

# SHAPING. ONLINE. RESEARCH.

## PROGRAM



### GOR

15<sup>th</sup> General Online Research Conference,  
March 04-06, 2013 in Mannheim

Sym<sup>an</sup>O<sup>13</sup>

4. Symposium für anwendungsorientierte  
Online-Forschung in der Betriebswirtschaftslehre  
am 5./6. März 2013

ORGANIZER



DGOF

LOCAL ORGANIZER



DHBW  
Duale Hochschule  
Baden-Württemberg  
Mannheim

**MONDAY, 04/03/2013**

8:30am **BEGIN CHECK-IN**

9:00am – 4:45pm

**PhD-Workshop**

Chairs: Monika Taddicken, Uwe Matzat

Joint PhD-Workshop of DGOF and CvK section of DGPuK

*This workshop is only open to students who have applied before to take part in the workshop.*

1:00pm – 4:30pm

**Workshop 1: Designing Web Questionnaires**

Mick P. Couper

University of Michigan, USA

5:00pm – 7:30pm

**DGOF members meeting**

Chair: Christoph Irmer

The members meeting will take place in German.

AudiMax

7:30pm – 10:30pm

**Get-Together for all conference visitors**

Socialize and enjoy the evening with colleagues and meet other researchers.

Participation is open to all conference attendees.



**TUESDAY, 05/03/2013**

8:30am – 9:00am

**CHECK-IN**

9:00am – 10:15am

**Keynote: The Need for Faster Marketing Thinking & Slower Use of Flawed Traditional Research**

John Kearon

Founder & Chief Juicer of Brain Juicer, United Kingdom

This is also the opening session of the conference.

AudiMax

10:15am – 10:30am


**COFFEE BREAK**

10:30am – 11:30am

**A2: Incentives in online panels**

Chair: Mario Callegaro

*Presentations*

Track A sponsored by 

**Rewards – Money for Nothing?**

Peter John Cape, Peter Martin

Survey Sampling Germany GmbH, Germany

Room Vienna

**Effects of incentive reduction after a series of higher incentive waves in a probability-based online panel.**

Bella Struminskaya, Lars Kaczmirek, Ines Schaurer, Wolfgang Bandilla

GESIS - Leibniz Institute for the Social Sciences, Germany

**Timing of Nonparticipation in an Online Panel: The effect of incentive strategies**

Salima Douhou, Annette Scherpenzeel

CentERdata, Netherlands

10:30am – 11:30am

**B2: Best Practice 1**

Chair: Herbert Höckel

*Presentations*

**Ad Appeal – App-Advertising put to test: 10 insights**

Clarissa Moughrabi[1], Daniel Schmeißer[2], Nicolas Loose[1], Patricia Dähn[1]

1: Axel Springer AG, Germany; 2: phaydon | research+consulting GmbH & Co. KG

**2 in 1 concept test – an integrative online approach for Emmi**

Tanja Wulfert[1], Marcel Zbinden[2], Andreas Woppmann[1]

1: ISM Global Dynamics, Germany; 2: Emmi, Switzerland

**Brand.Impact – Measuring the advertising effect online**

Nikolaus Schmitt-Walter[1], Holger Geißler[2]

1: Plan.Net Gruppe für digitale Kommunikation GmbH & Co. KG, Germany; 2: YouGov Deutschland AG

AudiMax

10:30am – 11:30am

**C2: Motives and motivation of social network and smartphone use**

Chair: Uwe Matzat

*Presentations*

**Does Posting Status Updates Increase or Decrease Loneliness? An Online Social Networking Experiment**

Fenne große Deters[1], Matthias R. Mehl[2]

1: Freie Universität Berlin, Germany; 2: University of Arizona

**Addicted to Socializing? – An empirical investigation of compulsive facebooking with regard to motives, patterns and network quality.**

Anh D. Lam-chi, Nicole C. Krämer

University of Duisburg-Essen, Germany

**Young early smartphone adopters**

Eilat Chen Levy[1], Yaron Ariel[2], Ruth Avidar[2], Vered Malka[2]

1: The Center for Internet Research & School of Management, University of Haifa, Israel; 2: Dept. of Communication Yezreel Valley College, Israel

