



*„Das Beste von beiden Welten:  
Wir liefern Ihnen die Kombination aus  
bewährtem Know-how und neuen,  
innovativen, digitalen Verfahren.“*



**Dirk Steffen**  
Director New Interactive Centre

Das New Interactive Centre (NICe) bei TNS Infratest ist spezialisiert auf innovative Ansätze in der Internetforschung und Marketingberatung. Für unsere Auftraggeber nahezu aller Branchen liefern wir einen integrierten Methodenmix unter anderem für:

- Digitale Zielgruppensegmentierung
- Digitale Kommunikations-, Marken- und Werbeforschung
- Internet- und digitale Verhaltensforschung
- Online Communities zu Marktforschungszwecken
- Social Media Insights, Social Media Monitoring
- Online Access- und Kundenpanels


#### **TNS Infratest – Forschung für Führung**

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**PROGRAM THURSDAY**

**27/05/2010**

TIME	PROGRAM
9:00am – 9:30am Audiomax	<b>D1: Opening and Welcome Note</b> Session Chair: Olaf Wenzel
9:30am – 10:15am Audiomax	<b>D2: Keynote: Online takes the lead. What's next?</b> Horst Müller-Peters. Head of Group Methodology YouGov plc.
10:15am – 10:30am Exhibition	<b>Break</b>
10:30am – 11:30am Track 1 [W2.2.01]	<b>A1: Panel Quality I</b> Session Chair: Anja Göritz Track 1 is sponsored by  <b>The Effects of Different Incentives on Data Quantity and Data Quality in Online Panels</b> Singh, Ranjit Konrad; Voggeser, Birgit Johanna; Göritz, Anja S.  <b>Improving sample quality by utilising the multiple contacts approach</b> Przewlocka, Jadwiga  <b>The longitudinal effect of incentives on participation and data quality in online panels</b> Neumann, Benedikt P.; Göritz, Anja S.
10:30am – 11:30am Track 2 [W2.3.01]	<b>B1: Consumer Research</b> Session Chair: Andera Gadeib  <b>Online customer care: How organizations should respond on negative consumer reviews</b> Utz, Sonja; Kerkhof, Peter; Beukeboom, Camiel  <b>Online Clinics as Format for User Research in Innovation Management</b> Becker, Franziska; Breuer, Henning; Wogatzky, Mitja  <b>Semantic Mining or What We Can Read Between The Lines: How to Uncover Concealed Insights from Qualitative Data</b> Gadeib, Andera ; Neubert, Heidi
10:30am – 11:30am Track 3 [W2.3.15]	<b>C1: Privacy and Trust</b> Session Chair: Marcin Bober  <b>How is Self-Disclosure in the Social Web associated with Privacy Concerns?</b> Taddicken, Monika; Schenk, Michael

TIME	PROGRAM
5:30pm – 6:30pm Track 1 (W2.2.01)	<p><b>A5: Measurement</b> Session Chair: Frederik Funke</p> <p><b>Implicit measurement opportunities in branding and ad research – A case study in online ad tracking</b> Rothmund, Jutta; Drolshagen, Clemens</p> <p><b>The Impact of Visual and Functional Design Elements in Online Survey Research</b> Hammen, Kerstin</p> <p><b>Formatting Error with Ordinal Rating Scales and Visual Analogue Scales</b> Funke, Frederik; Reips, Ulf-Dietrich</p>
5:30pm – 6:30pm Track 2 (W2.3.01)	<p><b>B5: Panel Quality III</b> Session Chair: Peter John Cape</p> <p><b>Social Networking Sites: New approaches for Online-Panels?</b> Drosdow, Maria; Geißler, Holger</p> <p><b>How new engagement techniques and question approaches are revolutionizing online research data gathering</b> Puleston, Jon</p> <p><b>Trial by Ordeal, a medieval approach to a modern day problem</b> Cape, Peter John; Cavallaro, Kristin</p>
5:30pm – 6:30pm Track 3 (W2.3.15)	<p><b>C5: Twitter</b> Session Chair: Thilo Trump</p> <p><b>Microblogging and its Dynamics: Networks, Activity and Involvement in Blip (Polish Twitter)</b> Zajac, Jan; Hnatiuk, Mikołaj; Podlewski, Michał</p> <p><b>Using SMS Campaigns to Increase CATI Survey Productivity</b> Pace, Giovanni Mirko</p> <p><b>Types of twitter users</b> Trump, Thilo</p>
from 9:00pm Como Club	<p><b>GOR-Party</b> Party with barbecue, drinks, and dance until 5:00am in the morning. The winner of the Best Practice Award will be announced at around 10:00pm. Event closed to the public! Please make sure you have your party-ticket ready! You will receive your ticket when checking in to the conference. Address: Como Club, Bahnhofstr.30, 75172 Pforzheim (Access via: Schlossberg Stiftshof, 75175 Pforzheim)</p>

