally-hosted virtual environment, such as WebCT, are presented. These advantages relate to confidentiality, security and safety issues as well as to WebCT's options for customisation and, therefore, creation of an online environment that is user friendly for the potential participants of a qualitative study.

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Research in Internet-based intelligence testing: Equivalence of standard and online versions of a trail making test

Perceptual speed as one of Thurstones primary mental abilities is considered as a basic process of intelligence. It is presumed that people with higher perceptual speed are able to handle more information in the same time, resulting in major interindividual differences in knowledge and ability. The correlation between speed of information processing and general intelligence has been demonstrated in several studies (for an overview see Sheppard & Vernon, 2008). In particular, it is correlated with fluid (primarily genetic) intelligence and to a lesser extent with crystallized (experience based) intelligence. Perceptual speed is often assessed with trail making tests, in which testees have to connect numbers, which are randomly distributed on a sheet of paper, in ascending order. Due to its extreme simplicity this kind of tasks measure primarily speed of processing and no other cognitive abilities.

The current study investigated the potential of a computerized form of a popular German trail making test (Oswald, 1986) in online studies. In form of a within-subject design 65 students worked on the standard (paper-and-pencil) and the compu-

terized trail-making-test supervised in the lab as well as unsupervised at home. Additionally the participants provided measures of fluid and crystallized intelligence. Although reliabilities of all three variants were very good, convergent validity was compromised. On average participants needed two seconds longer for the online version compared to the lab. Furthermore the correlation of the standard version with the online test was only .66, but for the lab .80. Despite the limited comparability of the three tests the predictive validity proved to be quite good. All variants correlated with fluid intelligence about -.25 and to a lesser extent with crystallized intelligence (with the standard version performing worst). Participants reported no differences in preference for and face validity of any test version.

Due to the low inter-correlations and different mean processing speeds quantitative equivalence cannot be presumed. In contrast, qualitative equivalence seems likely as all test versions exhibited comparable correlations to other measures of intelligence. Thus, the online trail making test seems to provide a viable alternative for a quick and rough estimate of intelligence in online environments.

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Payments via Paypal as an Incentive in Online Panels

Does it pay to pay online panel members? Two longitudinal experiments were conducted with an online panel to examine whether per-person payments via the online intermediary PayPal influence response and retention rates. Experiment 1 was a two-wave study. In the incentive condition, participants were promised 2 EUR to be paid upon completion of both waves, whereas control participants were not offered any incentive. For Wave 1, the promise of a payment had a negative effect on response, but a positive effect on retention. There was no direct effect on response and retention at Wave 2. Experiment 2 was a three-wave study.

In the incentive condition, participants were promised 1.50 EUR for their participation at each wave, whereas in the control condition, participants were not offered any incentive. The promise of a payment had a negative effect on response in Wave 1, but a positive one on response in Wave 2. The payment had no significant effect



on retention. In both experiments, retention at a given wave was found to be an indicator for response at the next wave, in that participants who dropped out at a given wave were less likely to respond at the next wave.

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Strategies for Increasing Response Rates in Web Surveys and their Differential Effects on Sample Composition – First results from a Field Experiment

Web-based surveys are increasingly perceived as a well-accepted data collection methodology. However, not enough is known about differences between people who do and who do not participate in such surveys. While there is a growing body of research on strategies for increasing response rates, little is known about their differential effects on sample composition.

Within our research project, funded by the German Research Foundation DFG, we study how selected strategies proven to be effective in increasing response rates affect sample composition in terms of values, personality traits, and civic duty orientation - variables that are frequently measured in surveys in sociology, psychology, and political science. We collected baseline data about these characteristics within the German General Social Survey (ALLBUS 2008). Subjects with Internet access were asked to participate in a Web-based survey. Of those ALLBUS respondents with Internet access (around N=1900), 42% expressed their willingness to participate (around N=800) in the follow-up survey. In this survey, we conducted an experiment with three versions of prenotification (by postal mail, e-mail, or none) and three versions of promised feedback (none, about oneself, or about other participants). The experimental study was administered between November and December 2008. We will present first results on the expected differential effects, portray avenues for future research, and will discuss the study's implications. Specifically, the results

should help researchers using Web-based surveys to recognize the combinations of strategies for increasing response rates that may encourage (or discourage) respondents with particular traits and values, and could therefore lead to biased survey estimates.

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Value Discourse – Socio-political Impact of Islamic Websites

Websites of Islamic organizations provide an insight into their visions and aims. The most important assumption is that Islamic organizations take over the monopoly on interpretation concerning religious issues. Organizations that are small and don't have representative legitimacy demonstrate themselves as guardians of religious values and pretend to represent all Muslims.

The research design is based on the theoretical and methodological framework of Discourse Analysis, especially with the focus on the sociology of knowledge. With the theoretical work of Michel Foucault on the analysis of power the aim of the research was to find out about strategies that Islamic organizations use. Former investigations mostly asked "How does western media present Muslims?" but the focal point here is "How do Muslims themselves use new media such as the internet?". The media production of Muslims was deconstructed. The issue contains the question if there is a socio-political impact when Islamic organizations use the Internet. Therefore the quantity of articles about conflicts concerning Islamic way of living on these Websites was evaluated. Examples for such kind of conflicts are e.g. the construction of mosques, muezzin's call to prayer, butchering in an Islamic manner, situation of Muslim women, wearing the veil at school, the absence of Muslim girls at sport lessons or school trips and Islamic religious education.

The most important result is that Islamic organizations refer to the religious necessity in their demands when there appear conflicting values in a non-muslim society. Conservative Islamic organizations define religious issues on the Internet. The socio-political impact is that the analyzed Islamic organizations perceive themselves as spokesman on behalf of Muslim citizens in Germany as they demonstrate also in offline activity. They extend themselves for instance as contact to German institutions and try to contribute in the educational system.

ABSTRACTS



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Visualization of Music – Reception and Semiotics

Music is primarily auditory but also includes visual representation such as music television like MTV or the visualization of visual jockeys (VJs) using new media technologies. But not much is known about the coherence and persuasion between auditory and visual (Fischer 1995). There are technical and methodical questions about how the visualization of music can be realized: for example using algorithms for representing music or the live-on-stage cutting of video clips. Does the reception and perception of visual music change compared to the music itself? Do pictures, colours, or forms that visualize music exist? How can visuals stimulate personal imagination and how can it intensify or soften the impression of music?

If we create visualizations it's important to generate a mental model in the viewer's mind, which accords to the attributes of the source (Robertson 1991). In this case the source is the music and the aim to represent the source using visual and design methods. For example the interaction between tone pitch and colour. A high tone pitch is connected with bright colour and a deep tone pitch with dark colour (Melara 1989). It is important not to mix or confuse musical graphics with the presentation of musical staves (Riethmüller 1998).

Visualizations are analyzed which are entertaining and following the music, opposed to the film music, where the music follows the pictures.

The poster shows a systematic overview of five forms of visualization: Music video, Visual Jockeying, Mediaplayer, Realtime Visualization of Audio-Events (Ingerl & Dringenberg 2001), and Live-Video. The results of a laboratory experiment are shown, that compare the reception of music with the reception of music combined with visualizations. For example the visualization has an obvious effect on the perceived speed of the music. The experiment will be replicated in the near future using an online survey and multimedia material as stimulus to improve previous results.

Music has the most important role in mood-management of young people between 12 and 19. (JIM-Studie 2007). Music visualization can be an impact to intensify or change the reception of music and can affect the mood of a person, according to the Mood Management Theory.

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Measuring the Magnitude and Valence of Global Media Events via Internet Resonance Diagnostics

Search engines do not only search. Google, Yahoo, and other major search engines act as global gateways of information interchange unprecedented in their scope and depth. One by-product of search engines are search engine count estimates (SECEs) also known as “hits” (Google hits, Yahoo hits etc.). Recently, SECEs have received much attention as a yardstick to measure a variety of phenomena of interest as diverse as, e.g., language statistics, popularity of authors, similarity between words, or the price of gold. Common to these activities is the intention to use Web search engines not only for search but for ad hoc measurement. The overall objective of this presentation is to show how SECEs can be used to study and also to measure phenomena of interest in the realm of media effects. The more specific goals are twofold. Firstly, the data quality of SECEs is examined. On the basis of both cross-sectional data, i.e, SECEs from different search engines (Google, Yahoo, Altavista, MSN, LIVE) and longitudinal data, i.e., SECEs of Google from over 250 days, the data quality of SECEs is analysed. The results obtained reveal that the reliability of SECEs is surprisingly good (Janetzko, 2008). However, the sheer number of SECEs does not reveal any valency. For instance, the number of SECEs (Google Hits) after Obamas victory in the presidential election 2008 does not in itself tell us whether and to what degree this event is well received. This is why, secondly, examples of all-subset regression (Miller, 2002) studies are presented that highlight the valency of media events. In doing so, we can not only measure the magnitude of global events in terms of media resonance (e.g., Obama’s victory, bailout plans of the the US-american or European governments). In a number of case-studies it will be shown that on the basis of SECEs (elicited automatically) we can also conduct sentiment analyses by measuring whether the overall resonance of media on the event in question is positive or negative. References: Janetzko, D. (2008). Objectivity, reliability, and validity of search engine count estimates. *International Journal of Internet Science*, 3(1), 7-33.



ABSTRACTS

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How representative are sentiments expressed in social media for the marketing target audience? A comparison of a web content mining study with an online survey.

Web content mining, the systematic analysis of social media like forums or blogs, plays an increasingly important role in online market research. More and more clients are interested in using this approach complementary to “traditional” online research.

A question often posed in relation to web content mining is whether the results of this method are representative for the target audience of the client’s product, or whether they mirror the orientation of opinion leaders or other biased sub-groups (e.g. very critical consumers)?

To answer this question empirically, a sentiment analysis for the dieting product “Weight Watchers” was conducted in which the results of a web content mining study and a “traditional” online survey were compared. Our hypothesis was that the themes and valence of the product evaluations are biased in the direction towards opinion leaders. To identify opinion leaders in the online survey, a scale for measuring this attribute was constructed.

For the web content mining a combination of quantitative and qualitative approaches was conducted. In the first step, about 10,000 posts from 14 forums were gathered and classified as “positive”, “negative” or “neutral” by using a support vector machine (SVM). Samples of positive, negative and neutral posts were then semi-automatically coded by means of a qualitative data analyses.

To compare both methods, the pre-codes of the online survey were used as reference for the coding of the posts. Moreover, new codes were built to cover new themes in the forums.

This procedure identified the quantitative as well qualitative differences between both methods.

Apart from the results of this comparison, the general importance of social media for the buying decision process is discussed on the basis of current market research results. And finally, the advantages and disadvantages of web content mining compared with online surveys are dealt with.

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Billion Dollar Business, Media Revolution or Marketing Hype? The Framing of Web 2.0 by German Quality Newspapers

Due to its ambiguity the term Web 2.0, commonly used to characterize the Internet's latest developments, caused heated discussions, not only in professional circles but also in the general public. The attitudes towards its significance range from severe criticism as meaningless marketing buzzword to the acclamation of a new paradigm for the Internet. Discussions about the term Web 2.0 and the emergence of new Internet applications were also accompanied by strong attention from traditional mass media. However, media coverage of Web 2.0 has remained largely unexplored so far. Thus, this study broadly examines how traditional mass media report on Web 2.0 and to which extent they consider it a threat or a chance for their own future. The concept of framing provides a suitable answer to these questions. It is based on the assumption that the media suggest a specific problem definition, causal interpretation, moral evaluation and treatment recommendation for a covered item by selecting and highlighting certain aspects of reality (cf. Entman 1993: 52). Hence, frames are consistent patterns of interpretation applied to an issue like Web 2.0.

In order to identify prevalent frames and examine the relationship between traditional mass media and Web 2.0, a quantitative content analysis of four German quality newspapers (Frankfurter Allgemeine Zeitung, Süddeutsche Zeitung, Frankfurter Allgemeine Sonntagszeitung, Die Zeit) was conducted. It combined inductive and deductive framing analysis. All 368 articles reporting on Web 2.0 from January 2004 to January 2008 were covered.

Altogether, three Web 2.0-specific frames were found: (1) "Gold-rush 2.0" in which economically optimistic interpretation patterns dominate, (2) "Media Coverage", a frame that focuses on media-related facets, such as additional Web 2.0 business of traditional mass media and (3) "Participatory Web" which emphasizes all aspects of Web 2.0 usage. Overall, the data suggest that the analyzed media tend toward a favorable assessment of Web 2.0, hardly criticizing it as marketing buzzword. Furthermore, Web 2.0 is predominantly seen as enrichment to traditional mass media, whereas the interpretation as a new competitor plays a minor role.



ABSTRACTS

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“Why Do I Use the Social Web?” Exploring the Motives of Active and Passive Users via Focus Groups

In recent years, several Internet applications and services summarized under the term Social Web have evolved and attract a steadily growing audience with their multi-use options. One approach to study the initial stages of new communication media and understand their core characteristics is the Uses and Gratifications Approach (cf. Ruggerio 2000). It focuses on the motives of users to adopt a new medium and the gratifications obtained by that use (cf. Rubin 2002). This approach seems to be particularly suitable to study the Social Web because of its underlying concept of an active audience acting purposefully and goal-oriented (cf. Schenk 2007: 684ff.). When studying the Social Web it is important to distinguish different levels of activity: The forms of usage reach from only reading Wikipedia articles or Weblogs over semi-active usage (e.g. writing comments on others) to high levels of activity such as running a personal blog. Previous studies applying the Uses and Gratifications Approach to Social Web usage either focused on single applications like Weblogs (cf. Schmidt 2006) or Wikis (cf. Rafaeli/Ariel 2008) or did not differentiate clearly between these varying levels of activity (cf. Fisch/Gscheidle 2008). Therefore, we focused on the research question why people – more or less actively – use different Social Web applications and services. The Social Web implies changes in the role of the media user. Consequently, we applied qualitative research methods to explore the guiding motives and the fulfilled needs of the Social Web. Five focus groups with nine to ten participants of different ages and levels of education were conducted. Three of the groups consisted of semi-active Social Web users and the other two of active users. In all of these groups the situations, modes, and motives of Social Web usage were discussed. Our results show an expansion of the motives identified for using traditional media. Also, we found important similarities and discrepancies in the motives for using different Social Web applications. On this basis, a Social Web motive scale was developed; it will be used and tested in a large quantitative survey as part of our research project.

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“I am stumped...” - Online Communities of Practice are an important context to cope with professional expectations and the daily work process

This paper engages with the recent turn in social sciences towards Professional-related Online Communities as a driver of informal learning, knowledge sharing, and generation across a variety of different workplaces and practitioners.

From members’ perspective of Profession-related Online Communities the paper delivers data of their relevance to cope with professional expectations and the daily work process. It gives insight in the participation process by focusing on the asynchronous forums: Which situations lead to using cross-organizational Communities in the internet? Which factors moderate the participation process?