Room Zurich

**Track Topics**

A: Methodology and Surveys

B: Applied Research ■ C: Social Media ■ S: Syman0

|                   |  |               |
|-------------------|--|---------------|
| 10:30am – 11:30am | <p><b>S2: Konsumentenverhalten online I</b><br/>Chair: Martin Kornmeier<br/><i>Presentations</i></p> <p><b>Vom Lebensstil der Zukunft: Konsequenzen für den E-Commerce im Jahr 2020</b><br/>Joubin Rahimi<br/>BLUETRADE, Germany</p> <p><b>Zukünftiges Konsumverhalten der heutigen "Digital Natives":<br/>Ergebnisse einer qualitativen Online-Studie unter Jugendlichen zu deren Einstellungen und Verhalten</b><br/>Dr. Christian Jarchow<br/>GfK SE, Germany</p>   | Room Mannheim |
| 11:30am – 12:00pm | <b>BREAK</b>   |               |
| 12:00pm – 1:00pm  | <p><b>A3: Challenges faced by probability-based panels</b><br/>Chair: Ulrich Krieger<br/><i>Presentations</i><br/>Track A sponsored by </p> <p><b>Nonresponse and Nonresponse Bias in a Probability-Based Internet Panel</b><br/>Annelies Blom{1}, Dayana Bossert{1}, Frederik Funke{1,2}, Franziska Gebhard{1},<br/>Annette Holthausen{1}, Ulrich Krieger{1}<br/>1: University of Mannheim, Germany; {2}: LINK Institut, Germany</p> <p><b>Break-off and attrition in the GIP amongst technologically experienced and inexperienced participants</b><br/>Annelies Blom, Dayana Bossert, Virginia Clark, Frederik Funke, Franziska Gebhard, Annette Holthausen,<br/>Ulrich Krieger, Alexandra Wachenfeld<br/>University of Mannheim, Germany</p> <p><b>Innovation in Data Collection: the Responsive Design Approach</b><br/>Annamaria Bianchi, Silvia Biffignandi<br/>University of Bergamo, Italy</p> | Room Vienna   |
| 12:00pm – 1:00pm  | <p><b>B3: Best Practice 2</b><br/>Chair: Herbert Höckel<br/><i>Presentations</i></p> <p><b>The Closer Effect</b><br/>Esther Flath{1}, Anne Philip{2}<br/>1: SORGEM International Market Research, France; 2: Mondadori France</p> <p><b>Read between the lines – understanding the potential of e-reading in Germany</b><br/>Gerhard Keim{1}, Dominic Fried-Booth{2}, Patricia Blau{1}<br/>1: GfM. Gesellschaft fuer Innovative Marktforschung mbH, Germany; 2: Barnes &amp; Noble, Inc., California</p>   | AudiMax       |
| 12:00pm – 1:00pm  | <p><b>C3: Trust in social media data and ethical implications for research</b><br/>Chair: Guido Möser<br/><i>Presentations</i></p> <p><b>Beyond methodology – some ethical implications of "doing research online"</b><br/>Nele Heise<br/>Hans-Bredow-Institut, Hamburg, Germany</p> <p><b>Perceived and presumed trustworthiness of Wikipedia</b><br/>Yaron Ariel, Vlad Vasiliu<br/>Emeq Yezreel Valley College, Israel</p> <p><b>Who do you trust: Facebook or your friends? – Analyzing predictors of privacy<br/>protection in social networks</b><br/>Christian Bosau<br/>University of Cologne, Germany</p>  | Room Zurich   |
| 12:00pm – 1:00pm  | <p><b>S3: Konsumentenverhalten online II</b><br/>Chair: Henner Förstel<br/><i>Presentations</i></p> <p><b>Customer Journey: Das Online-Nutzungsverhalten beim Autokauf – Empirische Befunde<br/>und Konsequenzen für Werbetreibende</b><br/>Markus Roosen<br/>eBay Advertising Group Deutschland, Germany; mobile.de Advertising, Germany</p> <p><b>Stellenwert von Qualitätssiegeln, Rankings und Internet-Vergleichsportalen bei der<br/>Auswahl eines Dienstleisters: Ergebnisse einer Onlinestudie</b><br/>Dr. Thomas Rodenhausen<br/>Harris Interactive AG, Germany</p>   | Room Mannheim |
| 1:00pm – 2:00pm   | <b>BREAK: LUNCH</b>  |               |
| 2:00pm – 3:30pm   | <p><b>Poster Session</b></p> <p><b>How the screen-out influence the dropout of a commercial panel</b><br/>Beatrice Bartoli<br/>Demetra opinioni.net SRL, Italy</p> <p><b>Metadata on the demographics of online research: Results from a full-range study of available<br/>online questionnaires on recruitment portals.</b><br/>Christoph Burger, Stefan Stieger<br/>University of Vienna, Austria</p>  | Building D    |

**Who commits Web 2.0 suicide? Differences in Big Five personality traits, Internet addiction and privacy concerns.**

Christoph Burger, Stefan Stieger, Manuel Bohn, Martin Voracek  
University of Vienna, Austria

**"Social Media as Scientific Media": The use of social media for science communication**

Luisa Droszcz, Daniel Schultheiss  
Ilmenau University of Technology, Germany

**Website usability cannot be assessed on the basis of screenshots**

Ronja Engel[1], Gerrit Hirschfeld[2], Meinald T. Thielsch[1]  
1: University of Münster, Germany; 2: German Pediatric Pain Center, Germany

