# G.O.R.04

**German Online Research 2004**

The Sixth International Conference GERMAN ONLINE RESEARCH will take place from March 30-31, 2004 at the University of Duisburg-Essen, Germany. It is jointly organized by the **German Society for Online Research (DGOF e.V.)** and the **Institute of Sociology, University of Duisburg-Essen.**

**International Advisory Board**:

Michael H. Birnbaum (California State University), Ingwer Borg (Zentrum für Umfragen, Methoden und Analysen, ZUMA Mannheim), Mick P. Couper (University of Michigan, Ann Arbor), Don A. Dillman (Washington State University) , Ulf-Dietrich Reips (Universität Zürich), Barry Wellman (University of Toronto)

**Program Committee**:

Marc Deutschmann, Frank Faulbaum, Holger Geißler, Uwe Matzat, Olaf Wenzel

**Local Organisation:**

Marc Deutschmann, Frank Faulbaum, Uwe Matzat

**Additional Support:**

Bernad Batinic, Lorenz Gräf, Sophia Herrlich, Olaf Hofmann, Matthias Machenheimer, Dieter Mayer, Lars Ninke, Stefan Pielicke, Ulf-Dietrich Reips, Maria Wardenga

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- Institut für Soziologie der Universität Duisburg-Essen
- Fakultät 1 - Gesellschaftswissenschaften der Universität Duisburg-Essen
- DocCheck (Posterpreis)

**Comment:**

Conference languages are English and German. Only sessions that are explicitly labelled as "German-language" have German-language presentations (and English-language transparencies). All other sessions include English-language presentations.

**Monday, March 29, 2004 - Pre-Conference Workshops**

| Time | Program | | |
|---|---|---|---|
| | **Workshop** | **Workshop** | **Workshop** |
| **14:00 s.t. - 15:30** | Online Employee Surveys, Part 1 (German language) **Holger Geißler/Birgit Bedenk** | The Analysis of Online Groups: Topics, findings, techniques, and applications **Nicola Döring** | On-line Experimenting, Part 1 **Ulf-Dietrich Reips** |
| | **Workshop** | **Workshop** | **Workshop** |
| **15:45 s.t. - 17:15** | Online Employee Surveys, Part 2 (German language) **Holger Geißler/Birgit Bedenk** | The Analysis of Social Networks in the field of Internet Research **Christian Stegbauer/Alexander Rausch** | On-line Experimenting, Part 2 **Ulf-Dietrich Reips** |
| **17:45 s.t. - 19:15** | | **Workshop** Non-Reactive Methods of Data Collection on the Internet, Part 1 **Dietmar Janetzko** | |
| **19:30** | | **Early-Bird Check-In** | |

BRAUHAUS SCHACHT 4/8, Düsseldorfer Straße 21, 47051 Duisburg

| Time | Program (room 1) |
|------|------------------|
| 9:00 | **Conference Opening** |
|  | Prof. Dr. Frank Faulbaum, University Duisburg-Essen |
|  | Bärbel Zieling, Lord Mayor City of Duisburg |
|  | Prof. Dr. Lothar Zechlin, Principal University Duisburg-Essen |
|  | The German Society for Online Research & the conference series |
| 9:35 | German Online Research |
|  | Dr. Uwe Matzat (Member of the Board of the DGOF) |
| 9:45 | Coffee Break & Exhibition |
| 10:00 - 11:00 | **The Keynote Speech:** |
|  | Prof. Don A. Dillman (Washington State University) |
|  | How On-Line Surveys are Democratizing Social Research and |
|  | Challenging Survey Methodology |
| 11:00 | Coffee Break & Exhibition |

**11:15-13:00     Session 1   Method Effects**  (room 1)

Session Chair: Marc Deutschmann

**H.-U. Muehlenfeld**
The impact on interviewee behavior caused by audiovisual online-communication answering sensitive questions

**Tom Buchanan** & **Adam N. Joinson**
Are online-offline differences in personality test scores due to increased self-disclosure?