The paper presents a process model of participation, based on data from qualitative interviews with members of one cross-organizational Community of Practice for secretaries. This Community was chosen out of 59 German-speaking Online Communities of Practice, because of its characteristic community-attributes.

Two types of participations and their effects on work life were identified. On the one hand by participating members solve more or less routine jobs like “translating a business letter” or “problems with the use of computer applications”. From this point of view, the Online Community could be described as a living information and knowledge exchange database to optimize routine jobs and update existing or blocked knowledge promptly.

On the other hand the Community interactions expand the perspective and support decision-making processes in work life. Members learn to share their focal points with others and believe in being prepared for upcoming situations on workplace.

The data also inform about four moderating factors which influence the participation process: “Community itself”, the “provider of the Community”, the “organizations”, in which the Community Members are incorporated and the “Members themselves”.

The presentation (1) demonstrates insight into the current scientific literature on

ABSTRACTS



the topics “asynchronous Online Communication”, “Community of Practice (CoP)” and “virtuality”. (2) describes central criteria of the CoP-concept, (3) outlines the methodological approach, (4) critically discusses the results of the qualitative interviews via phone, and (5) points out their relevance for further research.

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Privacy, Trust and Social Network Sites

Social networking sites (SNS) such as Facebook and MySpace continue to grow rapidly across Europe and the rest of the world. However, relatively little is known about the uses of these sites, whether the design (and subsequent use) of SNS is culturally specific, and how privacy and trust issues impact on specific uses. In the present study, use of the SNS Facebook is studied in four European countries – the United Kingdom, Italy, Greece, and France – as well as in the United States. Participants (n=436) completed translated measures of privacy concern, trust in SNS, site usage and history and the Facebook uses and gratifications measure developed by Joinson (2008). Results showed differing patterns of usage across the countries, partially explained by the history of use, and partially explained by varying levels of privacy concern and trust across countries. Implications for both understanding SNS behaviour, and the design of global social networking sites, are discussed.

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Mobile Usability – Usage of emulators in Eyetracking tests

Mobile usability is investigating the suitability and usability of websites used on mobile interfaces such as PDAs and mobile phones. It is based on the known usability criteria: efficiency, effectiveness and satisfaction. The mobile web services differ in their functional scope, the context of use, the use of processes and satisfaction with

the systems towards the static use on a PC or laptop. Limitations of usability on mobile devices occur at three levels: mobility, context, and usage restrictions through the user interface.

The aim of this study is gaining insights for the methodical use of an emulator (as there are Google Android, Openwave Simulator and Opera Mini) for the application on eyetracking of mobile websites. The approach was a proof of concept. In order to touch this main research question the following user-centered methods were employed: usability analysis, the method of eye tracking (table-mounted device) combined with a survey of test persons.

For a first validation of the possibilities of measuring the usability by using an emulator a user-test was realized on two social networks – one having a special mobile version, the other just with a static version. Around 20 hypotheses were formulated (some concerning either the mobile or the static version, some concerning a comparison between both) and verified during the test setting. 30 test users were involved in this test. The results of the investigation show that a test of mobile websites using eye tracking in combination with an emulator is well placed.

1. Mobile Usability

2. Eyetracking on mobile emulators

3. Case Study Mobile Online communities

3.1. Mobile version

3.2. Static version

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ABSTRACTS



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Twittering Dissent: Social Web Data Streams as Basis for Agent Based Models of Opinion Dynamics

Agent based models have proven to be successful instruments for the generation of hypotheses in the social sciences. In the past, validation of models of human behavior was severely encumbered by a scarcity of adequate empirical data. This situation has been changed by the advent of the social web, where users themselves provide many high-volume sources of data on communication and behavior. In this paper, we compare the data generated by an agent based model on opinion dynamics with empirical data of opinion formation on an online communication back channel.

Increasingly, social web applications are used by participants of social events (i.e. academic conferences, political rallies ...) as communication back channels. Today audience reaction happens not only in the physical space shared by the entire audience, but also on back channels. Since opinion formation processes in a physically shared environment and opinion formation on online channels follow different rules, new dynamics of audience behavior arise.

This paper presents an agent-based model of these new opinion dynamics. Data generated by this model is then compared with data which documents the audience reactions on the social web application Twitter during a SXSW keynote in 2008. The model shows clearly that the introduction of communication back channels changes the formation of audience reaction in a way that promotes explicit negative reactions, a conclusion which is supported by the empirical data.

The study shows that agent based models can serve as sufficiently accurate descriptions of human behavior, given that the context is well understood and covered by the model's formalism. Furthermore, due to similar levels of abstraction, data gathered from the social web is readily comparable to model output. The authors believe that the introduction of agent based modeling in online research has potential for enhancing research in many areas. Among them are clearly: Models serve as tools for thought, enabling researchers to explore theoretical implications in a sandbox. Because their operationalisations are similar to those used in web metrics, agent based models also lend themselves to real-time analysis of live data.

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Human-Survey Interaction: Usability and Nonresponse in Online Surveys

Response rates are a key quality indicator of surveys. Many respondents suffer from difficulties when trying to answer survey questions. This leads to omitted answers and abandoned questionnaires. The research goal is to show how applied usability in surveys can increase response rates. Here, central aspects addressed in the studies include improvement of error tolerance and useful feedback in online survey design. Recommendations on what constitutes good usability are drawn from seven studies and experiments.

The results report on more than 33,000 respondents sampled from many different populations such as students, people above forty, visually impaired and blind people, and survey panel members. The results showed that improved usability significantly boosted response rates and accessibility. The first three studies assessed the amount of nonresponse which would result from respondents not having access to technical features used in an online survey.

This first barrier to participation focused on the accessibility of a survey. Study 4 and 5 showed how visual feedback in matrix questions reduces item-nonresponse. Study 6 and 7 showed how different implementations of progress indicators affects dropout rates. The presentation summarizes the methodology and results of all studies within a framework of human-survey interaction. In conclusion, human-survey interaction is a cost-effective approach in survey methodology which successfully helps reduce nonresponse while increasing usability of a survey.

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Informal Learning in Virtual Communities. Individual Practice between Information Retrieval, Observation and Participation.

As informal learning in virtual social spaces is becoming more important, it is necessary to gain a deeper understanding about personal learning strategies to facilitate



developing adequate supportive educational scenarios. Those users of virtual web-based communities who read messages from other users, but do not or rarely post messages themselves are commonly referred to as non-posters or lurkers. Informal learning in virtual communities is usually modelled according to Wenger's concept of "Communities of Practice".

Although Wenger sees different participation levels and trajectories, focus of educational research is mostly on legitimate peripheral participation as a path to full active membership. In this perspective, learning processes are closely related to active participation and lurking is hardly ever considered to be a legitimate personal learning strategy. Thus, lurkers are generally ignored by educational research, although they constitute the majority of users in mailing lists and message boards. The paper will present results of explorative case studies on individual lurking strategies and discuss to what degree the lurking strategies can be seen as having an impact on individual learning strategies.

Central questions for data collection and interpretation are:

- Which individual informational strategies of non-posters can be identified in regard to virtual communities?
- How do non-posters view their use of and participation in virtual communities in terms of information, learning and membership?
- How is the interplay between online and offline contacts, posting and lurking practices organized?

Each of the ten cases is represented by one person and includes different data sources: as semi-structured interviews, questionnaires on personal information environments, learning diaries and optional additional data like personal bookmarks or search histories. First results of the data analysis indicate that usage of virtual communities is seen as informal learning activity (non-posting as well as posting). Furthermore, a sense of community can exist without posting activities and is not necessarily connected to one online source but rather to a community of practice with several online and offline resources. Noticeable is also that very different approaches to and practices within virtual communities can be identified for different roles and contexts.

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Increasing response rates in list based samples

As the utilization of the internet as a marketing research tool is constantly rising, users get more and more accustomed to fill out questionnaires online. The often cited novelty of the medium to which high respond rates were attributed a decade ago has definitely worn out. Therefore other response enhancing measures need to be established, especially when list based samples are contacted for the first time. The positive effect of pre-notifications on response rates has been confirmed for mail surveys (e.g., Edwards et al. 2002; Faria/Dickinson/Filipic 1990) as well as in at least one web survey (Cook/Heath/Thompson 2000). Also increasing respondent engagement by a respondent friendly questionnaire design is expected to diminish abortion (Baker 2008).

A study about the attitude of IT managers in Austrian companies experimentally investigated the effect of pre-notification (e-mail pre-notification one week before invitation vs. no pre-notification) and two different questionnaire layouts (basic vs. elaborated). To test the "Anita-effect" (Greif/Batinic 2007) in the male dominated sample (95% male) the sender's gender was varied. The full-factorial design (2x2x2) led to eight experimental groups. A total of 38% of the 1,563 IT managers clicked on the link in the e-mail invitation and 29% finished the questionnaire (abortion rate: 22%). The highest response rate was achieved in the group with pre-notification, the female sender and the elaborated layout (38%), the lowest in the group without pre-notification, the male sender and the basic layout. Significantly more IT managers with a pre-notification clicked on the link in the e-mail invitation (40% vs. 36%) and started filling out the questionnaire after the introduction page (95% vs. 92%). The total response rate with pre-notification was higher than without (32% vs. 27%). The invitation from a female sender led to more clicks on the link in the e-mail (40% vs. 35%) and to a higher total response rate (32% vs. 27%). The layout of the questionnaire had a significant influence on the abortion (elaborated: 14%; basic: 20%) and the total response rate (33% vs. 26%). Additionally the elaborated layout was evaluated to be visually more attractive.



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Political Uses of the Internet by Migrants

In the research project “Political Potential of the Internet - the Virtual Diaspora of Migrants from Russia and Turkey in Germany” (2007-2008) we examined the political activities, which migrants in Germany display on the internet. The focus hereby lay on migrants’ community structures online and their e-participation activities in the political processes both in the host country and in the country of origin. Thus, migrants’ access to and integration in the public and political spheres of these countries online was evaluated.

The study’s multiple method approach to analyze these aspects consisted first of a content analysis of websites created and used by migrants for political activities, focussing on their thematic orientation, target group and political interaction possibilities (information, discussion, participation). Second, an analysis of link structures of and between these websites was carried out using a hyperlink analysis program to uncover possibly existing networks. This method enabled us to reveal and visualize relationships displayed online through hyperlinks between the political websites and so to add to our understanding of the studied political spheres of migrants. Third, an onsite survey of users as well as a survey of the sites’ administrators were conducted in order to detect individual interests and usage characteristics of migrants on the internet.

As the internet has become a central means of interaction, especially true for geographically dispersed entities, this analysis of internet sites, their uses and the thus emerging communication paths was able to add to our understanding of migrants’ political interests, positions and engagement in general. In our study we found variations between the three analyzed migrant groups regarding aspects such as the groups’ online-linkage structures, languages predominantly used online, purposes of internet sites, integration status of migrants offline mirrored online as well as the central function of the internet for these groups. The uncovered differences and similarities in the orientations and organizational structures of migrant groups show how differently the internet can be utilized on the one hand and what similar potential the internet is ascribed to by migrants on the other hand.

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Market Research Online and Offline Differences in output and processing of Qualitative Online and Face to Face Research

As market researchers with a qualitative focus, our aim is to explore and understand both the rational and the emotional drivers that move consumers and shape their behavior. This requires that we get close to the consumers reality, which today is increasingly both online and offline – and therefore our research takes place online as well as face to face.

Research showed us that face to face and online research offer different advantages and requirements regarding the use of certain techniques and the respective kinds of outcome. We consider these differences as a great chance if both kinds of research are implemented and combined skillfully – but also as problematic if ignored.

So far, the necessity or usefulness of online research is justified almost entirely pragmatically: e.g. it reaches immobile target groups, offers flexibility for moderators and clients and for some – especially younger or professional target group – it is the familiar means of communication. We however think that it is important to also consider the methodological and content-based specialties and advantages of online research. We therefore explored the differences between the progression and results of online and face to face research more systematically and qualitatively* by conducting four focus groups, two online and two face to face, with identical questions and similar questioning techniques. Our analysis showed that different subjects, stimulus materials and questioning techniques are more or less appropriate and successful in either form of group discussion. It also revealed clear differences in mode and content of answers, e.g. that different results are gained regarding the openness to express ones opinion and the kind of emotional involvement. Thus, the question whether it is more appropriate to conduct qualitative research online or face to face can only be answered by considering the topic and the desired results. For more complex research designs online and face to face research can complement each other in an iterative research process.

*That it is qualitative research was important to us, because the research that so



far has been done to explore differences between online and face to face research is mainly of quantitative nature, e.g. counting the participants contributions to the discussion or similar.

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Propensity Score Adjustment for Web Survey of Voting Behavior: A Case in Japan

Compared with traditional interviews or drop-off/mail-back surveys, web surveys are advantageous for extracting particular subsamples or panel surveys with short intervals. These advantages are expected to bring about methodological advances in voting behavior research. However, web surveys with screening or intensive panel design inevitably have to be based on purposive sampling, and this purposive sampling brings about a serious deviation from probabilistic survey data. Using two datasets sharing certain variables and which were collected in the same period, we investigated the effectiveness of propensity score adjustment for web surveys. One set of data was from a web panel survey based on purposive sampling with short intervals, and the other set was from personal interview surveys based on probabilistic random sampling. The web panel survey ran for three days, starting two days before the voting day of the national election of the House of Councilors (upper house) in 2007; i.e., July 27th, 28th, and 29th (voting day). The respondents were purposively screened from a vast pool of registrants on the condition that they were usually exposed to information about political and social issues on the Internet. The personal interview survey data was collected right after the election of the House of Councilors in 2007 by probabilistic random sampling using the electoral rolls. Setting party identification and the parties to which respondents actually voted as dependent variables, the covariates for calculating the propensity scores were selected on the basis of the “strongly ignorable treatment assignment” condition (Rosenbaum & Rubin, 1983).

Using three sets of covariates, three propensity scores were calculated and their effectivenesses in adjusting dependent variables were compared. The results of propensity score adjustment indicated that the distribution of parties to which respondents actually voted was effectively adjusted. However, propensity scores failed to adjust the distribution of party identification. Conditions on which propensity

scores can effectively adjust web survey data are discussed. In particular, the need for enough covariates and further research into stable covariates are emphasized.

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Mixed Methods in Online Research – Conceptualisation and Future Research Agenda

In marketing research, the application of an integrated mix of different methods is growing constantly (see e.g. Tomczak, 1992; Angerer et al., 2006; Srnka, 2007). Applying a mix of various methods enables researchers to draw a more holistic picture of the topic under scrutiny. Mixed-method designs incorporate both the combination of methodologies (qualitative and quantitative) as well as different methods of data collection (e.g. classical questionnaire surveys and neuroimaging experiments). Within mixed-method designs, different methods are integrated throughout the whole research process (see therefore e.g. Schulenberg, 2007).