**HTML5 and mobile Web surveys: A Web experiment on new input types**

Frederik Funke[1,2]  
1: LINK Institut; 2: http://research.frederikfunke.net

**Online Survey – Research with children on advertising impact**

Verena Funkenweh, Jessica Busch, Anna Lena Amthor, Andrea Böer, Julia Gädke  
Fachhochschule Köln, Germany

**GESIS Online Panel Pilot: Results from a Probability-Based Online Access Panel**

Lars Kaczmirek, Wolfgang Bandilla, Ines Schaurer, Bella Struminskaya, Kai Weyand  
GESIS - Leibniz Institute for the Social Sciences, Germany

**E-questionnaire in cross-sectional household surveys**

Milana Karaganis  
Statistics Canada, Canada

**The Effect of Chat as Continuing Interruption on Cognitive Performance**

Eilat Chen Levy[1], Sheizaf Rafaeli[1], Yaron Ariel[2]  
1: The Center for Internet Research & School of Management, University of Haifa, Israel; 2: Yezreel Valley College, Israel

**Influence of mobile devices in online surveys**

Emanuel Maxl, Tanja Baumgartner  
University of Graz

**The Role of Trust in Online Shopping in the Technology Acceptance Model – A Meta-Analysis**

Guido Möser[1], Anastassios Rinn[1], Florian Zercher[1], Nataliya Möser[2]  
1: masem research institute GmbH, Germany; 2: masem training GmbH, Germany

**Seducing the respondent – how to optimise invitations in on-site online research?**

Małgorzata Pótorak, Jarosław Kowalski  
IIBR (Gemius Group), Poland

**Motives for Playing Browser Games: Exploring a Football Manager Simulation**

Felix Reer  
University of Tuebingen, Germany

**Complex Product Development: Using a Combined VoC Lead User Approach for SMEs Requirements**

Alexander Sänn[1], Ming Ni[2]  
1: IHP GmbH, Germany; 2: Brandenburg University of Technology Cottbus, Germany

**Ethics, privacy and data security in web-based course evaluation**

Martin Salaschek, Christian Meese, Meinald Thielsch  
University of Münster, Germany

**Measuring Media Habits in a Self-Administered Online Questionnaire**

Anna Schnauber[1], Teresa K. Naab[2]  
1: Johannes Gutenberg University of Mainz, Germany; 2: Hanover University of Music, Drama and Media, Germany

**Employed gamers' motivations and behavior to play in the Internet**

Daniel Schultheiss, Christina Schumann  
Ilmenau University of Technology, Germany

**Fitspiration as a kind of Lifestyle: A Mixed Methods Study about Fitness Blogs on Tumblr**

Saskia Stäudtner, Sandra Pöschl, Nicola Döring, Dana Engmann, Daniel Schultheiss  
Ilmenau University of Technology, Germany

**Measuring occupations and other long-list questions worldwide – an Application Programming Interface**

Kea Tijdens  
University of Amsterdam, Netherlands, The

**Research Design as an Influencing Factor for Reliability in Online Market Research**

Jessica Wengrzik, Gabriele Theuner  
HS Ludwigshafen, Germany

**S4: Ambient Intelligence**

Chair: Martin Kornmeier  
Presentations

**Spracherkennung in Apps: Einsatzgebiete, Nutzungsmöglichkeiten und Risiken**

Stephan Mehlhase  
EML European Media Laboratory Gesellschaft mbH, Germany

**Kollaborative Ambient Systems: Von einfachen Steuerungen zu komplexen vernetzten und interaktiven Systemen**

Prof. Dr.-Ing. Norbert Wehn  
Lehrstuhl Entwurf Mikroelektronischer Systeme, TU Kaiserslautern, Germany

**Ubiquitous Computing: How Computing is Changing the Way we Live**

Prof. Dr. Albrecht Schmidt  
Human Computer Interaction Group, SimTech & VIS, Stuttgart University, Germany

3:30pm – 3:45pm


**COFFEE BREAK**

3:45pm – 4:45pm

**A5: The role of respondents' personality in data collection**

Chair: Frederik Funke

*Presentations*

Track A sponsored by  Leibniz-Institut  
für Sozialwissenschaften

**Propensity Score Weighting – Can Personality Adjust for Selectivity?**

Alexander Glantz [1], Robert Greszki [2]

1: Ipsos Public Affairs, Germany; 2: University of Bamberg

**Why are you leaving me?? - Personality predictors of answering drop out in an online-study**

Meinald Thielsch, Steffen Nestler, Mitja Back

University of Münster, Germany

**Comparison of psychometric properties of internet versions of the Marlowe-Crowne Social Desirability Scale between two European countries**

Vaka Vésteinsdóttir [1], Ulf-Dietrich Reips [2,3], Adam Joinson [4], Fanney Þórsdóttir [1]