**Ramiro Glauer** & **Daniel Schneider**
Online-Surveys: Effects of different display formats, response orders as well as progress indicators in a not-experimental enviroment

**Sabina Gesell**, **Susan D. Burkholz** & **Mickey J. Standiford**
Mode test of an online and paper employee satisfaction survey: Comparison of respondents and non-respondents

**Sven Gockenbach**, **Michael Bosnjak** & **Anja Göritz**
Stereotypic response patterns within matrix questions in web surveys

**11:15-13:00     Session 2   E-Learning & E-Teaching**  (room 3)

Session Chair: Ulf-Dietrich Reips

**Oliver Rack** & **Margarete Boos**
User-Composer-Fit - Criterion for using new media more successfully?

**Mirjam Hauck**
The relevance of metacognitive knowledge and strategy use for language learners in multimodal virtual environments

**Nils Jensen**
Supporting experiential learning in virtual laboratories

**Frank P. Schulte**, **Edgar Heineken** & **Heike Ollesch**
Teaching online methods in higher education -the study module "Experimental Psychology" as an example

**Anja Naumann**, **Jacqueline Waniek**, **Thomas Schaefer** & **Josef Krems**
The effect of different previous information on text comprehension and navigation in hypertext

**11:15-13:00**     **Session 3   E-Democracy & the Civil Society**   (room 4)

Session Chair: Bernad Batinic

**Silvia Ellermann**
The application of online-systems for voting

**Peter v. d. Besselaar** & **Anne-Marie Oostveen**
E-voting: participation, turn out, and digital divide

**Germán Loewe**
E-Democracy in Catalonia: Looking for an Optimal Design Through a Preliminary Online Study

**Stefan Salz**
Polling in participation systems: an exemplary integration in dito

**11:15-13:00**     **Session 4   The Digital Divide**   (room 2)

Session Chair: Uwe Matzat

**Sylvia Korupp**
"No Man is an Island "- The Role of the Family for Computer Use at Home

**Gudrun Hilles**
Inclusion profiles and the internet: internet as multiplier of social inequality or as catalyst for inclusion in different societal subsystems?

**Pille Vengerfeldt**
The Role of the information environment in adopting the Internet

**Angelika Volst**
Penetration of the internet. A scale to measure "Digital Divide" and "Digital Segmentation"

**Robert Geisler**
Digital Divide in the Post-socialist City - The Example of Tychi

**13:00**                                                    Lunch Break

**14:00-15:45**     **Session 5   Online Employee Surveys (German-language presentation)**   (room 1)

Session Chair: Marc Deutschmann

**Ingwer Borg** & **Frank Faulbaum**
Online and other methods of data collection in employee surveys: A comparison

**Ulf -Dietrich Reips** & **Lenka Franek**
Employee surveys via internet or paper? The influence of administration mode, anonymity, voluntariness of participation, and age on answering behavior

**Christian Escher** & **Frank Hauser**
Online- and offline-employee surveys in theory and practice

**Manuela Pötschke**
Paper and pencil or online? Methodological experiences from an employee survey

**14:00-14:45  Session 6  Usability (German-language presentation)**  (room 3)

Session Chair: Holger Geißler

**Herbert A. Meyer**
Experimental studies on the usability of open source web applications

**Daniel Schmeisser**, **Michael Sauer** & **Gary Bente**
Integrated eyetrace- and navigation-analysis: an innovative instrument for usability-research

**14:50-15:35  Session 7  E-Business-Research**  (room 3)

Session Chair: Holger Geißler

**Brian Webb** & **Frank Schlemmer**
SME E-Business success factors: results, processes and methods

**Jesse Weltevreden**
The adoption of the Internet among retailers in city centres: towards a continuum of Internet strategies

**14:00-15:45  Session 8  Internet & Organizations**  (room 2)

Session Chair: Christian Stegbauer

**Kai Oppel**, **Patrick Rössler** & **Anika Struppert**
The intranet as an instrument of corporate communications and knowledge management - present situation and comparison with other means of corporate communication and information

**Nicole Zillien** & **Thomas Lenz**
"Hi Boss" - equalizing and hierarchy-strengthening effects of e-mail usage in enterprises

**Winfried Tautges** & **Andreas Schäfer**
Hybrid meeting-management

**Heinrich Schwarz**
Challenging the myth of creativity: technology and ideology in advertising work

**14:00-15:45  Session 9  Online-Groups: Structures, Interaction & Effects**  (room 4)

Session Chair: Bernad Batinic

**Andrea Müller** & **Margarete Boos**
Knowledge exchange via discussion forums in virtual courses or only coffee klatsch?