Given that selecting the method is strictly driven by the research problem that is to be solved, there are various ways of how to integrate methods of data collection aiming at gaining more comprehensive results. New technologies increase the value added gained by the interplay of quantitative and qualitative types of data and analytic techniques. Decades ago, no one would have thought about “netnography” (Kozinets, 2002; Kozinets, 2006) and the usage of Web 2.0 applications (Hagemann and Vossen, 2008; Jepsen, 2006) such as internet community platforms for marketing research purposes (data collection or the recruitment of test subjects). In our present study we evaluate the status quo of mixed-method designs in empirical marketing studies integrating internet-based approaches. We have reviewed and analyzed scientific publications over the past decade in which internet-based mixed-method studies had been conducted in order to be able to derive implications for the design of future mixed-method investigations. Based on these findings, we suggest “cases for further research”. In these cases we discuss theory-based conceptual thoughts on selected topical areas and propose adequate empirical designs combining both qualitative and/or quantitative and offline and/or online approaches.

We especially focus on the integration of different online-based methods of data



collection, different online-based data sources, and opportunities for recruiting test subjects over the internet. Our idea of mixed-method designs including online-based approaches goes therefore far beyond the mere combination of online and offline methods in terms of a mixed-mode study.

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Using flash type questions – stroke of luck or curse for data quality?

Online surveys are becoming more and more interactive. Respondents can use new flash question types. Card sorting, clicking on coloured and interactive buttons, ranking of items shown as pictures – the options seems to be nearly unlimited.

Research institutes and panel providers expect more fun for the respondents while answering the surveys. But what's about the results? Are there really effects on respondents and, much more important, is there any effect on the data quality of survey results? A number of methodological questions emerge, one of them being associated with the measurement possibilities and usability. Therefore, we conduct an empirical study aim at exploring the usability and measurement quality of different flash question types.

Based on a sample provided by an online panel, a classic test design is used with a split-half sample: One half of the sample will receive questions in the commonly used way (e.g. "HTML-Buttons/ Matrix questions"). The other half of the respondents will answer a questionnaire which is programmed with flash technology. The sample will also be quoted with demographic variables like age and gender. Against this background we analyze the perception and usability of flash compared to non-flash question types. Therefore a two-step approach is used, analyzing and comparing objective measures (i.e. termination, loading time) and respondents' subjective perceptions (liking, usability experiences).

The following research questions will be verified in our study:

a) Do response rate, completing rate, answering time of questionnaire and answer-length in open-ended questions increase when using flash technology compared to commonly used scales in online surveys?

b) Are there differences between the flash sample and the “normal” users with regard to data quality?

c) Does the acceptance of flash question types differ between groups of respondents (age and gender groups)?

Based on the results of this study we give recommendations for the use of flash question types in online surveys. Furthermore, the comparison of results deriving from objective measures with respondents’ subjective experiences and evaluation will be outlined.

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Community in Community Informatics: An Evasive Concept

Community Informatics (CI) is an academic field of study that seeks to examine how information and communication technologies can be deployed for the benefit of communities. Community is however a problematic and polysemic term, meaning different things to different people and has inherently political overtones. This paper aims to bring to the attention of practitioners in the field of CI the contested nature of the term “community” and to examine the historical origin of the term and the multiple ways in which it has been and can be used. In exploring this term, we make use of more literary, historical and sociological approaches. Such approaches can offer new insights on the topic that seem to be “in place” with General Online Research. With such discussion to forearm practitioners of CI of the problematic ways in which community has been and can be used, we offer the following recommendations:

(1) use of the term “Community” remains largely unproblematised and we ought to be more mindful of its history; (2) community be recognized as a locally contingent position; (3) as a term of reference its use should be carefully considered within specific contexts; and (4) a fuller exploration of the term in the CI discipline is needed. We hope that these recommendations may lead to more reflexive practice in the discipline of CI.



ABSTRACTS

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Social Capital in German Social Networking Sites

During the last five years people have discovered the Web 2.0, or, for social sciences, user-generated content. Two classes of web services have been identified to sustain this innovation: Websites that focus on user-generated content (e.g., YouTube, Flickr, or Blogspot) and social networking websites (SNS) that focus on the users themselves, e.g., personal profiles and networking activities. The latter are innovative in that sense that people have never before mapped their social networks so formally. In that context, the value of social integration and interpersonal relations was rediscovered by the public and communication scientists.

The personal network is said to improve chances of getting a good job, closing contracts, or making money through faster information. Social theorists expected two types of social capital in interpersonal networks, differentiating between weak ties and strong ties (bridging and bonding social capital, Williams, 2007). A study conducted on Facebook (Ellison, Steinfield & Lampe, 2007) found that maintaining offline contacts through online networks is another major benefit. So maintained social capital was theorized as a third type of social capital.

Our own study of three large German social networking sites (schuelerVZ, studiVZ, and meinVZ) employed measures that are very similar to that of the Facebook study. The phenomenon of friendsickness is quite specific for US students, so we had to adjust the scale of maintained social capital to German students' situation. Within 4 days, more than 45.000 users attended the online survey and gave insights into their personal online networks, their network usage and general Internet communication behavior.

Our results indicates that the distinction of relationships online and offline is sensible only to a very limited extent - most users had an offline relationship to most SNS-contacts before meeting them online. The three forms of social capital found for US users can be observed in German SNS, too. Although some doubts remain, concerning the theoretical constructs mapped in the scales. Furthermore, our re-

sults advise against being too close-minded: SNS seem to directly compete against instant messengers. Interpersonal communication still is the heart of the network, looking at the personal profiles only may miss the point.

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The Effect of Online Dating on Homophily

Online dating typically takes place on general websites, where every layer of society can be found which has Internet access. On dating sites partners can find each other, who would not meet face-to-face. Therefore, online dating may decrease the similarity between partners (homophily). Additionally, people select partners based on the observable attributes, and it was shown that people are attached to existing partners. On-line dating environments are different from face-to-face ones considering the attributes, which are observable in the early stage of dating.

In the present study, I examined the effects of online dating on homophily. My questions were: Does homophily decrease on more heterogeneous dating sites? Does homophily increase according to the characteristic that is observable earlier and better?

Two surveys were conducted on two Hungarian dating sites. Respondents were asked where they have met their last partners: on dating sites, at chat groups, or face-to face. Homophily data was gathered by asking respondents about their and their last partners' social-demographic characteristics. The effect of heterogeneity of the dating site on couple homophily was analyzed by comparison of the two dating sites by age and education. The effect of the observable vs. non-observable attributes was analyzed on the two samples separately.

Regarding the examined attributes homophily was higher on the more homogeneous dating site. In the first, smaller sample (N=209 couples) educational and spatial homophily and interest similarity was not significantly different on dating sites compared to chat groups. In the second, larger sample (N=5,325 couples) if a characteristic was not observable well (social background on the dating sites and education at chat groups), it lead to the decrease of homophily compared to face-to-face dating. However educational homophily on dating sites and in face-to-face meetings was not different.

ABSTRACTS



These results showed that heterogeneity of dating sites decreased homophily. The present results suggests that if a characteristic that is observable earlier and better, the higher the homophily is according to that.

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Representativeness of Mobile Internet Surveys - A comparative study of CAMI vs. CATI.

The increasing relevance of the mobile Internet is undoubted. In 2008, the share of users in Germany mounts to 16% among the German population (Source: TNS Infratest Media&Technology, September 2008). The usage intention also reaches a two digit percentage (12%) and announces further growth.

In course of this development, market research agencies are increasingly faced to the need of their clients to deliver information about the universe of the mobile Internet. Classical research methods like telephone surveys or online surveys on the static Internet can of course be used as a means of collecting relevant data. But up to date it is still very difficult to reach the relevant target groups via these methods due to their low penetration rate. This difficulty increases especially when subgroups like visitors of certain mobile websites have to be addressed.

Since more than one year, academic and commercial research has started to develop mobile research approaches where the recruitment and interview takes place directly on the mobile Internet. The main advantage of these approaches is the direct and efficient access to relatively small target groups.

But how representative are the results of these approaches that take place directly on the mobile Internet? Can the data be considered as a valid and reliable source of information? How can market research agencies control for potential biases to deliver useful value add to their clients?

To answer these questions the authors of this study compare the empirical results

of a mobile Internet survey and a representative telephone survey. The paper starts with a description of the methodological design of both surveys. In the main section a detailed comparison of basic results of the two surveys is undertaken. Therefore the authors mainly use demographic profiles and information about the usage behaviour on the mobile Internet. The paper concludes with a statement of how results from mobile Internet surveys can be extrapolated to the corresponding population. The purpose of this paper is to actively contribute to the further development of mobile research approaches.

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Concepts and Habits of Internet Use among Students and Teachers in Austria

Introduction and Research Questions:

Since there was no available data for Austria on students' habits of Internet use, this exploratory research project funded by the Austrian Ministry of Education was initiated to fill the gap. Supervised by Thomas A. Bauer, the project systematically asked for the terms, forms and consequences of Internet use in schools and the impact of the school on Internet practices of teens.

Methods:

In spring 2008, three dozens of group interviews with a total of 117 students aged from 13 to 17 years and 47 teachers were conducted in 10 Austrian schools of different type and location. Our data was analyzed and interpreted within a methodological framework based on strategies provided by Grounded Theory.

Results:

The qualitative analysis of our data revealed interesting phenomena: While teachers have lots of trust in information originating from institutional contexts, students put a lot of trust in the "Wisdom of the Crowds". Because teachers hardly ever grade the quality of information in tasks involving Internet research, students "learn" that information quality is not important. Consequently, they put much less effort into searching for information than the appearance of their work.

ABSTRACTS



Regularly used, Internet-based communication networks can act both as support and suppression networks by activating or inhibiting classmates in finishing educational tasks.

Using Internet has both time-saving and time-killing effects: Students basically need less time to do their homework in terms of net time, but at the same time feel higher cognitive workload due to the expanded gross time they worked on the tasks as a result of distraction through social communication or other task-unrelated activities in the Internet causing stress-related or fatigue symptoms.

Discussions:

Students and teachers have very different concepts on the mechanisms, principles, and potential of the Internet resulting in different strategies of Internet use. Our findings show some of the advantages and disadvantages of Internet use in schools. By revealing some of the strategies and habits of learning and teaching we hope to contribute in providing future guidelines for a student and teacher-friendly implementation of Internet-based learning and teaching paradigms in Austria.

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Challenges in Recruiting Special Groups in Internet Panel Research

Internet surveys are by far the fastest and cheapest way to gather data, but a disadvantage is that in general not everybody is reached when this method of data collection is used. It is not easy to try to correct this (see e.g., Groves et al., 2004). Not only people with low social economic status, people who live in urban areas or elderly people (see e.g., Feskens et al., 2006, 2007; Schmeets et al., 2003; Stoop, 2005), but also people who don't have a computer or Internet access or don't want this are examples of groups that are hard to reach.

This paper investigates why it is important to try and recruit these special groups for an Internet panel. Our questions are threefold: Why are some groups difficult to reach? How do they differ from other people? And what are their unique contributions to an Internet panel?

Our research is conducted in the CentERdata LISS-panel, because the design of the LISS-panel combines a probability sample and traditional recruitment procedure

with online interviewing. The panel consists of about 5000 households representative of the Dutch speaking population. A specialty of this panel is that people without Internet access are provided with the necessary equipment so that they are able to participate in the panel.

More specifically, we answer the first question by looking at what part of the recruitment process people fall out and by coding reasons for this behavior. For the second question, we take into account background variables and will investigate amount of time spent on the Internet, in what way people who were provided with a new Internet connection and PC differ on demographics from other panelmembers. Finally, we look at unique contributions of special groups on attitudes. Also, some preliminary analyzes on attrition will be done.

Suggestions for recruiting special groups in Internet panel research will be made.

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Disentangling social purposes of online applications: Linking forms of Web 2.0 use with access to social resources

Even if the number of studies on the social impact of the internet has been increasing no consensus has been reached about the character of the relationship between internet use and social capital. While some studies find a positive relation, others do not or may even find a social capital reducing effect. Recent research has suggested that more detailed analyses are needed that focus on different forms of internet use that might affect the users' social capital in different ways. This paper demonstrates the usefulness of a refined approach for reconciling the different findings.

It includes two elements. First, it analyzes in detail the time spent on different social forms of internet use and differentiates between the maintenance of existing and the making of new contacts using these services. Second, utilizing survey data of a random sample of internet users of a large Dutch city we further focus on a variety of concrete forms of social capital to which online services may - or may not - provide access to. The concrete forms of social capital are defined by the so-

ABSTRACTS



called resource generator (Van der Gaag & Snijders, 2005). They include knowledge resources, social support, access to employers who are looking for new employees, contacts to the press and news media, and a local contact who would be willing to provide physical help during moving.

The results disentangle the social purposes that the different social forms of internet use can - or cannot - fulfill. We find that the use of most online applications, such as social networking sites, chat, and own blogs for communication with new contacts comes along with access to one application-specific type of social resources. For the use of other online applications, including multiplayer-games and instant messaging, we do not find evidence for access to any social resources. Only the use of discussion fora and blogs comes along with access to a variety of social resources that are helpful in different social contexts. The implications of the findings for further research on the social impact of the internet are discussed.

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Using Tag Clouds to Analyse and Visualise Results of Open Ended Questions

Web 2.0 has led to website applications, which are more desktop-like, low-latency and interactive. Market research can make use of such methods mainly in two ways:

1. Setting up surveys. In this case Web 2.0 methods or techniques are used to enhance online-questionnaires (e.g. drag and drop ranking items).
2. Analyzing data and/or visualizing the results.

We developed a technique which addresses the second point. It can be used for the coding of answers to open ended questions and visualizing the results by tag clouds. Using this technique we expect the following advantages comparing tag clouds with the traditional coding approach:

1. Answers can be clustered automatically in order to get a quick and rough impression of the topics mentioned.

2. Answers which can not be classified automatically may be sorted manually by the researcher using a drag&drop interface. We expect this approach to be less prone to errors which often occur using numerical codings. Moreover, it appears easier and more enjoyable to the researcher.

3. The results are visualized by tag clouds, a widespread known web 2.0 display method. The researcher can make a snapshot of the tag clouds to implement them in his report or download a table with descriptive results for further analyses.

Nevertheless, empirical evidence is needed to support or to falsify our hypotheses. Therefore, we compared the codings from several surveys (concept tests) that were undertaken manually against the results that were generated by tag clouds. The correspondence of results was tested using the automatic coding first and after the manual sortings by drag and drop.

Based on our findings, we would like to give some recommendations which coding method suits what kind of open ended questions the best, which obstacles have to be considered and discuss further developments of those techniques.

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A literature review on constructing answer formats

The apparently easy task of constructing answer formats poses many design decisions with consequences for the reliability and validity of requests. In accordance with Parduccis theoretical framework, the range of scale points and their frequency build a frame for the respondents' understanding of what was asked and how the answer should be edited.