1: University of Iceland, Iceland; 2: University of Deusto, Spain; 3: IKERBASQUE, Basque Foundation for Science, Spain; 4: University of the West of England (UWE Bristol)

Room Vienna

3:45pm – 4:45pm

**B5: New approaches: from off- to online**

Chair: Holger Geißler

*Presentations*

**Online Shelf vs. Real Shelf – Are There any Differences?**

Andreas Woppmann

ISM Global Dynamics, Germany

**Prison break: Releasing offline experiments from methodological constraints by transforming them into playful online surveys**

Henner Förstel [1], Dr. Kathrin Manthei [2], Univ.-Prof. Dr. Alwine Mohnen [3], Georg Berger [1]

1: MANUFACT Research & Dialog GmbH, Germany; 2: University of Cologne, Faculty of Management, Economics and Social Sciences; 3: Technische Universität München, Chair of Corporate Management

**May I Have Your Attention, Please: The Market Microstructure of Investor Attention**

Christopher Fink [1], Thomas Johann [2]

1: University of Mannheim, Germany; 2: University of Mannheim, Germany

Room Mannheim

3:45pm – 4:45pm

**C5: Adapting methods to a social media data set**

Chair: Olaf Wenzel

*Presentations*

**Sampling online communities: using triplets as basis for a (semi-) automated hyperlink web crawler.**

Yoann Veny

Université Libre de Bruxelles (ULB), Belgium

**Analyzing tourism behavior using geotaged photographs**

Wolfgang Körbitz [1], Irem Önder [2], Alexander C. Hubmann-Haidvogel [2]

1: WU Wien, Austria; 2: MODUL University Vienna

**Hyperlink network structure of digital collectives**

Chiara Broccatelli, Maurizio Teli

<ahref foundation, Italy

Room Zurich

3:45pm – 4:45pm

**S5: Innovative Tools für die Online-Marktforschung I**

Chair: Alexander Sänn

*Presentations*

**Nutzenpotential von Mobile Crowdsourcing-Communities für die Marktforschung: Möglichkeiten und Grenzen**

Steffen Engelhardt

Blauw Research GmbH, Germany

**Avatare in der Marktforschung: Effekte künstlicher Interviewer im Online-Interview**

Prof. Dr. Holger Lütters

Hochschule für Technik und Wirtschaft Berlin, Germany

AudiMax

4:45pm – 5:15pm


**BREAK**

5:15pm – 5:55pm

**A6: Income and working conditions**

Chair: Teresio Poggio

*Presentations*

Track A sponsored by  Leibniz-Institut  
für Sozialwissenschaften

**Is my income fair? The relevance of the social context for justice sentiments – An experimental study**

Hawal Shamon

University of Cologne, Germany

**Measuring working conditions in a volunteer web survey**

Pablo de Pedraza, Alberto Villacampa

Universidad de Salamanca, Spain

Room Vienna

5:15pm – 5:55pm

**B6: Applications and approaches in political sciences**

Chair: Alexander Kustov  
Presentations

**Who responds to website visitor satisfaction surveys?**

Ioannis Andreadis  
Aristotle University of Thessaloniki, Greece

**Forecasting General Election Results in Poland 2011 on the basis of Social Media content**

Pawel Kuczma, Włodzimierz Gogolek  
University of Warsaw, Poland

Room Mannheim

5:15pm – 5:55pm

**C6: Hybrid media – looking into the future**

Chair: Andreas Woppmann  
Presentations

**1. Blackbox Webradio: The Usage of Webradio in Germany - Program and Content in Saxony.**

Benjamin Bigl[1], Markus Schubert[2], Stiehler Hans-Jörg[1]  
1: University of Leipzig, Germany; 2: Kontur 21 GmbH, Leipzig

**Social TV – Where TV meets Social Media. Consequences and opportunities for viewer participation in online and offline media.**

Bernadette Kneidinger  
University of Bamberg, Germany

Room Zurich

5:15pm – 6:20pm

**S6: Werbewirkung (Online- / Mobile-Werbeformate) I**

Chair: Martin Kornmeier  
Presentations

**Mobile Revolution: eine Beweisführung in Zahlen**

Barbara Eigner  
ZANOX.de AG, Germany

**Wirkung von TV und Online-Bewegtbildformaten: Status Quo der Crossmedia-Forschung und Konsequenzen für den Mediamix**

Jens Barczewski  
GfK nurago GmbH, Germany

AudiMax

6:00pm – 6:20pm

**A: Webdatanet**

Chair: Pablo de Pedraza



open for all conference participants

**Webdatanet: multidisciplinary European network under COST Action IS1004**

Stephanie Steinmetz[1], Lars Kaczmarek[2], Pablo de Pedraza[3]  
1: University of Amsterdam, The Netherlands; 2: GESIS - Leibniz Institute for the Social Sciences, Germany; 3: Universidad de Salamanca, Spain

Room Vienna

8:00pm

**GOR – PARTY**

The GOR 13 Best Practice Award is sponsored by



Announcement of the Best Practice Award winner around 9:00pm  
Drinks and fingerfood included in the ticket price.