**Uwe Matzat**
The quality of information in knowledge exchanging online groups: A higher user satisfaction with online discussions via offline social networks?

**Pernill G. A. van der Rijt**, **Bart J. van den Hooff**, **Jan A. de Ridder** & **Marieke J. Wenneker**
Cruel Intentions? CMC, Uncertainty, and the Willingness to Share Knowledge

**Matthias Trenel**
Measuring participation and interactivity in online-discussions

**Viviane Wolff**
The Discourse Meter for E-discourse

**15:45**                                  Coffee Break & Exhibition

**16:15-18:00**    **Session 10  New Methods of Internet-Research**
        **(German-language presentation)**  (room 1)

Session Chair: Wolfgang Bandilla

**Thomas Klein-Reesink**
Conceptual brand m@pping - a web-based method to elicit conceptual networks of brand knowledge and to interpret them in a network-analytical way

**Torsten Koch**
Application of image-based conjoint analysis on the internet

**Thomas Donath**, **Claas-Friedrich Nordmeyer** & **Holger Geißler**
Online experiments in commercial market research

**Stefan Stieger**
"What the h… are they doing?" - What are respondents doing while filling in an online-questionnaire

**Ingo Dammer**
Qualitative Discussion Groups: An Online Contribution to Research Methods

**16:15-18:00**    **Session 11  Meetings of Software Usergroups**
        **(German-language presentation)**  (room 4)

**Globalpark; Interrogare; Rogator**

**16:15-18:00**    **Session 12  User-Research**  (room 2)

Session Chair: Adam Joinson

**Shyam Sundar**
The Psychology of Interactivity: Theory and Research on its Effects

**Silvia Knobloch**, **Matthias Hastall**, **Daniela Grimmer** & **Julia Brück**
Selecting information online: impacts of efficacy on selective exposure to good and bad news

**Matthias Blümke**, **Malte Friese**, **Michaela Wänke** & **Klaus Fiedler**
Prediction of voters' behavior by means of reaction time based measures on the internet

**Kate Hudson**, **Iris Chelaru** & **Kerry Shaw**
Going Online or Calling the Help Desk? Assessing Support Resources for Student Administration Web Applications

**Lars Kaczmirek**, **Michael Bosnjak**, **Wolfgang Bandilla** & **Tina Auer**
Web-based surveys in market and social research: usage and needs of different user groups in the EU

**16:15-18:00**    **Session 13  Online Groups & Reputation Systems: Electronic Auctions**  (room 3)

Session Chair: Uwe Matzat

**Ben Jann**, **Andreas Diekmann** & **David Wyder**
Trust and Reputation in Internet-Auctions

**Sonja Utz**
Trust at eBay - influenced by the reputation of the seller or the description of the product?

**Richard L. Zijdeman** & **Chris Snijders**
Reputation and Internet Auctions: EBay and Beyond

**Dirk Obermeier** & **Michael Bosnjak**

Predicting and explaining the use of online-auctions - A comparison of two action-theoretical models

**18:05**    Meeting of the Members of the German Society for Online Research (DGOF e.V.)

GOR Conference-Dinner

**from 19:30**

GOR Party

## Wednesday, March 31, 2004

**9:00-10:30**    **Session 14   Respondents' Motivation**   (room 1)

Session Chair: Manuela Pötschke

**Anja Göritz**

Material incentives in web surveys: Two meta-analyses

**Elisabeth Deutskens**, **Martin Wetzels** & **Ko de Ruyter**

Motivations underlying the intention to participate in Internet-based research

**Rainer Böhme**

The effect of motivating elements on response strategies in online surveys

**Bernad Batinic**

Determinants of participation in online access panels

**9:00-10:30**    **Session 15   Web-Site Analysis (German-language presentation)**   (room 2)

Session Chair: Olaf Hofmann

**Frank Knapp**

Website optimisation & controlling by benchmarking

**Matthias Koch** & **Daniel Baier**

E Characteristics and differences of municipal and regional portals in local ecommerce