The consequent research shows that answer scales influence respondents' understanding regarding 1) the meaning of the concept to be measured and 2) their assumptions about the distribution of the associated behaviour or opinion in the population. Consequently, the task of designing answer scales is a complex one. While designing answer scales one should consider the properties of dimension to

ABSTRACTS



be measured, the appropriate scale characteristics, the modus of measurement and the characteristics of respondents. This presentation gives an overview of the literature addressing different questions related to the design of answer scales. Is an open ended or a closed answer format appropriate? What is the optimal number of scale points? What about the response order effect? How should labelling be applied? Are fully labelled scales preferable to numbered scales or end-labelled scales? Should the answer scale be polar or bipolar? Should a scale have a middle point and “no opinion” option? While regarding some of these aspects, e.g. numbers of scale points or order effects similar findings and design suggestions are available in the literature (e.g. maxim of reliability in the case of 5-7 scale points), other aspects are controversial. For example prefer some researchers an open ended question format while asking about the frequencies of certain behaviours since the answers are more exact and the context effect of answer scales is absent here.

Others discuss the psychological problems associated with an open answer format, e.g. that the respondents round their answers off and build their own answer categories. Considering the presented review of literature the consequences for the design of answer scales and open research questions are summarized.

This presentation is the introduction for a session submission on the same topic.

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Pause Mechanism in Complex Online Surveys

The Polish - Internet Diagnose - survey was a really lengthy one: it consisted of over 40 screens summing up to several hundreds of data items. Out of 1915 participants who started with the first page, 985 completed the full set, accounting to a dropout rate of 49% - quite a remarkable success for a survey which required on the average almost exactly 1 hour to complete with a standard deviation of ca. 25 minutes. One of the methods which was applied in order to decrease the expected drop out was the pausing mechanism available in the HouseLab platform used as a vehicle for the research (see the GOR08 workshop). Selected pages, placed at the “milestones” of survey progress line, offered the participant a possibility to break and then come back within maximum 24 hours. The mechanism was based on a special link, which fully restored the application context after having used the saved bookmark. The

option worked even when the participant closed the browser window or resumed work on another computer. The paper analyses the effect of the pause on the drop-out rate in more detail. It turned out that relatively few participants (6.0% of those who started and 4.4% of those who completed) took advantage of the option. On the other hand, ca. 70% of those who used the pause completed the survey. Although their net working time was ca. 15 longer than for those who did not use the pause, none of the users with extremely long fillout times (over 2 hours) belonged to this group.

This suggests that the pause effect helps those who are more busy, but also those who are more determined to complete the survey. The latter point is especially important, because the data provided by this participant group are usually most reliable. Therefore, although the pause mechanism targets relatively few participants, we still regard it as worthwhile implementing. Although not typically present in online research platforms, it should be seriously considered by the designers of very complex surveys.

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Comparing the results of Web surveys on volunteer versus probabilistically selected panels of participants in Germany and the US

Volunteer opt-in panels dominate the Web survey research today, primarily because of low cost and speed of data collection. However, it is not clear how well the results obtained on such panels represent true population values. On the other hand, there exist large, probabilistically selected panels in both Germany and the US that promise statistically sound inference to the general population. However, such probabilistic panels are much more expensive to establish, maintain, and use, than the panels of volunteers. The research on comparability of the two methods is still lacking.

We conducted equivalent Web-based surveys on volunteer opt-in panels and on probabilistically selected panels of German and US population. The surveys included questions about various characteristics of the participants, such as numeracy and graphical literacy. The surveys also included experiments on the effects of different ways to present risk-related information on understanding and perception of risks.

ABSTRACTS



In this paper, we compare the results from different panels in terms of: 1) estimates for prevalence of different characteristics in the population, 2) the effect sizes obtained in the experiments, 3) data quality, and 4) cost. We discuss the results in particular in respect to value-for-money of the different types of panels.

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Public Libraries and Social Web: Competition or Complementarity? Fostering Reading and Learning in the Network of Public Libraries of Lisbon in the Digital Era.

Public Libraries are considered to play a central role in social capital building, providing a local information commons that has been acting for centuries as a catalyst for the civil society. Currently, while attracting more visitors, public libraries proportionally lend fewer books. In the transition from printed to digital media, libraries are gradually expanding their role from physical repositories of printed books to digital knowledge hubs providing access, context and structure to information beyond walls. Library and librarians have to cope with a growing multidimensional, non-structured and non-linear knowledge space and make sense of it for library users.

Moreover, public libraries compete for attention in a new environment where countless of other sources of information – search engines, blogs, Wikis, Web 2.0 sites, among others – may be accessed from anywhere, anytime and through a wide range of devices. Trust, reputation, face-to-face contacts and socially grounded understanding of user needs seems to be the competitive advantages of public libraries.

In Portugal, these issues are compounded by the second lowest rate of educational attainment and the second highest rate of inequality among the EU member countries. Portugal also presents very low rates of people reading and visiting libraries. Within the context of the knowledge-based society, these conditions combined may constrain the opportunities for Portugal catching up with more advanced countries. In fact, Portugal already lags in most of the policy indicators for the information society in Europe, namely computer ownership, Internet usage and broadband access.

What is the impact of the social Web on reading, learning and attendance in the Municipal Network of Public Libraries in Lisbon? Will Lisbon's municipal libraries,

too often connoted as printed media repositories, thrive in a world where all media is digital? What will be the role of librarians? What will be the purpose of physical buildings? These central questions were asked through surveys and structured interviews to library users, non-users, managers, librarians and decision makers. Preliminary results shows that a complete redesign of institutional, organizational, spatial and informational architectures is needed to cope with the impact of the social Web on Lisbon's municipal libraries.

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Potential Of The Mobile Internet - What You Ask Is What You Get.

The mobile internet is becoming increasingly important. Four reasons which might explain this development are: (1) the bandwidth required for usage of mobile internet applications is now available. (2) Increased computing power and enhanced displays are facilitating the surfing experience. (3) Mobile network service providers have reduced the fees for mobile data transfers. (4) The number of websites especially designed for mobile use is continuously increasing.

In contrast to the increasing relevance of the mobile internet, many questions relating to users and usage have remained largely unanswered: How many mobile online users are there at present? How great is the short-term potential?

The study presented in this paper shows the proportion of mobile users within the general population, how many of them surf the internet and how many use e-mail services. We will also take a look at the near future to determine the potential of mobile internet usage. Furthermore, we will consider obstacles to the use of mobile internet following our survey.

The results are based on a telephone survey of 2,000 respondents representatively chosen from the German speaking population aged 14 years and older. The findings can be considered representative of the general population. This paper shows that the number of mobile internet users varies greatly in accordance with the used definitions. For example the inclusion or exclusion of e-mail services shows significant



ABSTRACTS

effects. This is crucial in order to determine the number of users that can be reached through advertising campaigns.

The paper also shows major differences between demographic groups. The usage rates specific to age, income and educational backgrounds may differ by up to factor 3! Gender also plays a key role in mobile internet usage. Also the profile of “e-mail only” users varies from that of e-mail and mobile website users.

The presented study offers insights for future empirical research as it provides guidelines on how to clearly differentiate between website and e-mail usage on mobile phones. On the other hand this presentation is directly relevant for designing ad campaigns given that the size of general and specific target groups may be identified.

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Understanding the Web: Usability, Content, Design or what influences User-Perception the most? Key Results of an experimental Web Study.

The growing importance of World Wide Web for everyday life makes the understanding of user perception of websites essential for science as well as for e-commerce. Eversince, usability, aesthetics and content have been considered as key constructs in website research (Thielsch, 2008).

In addition, usability has been treated as the major construct for a long time besides some specific aspects of content. Over the last few years emotional based constructs like aesthetics have become more and more crucial. The question is how these aspects and their interaction influence users' perception of websites. Can we prioritize the importance of those constructs and how do they predict users' preferences? Though many studies deal with this topic there are very few including experimental manipulations (Thielsch, 2008). We would like to present results from our experimental web study crossing the constructs in a 2x2x2 design (N=380). Having manipulated aesthetics, usability and content of websites, we analyze users' behavior and perception, as well as the ability to remember the website content. Interesting findings about the interaction of these constructs will be discussed.

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Please Blog! Exploring Blogs as Tools for Data Gathering

As the development of IT is profoundly imprinting our society, there is a need to deeply describe and understand the prerequisites, challenges and the meaning IT creates in people's everyday life. With regards to methodological techniques, it is however not evident how to explore these questions. The everyday life is often described as obvious and taken for granted, and thus, challenging to capture and verbalize. IT and its potential on the other hand, are actively influenced by people's experiences and accordingly, challenging as well. The purpose of this paper is to contribute to a methodological development that supports the richness and the contradictions that imprint people's experiences of information technology in everyday life.

The paper builds on three case studies where public blogs were used as data gathering tools. The public, yet individual blogs were provided via the website of one of Sweden's Living Labs, and altogether 200 respondents were involved as active bloggers. In the first study, people were asked to live without cash, the second study involved high school classes with free lap tops and wireless Internet access, and in the third study people were asked to live without their mobile phones. All respondents were asked to write blog postings on a daily basis, and to express the rather extensive changes in life.

Apart from a considerable amount of maintenance, we experienced a number of positive findings. Firstly, there is a great value in letting people express themselves freely and in their own words as we can learn about IT's potential to generate meaning in new, dynamic and concrete ways. Secondly, the blog postings serve an excellent starting point for interviews. Thirdly, the respondents appreciated the public aspect of blogging and thus, became motivated to share their story. Finally, as the blog postings have been available for each and everyone and written by ordinary people, media have shown a great interest and the topics have been frequently discussed in TV, radio and press. This has contributed to the societal debate about IT and its consequences, which is an important aspect of research, yet not that easy to engender.



ABSTRACTS

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GPCP: A German Version of the Scale for Online Privacy Concern and Protection for Use on the Internet

Buchanan, Paine, Joinson and Reips (2007) developed a questionnaire to measure online privacy concern and its protection for use on the Internet. The aim of the current paper was to translate this Online Privacy Questionnaire from the original English version into German and to validate the translation with a German speaking sample. The Online Privacy Questionnaire consists of three scales: one attitude scale (Privacy Concern) with 16 items and two behavioral scales (General Caution and Technical Protection), each with 6 items. The validation was based on a sample of N=514. We were able to replicate the factorial structure of the original scale in the German version. For the Privacy Concern Scale and the General Caution Scale Cronbach's Alpha was $\alpha=.86$ resp. $\alpha=.75$ ($\alpha=.93$ resp. $\alpha=.75$ in the original scale). Cronbach's Alpha of the Technical Protection Scale was slightly lower with $\alpha=.65$ ($\alpha=.74$ in the original scale), probably caused by a ceiling effect that turned up for most items. Following the study of Buchanan et al. (2007) the scale validity of the translation was checked by comparing groups of different technical knowledge.

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Video Content on Websites – Perception, Usage and Effects

The increasing implementation of moving images on websites and online presentations necessitates specific research regarding aspects of usability and cognitive perceptions. On basis of its intrinsic *raison d'être* moving images can be differentiated in original and additive videos. In web based media services like the BBC ipla-

yer, original videos can be interpreted as their core products. In contrast, additive motion graphics can be defined as on top content which may enrich the existing information portfolio. As motion can be seen as the key activator of the human visual awareness, additive video content can also have a distractive effect on cognition. In addition to the differentiation of motion graphics in original and additive videos, the role of motion graphics in the media and marketing communication will be analyzed.

The core focus of the here described paper is to develop a model of the video awareness und interaction process. This model is based on findings of e.g. a 2008 usability study about the perception, usage and effects of motion graphics in online career and recruitment portals. 20 students/applicants from three different departments had to visit these pages and had to fulfil certain user tasks. Selected findings of that study will be presented. Thus, employed methods are eyetracking studies and accompanying interviews with test persons.

1. Motion graphics in the media communication and marketing communication

1.1. Technical aspects

1.2. Editorial aspects

1.3. Psychological aspects

2. A model of the video awareness and interaction process

3. Case study: Test of motion graphics in online career and recruitment portals

3.1. Perception of video content

3.2. Usage of video content

3.3. Effects of video content

4. Findings

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Measurement options, measurement error, and usability in mobile surveys

Mobile surveys offer new avenues for collecting primary data by widening the researchers' options to address coverage, sampling, and timing issues. However, a number of new methodological questions emerge, one of them being associated with the measurement possibilities and corresponding errors involved when conducting mobile surveys. Accordingly, we conducted an empirical study aimed at exploring the usability of different mobile measurement scales. Five prototypical mobile question types were analyzed with regard to their measurement and usability properties on (1) objective, unobtrusive data (e.g., non-response and drop-out rates, loading times, response latencies) and their (2) subjectively rated usability (e.g., liking, perceived effort, ease of access, amount of unintended inputs, perceived fluency of answering process).

The study consists of two survey waves: In the first wave conducted in August 2008, 150 participants answered a set of questions related to a salient topic (Olympic Games 2008) using their cell phones. Five different question types were randomly presented and meta-data about the answering process were collected. In the second wave, those who participated in the mobile survey (first wave) were invited to participate in a follow-up web based survey on their subjective experiences with the mobile survey. The five different question types presented in wave 1 had to be evaluated in terms of their corresponding (1) scrolling effort, (2) ease of access and ease of selecting response options, (3) the degree of unintended answers and (4) the perceived fluency of the mobile surveying process.

The results illustrate that the five question types used (single response list, multiple response list, close response list, text field single row and picture-question type) are (a) overall evaluated positively, (b) perceived differently with regard to scrolling effort, ease of access, unintended answers and fluency and (c) varying concerning respondents' subjective perceptions on a question type's usability and its objective usability properties (i.e., although the usability of a picture-question-type was evaluated very positive, item-non-responses are relatively high).

As a result, actionable recommendations on how to implement mobile surveys can be derived. Furthermore, avenues for future research focusing on the discrepancies between objective usability indicators versus subjective experiences will be sketched.

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The Remote Testing Approach

Since there is a considerable demand for secure internet testing, a new kind of internet testing called remote testing - feasible for internet surveys, too - will be presented in this study. By using this kind of internet testing the feasibilities, security and quality of the internet testing is extended considerably. This achievement can be done by a technique called thin client, which is supported on every computer system and without forcing a test taker to install any additional software. Thin client simply means that the computer of the test taker is used as a remote control for the host computer where the testing actually takes place. All actions are done on the host computer, whereas the client computer is only used for displaying the computer test on a screen and for using keyboard and mouse as a remote control for the host computer. This approach additionally assures on the one hand that internet tests behave in the same way on every computer (regardless of the security options set and regardless of installed software on the computer) and on the other hand it is assured that items are not locally stored and can be abused after the testing. A third advantage is the security that none of the both sides can initiate harmful actions to each other. To secure the internet connection SSH can be applied. To evaluate the practicability and the test takers acceptance of this approach a number series test called "1-2-3-solved" belonging to the group of reasoning tests was constructed by means of the LLTM and by the use of the .NET-Framework. In this presentation the



advantages, disadvantages, acceptance by the test persons and first results of the remote testing approach will be presented.