Please note: You need a ticket to attend the party. Your party ticket will be included if you have registered for the complete conference or if you own a day ticket for tuesday!

The party is sponsored by **respondi**

KOI Club  
N5, 2  
68181 Mannheim

**WEDNESDAY, 06/03/2013**

8:30am – 9:00am

**MORNING COFFEE/CHECK-IN**

9:00am – 10:00am

**A7: Mobile versus online surveys**

Chair: Bella Struminskaya  
Presentations

Track A sponsored by **gesis**

**Mobile Research Performance: How Mobile Respondents Differ from PC Users Concerning Interview Quality, Drop-Out Rates and Sample Structure.**

Sebastian Schmidt, Olaf Wenzel  
SKOPOS GmbH & Co. KG, Germany

**Sensitive Topics in PC and Mobile Web Surveys**

Aigul Mavletova[1], Mick Couper[2]  
1: Higher School of Economics; 2: University of Michigan

**Online Mixed Mode Surveying using a Responsive Design**


Kathrin Kissau  
NET-Matrix AG, Switzerland

Room Vienna

**Track Topics**

A: Methodology and Surveys

B: Applied Research ■ C: Social Media ■ S: Syman0

|                   |  |               |
|-------------------|--|---------------|
| 9:00am – 10:00am  | <b>B7: eCommerce and eMarketing</b><br>Chair: Wolfgang Körbitz<br><i>Presentations</i><br><br><b>Predicting purchasing behavior throughout the clickstream</b><br>Chris Snijders, Ruud Verheijden, Martijn Willemsen<br>Eindhoven University of Technology, Netherlands<br><br><b>Re-building trust in online shops on consumer review sites: Why online shops cannot deny what they have not done</b><br>Uwe Matzat, Chris Snijders<br>Eindhoven University of Technology, Netherlands<br><br><b>How to measure the success of online branding campaigns</b><br>Sarah Adam, Lisa-Charlotte Wolter<br>Hamburg Media School, German   | AudiMax       |
| 9:00am – 10:00am  | <b>C7: Success factors of social media communication</b><br>Chair: Cornelia Züll<br><i>Presentations</i><br><br><b>How to tweet to get retweeted? Exploring the success factors of Twitter accounts of retailers</b><br>Jesse Willem Jochanan Weltevreden<br>Hogeschool van Amsterdam, University of Applied Sciences, Netherlands, The<br><br><b>Design and Embedding of Online Videos and their Effects on Conversion Rates of a Website</b><br>Michael Beier[1], Christoph Schreiber[2]<br>1: University of Applied Science HTW Chur, Switzerland; 2: University of Cologne, Germany  | Room Zurich   |
| 9:00am – 10:00am  | <b>S7: Innovative Tools für die Online-Marktforschung II</b><br>Chair: Dr. Detlef Struck<br><i>Presentations</i><br><br><b>Nutzenpotential der Interaktion mit Kunden über Online-Diskussionsforen: Ergebnisse einer empirischen Untersuchung</b><br>Prof. Dr. Christian Homburg, Dipl.-Kffr. Laura Bohrer, Dr. Martin Artz<br>Lehrstuhl für ABWL und Marketing I, Universität Mannheim, Germany<br><br><b>Innovative tools for product and service evaluation: Options and problems taking online film ratings as an example</b><br>Jon Puleston<br>Global Market Insights, Inc. (GMI), USA   | Room Mannheim |
| 10:00am – 10:15am | <b>COFFEE BREAK</b>  |               |
| 10:15am – 11:00am | <b>Keynote: The future of the Internet and the 5th estate: The Internet's Gift to Democracy</b><br>William H. Dutton,<br>Oxford Internet Institute, University of Oxford   | AudiMax       |
| 10:15am – 11:00am | <b>S8: Innovative Tools für die Online-Marktforschung III</b><br>Chair: Martin Kornmeier<br><i>Presentations</i><br><br><b>Möglichkeiten zur impliziten Messung von Emotionen am Beispiel webcambasierter Gesichtsausdruckserkennung</b><br>Aleksa Moentmann, Felix Bernet<br>LINK Institut für Markt- und Sozialforschung GmbH, Germany   | Room Mannheim |
| 11:00am – 11:15am | <b>BREAK</b>   |               |
| 11:15am – 12:15pm | <b>A9: Preventing item non-response</b><br>Chair: Holger Geißler<br><i>Presentations</i><br>Track A sponsored by  <b>gesis</b><br>Leibniz-Institut für Sozialwissenschaften<br><br><b>Does one really know?: Avoiding noninformative answers in a reliable way.</b><br>Edith Desiree De Leeuw, Anja Boevee, Joop Hox<br>Utrecht University, Netherlands<br><br><b>Identifying and Mitigating Satisficing in Web Surveys: Some Experimental Evidence</b><br>Jan Eric Blumenstiel[2], Joss Roßmann[1]<br>1: GESIS - Leibniz Institute for the Social Sciences, Germany; 2: Mannheim Centre for European Social Research, Germany<br><br><b>Measuring wages via a volunteer web survey – a cross-national analysis of item nonresponse</b><br>Stephanie Steinmetz[1], Bianchi Annmaria[2]<br>1: University of Amsterdam, Netherlands; 2: University of Bergamo, Italy  | Room Vienna   |
| 11:15am – 12:15pm | <b>B9: Panel discussion: Qualitative Online Research: Deeper insights – or just faster and cheaper?</b><br>Moderation: Horst Müller-Peters, marktforschung.de<br><br>Online and mobile research has bred a broad range of new methods in qualitative research. Will those methods add new fields of application for qualitative research, or do they mainly replace traditional qualitative work? Can online techniques increase the quality of results, or do they rather deliver insights "light", while saving time and money? What will be the main applications for qualitative online research in the future, and where are their limitations?<br><br>Five well known experts from the qualitative research industry will discuss these topics from different points of view in order to find out: "Would Freud rather work online today"?<br><br>John Kearon, Founder and Chief Juicer, Brainjuicer UK<br>Stephan Teuber, CEO, GIM – Gesellschaft für innovative Marktforschung, Germany<br>Sven Arn, Managing Director & Partner, Happy Thinking People, Germany<br>Dirk Ziems, CEO, Concept M, Germany<br>Richard Gehling, Head of Qualitative Research, TNS infratest, Germany | AudiMax       |

