

GOR 12

14th General Online Research Conference
March 05-07, 2012 . Mannheim

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Lars Kaczmirek . Christoph Irmer. Otto Hellwig. Monika Taddicken . Martin Welker . {Eds.}

14TH GENERAL ONLINE RESEARCH CONFERENCE GOR 12

Proceedings . Mannheim 2012

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ISBN 978-3-9815106-0-7

Lars Kaczmirek, Christoph Irmer, Otto Hellwig, Monika Taddicken, Martin Welker (Eds.)
German Society for Online-Research
Deutsche Gesellschaft für Online-Forschung e.V. (www.dgof.de)

Editing and content:
DGOF board, Birgit Bujard

Layout and typeset:
ro:stoff media . Marienplatz 1 . 04103 Leipzig
www.rostoff-media.de

14TH GENERAL ONLINE RESEARCH CONFERENCE

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DEAR GUESTS OF THE GOR 2012!

A VERY WARM WELCOME TO THE 14TH GENERAL ONLINE RESEARCH CONFERENCE (GOR) IN MANNHEIM.

It is a pleasure for us to welcome you to the General Online Research conference 2012, which definitely is a must for everyone involved in online research.

This year the GOR takes place in Mannheim, a pulsating city enthroned between the rivers Rhine and Neckar. The chessboard-like shape of the City of Squares represents its thinkers and creative minds and so does

the strong online research scene in Mannheim which is hometown to many well-known research agencies and institutes.

Together with our local organizer – Baden-Wuerttemberg Cooperative State University Mannheim (DHBW) – we have worked hard to provide an appealing and interesting program as well as delightful and creative atmosphere to listen, learn, socialise and meet up with like-minded people.

What about our Keynotes? Prof. Dr. Uwe Hasebrink from Hans-Bredow-Institut Hamburg, will talk about “practices of internet use – revisited”, whilst Hartmut Scheffler, Managing Director of TNS Germany and Chairman of the ADM (Arbeitskreis deutscher Markt- und Sozialforschungsinstitute e.V.) will provide his expectations on future online research, both from an agency-perspective as well as an associations’ point of view.

Make sure you don’t miss out on our panel-discussion on Tuesday afternoon where online researchers from countries across Europe will discuss “Research in Europe – similarities and differences”. This year our Best Practice Award is sponsored by mo’web research and includes contributions from Axel Springer, Tivola, Deutsche Telekom, Gruner + Jahr and Porsche. In contrast to that, we also have our Best Thesis Award, sponsored by TNS Germany, which honours the best scientific contributions to online research.

Tuesday night is party-time – Another GOR party is about to rock Mannheim, this year sponsored by respondi. Prepare yourself for a night to remember!

Our special thanks go to Prof. Dr. Rainer Beedgen and Prof. Dr. Martin Kornmeier, DHBW Mannheim and their team and to our sponsors and media partners – without you, this event would not happen at all. Also a big THANKS to you, the delegates, presenters, speakers and visitors of this event.

We wish you all an exciting, inspiring and fruitful General Online Research conference 2012!

Christoph Irmer
Chair DGOF Board and
Conference Chair

Dr. Lars Kaczmarek
Member DGOF Board and
Program Chair



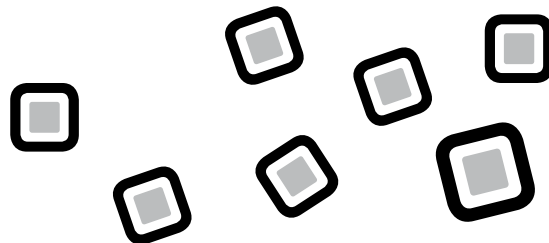
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DGOF'S BOARD CONSISTS OF FOUR PERSONS ELECTED BY THE MEMBERS FOR 2 YEARS.



Christoph Irmer is Co-Founder and CEO of ODC Services GmbH, Munich-based provider of online data collection services. Prior to founding ODC, he was Director Client Development at Ciao GmbH from 2000-2005. In this role Christoph was responsible for Ciao's business development within the market research division. Christoph has presented papers on online research at a number of events such as MRS conferences, GOR, BVM congress and published papers for various magazines. Since March 2011 Christoph is Chairman of the DGOF Board. He studied economics in Lahr and Stuttgart.