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Systemic Functional Linguistics as a Framework for Qualitative Online Studies

While systemic functional linguistics traditionally studies written text and oral communication qualitatively or quantitatively, it can equally be applied to web-mediated forms of communication. However, it has received next to no attention in connection with online research yet. One of the main tenets of systemic functional linguistics is that language resources can be categorized into three interrelated functions that are exhibited by all message-carrying units in a text:

- (1) The ideational function represents the content of a text, including the processes, concepts, events and their circumstances that are described.
- (2) The interpersonal function represents those resources in a text that enable the writer to express attitudes towards the content and to establish relationships with the audience.
- (3) The textual function structures information, puts special emphasis on parts of a text, creates cohesion within a text, and links text with its context.

Originally, these three functions of language resources were proposed for linear, written texts or oral communication. Unlike other linguistic frameworks, systemic functional linguistics is not tied to a particular research design. It can, therefore, provide a useful theoretical framework for qualitative, quantitative, or mixed-method studies of web applications.

First, the paper illustrates how Web media have expanded these functions of language resources. While the ideational function has migrated to the Web relatively unscathed, the other two functions have increased in significance substantially. In an environment where the separation between writers and readers is no longer there, the interpersonal function encompasses all tools that enable Web audiences

to participate in a discourse, e.g. comments, private messages, forums, ratings of usefulness, or friend lists. Further, the textual function in an online environment has expanded to include navigation and organization features, such as site maps, archives, personal profiles, social networks, blog rolls, or ontologies in wikis.

Second, the paper shows how systemic functional linguistics can be used as a theoretical framework for qualitative online research. Studies of a corporate website, a consumer-opinion website, and a blog are presented as examples. In each of the three exemplary studies, one of the three functions will be in the foreground of the analysis.

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The Potential of Corpus Linguistics for Analyzing Consumer Opinions from the Web

Corpus linguistics is a computer-supported method of language analysis that quantitatively examines the content and language of machine-readable text bodies. It can be applied as a principal method of inquiry or as a supporting method in a mixed-method design. This paper focuses on the latter, illustrating how corpus linguistics can be a useful addition to a qualitative discourse analysis of consumer opinions from a consumer-opinion website. A sample of 358 product reviews from a consumer-opinion website is used to investigate the nature of consumer opinions on a particular product by combining discourse analysis and corpus linguistics. This kind of data is unique to the Web, since consumers were not able to share their opinions in a structured, written format before the advent of the Internet.

Discourse analysis qualitatively studies language from a social constructionist viewpoint. Although there are different schools of discourse analysis, there is an understanding that the grammatical and vocabulary choices people make construct their own realities and the realities they offer to others. Corpus linguistics as an added method can achieve three things: It can corroborate the findings from the discourse analysis, it can furnish results that the discourse analysis can elaborate on, and the findings from both methods can initiate interpretations and conclusions that one method alone would not provide.



Using data from a consumer-opinion website, the paper first addresses considerations regarding corpus building, i.e. size, ingredients, and representativeness. Next, the paper discusses how the corpus needs to be prepared for the analysis. This includes tokenization (dividing texts into words) and lemmatization (reducing words to headwords). Further, various analysis options are explained, including high frequency words, heatmaps for the visualization of frequencies, the identification of unusually frequent or infrequent words, word dispersion, collocations, extreme-case formulations, negation, and the creation of self-designed concept dictionaries. Ultimately, the reliability and validity of the findings as well as strategies for reducing the probability of error are discussed.

Overall, the paper shows that corpus linguistics makes a useful contribution to a qualitative study through the qualitative evaluation of quantitative results and the quantitative evaluation of qualitative results.

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Measuring Perceived Virtual Social Support in Online Self-Help Groups

In order to examine the extent of how users of online self-help groups gain personal profit by getting involved, the construct of perceived virtual social support is well established. Diverse strategies of measuring have been developed in the past (e. g. Turner et al. 2001; Winzelberg et al. 2000; Wright 1999), but a reliable scale, which considers different dimensions of virtual social support has not been published yet. This was the scope of the present study carried out in a broad range of different German online health self-help groups.

Method: Based on past research, especially qualitative studies categorizing dimensions of helping mechanisms carried out in online self-help groups (particularly Finn, 1999; furthermore Braithwaite et al., 1999; Cutrona/Suhr, 1992) 130 items were constructed to be answered on a six-point Likert scale ranging from “Totally agree” to “Totally disagree”.

Information about the web survey was posted in a sample of online self-help group consisting of 10 electronic mailing lists, 34 bulletin boards and one website offering a chat only. The online survey was reached 3051 times being online 81 days. After

data cleansing excluding multiple submissions, drop-outs and data with bad quality (identified by a self-developed quality variable based on the mean time of answering of every site) data of 757 publicly posting participants remained for further analyses.

Results: Multiple principal component analyses were processed and led to a three-factor solution including 22 items. The emerging scale has a very good reliability with a Cronbach's Alpha of .90 for the perceived virtual social support scale. Subscales are:

- Face-to-Face support (8 items, $\alpha = .87$)
- Vicarious virtual support (7 items, $\alpha = .85$)
- Emotional virtual support (7 items, $\alpha = .83$)

Further details of the scale and findings within the study are presented.

Conclusion: Based on this scale future research in the field of online self-help groups is able to measure perceived virtual social support in a reliable and differentiated way and may thus help getting to know more about effects and influences on the benefit of using virtual support groups.

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Why do people read blogs? National representative survey of Polish blogging and blog readership

This presentation summarizes a joint research project of Gazeta.pl and Polish Internet Research Ltd regarding blogging and blogging readership in Poland. According to the common knowledge this form of Internet based communication is relatively popular in Poland, especially if one takes into consideration the relatively low penetration of the Internet. Our national CAPI survey for the first time revealed the real

ABSTRACTS



numbers and characteristics of people writing, commenting and reading weblogs in Poland. 10% of Poles aged 15+ declare reading blogs (3 million people), 3% declare commenting (900 thousand) and 2% declare writing blogs (over 580 thousand people). We also use results of the market standard research Megapanel PBI/Gemius, indicating at all blogging platforms in Poland being visited by 5-6 million "real users" monthly.

Other research questions regarded: process of involvement in blogging; bloggers and readers' demography; patterns of the Internet use; readers' motivations. Despite bloggers and readers being mostly young and students, there is also a considerable number of older population involved in this activity, especially if controlling for Internet use. The research confirms then that involvement in blogging is temporal activity. Among the motivating factors, the main declared blog reading reason is not blog content, but the person of blogger. Other reasons include "entertaining content" and "knowledge or interests deepening", both as a private hobby and for educational purpose. Motivations differ among various sociodemographic groups, which will be described further in the presentation. The results will also be discussed in terms of Polish specifics in comparison to research on blogging in other countries, especially the US and German-speaking ones.

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Self-Regulation Strategies (SRS) in Instant Messaging: Uses and Failures in University Students

Despite the many advantages of using instant messaging (IM) for collaborative work, concerns have been raised about negative consequences linked to the disruptive nature of the real-time communication (RTC) technology. It is proposed that the use of successful strategies to regulate one's use of IM and to time interruptions appropriately will play an important role in maintaining a high level of productivity. The present study will investigate the following four research questions: 1) What SRS do users employ to control their IM use?; 2) How effective are the employed SRS?; 3) What aspects of their IM use do users regulate?; 4) How do IM features interact with the ability of users to self-regulate their IM use? We employed a mixed methods approach consisting of questionnaires, focus groups, and interviews. A total of 293 university students completed the survey, of these 21 participated in 5 focus

groups and 14 interviews. The findings show that concerns raised in the literature are warranted; IM is disruptive and multitasking can lead to losses in productivity. Nevertheless, SRS can be effective in moderating the negative effects. Three key SRS were: ignoring incoming messages, denying access, and digital/physical removal. The findings have implications for both theories of self-regulation of technology as well as for managerial practice. Participants who had routines and practices in place that helped them prevent overuse were more successful in their self-regulation than those who only acted recuperative, after the emergence of negative consequences. Managers need to find effective ways of responding to productivity loss by appropriately dealing with interruptions. Nevertheless, the study findings show that the technological affordances of this application are not the only causes of failure in self-regulation. Participants often reported feeling compelled to answer a message even if they were presently engaged in other tasks.

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Uses and gratifications of Social Network Sites: Having Fun on Facebook

Young people are adopting a wide range of media for communicating with their social networks. While recent studies have provided insight into how different forms of computer-mediated communication are used and what gratifications they provide, little is known in this context about social network sites (SNSs). SNSs have rapidly grown in popularity raising important questions about privacy implications, friendship formation, and identity expression. However, little systematic research exists looking at what motivates users to join Facebook and what kinds of gratifications this use provides. The present study employs a uses and gratifications approach to better understand the motivations underlying students' adoption of Facebook and the gratifications that its use provides to students. We focus on Facebook because it is one of the most popular SNS, it has received considerable attention in the scholarly literature, and it is by far the most popular SNS in Canadian universities. A second goal of the study is to compare gratifications obtained from Facebook with those obtained from instant messaging (IM). This kind of comparative research will provide important insight into users' motivations for employing Facebook in comparison to another medium, in this case IM. This will not only expand our understanding of Facebook use as a social tool, but will also add to our understanding of why young

ABSTRACTS



people integrate different forms of computer-mediated communication on the basis of the gratifications they fulfill. We employed a mixed methods approach consisting of 77 surveys and 21 interviews to provide both a quantitative understanding as well as a more in-depth qualitative account of why university students join Facebook and what motivates their use following their adoption of the service. A key motivation for joining Facebook is peer pressure. A factor analysis of gratifications obtained after joining Facebook revealed two key factors: pastime activity and affection. Comparative analysis showed that Facebook is a fun activity that fills time, while instant messaging is more geared toward relationship maintenance and development. We discuss differences in the two technologies and outline a framework based on uses and gratifications theory for why young people integrate numerous media into their communication habits.

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The impact of privacy concerns on data collection

When asked to disclose personal information to web questionnaires users may choose between various strategies of non-disclosure. An active strategy results in choosing an option like “I don’t want to say”, if available. Following a passive strategy means leaving the default option (e.g. “Please choose answer here”) untouched. Being motivated to use active and passive non-disclosure strategies is assumed to depend on the sensitivity of the questions asked. In the present paper, in three experiments with several thousand participants we investigate how the sensitivity of questions and the design of answer options combine to influence non-disclosure to web-based forms. Type of default selection and location turned out to be of major influence on (non-)response rates to sensitive items. Depending on condition, percentages of participants who non-disclosed ranged from 0 to 34.9%. Despite the large range in non-disclosure, no bias in answers was observed.

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Visualisation and Evaluation of Concepts of Sustainable Housing - a Web based Discrete Choice Experiment on Private Home Buyers Preferences in Germany

Despite enormous advances in technical building innovation, the market share of sustainable housing development is still very low. A recent study suggests that only about 2 - 8 % of all new housing construction in Germany include some aspects of sustainable planning and building (Wolpensinger, 2007).

Our study pursues the question how concepts of sustainable housing can reach a higher market share, taking into account that a master plans' objectives need to address the preferences of potential private house owners, who are the clients and principal investors into new housing development in Germany. It can be assumed, that the private home buyers' decision making significantly influences sustainable or non-sustainable housing development.

A behavioral stated preferences approach, i.e. a discrete choice experiment, investigated the decision making process of private building owners. Different attributes of alternative housing development models are integrated into the econometric model as independent variables, as they alternate to build different models of sustainable housing, while the respondents' choice of particular housing models is the (discrete) dependent variable.

We report on modelling the object of research (models of sustainable housing) using a visualization approach embedded in an internet survey: Each respondent was asked to evaluate different housing models, that were presented to the respondents as short 3D film sequences (for broadband users) or 3D slide shows (for 56k-modem internet users). Through visualization, the degree of realism of the survey is improved as well as the cognitive burden for the respondents reduced to answer the choice sets.

The results show, that both visualization approaches, the 3D film sequences as well as the 3D slide shows, are suitable methods to investigate housing choices within internet surveys. Also, using latent class analysis, high approval for sustainable housing could be identified based on sample segmentation through the use of latent class analysis. We conclude that the market place still has room to exploit the overlap between sustainability and the choice of housing investment made by private home owners.



ABSTRACTS

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Volumetric Forecast based on Online Access Panels

The paper discusses web-based data collection in the broader content of one of the most challenging market-research-tasks, the volumetric forecast for new concepts.

Decisions about new concepts based solely on information gathered in a typical concept test run the risk of ignoring critical factors of success. The total size of the potential market (the interested universe), the expected awareness and distribution level, fixed and variable costs per unit and the repurchase rate after initial trial are crucial information for determining the economic success of a new product. A volumetric forecast estimates the total sales and the revenue in a certain time period after launch and incorporates both survey and external data.

A volumetric forecast faces two major challenges regardless of the data collection method:

1. Predicting the awareness level based on planned marketing actions.
2. Ensuring the representativeness of the sample for the interested universe.

The awareness level is mathematically modelled as a function of the reach of a marketing campaign: Information regarding reach is provided by media planning and is defined as the probability of exposure to marketing based on spending levels and targeting. The mathematical model takes into account reach from a variety of sources including in-store promotion, couponing, and sampling.

Representativeness of the sample for the interested universe is obtained by propensity weighting. Propensity weighting controls for subtle differences between target population and members of an online access panel that do not result from obvious sociodemographic characteristics that are normally controlled in a quotation sample. In a combined representative CATI and panel-based online survey the probability of membership to the online access panel is estimated using a logistic regression incorporating a variety of questions about attitudes towards the internet. Afterwards the online sample is weighted according to the representative distribution of the propensity scores which indicate panel affinity.

The proposed paper describes the challenges and solutions in the volumetric forecast based on online access panels and demonstrates the general appropriateness of the method.

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Web Campaigning in Austria: The Information Role of Party Websites in the 2008 Austrian National Elections

Today the Internet is often viewed as an “electronical agora”. In democratic elections via the Web campaign process, political actors want to inform and communicate with as many people as possible. Especially since the last elections in September 2008 the impact of the Web on campaign processes in Austria has reached a new level: All major political parties presented themselves with a new, and compared to past elections (highly) professionalized Website: Besides detailed information given on the party, the candidates and on the campaign, all Websites link to different social software such as Youtube, Flickr, or Twitter. As research on Austrian campaigns’ Web production processes is very limited, we want to focus on the practice of informing by taking a look at the shared characteristics, as well as at the features on which the analyzed Websites differ. Two questions lead the research interest: How and to what extent a specific Website is engaged in the practice of informing? Which party Website adapts most extensively to the different features and techniques of the practice of informing?