In cooperation with



---

11:15am – 12:15pm **C9: Social media and elections** Room Zurich  
Chair: Ioannis Andreadis  
*Presentations*

**US Electoral Compass and looking towards the German Federal election 2013**  
Gareth Ham  
Brandwatch, United Kingdom

**Participation in Political Debates through Blogging in Germany: A Time-Series Analysis of the Relationship between Political Blogs and Mass Media**  
Florian Buhl  
University of Münster, Germany

**German Parties and Social Media: Event-Dependent Communication on State Elections**  
Andreas Elter  
MHMK University for Media and Communication, Germany

---

11:15am – 12:15pm **S9: Werbewirkung (Online- / Mobile-Werbeformate) II** Room Mannheim  
Chair: Martin Kornmeier  
*Presentations*

**Digital Advertising: Die Wirkung von Online- und Mobile-Werbeformaten im Vergleich**  
Sonja Knab  
TOMORROW FOCUS Media GmbH, Germany

**Auswirkungen des Second Screen auf die Wirksamkeit von TV-Werbung: Wenn Konsumenten in der Werbepause zum Tablet greifen**  
Christian Schulze  
Frankfurt School of Finance & Management, Germany

---

12:15pm – 1:15pm **BREAK: LUNCH**

---


1:15pm – 1:45pm **Award Ceremonies** AudiMax

Poster Award sponsored by  What the world thinks

Wissenschaftspreis für anwendungsorientierte  
Online-Forschung in der Betriebswirtschaftslehre sponsored by 

---

2:00pm – 3:00pm **A10: Interactive questionnaire design** Room Vienna  
Chair: Frederik Funke  
*Presentations*

Track A sponsored by  Leibniz-Institut für Sozialwissenschaften

**Slide to ruin data: How slider scales may negatively affect data quality and what to do about it**  
Frederik Funke<sup>[1,2]</sup>  
1: LINK Institut; 2: <http://research.frederikfunke.net>

**Reducing Response Order Effects in Check-All-That-Apply Questions by Use of Dynamic Tooltip Instructions**  
Tanja Kunz, Marek Fuchs  
Darmstadt University of Technology, Germany

**Using interactive feedback to enhance response quality in Web surveys. The case of open-ended questions**  
Matthias Emde, Marek Fuchs  
Darmstadt University of Technology, Germany

---

2:00pm – 3:00pm **B10: Research into organizational online communication** Room Mannheim  
Chair: Dominic Gregor Fried-Booth  
*Presentations*

**The Change of Organizational Communication Strategies in the Online Media Age – Identifying Publics and their Reception Heuristics**  
Valentin Belentschikow  
Technische Universität Chemnitz, Germany

**Webcare on social network sites: attentive customer care or privacy infringement?**  
Joris Demmers<sup>[1,2]</sup>, Jesse Weltevreden<sup>[1]</sup>, Willemijn van Dolen<sup>[2]</sup>  
1: University of Applied Sciences of Amsterdam; 2: University of Amsterdam