**Heidemarie Hanekop**

Customer expectations towards online-services: self-service vs. advisory service? Results of focusgroup discussions with customers

**Thomas Bamert** & **Rudolf Ergenzinger**

User and non-user behaviour - Illustrated by the largest internet retailer

**9:00-10:30**    **Session 16   E-Health (German-language presentation)**   (room 4)

Session Chair: Frank Faulbaum

**Volker Hüfken**, **Marc Deutschmann**, **Thomas Baehring** & **Werner Scherbaum**

Health via Internet? Who are the Users of Medical Information in the WWW

**Friedhelm Meier**

Online Research with AQS 10i for clinical und health research in accordance with quality standards of FDA and ICH (GCP, GLP)

**Martina Stille**

Using webcams to interview physicians and pharmacists

**Bernhard Witt**

Two Rivers - Market Research meets aCRM

**9:00-10:30**   **Session 17   Online-Offline-Relationships**   (room 3)

Session Chair: Ulf-Dietrich Reips

**Volker Taeube**
Connected and Disconnected? On the Impact of Internet Use on Social Connectedness

**Gustavo S. Mesch** & **Ilan Talmud**
Making Friends Online: Personal Needs and Social Compensation

**Monica Whitty**
Shopping for Love on the Internet: Men and Women's experiences of using an Australian Internet dating site

**10:30**                                    Coffee Break & Exhibition

**11:00-12:00**   **Poster-Exhibition**

**Marleen Brinks:**
Aggression against Computers
**Andrea Frick, C. Neuhaus & T. Buchanan:**
Quitting online studies: Effects of design elements and personality on dropout and nonresponse
**Yves Hänggi:**
How effective is web-based prevention of stress? An account of first experiences with online parental training in coping with stress in the family.
**Martin Heidingsfelder & Wolfgang Neubarth:**
Standardisierung bei Online-Mitarbeiterbefragungen
**Markus Joos, Sascha Weber & Boris Velichkovsky:**
Usability research with eye-tracking
**Alexander Karapidis & Gabriele Korge:**
Service performance of enterprise on-line measure and evaluate
**Michael Stiller:**
Conceptual Framework of an individual buying decision support system
**Sandra Wagner:**
Political Internet-Usage in an Online-Survey - an example for the bias of Online-Access-Panels
**Andrea Weidenfeld:**
Fragebogentools zur Onlineforschung
**Mirko Wendland & Anja Berger:**
Flowerleben in einem Onlinespiel
**Janka Willige:**
Awarding incentives and holding prize draws: Measures to raise the willingness to take part in an online panel (HISBUS student panel)

**12:00-approx.**   **Panel-Discussion: 10 Years of Online Market Research: How is it going further?**
**13:30**                 **(German-language Discussion)**   (room 1)

**Dr. Bernad Batinic** (Moderation)
(Universität Erlangen)
**Dr. Michael Bosnjak**
(Universität Mannheim)
**Dr. Lorenz Graef**
(Globalpark, Köln-Hürth)
**Olaf Hofmann**
(SKOPOS, Köln-Hürth)
**Dr. Frank Knapp**
(Psyma Online Research, Rückersdorf)
**Dr. Herbert A. Meyer**
(Humboldt-Universität zu Berlin)
**Dr. Ulf-Dietrich Reips**
(Universität Zürich)

**12:00-13:00**     **Session 18**   **E-Democracy & the Civil Society**   (room 3)

Session Chair: Chris Snijders

**Lilliard Richardson**
American State Legislators in the Internet Age

**Dirk Meurer**
Structures of attention regarding political communication in the world wide web: A network analysis of political websites