Method:

The exploratory study is a structural and content analysis of campaign Websites of the 2008 Austrian National Elections, focusing on the practice of informing. In order to conduct the campaign site analysis, six weeks prior the elections on September 28th, 2008 the Websites of the five parties in parliament: OEVP, SPOE, FPÖ, Grüne, and BZÖ plus additionally the Website of the Liberale Forum were archived weekly. The qualitative analysis examines the practice of informing in which campaign processes engage: We will develop a comprehensive template of campaign Website features and techniques drawn from several studies conducted by other scholars (e.g. Foot/Schneider 2006, Doering 2003, eCandidates 2002) and compare parties’ Website performances. In addition, the study takes a look at the different networks of the six Websites. Linking processes strongly associate with the practice



of informing as linking “entails enabling an interaction or exchange of information between site visitors and other political actors” (Foot/Schneider 2006: 67).

Results:

As the campaign analysis is just starting, results are still standing out.

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Three Different Designs of Type Ranking-Questions

In my baccalaureate-paper, written at the institute for journalism and communication science in Vienna, I have qualitative analyzed three different designs of the type ranking-questions, which are used in online surveys. At GOR 09 a poster shall be presented, which introduces the results of a quantitative study of the three designs. This study affords an objective assessment of the designs and a contribution to the actual usability research in online surveys. The intended goal is to enhance the interaction between the user and the survey. And thereby the efficiency of online surveys can be improved.

- The classic design: This is a classic select-matrix, implemented with HTML-Code.
- The innovative design: With this flash-application the user is able to bring named bars in a specific order to realize a sequence.
- The puzzle design: The moving elements are designed as pieces of a puzzle, this should enable a more intuitive interaction. I developed this design for the survey.

The idea behind the puzzle design:

- Symbolic interactionism: “Human beings act toward things on the basis of the meanings they ascribe to those things“.
- The bars in the innovative design have no meaning for the user at first glance, so he or she doesn’t know exactly what to do.
- In real world, people can take pieces of a puzzle and put these pieces at the right position in the puzzle.
- A similar action is needed in ranking questions.

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Online User Typology and Aesthetics

User typologies play a major role in media research and marketing. Especially interest in usage patterns on the World Wide Web grows with the web's importance (and its advertisement budgets). Still, there is remarkably little agreement on a common online user typology. The "ARD/ZDF OnlineNutzerTypologie" (Online User Typology, OUT) distinguishes two major user groups (active-dynamic vs. selective-reserved) with several sub-groups. Secondly, emotion-based constructs have become a major construct in market research and web development. Aesthetics – and with it, joy of use – has influence on the overall user experience.

A combination of those two findings leads to several questions: Is it possible (and feasible) to have different designs of one's website for different users? Will users like the same content better if it is depicted in a "user-type friendly" way? In essence: Do different user types prefer different aesthetical designs on websites?

This experimental study in progress analyses theoretical implications of usage and aesthetics theories and then goes on verifying practical inferences with a methodically sound preference examination of website alternatives. This is the first empirical investigation of user typologies in the area of website perception and especially aesthetics and will imply recommendations for scientific research as well as for market research.

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When a wellspring of respondents dries up

The main issues raised in this case study are:

- How to deal with and find low incidence target groups?
- What are the challenges raised when confronting all panels? Is there a difference between the quality promise and quality delivered?

ABSTRACTS



- Panel overlap: How to measure panel overlaps and how to handle an overlap with sample suppliers when significant overlaps show up?
- And more generally, what could be the key criteria when choosing a sample supplier?

One issue is to define key indicators that could measure the quality of a panel. The first indicator given by panel providers is its size, as if the bigger it is, the better it is. Our experience happens to show: The bigger the panel does not indicate an increased ability to reach the target group. Smaller panels very often achieve higher conversion to completion even with the same panel structure? Response rates with better “active panel members” should give insights but here it starts to get less transparent and fuzzy.

By providing an overview of the German research market from the theory and the practice, this paper formulates key criteria for panel quality. It also addresses how sample quality in a daily business, could be assessed and reached.

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Successful virtual community building and technological support

The success of new and participative applications of the Web 2.0 is deeply connected with the usage by virtual communities. The online encyclopaedia Wikipedia, the open source development of the operating system Linux, social networking platforms as Xing or Facebook, the video platform YouTube, the auction website Ebay or user generated content at news forums: These and many other ventures are unthinkable without active users or without an active community. Their involvement is essential for the success of these Web-related projects. Hence, the question about successful community building is crucial and gets a lot of attention.

Overview of the study:

The ComStudy is a study about (a) successful virtual community building, working with literature and project analysis, case analysis and expert interviews. It will describe concrete implementation strategies for different scenarios. Additionally, this study focuses on three essential functionalities of community systems which have

hardly been researched: We will describe and compare realisations and systems, best-practice solutions and experiences with community building concerning: (b) the development and evaluation of meta information, (c) recommender-systems for community support, and (d) engagement indicators and reputation systems for community members.

Project duration: October 2008 - September 2009

Project/Report language: German

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How do Blogs comment on Mainstream Media Content? Results from a link analysis.

Various academic studies focus on the relationship between blogs and mainstream media, analysing if and how blogs compete with or complement the activities of professional journalists. However, it is not yet known how exactly blogs comment on mainstream media content. More specifically, relevant research questions are: In which context do blogs refer to text or videos produced by journalistic outlets? Do they mainly criticize or approve the professionally selected and produced information? Do blogs which themselves have a large audience differ in their reactions from those who are addressing only small publics?

To answer these questions, this paper presents findings from a content analysis of N=1.850 links from blogs to mainstream media content. The link targets include the 20 most linked-to german journalistic sites according to technorati.com (e.g. spiegel.de, bild.t-online.de or heute.de) as well as the five most linked-to german-speaking blogs (e.g. spreeblick.de or netzpolitik.org) as a control group. For each target, 75 links were randomly drawn from the last 600 links to this site available from technorati.com at the beginning of September 2008.

Links were then coded for various characteristics, including the target (specific article, thematic category or main site), the context (e.g. static sidebar link, source for a specific claim or part of a link collection) and the evaluation of the linked-to content (neutral, positive or negative). Also, information about the "authority" of the referring site were collected from technorati.com.

Analysis of the dataset is still under way at this time, but preliminary results point out that...

ABSTRACTS



... a large majority (about 80%) of links from blogs to Mainstream Media is neutral, i.e. without explicit positive or negative connotations.

... among those links expressing an evaluation of the linked-to content, slightly more links are positive than negative.

... the more prominent "A-List"-Blogs have a higher share of negative links than the blogs within the "long tail".

These preliminary findings, to be complemented by a more thorough analysis for the final paper, give strength to the argument that blogs mostly channel attention towards journalistically produced content, rather than offering directly competing views and perspectives.

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Classifying Dyadic Interactions - The example of a virtual marriage market

Currently online surveys are a standard research tool in social sciences, which potentials and limitations have been discussed extensively in recent years. In context of many internet applications, however, additional data is produced which is not commonly used for social science research or methodical questions yet. This data is process-produced information, generated by social agency of users and recorded by the respective provider without any originally scientific purpose. Statistical classifications based on such objective behavioural traces represent a distinct advantage over conventional segmentations based on survey data, as higher reliability and less classification errors can be achieved.

At the same time social science is confronted with the problem of analysing such complex data structures in an appropriate way taking for instance into account the problem of dependency between senders and receivers. Statistical modelling of such dyadic data by means of structural equation- and network approaches has been applied for a while within empirical social sciences, but corresponding clustering concepts are not provided by today.

We therefore propose a classification-technique drawing on finite mixture models as generalisations of traditional multivariate techniques making use of the statistical dependence between reciprocal interaction processes of senders and receivers on a major German dating site. The purpose of this explorative approach is to exemplarily identifying typical dyadic patterns within the interactions of the involved actors and to allow for interpretations of those patterns against the background of marriage market- and mate choice-theories. First results concerning our substantial research question of forming intimate relationships point at (1) a reproduction of homogeneous structural patterns emerging from first choosing events and (2) with regard to the temporal interaction processes a cumulative decomposition of the identified dyads by means of education-related homophily.

In conclusion, we will argue that the increasing appearance of dyadic interaction data within different social web applications will lead to a growing importance of statistical applications taking dyadic dependency into account. Classifying dyadic patterns thereby can shed light on traditional problems of research on human interaction such as the reciprocal form of mate choice and the formation of intimate relationships.

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Generic or Project-Specific Mail? – The Influence of Invitations on Response Behaviour in the course of Online Surveys

In the field of online research, and particularly with respect to online access panels, the amount of information the research institute should provide its respondents with when sending out invitations is still discussed quite controversially.

On the one hand, revealing too many details holds the risk of self-selection among potential participants. Furthermore, if the topic is explained, experienced panellists only interested in incentives might adjust their answers to the screening questions in order to take part in every possible survey. Such behaviour is likely to cause untrue statements and bias in the studies' results.

On the other hand, not including enough information in invitations involves the risk of potential participants deciding not to take part in a survey as they are, for in-

ABSTRACTS



stance, unsure about the incentives or the amount of time they have to invest in order to complete the questionnaire.

Consequently, the following questions arise:

Is it sufficient to just inform the panel members that there is a questionnaire waiting for completion? Should information on the length of the survey, the field time and the incentives paid for completion be included in the email? Or would it even benefit the response and results to announce the topic of the survey?

The lecture aims at eliciting answers to these questions.

It is based on an empirical study including about 30 experiments with 1000 respondents each. In the course of this study, the invitation-emails were systematically varied, and the different response rates were monitored.

The information content of the emails was differentiated in a way that one part of the panellists always received a mail containing extensive information about the study, whilst two additional groups either received information regarding the questionnaire's length and the incentive or were informed about the topic of the survey. A last group finally obtained an invitation only including a link to the questionnaire but no additional information describing the survey at all.

The analysis of the projects realized aims at identifying and presenting the optimal information content of email- invitations for online surveys.

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An Internet-based Study on Coping with Illness and Attitudes towards Online Health Care in Cancer Patients

Objectives:

The main purpose of this Internet-based study was to evaluate coping with illness in an online sample of cancer patients and to compare the findings with data of an off-line study conducted by Zaun (2002). Additionally, the patients were asked to point out their attitudes towards online health care.

Methods and data:

The online survey included the Freiburger Questionnaire on Coping with Illness (FKV-LIS) measuring different coping strategies (depressive coping, active, problem-oriented coping, distraction and self-encouragement, religiousness and searching for meaning, trivializing and wishful thinking), and the questionnaire Attitudes towards online Health Care (ATOHC) for the evaluation of attitudes towards health-related Internet use (community and news, outcomes, trusted information and advice, self-efficacy in evaluating information and intention, disclosure). The sample was recruited in German-speaking cancer bulletin boards. The online questionnaire was also promoted through links on medical and health information sites. In this online study the data of 293 patients with various types of cancer (e.g., breast cancer, Hodgkin's disease, prostate cancer) was analyzed. The participants mainly were female (67%) and had a higher education (43%).

Results:

Compared with patients of the offline study conducted by Zaun (2002), the online sample particularly showed less depressive coping as well as trivializing and wishful thinking. Furthermore, they used significantly more active, problem-oriented coping, distraction and self-encouragement. The sample's attitudes towards the online community and web-based news and their self-efficacy in evaluating information on the Internet were moderate. However, trust in web-based information and advice as well as disclosure were relatively low. The patients perceived their psychological and physical health as being moderately influenced by their health-related Internet use.

Conclusions:

In comparison to an offline sample, the online recruited cancer patients' less depressive and more active coping, their higher distraction and self-encouragement indicate a more positive illness processing and a stronger self-efficacy of Internet users participating in cancer bulletin boards or searching for online health information. Thus, the web-based activities as well as a kind of healthy distrust of online information and advice might be an additional expression of active, problem-oriented and reflective coping with illness.

ABSTRACTS



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Relevance Of Health-Related Online-Information In Offline- And Online-Samples

Background:

Health related websites are among the most used online sites. Searching for health related information is one of the main reasons for going online. It can be assumed that there is a connection between retrieving information from the internet and perceived competence in this area (as relevant factor for Empowerment).

The present study tries to analyze if there is a connection between Empowerment and information retracted through the internet to health related topics. The assumption being that individuals who are health oriented are more empowered when it comes to finding health relevant information than people who do not use the Internet for this purpose.

Method:

Two samples (online and offline) were surveyed exploring the connection between subjective psychological empowerment and health related internet use. The study utilized the Making Decision Scales (Rogers, 1997) and the Health Care Empowerment Questionnaire (Gagnon et al., 2006). Latent factors and psychometric qualities of the German translation were analyzed. An Online sample with 1203 participants (721 from Austria) was compared to an offline quota sample consisting of 300 individuals, considering the Austrian Internet Users Statistics. The online obtained data was evaluated by means of statistical inference, descriptive as well as structure-discovering (cluster analysis) procedures.

Results:

68% of the online sample uses the Internet for health related purposes, furthermore the study was able to show that 78% of the offline sample uses the internet when it comes to retrieving health related information. The study concludes that using the internet for health related purposes and discussing this information with professionals induces health related empowerment.

Conclusion:

The results show that searching for health related information seems to enhance psychological empowerment. Furthermore the study shows that the individual's confidence to find health related information boosts empowerment.

Reviewing these findings it needs to be noted, that it is imperative that online Information concerning health regarded topics is legitimate and reliable and that this ability to retrieve information can enhance empowerment. Therefore more focus should be laid on quality assessment of health related online information.

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Self-Efficacy Of Online Health Seekers**Background:**

More than half of the Internet users are so called "health seekers", who search for health related information online (Fox, 2005). Previous studies sometimes speak of the existence of this special group without statistical data analyses. The aim of the present study is to find out if clearly differentiable groups (in the German speaking Internet) exist and if it is statistically significant to speak of health-seekers as opposed to non health seekers. Furthermore the authors of this study analyzed differences between these groups regarding information sources as well as self-efficacy when it comes to the four main factors of health behaviour according to the BRAHMS study: nutrition, physical exercise, smoking and alcohol (Renner et al., 1996).

Methods:

An online-study was conducted to survey 1488 participants (age between 19 and 72, MD = 31,69, SD = 9,25) using a web-based-questionnaire. The questionnaire included inquiries about self-efficacy (Jerusalem & Schwarzer, 1999) as well as questions about information sources and health behaviour. Data for the current study was collected using links, banners and buttons on partner websites and evaluated by means of statistical inference, descriptive and structure-discovering (cluster analysis) procedures.



Results:

By using a two-step cluster analysis the study was able to define two main groups: health seekers and non health seekers, the difference between these being quantitative as opposed to qualitative. The study was able to show that participants who search frequently for health related information tend to show more health-conscious behaviour. Furthermore they score significantly higher on self-efficacy scales when it comes to nutrition and smoking. This group also shows more confidence in health-information sources.

Conclusion:

Health seekers and health conscious individuals tend to show higher self-efficacy rates than others regarding the four main factors of health behaviour. Furthermore they are more able to change specific habits in these four categories if need be. They are also more cognizant of their state of health and have more confidence in their abilities to find health related information. Reviewing these findings it needs to be noted, that it is imperative that online Information concerning health regarded topics is legitimate and reliable.