TIME	PROGRAM
10:30am – 11:30am Track 3 (W2.3.15)	<p><b>Lack of Motivation or Dominance of Privacy Concerns? Why Internet Users Do NOT Use the Social Web.</b> Jers, Cornelia; Taddicken, Monika; Schenk, Michael</p> <p><b>The Effect of Textual Feedback on Rebuilding Trust in Online Auction Sites</b> Bober, Marcin; Snijders, Chris; Matzat, Uwe</p>
11:30pm – 12:00pm Exhibition	<b>Break</b>
12:00pm – 1:00pm Track 1 (W2.2.01)	<p><b>A2: Panel Quality II</b> Session Chair: Jan Eric Blumenstiel</p> <p><b>Are well-selected panelists better respondents? Insights into the effect of a master screener on panel performance and data quality</b> Irmer, Christoph; Tress, Florian</p> <p><b>Selection Bias in Web Surveys and the Use of Propensity Scores in Forecasting the Result of the 2009 German Federal Election</b> Musch, Jochen; Ullrich, Sebastian; Diedenhofen, Birk</p> <p><b>Breakoff in Web Surveys of the German Longitudinal Election Study (GLES)</b> Blumenstiel, Jan Eric; Roßmann, Joss; Steinbrecher, Markus</p>
12:00pm – 1:00pm Track 2 (W2.3.01)	<p><b>B2: Best Practice I</b> Session Chair: Holger Geißler Best Practice Award Award sponsored by  Live Voting sponsored by </p> <p><b>Citrus Insights 2.0 – How systematic listening with netnography uncovered explorative insights for future citrus concepts</b> Hück, Steffen; Piper, Dag</p> <p><b>Customer Feedback Community (CFC) – Case Study VfL Gummersbach</b> Hoenen, Thorsten; Immenroth, Radu; Voß, Vanessa</p> <p><b>Co-creation with Installers in the Heating Industry: a new and valuable field for applied B-to-B-Online Research</b> Schokal, Philipp; Hohm, Dirk</p>
12:00pm – 1:00pm Track 3 (W2.3.15)	<p><b>C2: Inequality</b> Session Chair: Uwe Matzat</p> <p><b>Multiple Digital Divides? Inequalities in the Use of Different Web-2.0-Applications</b> Scheiko, Ljewin; Jers, Cornelia; Uzler, Christine; Schenk, Michael</p> <p><b>How Social Position Influences the Germans' Internet Use</b> Dudenhoeffer, Kathrin; Meyen, Michael</p>

TIME	PROGRAM
12:00pm – 1:00pm Track 3 (W2.3.15)	<b>Does the „do it yourself approach“ help reducing digital inequality? The vicious circle of lacking digital literacy and infrequent internet usage</b> Matzat, Uwe; Sadowski, Bert
1:00pm – 2:15pm	<b>Lunch Break</b> Drinks sponsored by 
2:15pm – 3:15pm Track 1 (W2.2.01)	<b>A3: Propensity Score Weighting</b> Session Chair: Frank Drewes  <b>Potentials and Constraints of Propensity Score Weighting to Improve Web Survey Quality</b> Steinmetz, Stephanie; Tijdens, Kea  <b>Using Propensity Score Weighting to Reduce Bias of a Swiss Market Research Web Panel</b> Wiegand, Gordon; Hoffmann, Jella; Hulliger, Beat; Langenauer, Stefan  <b>Is Data Impressed by Propensity Weighting - An Empirical Test</b> Drewes, Frank
2:15pm – 3:15pm Track 2 (W2.3.01)	<b>B3: Best Practice II</b> Session Chair: Holger Geißler  <b>NameTester</b> Stark, Christine; Oesterlau, Tim  <b>Media usage patterns of premium customers in the USA, Japan and Germany</b> Einhorn, Martin; Löffler, Michael; Klein Reesink, Thomas  <b>Baseline survey: Advertising impact of Pre-Roll Video Ads</b> Heimerl, André; Schönherr, Stefan
2:15pm – 3:15pm Track 3 (W2.3.15)	<b>C3: Social Network Sites</b> Session Chair: Nina Haferkamp  <b>Relationship Management on Social Network Sites: A Social Psychology View</b> Döring, Nicola; Bohn, Alexander  <b>Government Communication on the Social Web – an Experimental Study Exploring the Use of Interactive and Participative Elements</b> Heine, Daniel; Zerfuß, Ansgar  <b>Social Comparison Online: Examining the effects of online profiles on social networking sites</b> Haferkamp, Nina

TIME	PROGRAM
3:15pm – 4:00pm Exhibition	<b>Exhibition and Break</b>
4:00pm – 5:00pm Track 1 (W2.2.01)	<b>A4: Optimization of Survey Design</b> Session Chair: Mick P. Couper  <b>Can a professional questionnaire layout make up for a boring topic? The mediating role of topic interest in the relationship between questionnaire layout, response rate, and data quality in online access panels</b> Keusch, Florian; Mayerhofer, Wolfgang; Jungreithmaier, Silke; Weilbuchner, Nicole; Führer, Roland; Kling, Herbert  <b>Theoretical model of context-sensitive mobile methods</b> Maxl, Emanuel  <b>Non-Substantive Responses and Navigation in Web Surveys</b> Couper, Mick P.; Baker, Reg; Mechling, Joanne
4:00pm – 5:00pm Track 2 (W2.3.01)	<b>B4: Improving Applied Methods</b> Session Chair: Ilka M. Kuhagen  <b>Readership measurement in the media convergence era. A new paradigm for the new reality.</b> Póttorak, Małgorzata; Kowalski, Jarosław  <b>Qualitative Online Market Research – fad or model for the future?</b> Wirth, Tom; Seifert, Edith  <b>Hybrid Approach for the 360° View: How to Attract the Best Global Workforce (Case Study)</b> Kuhagen, Ilka M.; Gartside, Julia
4:00pm – 5:00pm Track 3 (W2.3.15)	<b>C4: Entertainment</b> Session Chair: Andrea Geisslitz  <b>Behavior Beyond the World of Online Gaming</b> Kothgassner, Oswald D.; Stetina, Birgit U.; Lehenbauer, Mario; Seif, Martina; Kryspin-Exner, Ilse  <b>An Empirical Investigation of Internet File-Sharer Motives and Behaviour</b> Pauli, Christian; Shepperd, Martin; Counsell, Steve  <b>Internet Goes Television - What Does the Consumer Want?</b> Geisslitz, Andrea; Neubarth, Wolfgang
5:00pm – 5:30pm Exhibition	<b>Exhibition and Break</b>