**12:00-13:00**     **Session 19**   **Online-Offline: Social Networks & Relationships**   (room 4)

Session Chair: Uwe Matzat

**Krisztina Csüllög** & **Csaba Szabó**
The role of ICTs in maintaining interpersonal relationships

**Jeff Gavin**, **Jill Duffield** & **Adrian Scott**
Meet me in the Real World: Internet Dating and the Transition from Online to Offline Relationship

**13:00**                  Lunch Break

**14:00-15:45**     **Session 20**   **Method Effects (German-language presentation)**   (room 2)

Session Chair: Marc Deutschmann

**Thorsten Faas**
Do access panels really yield representative results?

**Lars Balzer**
Internet-usage within a delphi-study

**Axel Theobald**
How not to do it: Der Einfluss suggestiver Fragen und schlechter Skalen auf die Ergebnisse von Online-Befragungen

**Heike Ollesch**, **Edgar Heineken** & **Frank P. Schulte**
Comparison of laboratory and online experiments: A research program

**Simon Riek**, **Christian Rietz** & **Thomas Krüger**
Using web surveys in mixed-mode approaches: an experimental comparison with "traditional" survey modes

**14:00-15:45**     **Roundtable 21**   **Online Market Research & Spam (German-language Discussion)**   (room 1)

Session Chair: Olaf Wenzel

**Hanno Müller**
(epublica GmbH, Hamburg, Spam-Experte und IT-Gutachter)
**Dieter Mayer**
(Mayer&Mayer Marketing Consulting)
**Olaf Hofmann**
(President of the DGOF)
**Erich Wiegand**
(ADM Arbeitskreis Deutscher Markt- und Sozialforschungsinstitute e.V.)
**Eric Hilgendorf**
(Ordinarius für Strafrecht, Strafprozessrecht, Informationsrecht und Rechtsinformatik Universität Würzburg)

**14:00-15:45     Session 22   Internet & Science**   (room 3)

Session Chair: Frank Faulbaum

**Peter Mutschke**
Scientific Collaboration and the Invisible Web: Surfacing Distributed Co-Author Networks from Heterogeneous Web Datasources

**Franz Barjak**
On the integration of the Internet into science communication

**Andrea Scharnhorst** & **Colin Reddy**
The Web as a self-organized complex network - consequences for indicator research

**14:00-15:45     Session 23   Online Groups as Online Communities?**   (room 4)

Session Chair: Sonja Utz

**Lothar Krempel**
Identity and Social Innovations in the Web

**Andreas Brand**
The structure and organisation of the open source project KDE

**Claudia Verstraete**
Virtual communities of brands

**Andreas Tasch** & **Oliver Brakel**
Aceptance of "mobile community services"

**Georg Groh**, **Christian Hillebrand**, **Oliver Brakel** & **Andreas Tasch**
Privacy matters at location based services

**15:45**                               Coffee Break & Exhibition

**16:15-17:35     Session 24   Respondents' Motivation**   (room 2)

Session Chair: Anja Göritz

**Vanessa Vieselmeier**, **Manfred Leisenberg** & **Julian Ratzke**
The automatic segmentation of user profiles for e-commerce-applications based on neural networks

**Adam Joinson** & **Ulf-Dietrich Reips**
Salutation, Power and behaviour in on-line panels

**Peter Müßig-Trapp**
HISBUS online-panel: A virtual student village as an instrument for providing political advice and flash information

**Trent Buskirk** & **Charlotte Steeh**
R U There? Using Text Messaging as a method of contact in Wireless Phone Surveys

**16:15-17:35    Session 25   Quality in Online-Research (German-language presentation)   (room 1)**

Session Chair: Dieter Mayer & Martin Welker

**Martin Welker**
Quality check in the internet: Possibilities and characteristics

**Olaf Hofmann**
Quality assurance in international online market research

**Dieter Mayer**
"Critical success factors in market research projects - Best-Practice-Benchmarking"

**Holger Geißler**
Quality criteria for employee online interviews

**16:15-17:15    Session 26   The Relevance of Online-News   (room 4)**

Session Chair: Anja Naumann

**Matthias Hastall**, **Silvia Knobloch** & **Shyam Sundar**
importance of journalistic values for online news readers: A cross-cultural experiment

**Özen Odag** & **Margrit Schreier**
The third Iraq War: On the credibility of media reports

**16:15-17:35    Session 27   The Digital Divide   (room 3)**

Session Chair: Lorenz Gräf

**Christian Stegbauer**, **Gerd Paul** & **Claus Tully**
Is the digital divide between young and elderly people increasing?