Dr. Lars Kaczmarek 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. Current research projects focus on data quality in online access panels, cognitive interviewing in online surveys, and eyetracking in pretesting survey questions. He is DGOF Treasurer and current program chair.



Dr. Monika Taddicken is a researcher at the University Hamburg, Institute for Journalism and Communication Research. She received her Ph.D. degree in 2008 from the University Hohenheim. Her thesis was about mode effects of web surveys. For this, she received the dissertation award of the Alcatel-Lucent-Foundation. In 2007 and 2008, she was coordinating the research project "the diffusion of the media innovation web 2.0" at the University Hohenheim. Research interests include online research, methodology, social web, audience and reception studies. She is member of the DGOF Board and past program chair.



Prof. Dr. Martin Welker is at present Visiting Professor for Journalism at the University of Leipzig and Professor for Journalism at MHMK, University of Applied Sciences in Munich. His work includes papers on the theory of reporting, computer assisted reporting and online data collection. He accompanied organization of GOR conferences since 2002 in different positions. He is founder and editor (since 2012 together with Dr. Monika Taddicken) of the book series "New Publications on Online Research" ("Neue Schriften zur Online-Forschung").
Outgoing member of the DGOF board



Dr Otto Hellwig has been the CEO of respondi AG since the company's foundation in 2005. He has been working in the field of market and social research since the early 90s: Dr Hellwig has a degree in Social Science, Psychology and Media Studies. He worked as a researcher for a number of years at the Institute for Applied Social Research at the University of Cologne and gained his doctorate in 2000. Prior to his secondment to the management board of respondi AG, Otto Hellwig also worked for Speedfacts and Globalpark.
Incoming member of the DGOF board



WELCOME TO THE 14TH GOR CONFERENCE IN MANNHEIM



I welcome you to the General Online Research Conference 2012 taking place at the Baden-Wuerttemberg Cooperative State University in Mannheim. It is an honour to us that you have chosen our university to host your conference.

The Baden-Wuerttemberg State University which has legal status since March 1st 2009 is a new model of regional University in Germany. Mannheim is one of eight locations. The essential element of our institution is the duality in university education where academic studies are combined with work experience at accredited training companies. This dates back to the year 1974 where the former

Berufsakademie Baden-Wuerttemberg was established. The organisational structure of our university is modelled analogue the US State University System with both central (headquarter in Stuttgart) and local (rectorate in Mannheim) levels. All degree programs are three year programs, worth 210 ECTS credits and count as intensive programs.

The conference takes place at our business school. The faculty with its 4200 Students and 1500 cooperating training companies graduates the largest number of business bachelors compared to all business faculties in Germany.

The conversion to dual university status means the institution can realize cooperative research projects. That implies scientific collaboration with partner enterprises and institutions, e.g. GOR 2012, can be intensified.

The city of Mannheim is also a good place to meet: In former times residence of the count of palatinate with a huge Baroque Castle and today home of several universities, a center of German Pop Music, with an excellent National Theatre and a lively theatre scene, with the Jugendstil Rosengarten - one of the most prestigious Music Halls and conference centers in Germany, a well known shopping city, with Bundesliga Ice Hockey and Handball in the SAP Arena, hockey, baseball and tennis, beautiful parks, Rhine promenade and many more things to do.

We hope that all of you have an enjoyable, memorable and scientific enriching conference stay at our institution.

Prof. Dr. Rainer Beedgen
Prorector and Dean Business School



DHBW

Duale Hochschule
Baden-Württemberg
Mannheim



WELCOME TO GOR12 IN MANNHEIM!



As head of the local organization and coordination team at Baden-Wuerttemberg Cooperative State University in Mannheim I would like to cordially welcome all members contributing and / or participating at the General Online Research 2012! We are pleased and feel honoured to be chosen as hosts of the 14th GOR, the “mother” of all online research conferences in Germany.

The 1st GOR took place in Cologne in 1997; i. e. since 15 years GOR

conferences are one of the most important international platforms for researchers and professionals, who want to

- discuss fundamental research,
- present new / innovative findings,
- share and inform themselves about the latest developments and
- stay up-to-date about best practices for their work in academia and companies.