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Does the seriousness check really sieve out datasets with bad data quality?

The seriousness check (Reips, 2000, 2008) consists of one or two questions asked at the very beginning of an Internet-based study (“Have you already participated in this study?”, “Are you going to fill in the questionnaire seriously?”). This gives participants the chance to state their motivation in taking part. Some are, for example, researchers or students and thus only interested in the study design and technology behind the online study. These people should have the possibility to mark their data as invalid. In the present study we empirically validate the seriousness technique approach.

In a large online questionnaire study, a total of 1,046 data sets were collected. In order to get a measure of data quality, we recorded user actions (clicks, mouse move-

ments, activation of form elements like radio buttons, text input) with time stamps by using a Java script that was implemented on each HTML page. User actions (e.g., clicking through, excessive clicking, longer inactivities, or changes on already given answers) were inspected for suspicious and highly suspicious behaviors.

A correlation analysis showed that participants who stated having already participated in the study also had more highly suspicious behaviors ($r = .113$, $p < .001$) and participants who stated not going to fill in the questionnaire seriously also showed more suspicious ($r = .080$, $p = .011$) and highly suspicious behaviors ($\alpha = 10\%$; $r = .051$, $p = .099$). Sorting out previous and non-serious participants reduced the amount of highly suspicious behaviors (mean drop of 11.9%).

The approach used in this study made it possible to add to our knowledge about the effectiveness of the seriousness check. It turned out that asking filter questions indeed reduces problems with data quality in online questionnaires.

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Social Web and Self-Disclosure = Participation vs. Privacy? Exploring How Users Manage this Dilemma via Focus Groups

Internet users are increasingly required to disclose personal information, especially for being able to take part in the so-called Social Web. Applications like social networking platforms, blogs and wikis offer participation and collaboration opportunities, but require the user's willingness to reveal private information. Typically for the Social Web, making the self known to other users is crucial for being accepted as a part of the community.

In recent years, researchers found a heightened self-disclosure in computer-mediated communication (e. g. Joinson 2001, Tidwell/Walther 2002, Suler 2004). It can be argued whether this is a precondition for or a result of the rising Social Web.

At the same time privacy concerns of users increased. But so far there is relatively little evidence that users translate concerns about data abuse to privacy-enhancing



behaviours while online. Joinson et al. (2008) showed that people's dispositional privacy attitudes hardly influence their interpretation of specific online situations. Situational cues seem to be the main factor influencing the user's self-disclosure. Therefore, it is necessary to think about the perceived trustworthiness of Social Web providers. Another main aspect is the awareness of the disclosure. Does revealing personal information "just happen" or do users decide consciously about what information they disclose? If so, according to which criteria? Or do users even feel impelled to disclose personal data?

To answer these questions, four qualitative focus group discussions were conducted. This method allows testing persons interacting with each other. With this, even subliminal attitudes and reasons may be accessed and verbalized. People with an active use of the Social Web (e. g. writing an own blog) and people who show a more passive use (e. g. commentating blogs regularly) were interviewed in separate groups. The group size was about eight to ten people of different sex, age, education, and profession.

Within these groups, self-disclosing behaviour in different Social Web applications as well as reasons for it were discussed. The results delivered a deep insight into the factors that influences the self-disclosure of Social Web users. Different explanations for the often occurring discrepancy between attitudes and behaviours of Web users were found.

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Usability of Mobile Surveys

The mobile age has arrived, which has opened an amazing amount of new possibilities. Alongside SMS and MMS surveys, the survey via WAP (wireless application protocol) is one of those new and innovative methods: a web survey is answered on a mobile handset.

In particular in the context of new products, in addition to flawless technical functions, it has become increasingly important to provide user-friendly handling and enable a satisfying experience for the user to ensure the long-term success.

Therefore, in this study the usability and user experience of WAP surveys were investigated. The application was evaluated in respect of common validated usability-relevant guidelines and as well standards from market research were implied. Alongside the experiences and information which were collected when conducting surveys in the field and in research studies for clients, also insights from a focus group and research projects with students were incorporated.

For the users of mobile surveys an easy and quick access to the survey is important. Besides, information about topic, costs, duration, incentives and the awareness of the sender play an essential part in this early phase. Within the survey, simple navigation, consistency and short error messages are relevant points.

Concerning the context of use the potential of mobile surveys is seen in the joy of use and independence in respect of time and location. Finally, pretesting from a stage as early as possible is a crucial aspect to enhance user experience.

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User Experience: The Connection between Usability and Aesthetics

Use and evaluation of websites or web-based services are not just explainable via usability. While searching for new approaches understanding user experience a lot of new, more emotional constructs are discussed, mainly aesthetics and joy of use. In scientific and market research is now a growing discussion about the connection between usability and aesthetics. I would like to give a slightly different view on this connection with a presentation of current findings on underlying cognitive aspects of website perception. In this talk, different theories of halo-effects, stereotypes, mediation via affects and perception fluency are discussed, based on the current research and experimental data from three own studies ($n > 600$). The results will inspire new perspectives for the investigation of the connection between usability and aesthetics.

ABSTRACTS



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Response Formats in Cross-cultural Comparisons in Web-based Surveys

Many different response formats have been used in web-based survey to measure attitudes. Two common measures are numeric box entry and single response radio buttons. A newer technique has been the visual analog scale (VAS). In web-based surveys, respondents click on the line that best represents their position. Another common method often used in telephone surveys to measure attitudes has been a branching approach - first measure the direction of attitude and then the degree of attitude.

One issue in the use of attitude measures is the extent to which cultural and country differences in scale usage could influence responses. Some have suggested that the VAS or branching approaches may be measures that could minimize cultural biases. In this study we investigated branching, radio button, numeric box, and VAS attitudinal measures across multiple countries. Respondents were asked to indicate how much they liked doing a variety of behaviors using the scales assigned. They were then asked how often they engaged in the behavior in the past 30 days, which formed the primary criterion. We examined the length of time it took to complete the scales (branching and VAS took the longest), and will report on how response distributions were affected by response format and culture, and how response format affected criterion-related validity. Many different response formats have been used in web-based survey to measure attitudes. Two common measures are numeric box entry and single response radio buttons. A newer technique has been the visual analog scale (VAS). In web-based surveys, respondents click on the line that best represents their position. Another common method often used in telephone surveys to measure attitudes has been a branching approach - first measure the direction of attitude and then the degree of attitude.

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Panel Conditioning in Web Surveys: A Comparison between Trained and Fresh Respondents:

Trained respondents may answer questions differently than those with little or no experience in a panel. This can result in different responses with regard to content (e.g. because of increasing knowledge on topics) as well as the procedure (question-answering process). Having two panels - a trained one and a completely fresh one - created a unique opportunity for analyzing panel conditioning effects (both panels are recruited via a probability sample of the Dutch population). Due to procedural learning, trained respondents may react differently to web survey design choices than inexperienced respondents. Because of their experience they may be able to process more information on a screen, e.g. make fewer errors when more items are placed on a single screen. In addition, they may be less sensitive to social desirability bias and less reluctant to select a response category that seems unusual in the range of responses. They also may be used to a particular question layout so that changing that layout (e.g. from disagree-agree to agree-disagree) may not be noticed. We investigated whether there are differences in design effects between trained and fresh respondents using a questionnaire consisting of three experiments. In the experiments we varied the number of items on a screen, the choice of response categories, and the layout of a five point rating scale. We found that trained respondents were somewhat more sensitive to satisficing.

Besides procedural knowledge, trained respondents can develop knowledge on topics addressed in previous surveys. To find out the relation between question type and panel conditioning, trained and fresh respondents answered questions with different question types. We used nine questions on two different subjects: food



infection and old-age pensions. These subjects were presented to the trained panel multiple times, so we thought these would be the most sensitive to bias due to panel conditioning. The results show that panel conditioning only arises in knowledge questions. Questions on attitudes, actual behaviour, or facts were not sensitive to panel conditioning. Panel conditioning in knowledge questions was restricted to less-known subjects (more difficult questions), suggesting a relation between panel conditioning and cognition.

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Visual Heuristics and Answer Formats in Rating Scales

In interpreting questions, respondents extract meaning from how the information in a questionnaire is shaped, spaced, and shaded. We carried out five experiments using five questions measured on a five point scale to investigate how the effects of visual heuristics affect the answers to survey questions and test whether effective question writing (using numerical and verbal labels) may overrule visual effects. The experiments were fielded in the CentERpanel. This is an Internet-based panel, although there is no need to have a personal computer with an Internet connection. If necessary, equipment is provided by CentERdata (the agency). The recruitment of new panel members is done through a random sample of landline numbers of candidates. The panel is designed to be representative of the Dutch population. We demonstrate that respondents use the “middle means typical” heuristic only in a polar point scale. When numbers 1 to 5 are added to the polar point format and with fully labeled scales, the effect of spacing between response options disappears. In a second experiment we show that respondents are confused when options are presented in an inconsistent order and do not follow the “left and top means first” heuristic. In a third experiment we find that inter-item correlations are higher in a polar point scale when items are presented on a single screen instead of separate screens. The effect gets smaller when numbers 1 to 5 are added to the polar point scale. In a fully labeled scale no effect is found. In a fourth experiment, we found no evidence that respondents use the “up means good” heuristic: the use of a decremental or incremental scale did not result in different answer distributions. In a fifth experiment, we show that respondents use the “like means close” heuristic:

the adding of numbers that differ both in sign and value (-2 to 2) and the adding of different shadings of red and green color affects respondents' answers. The effect of different numbers was apparent in both a polar point and fully labeled format, while the effect of color was only apparent in the polar point format.

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Resolving the Privacy Paradox? - How Privacy Concerns, Strategic Self-presentation, and Norms Influence the Choice of Privacy Settings

Users of social network sites (SNS) often disclose a great amount of personal and intimate information on their profiles whilst at the same time stating to be concerned with their privacy. This phenomenon has been called privacy paradox and received attention from researchers as well as the media; SNS have reacted and offer now more fine-grained privacy settings. Thus, it is time to revisit the privacy paradox and examine which factors predict choices for certain privacy settings. SNS users have to find a balance between two conflicting motives - privacy protection and self-presentation. After all, the main purpose of SNS is to maintain strong and weak ties, which involves creating a profile and keeping people updated about one's life.

The first study focused on these conflicting motives, but looked also at the role of dispositional trust and narcissism. An online survey was held among 144 users of Hyves, the largest Dutch social network site. The results showed that active SNS users meanwhile protect their profiles. Almost 75% had changed the default privacy settings, mostly into more restrictive privacy settings. Although dispositional trust and narcissism were related to privacy concerns and use of the Internet for strategic self-presentation, the two Internet-specific attitudes were the best predictors of actual privacy settings.

Study 2 examined also the role of social norms. Users might also choose more protective privacy settings because many other users do so. University students ($n = 70$) were used as subjects in order to reach also less active Hyvers. Again, the majority had changed their privacy settings, indicating that the privacy paradox becomes smaller. Perceived norm turned out to be a strong predictor of privacy settings.

Thus, across two studies it was found that SNS users are not only concerned about



their privacy, but that these privacy concerns translate into action. This challenges earlier studies reporting a privacy paradox. Internet-specific attitudes were better predictors than general personality characteristics. Moreover, social norms played an important role, stressing the importance of social influence processes in SNS. Practical implications will be discussed.

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Online Reputation Systems: The Effects of Feedback Comments and Reactions on Building and Rebuilding Trust in Online Auctions

Research on reputation systems has mainly focused on the trust building function of reputation systems. The present research looks also at the trust rebuilding function of reputation systems, more specifically, the role of the short text comments given in reaction to a negative feedback. Online markets are noisy environments; rebuilding trust is therefore often necessary. Research suggests that a seller's outstanding benevolence or credibility increase the price premium whereas comments that provide evidence for abysmal benevolence or credibility diminish it (Pavlou & Dimoka, 2006). However, it is unclear whether not only the buyer's text comments but also the reactions of the seller on the comments of the buyer affect the subsequent perceived trustworthiness of the seller.

This paper analyzes whether sellers' reactions have the potential to re-build the trust between business partners. It is going to answer the following questions: Do different types of trust violations have more or less detrimental effects on trust? Do reactions of sellers have any trust re-building effects? Which types of sellers' reactions are more effective in re-building trust? We make a distinction between morality-based and competence-based violation of trust and between two types of reactions that a seller can display, namely an apology or denial of the trust violation (Kim, Ferrin, Cooper, & Dirks, 2004).

We conducted two experimental field studies among 1,141 active eBay users in the Netherlands, using a random sample (response rate: 44.3%) of members of a large

Dutch commercial “opt in” access panel. The results show that the text comments accompanying negative feedback indeed influence trustworthiness judgments. It also makes a difference whether a trust violation is perceived as competence-based or morality-based. Moreover, plain apologies were observed to be more successful in repairing trust than denials. The effects were mediated by perceived believability of the comments. Thus, to avoid the detrimental effects of noise on trust, operators of online market places should encourage text feedback comments and reactions. Contrary to what has been reported in the literature, we consistently find that denial in case of morality-based violations of trust is not trust re-building. The implications for further research on re-building trust on the internet are discussed.

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Empirical Evaluation of Web Survey Software Tools: Powerful or Friendly?

Modern software tools for web surveys increasingly enable fast and friendly implementation of web questionnaires and overall management of the survey process. However, there exists a general tradeoff between easiness of use and powerfulness/capability. Feature-rich solutions may require a high amount of learning and/or even some programming skills, while user-friendly and intuitive applications may offer too few features. In our study, we empirically addressed these two contradicting characteristics of web survey software tools.

We analyzed the largest online list of web surveys software tools – the WebSM database (www.websm.org). The database is continuously updated and includes more than 300 web survey tools.

Initially, we analyzed all database entries according to pricing, complexity, ownership, code availability, language, location and hosting. This provides a general picture about the software that is currently available on the market.



Next, we selected a subsample of 30 software tools from typical groups of tools and studied in more details their features and user-friendliness:

- We repeated a study from 2006, which evaluated and compared the availability of basic and advanced features of web survey software tools.
- Observations and corresponding statistical analyses of the number of clicks needed to create two standardized questionnaires (one simple, one with conditions) was performed.
- The effectiveness and intuitiveness of user interfaces were systematically rated by experts.
- The evaluation was also performed by the end users, who applied certain tools and created a predefined web questionnaire.

Relations between different components of evaluation and relations between different evaluation approaches were analyzed as well. This enables an empirically evaluation of the tradeoff between the two characteristics: user-friendliness and powerfulness.

Finally, we provide some guidance in establishing criteria for selection of the software. This can help users in choosing the optimal software solutions, which fulfill their needs for functionality, usability and cost-effectiveness.

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Quality of advertising evaluation panels: key success factors

The aim of this paper is to present a case study concerning advertising evaluation panels undertaken on behalf of G+J (“Werbewirkungspanel”). The objective of this panel is to support customers in choosing the right media for their advertisement.