**Little Big Data. An evaluation of the serviceability of automated data collection for the analysis of organizational online-communication.**  
Jakob Jünger, Paula Nitschke  
University of Greifswald, Germany

---

2:00pm – 3:00pm **C10: Political participation and civil society** Room Zurich  
Chair: Ilona Biernacka-Ligieza  
*Presentations*



**Civil Society in a Networked World: Comparing Offline and Online Association Networks in Germany and Japan**  
Yohei KOBASHI, Yoshiaki KUBO, Leslie Minda TKACH-KAWASAKI, Yutaka TSUJINAKA  
Center for International, Comparative, and Advanced Japanese Studies, University of Tsukuba, Tsukuba, Japan

**Politicians in the virtual sphere - the impact of the ICT on the local democracy in Poland.**  
Ilona Biernacka-Ligieza  
University of Opole, Poland

**The New Divide? Political Participation of online and offline populations in Europe**  
Alexander Kustov  
University of Mannheim, Germany

---



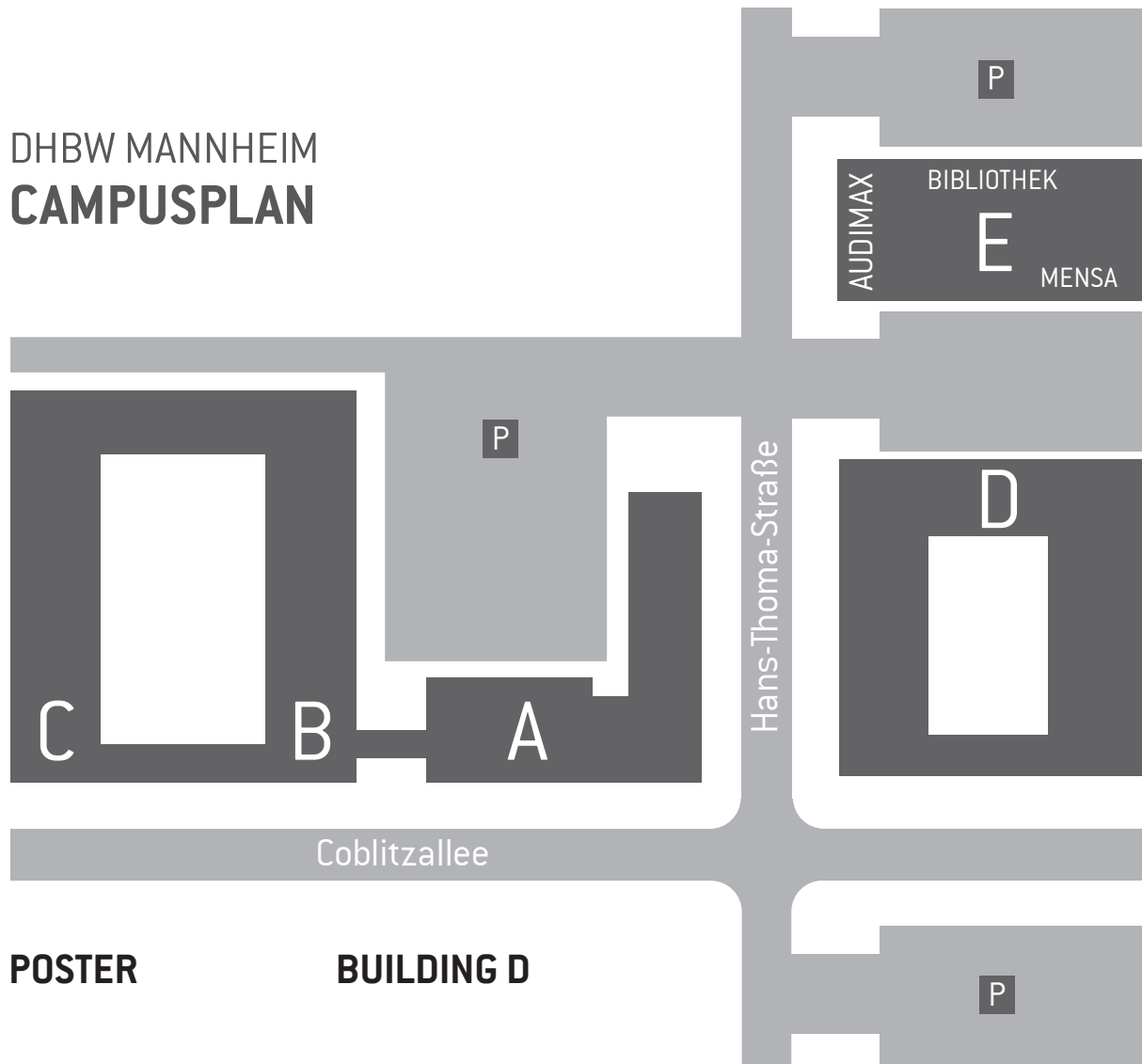
|                 |  |               |
|-----------------|--|---------------|
| 2:00pm – 3:00pm | <b>S10: Datenschutz / Strategische Fragen der Onlineforschung</b><br>Chair: Martin Kornmeier<br><i>Presentations</i><br><br><b>Datenschutz als Herausforderung im Online-Marketing: Ergebnisse einer empirischen Studie</b><br>Stefan von Lieven<br>artegic AG, Germany<br><br><b>Strategisches Social Media Marketing: Rahmenbedingungen, Erfolgsfaktoren, empirische Erkenntnisse</b><br>M.Sc. Philipp A. Rauschnabel<br>Lehrstuhl für Marketing, Otto-Friedrich-Universität Bamberg, Germany  | AudiMax       |
| 3:00pm – 3:30pm | <b>COFFEE BREAK</b>  |               |
| 3:30pm – 4:30pm | <b>A11: Motivating respondents in online surveys</b><br>Chair: Edith Desiree De Leeuw<br><i>Presentations</i><br>Track A sponsored by <br><br><b>Pros and cons of virtual interviewers – vote in the discussion about surveytainment</b><br>Małgorzata Pótorak, Jarosław Kowalski<br>IIBR (Gemius Group), Poland<br><br><b>Technical and methodological meta-information on current practices in online research: A full population study of online questionnaires from recruitment portals.</b><br>Christoph Burger, Stefan Stieger<br>University of Vienna, Austria<br><br><b>The monetary value of good questionnaire design</b><br>Florian Tress<br>ODC Services, Germany | Room Vienna   |