**Jan Schmidt**
Using public internet access centres

**Nadia Kutscher**, **Alexandra Klein** & **Stefan Iske**
The internet as social space for self-regulated appropriation of education

**Announcements:**

**17:40
-
17:50**

Dr. Olaf Wenzel (Member of the Board of the DGOF)

Winner of the Poster Prize of the GOR 04

GOR 05

(room 1)

**End of the GOR 04**

**Past-Conference Workshops**

| | Workshop | Workshop |
|---|---|---|
| **18:00**<br>**-**<br>**19:30** | On-line Experimenting, Part 3<br><br>(according to individual arrangement)<br><br>**Ulf-Dietrich Reips** | Non-Reactive Methods of Data Collection on the Internet, Part 2<br><br>**Dietmar Janetzko** |

**Thursday, April 1, 2004**

| Time | Workshops |
|---|---|
| | **Workshop** |
| **8:30**<br>**s.t.**<br>**-**<br>**10:00** | "How the Visual Layout of Questions Influences Answers to Web and Other Self-Administered Surveys"<br>Part 1<br>Don A. Dillman |
| | **Workshop** |
| **10:30**<br>**-**<br>**12:00** | "How the Visual Layout of Questions Influences Answers to Web and Other Self-Administered Surveys"<br>Part 2<br>Don A. Dillman |

**Exhibitors at the GOR04**

Globalpark GmbH
Kalscheurener Strasse 19a
D-50354 Hürth

Innofact AG
Mutier-Ey-Strasse 5
D-40213 Düsseldorf

Interrogare GmbH
Meisenstrasse 96
D-33607 Bielefeld

ISI GmbH
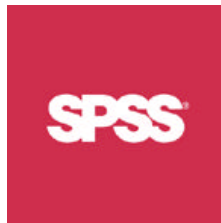Ascherberg 2
D-37124 Göttingen-Rosdorf

Mangold Software & Consulting GmbH
Graf von Deym Strasse 5
D-94424 Arnstorf

Mediascore GmbH
Von-Werth-Strasse 1
D.50670 Köln

Rogator Software AG
Pilotystrasse 3
D-90408 Nürnberg



SPSS GmbH Software
Rosenheimer Strasse 30
D-81669 München



Tobii Technology
Saltmätargatan 8A
SE-113 59 Stockholm

# Technologie für erfolgreiche Onlineforschung

„Für unser Online-Textilpanel brauchen wir einen flexiblen, zuverlässigen und absolut kompetenten Technologie-Partner.

Darum arbeiten wir mit Globalpark."

**Thilo Lohmüller**
Leiter GfK Textilpanel
GfK AG

„Zielsetzung, Methodik und Qualität stehen im Vordergrund. Die technischen Möglichkeiten und die Bedienerfreundlichkeit einer Online-Befragungs-Software müssen sich daran ausrichten.

Das sind exakt unsere Gründe mit dem umfragecenter *von Globalpark zu arbeiten.*"

**Björn Wolke**
Leiter Marktforschung
Otto GmbH & Co. KG

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**Holger Geißler**
Leiter Online-Marktforschung
psychonomics AG

## GLOBALPARK

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**Prof. Dr. Becker, GIB:**

*„Obwohl Interrogare erst 5 Jahre alt ist, haben wir bereits beim ersten Projekt von der großen Erfahrung der Mitarbeiter profitieren können. Die **professionelle und marktforscherische Herangehensweise** bei der Projektumsetzung – für uns CATI und CAWI – hat mich überzeugt."*

**Birgit Jesske, Infas:**

*„Für unsere Kunden wollen wir individuelle und auf die speziellen Bedürfnisse zugeschnittene Lösungen erarbeiten. **Interrogare liefert die Tools**, damit wir unsere Ziele erreichen können."*

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