Since 2004, G+J interviews quarterly, a fixed sample of 4,000 people in Germany (2,000 are interviewed within the Dialego Access Panel, with the other 2,000 being completed with another major research partner). The interview is focused on their

attitude towards a selection of 220 brands from 22 markets. Panel research plays a key role in investigating the impact of advertising. Repeated interviews with the same people make it possible to measure changes for each individual. As in an experiment, disruptive factors are kept constant by means of before & after comparisons. If measurement effects are controlled carefully, a panel is ideal for measuring the effectiveness of advertising.

The three main challenges raised by this advertising evaluation panel are:

- Survey length. With average interview duration about 60 minutes, how can high drop out rates be avoided?
- Panel attrition. It is essential to keep the sample as consistent as possible with a maximum attrition of rate of 30% between two waves. The clear challenge was to achieve an acceptable low attrition rate with such long repetitive surveys.
- Data quality. To maintain consistency, it is necessary to have a representative sample that is reliable, valid and provides consistent quality data.

This paper related the key success factors, necessary to meet these challenges.

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Distortion of demographics through technically induced dropout in restricted online surveys

Web-browsers are basically used to interpret HTML. If other technologies are used like JavaScript, Java applets, or audio/video players, the installation of plugins is necessary. Most Web-browsers have them pre-installed but this does not guarantee its proper functionality. So using these technologies in web-based studies can produce technical dropout because of the technical burden to install the plugin or the unwillingness to invest this extra time.

In a large restricted online study on two different samples (UNET: students of the University of Vienna, n=1,369; WISO-Panel: people from all walks of life, n=764) we

ABSTRACTS



analyzed if using a Java applet produces a technical dropout and if this leads to a distortion of demographics.

The dropout on the Java applet questionnaire page was 10.5 times higher than the mean dropout on the remaining six pages without any additional technologies (2.3% vs. 24.1%). We found no difference for participants' age in the somewhat homogeneous UNET student sample but a significant difference in the WISO-Panel ($t[762]=2.7$, $p = .012$). Participants who dropped out on the Java applet questionnaire page were 2.6 years older. In both samples a sex-specific effect on technical dropout appeared (UNET: OR=1.34; 95%-CI [1.05, 1.69]; WISO-Panel: OR=1.42, 95%-CI [1.00, 2.02]). Women more frequently dropped out on the Java applet questionnaire page.

Although many technologies are already pre-installed in many web-browsers and are commonly used, using additional technologies can still be dangerous in producing a biased younger and male dominated sample.

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Measuring Network Quality: Strengths and Weaknesses of different Evaluation Methods (SMS, w@p and web)

In cooperation with the research partner evolaris, mobilkom austria evaluated different methods for measuring network quality (voice and data network quality of mobile phone providers) with the objective of finding an appropriate method to measure network quality continuously.

The compared surveys have been conducted via SMS, w@p and web in terms of response rate, response behaviour, profile of respondents, usage behaviour, level of satisfaction with network quality and the satisfaction of joining the survey in general.

The hypotheses were that significant differences in response rates and profiles of respondents can be found. The impact on satisfaction was unclear but a drift to more positive tendencies was expected due to the supposed younger target group for answering SMS and w@p surveys.

In terms of response rates the web survey has been the most successful one, multi punch questions were equally efficient in web and in w@p surveys.

The SMS survey next to the w@p survey is the least representative for the whole customer data base of mobilkom austria, because it addresses primarily younger customers: 30% of the people who responded to the SMS survey were aged 19 and below, the 50 plus are represented only by 10% and web surveys are answered mainly by urban target groups.

The methods do not differ in terms of usage behaviour of mobile broadband, e.g. timing and location of usage, as well as the reason why customers were using mobile broadband.

The level of satisfaction with network quality is generally on a high level and with w@p even better than with web and SMS. The satisfaction with the survey in general reaches the highest level with SMS votings, followed by web surveys.

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Social Network in Game Blog Community: An case study of Sohu.com

According to report of CNNIC 08 (China Internet Network Information Center, 2008), 59.3% Chinese Network Citizen play online game, the users have been already up to 120 million people. An other report presents that online game industries increase 66.7% on an annual in 2007, the income is up to 5,960 million Yuan (about 64 million Euro). There are many reasons why Chinese online game industry so fast rise up, but one of them is Weblog community. As a most heavy portal website in China Sohu.com - supports Personal Blog and their Social network, in which they have popular online game community.

On the homepage of this community includes two obvious groups: one is famous players who have rich experience of online game; the other one is famous narrators who come from enterprises or advertisement. Both groups are independent each other, but they often follow with the same current game. This paper describes the

ABSTRACTS



human relationships of Sohu.com online game community by social network analysis.

Data collected from 30 famous players and 30 famous narrators, then 60 ego-centric networks have constructed according to their linkage. The analysis put up with social network analysis index of density, betweenness centrality and connectedness etc.

Some results as follows:

1. Relationship of internal famous narrator group is weak comparatively.
2. Relationship of internal famous player group is stronger than narrators.
3. Between above two groups exists the third clique.
4. The third clique is latent core of online game community even though it is not exist on the homepage. Therefore those blogs are analyzed in order to design the strategy of game development and sale promotion

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Personality on Social Network Sites: An Application of the Five Factor Model

In this paper we explore how individual personality characteristics influence online social networking behavior. We use data from an online survey with 1560 respondents from a major Swiss technical university and their corresponding online profiles and friendship networks on a popular Social Network Site (SNS). Apart from sociodemographic variables and questions about SNS usage, we collected survey data on personality traits with a short question inventory of the Five Factor Personality Model (BFI-15). We show how these psychological network antecedents influence participation, adoption time, nodal degree and ego-network growth over a period of 4 months on the networking platform. Statistical analysis with overdispersed degree distribution models identifies extraversion as a major driving force in the tie formation process. We find a counter-intuitive positive effect for neuroticism, a negative influence for conscientiousness and no effects for openness and agreeableness.

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Deception across different modes of communication

Knowing where people are more likely to lie has important implications for people's everyday lives (e.g., their work situations, personal relationships). This paper extends upon Hancock et al.'s (2004) and Whitty and Carville's (2008) work which examined the modes of communication individuals are more likely to lie in. It does so by focusing on planned and spontaneous lies, whether the lie is told to protect the self or the target of the lie, as well as the relationship the person who lied has with the target of the lie. Overall 100 undergraduate students participated in this diary study. In total 76 participants completed their diaries in full. Ages ranged from 18 to 32 years, with a mean age of 19.45 (SD= 1.836). There were many more women in the sample (68; 89%) compared to men (8; 11%). We found that there is a tendency for people to lie more across different modes of communication and that this varies according to whether the lie is planned or spontaneous. Results will be discussed in line with three main theories: Social Distance Theory, Media Richness Theory and The Features Based Model.

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First-Person-Shooters: Different Player Character, Different Preferences?

Studies about First-Person-Shooters focus either on the influence of game playing on emotions and emotion regulation or the influence of power, control, and domination on the motivation of players to play the games. The current study explores a different aspect, i.e. whether players differ in respect to their habits and personality



traits and which characteristics of the game (sound, graphics, etc.) are preferred by different types of players. 384 participants of the study were recruited via bulletin boards of common first-person-shooters (e.g. Counterstrike, Half-Life, S.T.A.L.K.E.R. – Shadow of Chernobyl). In addition to demographic variables and personality traits (Big Five), subjective importance of individual characteristics of the game and value of habits of playing are collected. A Factor-analysis is used to extract two different types of players according to their habits. The resulting factors “emotional risk” and “behavioral risk” are correlated with demographic variables, personality traits and preferred game characteristics. Results show that the second factor is associated with the Big Five dimensions, level of education, duration of playing and game characteristics like easy introduction, amount of violence and simple plot. The first factor is not related to any of the Big Five dimensions, but is associated with fascination of game, setting options, detailed environment in game and also amount of violence.

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Mobile Commerce – What will Finally Pay Off on the Mobile Internet?

M-commerce has repeatedly been announced as the next big business, but yet it did not take off. After the initial hype, it seems that selling over the mobile internet now turns into a serious option – just like e-commerce did. Technological improvements like 3G networks, touchscreens and handsets like the Apple iPhone or the Samsung Omnia provide a totally different and highly improved user experience of the mobile internet. With internet flatrates available, the status quo as well as the potential of mobile commerce should be reconsidered.

In order to explore the current market situation and the future potential from the users’ as well as the companies’ point of view, phaydon has conducted a research study that consists of

- a) market screening with expert evaluation
- b) motive and requirements analysis with early adopters of advanced mobile internet services and

c) usability-testing of current m-commerce applications, using state-of-the art mobile phones.

The study identifies best practices and success factors, presents applications, and features that perform well in the advised target group, and illustrates the early adopters opinion on what should be done to leverage mobile commerce to an exciting experience.

Key results of the study prove that the context for mobile internet usage has already dramatically changed. While the mobile internet of the past was mainly seen as an inferior substitute for the stationary internet – e.g. while “on the go” for time-critical information or to “kill time” – it is now increasingly used as the internet that fits in your pocket and is instantly available – without booting or moving to the desk where the computer is located. Still, most websites that are available for the mobile internet do not support this usage: While some best practices can be identified, like the Lufthansa or the Siemens Haushaltsgeräte mobile website, other big brands do not even have a proper corporate mobile website.

In this presentation, phaydon gives an in-depth overview of the market’s current best-practices and “nightmares”, gives clear advice what must be considered to make a mobile website a great experience, and outlines the potential for future m-commerce applications.

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Advertising Effects of Online Video Ads

Background:

Online videos become increasingly popular among internet users. According to the latest study run by ARD/ZDF, moving web-pictures are watched by 24% of German Internet users at least once a week. Other countries’ ratios are even higher. Consequently, Online Video Ads are considered the next big thing by the advertising industry. Although the market for Online Video advertising grows rapidly, there are few insights on the effects of this format compared to established web-advertising formats. Most studies concentrate on comparisons with static banners or deliver

ABSTRACTS



basic recommendations on technical framework. Studies enlightening to-do's and caveats of video ad creation from TV material are mostly missing.

An experimental study conducted by facit digital and a major German publishing-house explores advertising effects of different forms of Video Ads. Results show the experiment-based research process from 33 systematically varied videos to precise recommendations on ad composition.

Objectives:

- outline the current state of research
- develop an online survey methodology for exploring advertising effects of Online Video Ads
- identify the impact of different video characteristics (composition, communication objective, interaction, placement) on advertising effects
- deduce factors of successful Online Video Ads via multivariate analysis.

Methodology:

Based on the findings of desk-research, an experimental online survey approach is developed. The survey explores the impact of different characteristics of Video Ads on advertising effects. As stimulus material, we produced Video Ads of real brands clearly differing in defined characteristics (composition, purpose, interaction and placement). These clips are presented in an online questionnaire simulating real internet usage. Afterwards, advertising effects are measured (recall, brand aspects). Additionally, socio-demographic facts and online behaviour are surveyed to measure their impact.

The special challenge of this study lies in systematic variation of video material, provoking clear effects in subjects' attitudes. The research design is a challenge, keeping video factors and brands mostly independent and exploring selected interactions between human factors, ads and passing of time.

The conference presentation gives detailed insight in the methodology of measuring advertising effects of Online Video Ads and shows exemplary results regarding the conclusion of recommendations. The presentation will also offer space and time for discussion.

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Identifying Societal Events by Computer-Assisted Text Analysis

Societal events like elections, significant changes in law, strikes, but also extreme weather conditions can effect the behavior and attitudes of a society and, consequently, influence answers to some questions of a survey. Thus, survey analysts should consider and, where possible, control the impact of major events. However, manual identification of significant events is a very error-prone and time-consuming task. We have developed an alternative procedure combining two different approaches of the computer-assisted content analysis: the reference text technique and the statistical association approach. The reference text corpus used is based on newspaper articles. The words in this text corpus are considered as general language usage in newspaper articles. Newspaper articles nowadays can easily be collected in the internet that is a great source of that kind of information. In the internet, nearly every newspaper offers an access to its archive. I will demonstrate how our procedure works in an example and identify events automatically in Germany and in Great Britain. To identify events newspaper texts from the selected time period are used. First, I will describe the composition of a reference text corpus based on articles of a two years' time period. Then I will provide details how to calculate word frequencies and differences between the relative frequencies of each word in both text corpora. The words with the highest relative differences serve as keywords for further analysis. Based on the co-occurrence of these keywords in each newspaper article, an explorative factor analysis is conducted to identify events. The resulting factors describe the word groups which can be used as indicators of major events. The advantage of this approach is that it identifies events uniformly and that previous knowledge about events is not necessary. Furthermore, our procedure is not restricted to the identification of events in newspapers only but may be used to identify any type of themes. Depending on the type of themes to be identified any kind of internet texts may be used.

ABSTRACTS



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Hepatitis C Screening Online: Usage, Outcomes, and Acceptability

Background:

The majority of hepatitis C virus (HCV)-infected individuals is unaware of their infection. Mass screening in order to identify these individuals is inefficient since HCV prevalence is low. Therefore we developed a novel strategy: an internet risk assessment along side an internet-mediated HCV testing procedure, which was evaluated in a pilot project in two regions in the Netherlands.

Methods:

A mass media campaign in Amsterdam and South Limburg aimed to motivate potential HCV risk groups to determine their HCV risk online, using a multilingual risk questionnaire at www.heptest.nl. The questionnaire addressed the personal HCV risk factors of each participant and was evaluated before its online use (sensitivity 84.6%; specificity 68.4%). Individuals at risk of HCV could download a referral letter for an anonymous blood test, free of charge. Test results could be obtained online, a week later, using a personal log-in code. We evaluated the project's usability and acceptability following methods by Davis and Rogers.

Results:

From April 2007-September 2008 our website attracted 20,920 visitors. 40% of them (8,331/20,920) completed the risk assessment questionnaire, of whom 25% (2,115/8,331) were at risk of HCV infection. A blood test was offered to those at risk

from the project's pilot regions (n=1,231). 25% (310/1,231) used our blood testing facilities. HCV antibodies were detected in 2.9% (9/310).

22% (1,843/8,331) completed the questionnaire on usability and acceptability. Mean scores (1-negative; 5-positive) on usability of the risk questionnaire and the online advice were 4.8 (SD=.41) and 4.4 (SD=.70) respectively. Scores on acceptance of online vs. (hypothetical) pencil & paper risk assessment were 4.6 (SD=.62) and 2.9 (SD=1.14) respectively.

Conclusions:

Internet-mediated risk-based testing for HCV is successful in selecting high risk populations as the HCV prevalence was 7 to 29 times the estimated prevalence in the general Dutch population (0.1-0.4%). We found positive attitudes towards HCV risk assessment and HCV testing using our approach. Interestingly, compliance with blood testing advice was high. As internet-mediated testing is at low costs (e.g., no GP is involved), our approach is likely to be cost-effective, and could be implemented for emerging infectious diseases in the future.

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