| 3:30pm – 4:30pm | <b>B11: Survey participation</b><br>Chair: Leslie Minda Tkach-Kawasaki<br><i>Presentations</i><br><br><b>Interview Duration in Web Surveys: Integrating Different Levels of Explanation</b><br>Joss Roßmann, Tobias Gummer<br>GESIS - Leibniz Institute for the Social Sciences, Germany<br><br><b>The fish model: What factors affect participants while filling in an online questionnaire?</b><br>Bahaaeldin Mohamed (1), Anja Lorenz (2), Daniela Pscheida (3)<br>1: TU Dresden, Germany; 2: TU Chemnitz, Germany; 3: TU Dresden, Germany  | Room Mannheim |
| 3:30pm – 4:30pm | <b>C11: Crowdsourcing and motivation via social media</b><br>Chair: Maren Heltsche<br><i>Presentations</i><br><br><b>Motivate the crowd: A qualitative analysis of motivation management on crowdsourcing platforms</b><br>Isabel Mohr, Anja Solf, Daniel Schultheiss<br>Ilmenau University of Technology, Germany<br><br><b>Creative crowds: A meta-analysis of creativity processes in crowdsourcing</b><br>Daniel Schultheiss, Anja Solf<br>Ilmenau University of Technology, Germany   | Room Zurich   |
| 3:30pm – 4:30pm | <b>S11: Strategische Fragen der Onlineforschung</b><br>Chair: Martin Kornmeier<br><i>Presentations</i><br><br><b>Erfolgsfaktoren von Produktinnovationen: Ergebnisse einer Meta-Analyse von Online-Konzepttests</b><br>Andrea Gadeib<br>Dialego AG, Germany<br><br><b>Internationalisierung im E-Commerce: Internationale und interkulturelle Unterschiede als Chance für deutsche Onlinehändler</b><br>Henning Heesen<br>Salesupply AG, Germany   | AudiMax       |
| 4:30pm – 4:45pm | <b>COFFEE BREAK</b>  |               |
| 4:45pm – 7:30pm | <b>Workshop 2: Writing a peer-review report for journal articles: insights for current and potential reviewers</b><br>Mario Callegaro, Google, United Kingdom<br><br><b>Workshop 3: Creative survey design: the art and science of designing better surveys</b><br>Jon Puleston, GMI, United Kingdom<br><br><b>Workshop 4: Introduction to weighting online surveys</b><br>Stephanie Steinmetz, University of Amsterdam, Netherlands<br>Annamaria Bianchi, University of Bergamo, Italy<br><br>Workshops jointly organized with   |               |

#### Track Topics

A: Methodology and Surveys

B: Applied Research ■ C: Social Media ■ S: Syman0

# DHBW MANNHEIM CAMPUSPLAN



**POSTER**

**BUILDING D**

**ROOM ZURICH**

**BUILDING D**

1<sup>ST</sup> FLOOR

**ROOM VIENNA**

**BUILDING D**

GROUND FLOOR

**ROOM MANNHEIM**

**BUILDING E**

2<sup>ND</sup> FLOOR



**BUILDING E**

1<sup>ST</sup> FLOOR

**AUDIMAX**

**BUILDING E**

GROUND FLOOR