



*„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 FRIDAY

28 / 05 / 2010

TIME	PROGRAM
9:00am – 10:40am Track 1 [W2.2.01]	<p>A6: Eyetracking Session Chair: Lars Kaczmirek Session Chair: Simone Tries Track 1 is sponsored by </p> <p>Eye Tracking and Cognitive Interviewing: Steps to improve online questionnaires Tries, Simone; Sattelberger, Sabine</p> <p>Good or Bad? That is the Question! Identifying Poor Survey Question Wording Using Eye Tracking Lenzner, Timo; Kaczmirek, Lars; Galesic, Mirta</p> <p>Eye Tracking & Retrospective Think Aloud - Comparing the value of different cues when using the retrospective think aloud method in online market research Strandvall, Tommy; Pereira, Robertino</p> <p>Functioning of Response Scales – an Eye-Tracking Study Koller, Monika; Salzberger, Thomas; Himmer, Christoph</p>
9:00am – 10:40am Track 2 [W2.3.01]	<p>B6: The Super Election Year 2009 I Session Chair: Jan-Hinrik Schmidt</p> <p>Hub, Fine-Tuner or Business as Usual? Social Network Sites in the 2009 Federal Election Schmidt, Jan-Hinrik; Kunert, Jessica</p> <p>Breaking the Barrier: Interactive Election Campaign Communication on Twitter during the German General Election 2009 Jürgens, Pascal; Jungherr, Andreas</p> <p>CCAP German Election Internet Panel Study: Sample Characteristics Duch, Raymond; Tewes, Felix; Geißler, Holger</p>
9:00am – 10:40am Track 3 [W2.3.15]	<p>C6: Social Networks Session Chair: Wolfgang Ziniel</p> <p>Use of social networks in France and in the UK Sassinot-Uny, Laetitia</p> <p>Discussion Forums on the Internet - Private or Public Spaces Schehl, Julia</p> <p>Homophily and contagion in Online-Communities: An ethnographical case study of young people's environmental awareness Saur, Mirjam; Mau, Gunnar</p> <p>Deriving Customers' Product Perception Spaces from Forum Postings Ziniel, Wolfgang; Ledermueller, Karl</p>

TIME	PROGRAM
3:30pm – 4:30pm Track 3 (W2.3.15)	<p>C9: Public Sphere Session Chair: Martin Welker</p> <p>Online Sources and the Public Sphere: An Analysis of News in German Quality Media Welker, Martin</p> <p>Climate Change 2.0: Why and how do people use the Web 2.0 in the context of the global phenomenon of climate change? Taddicken, Monika</p> <p>Dark side of the blogosphere: An expedition into squalid corners of Web 2.0 Zajac, Jan</p>
4:30pm – 5:00pm Audimax	<p>D5: Poster Award, Outlook, and Farewell Session Chair: Olaf Wenzel</p>

TIME	PROGRAM
10:40am – 11:00am Exhibition	<p>Break</p>
11:00am – 12:00pm Exhibition	<p>D3: Poster Session Session Chair: Monika Taddicken Poster Award is sponsored by </p> <p>Research on Research Wagner, Bettina; Doessel, Christian</p> <p>Online Access Panels: A detailed look at different Ways of Entering, their Costs and Participation Behavior Fuehrer, Roland; Keusch, Florian</p> <p>Developing and Evaluating a Student Online Panel. Stiglbauer, Barbara; Gamsjäger, Manuela; Gnams, Timo; Batinic, Bernad; Altrichter, Herbert</p> <p>Enrichment of Qualitative Research through Online Approaches: New Insights due to Online CoCreation Processes and Initiated Communities Krischke-Ramaswamy, Mohini; Knorr, Hanna</p> <p>User-Generated Content in Digital Games: A Multi-Method Study Gerlach, Judith; Schultheiss, Daniel; Solf, Anja</p> <p>Online Role Playing Game Addiction Inan, Alev; Drexler, Simon</p> <p>Increase Statistical Power with Visual Analogue Scales Funke, Frederik; Reips, Ulf-Dietrich</p> <p>Forced Response and Orderliness of Web Design in Web Surveys: Biases from Reactance and Dropout Busch, Nina; Reips, Ulf-Dietrich</p> <p>Seriousness Checks are Useful to Improve Data Validity in Online Research Diedenhofen, Birk; Aust, Frederik; Ullrich, Sebastian; Musch, Jochen</p> <p>A web-based free software application for online and offline experiments on priming Garaizar, Pablo; Vadillo, Miguel Angel; Matute, Helena</p> <p>Testing the Applicability of Respondent Driven Sampling as an Online Research Method to Sample Hidden or Rare Populations Pajak, Danny</p> <p>Feeling Anonymous Today? – An Empirical Study of the Effect of Privacy-Awareness Information on Forum Users Pöttsch, Stefanie</p>

TIME	PROGRAM
11:00am – 12:00pm Exhibition	Needs as Blogging Motivations: Results of a Study Using Psychological Questionnaire Winnicka, Anna; Rozmystowska, Justyna; Zajac, Jan
12:00pm – 1:00pm Track 2 [W2.3.01]	B7: Panel Discussion: Customer Panels - Next Hip Thing In Market Research? Session Chair: Holger Geißler
12:00pm – 1:00pm Track 3 [W2.3.15]	C7: eHealth Session Chair: Birgit U. Stetina Maladaptive Cognitions Concerning the Internet and Depression Lehenbauer, Mario; Stetina, Birgit U.; Seelmann, Verena; Kryspin-Exner, Ilse Loneliness and Maladaptive Cognitions Concerning Problematic Internet Use Stetina, Birgit U.; Lehenbauer, Mario; Kothgassner, Oswald D.; Piffli, Marlene; Kryspin-Exner, Ilse
1:00pm – 2:00pm	Lunch Break Drinks sponsored by  SKOPOS Strong Research
2:00pm – 3:00pm Track 1 [W2.2.01]	A8: Personality and Prior Knowledge Session Chair: Olaf Wenzel Simpson's Paradox on the Web: The Impact of Cognitive Focus, Sample Size, and Trend Information on Social Inference Frauendorfer, Denise; Reips, Ulf-Dietrich Effects of prior knowledge and framing on the validity of traditional pricing research techniques Wenzel, Olaf
2:00pm – 3:00pm Track 2 [W2.3.01]	B8: The Super Election Year 2009 II Session Chair: Thomas M. Donath Propensity Score Weighting: Evidence from an Online Campaign Survey Bergmann, Michael Effects of survey mode in models of voting behaviour at the 2009 German federal election Bieber, Ina; Bytzeck, Evelyn Is the Crowd wise enough to predict the Election Results for the German "Bundestag"? Donath, Thomas M.; Irmer, Christoph

TIME	PROGRAM
2:00pm – 3:00pm Track 3 [W2.3.15]	C8: eLearning Session Chair: Sabrina Cornelia Eimler Attributes of e-learning effectiveness Swierczek, Fredric William; Bechter, Clemens Anton; Chankiew, Jeerawan What's in a Virtual Smile? Effects of Smilies and Emoticons on Evaluation Processes in Cmc Eimler, Sabrina C.; Ganster, Tina; Krämer, Nicole C.
3:00pm – 3:30pm Exhibition	Break
3:30pm – 4:30pm Track 1 [W2.2.01]	Ag: Content Analysis Session Chair: Dietmar Janetzko Information retrieval based quantitative text mining as foundation for perceptual mapping and information reduction methods. A use case of investigating job announcements. Leder Müller, Karl; Ziniel, Wolfgang Content and Link Analyses of Online Offers for Assessing Compliance with Regulatory Requirements Latzer, Michael; Braendle, Andreas; Just, Natascha; Saurwein, Florian Measuring Climate Awareness via Search Engine Results Janetzko, Dietmar
3:30pm – 4:30pm Track 2 [W2.3.01]	B9: Online Sources Session Chair: Stephan Winter German Language A-List-Blogs: Reinforcement of the Mainstream Media Agenda or Challenge to it? Zuber, Martin Who's an Expert in the Web? Source Effects on the Selection of Online Science Information in Blogs Winter, Stephan; Appel, Jana; Schielke, Kathrin; Krämer, Nicole C.