Since the 1990s research about online research has made big strides; nevertheless there are still ambiguous results, blind spots and many questions to be answered. GOR12 will therefore be a fantastic opportunity for all interest groups in online research (mobile communication included) to share new empirical findings, new knowledge and ideas, practical experience and innovative developments of theories, methods and instruments dealing with online data collection, but also consequences of online applications for individuals, groups, markets, organizations and “the” society.

Here are just some of the exciting research questions which shall be answered at GOR12:

- How can the threat of sensitive questions in online surveys be reduced?
- How does social desirability influence data quality in face-to-face and web surveys?
- What are the experiences of incentive experiments in the recruitment process for a probability-based online panel?
- Does online interruption affect cognitive performance?
- What do we know about the representativeness of web surveys

of the general population compared to traditional modes and mixed-mode designs? About the selection bias in a worldwide, volunteer web-survey?

- Which are methods and countermeasures of malicious information retrieval in online social networks?
- Can social media be opened up for innovation solutions?

Online research as well as the research about online research is a very important issue – not only for companies but also and foremost for universities, especially for those lacking the so-called “akademischer Mittelbau”. By applying online research tools researchers can overcome at least some of the problems inherent to lack of people. For DHBW Mannheim with its more than 2.000 partner companies online research plays a more and more vital role; that’s why e.g. in 2009 we introduced a new platform: SymanO (“Symposium für anwendungsorientierte Online-Forschung”; “Symposium for application orientated online research”) focusing mainly on application options of online research for companies.

Both organization teams – DGOF and DHBW – have made big efforts to present all GOR12 participants an exciting, demanding and sophisticated program but also an attractive, agreeable and pleasant environment:

- a platform for researchers and users, theoreticians and practitioners, universities and companies, customers and suppliers,
- an environment enabling all conference members to increase their knowledge and to share it with others, to establish research or business contacts, to get to know people from other cities or countries, to socialize, and – to make new friends.

We sincerely hope that you all will benefit to a high degree from all these efforts, that you will enjoy your stay at GOR 12 in Mannheim in every way, and that, when leaving this conference, you will keep GOR 12, Mannheim and our university in good memories.

Prof. Dr. Martin Kornmeier
Department of International Business
Duale Hochschule Baden-Württemberg Mannheim
Baden-Wuerttemberg Cooperative State University

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PROGRAM OVERVIEW

MONDAY, 05/03/2012

9:00am	Begin check-in
10:30am – 1:30pm	SC1: 'Every Jack has its Jill' or a contrast of online and offline methods in an applied research setting Chair: Gerhard Keim, GIM Gesellschaft für Innovative Marktforschung mbH Chair: Eva von Rennenkampff, GIM Gesellschaft für Innovative Marktforschung mbH
10:30am – 1:00pm	SC2: Qualität und Qualitätssicherung in der Onlineforschung unter Berücksichtigung neuester Erkenntnisse speziell im Bereich Mobile Research [Quality and quality assurance in online research] Chair: Ron Degen, LINK Institut für Markt- und Sozialforschung GmbH Chair: Alexandra Wachenfeld, LINK Institut für Markt- und Sozialforschung GmbH
1:00pm – 2:30pm	Break
2:30pm – 5:00pm	SC3: Online Experiments Chair: Dr. Ulf-Dietrich Reips, University of Deusto; IKERBASQUE, Basque Foundation for Science, Spain SC4: Open Innovation and Co-Creation Chair: Gregor Jawecki, HYVE AG Chair: Dorothee Stadler, HYVE AG SC5: Stakeholder Relationship Management goes Social Media: A practice-oriented introduction Chair: Frank Drewes, Harris Interactive AG Chair: Edith Franczok, Harris Interactive AG
5:00pm – 7:30pm	DGOF: Meeting of Members
7:30pm	Get-together for all conference visitors

TUESDAY, 06/03/2012


8:30am	Begin check-in and coffee
9:00am – 10:15am	Opening and Keynote 1: Practices of internet use – revisited Uwe Hasebrink, Hans-Bredow-Institut
10:15am – 10:30am	Break
10:30am – 11:30am	A1: Asking sensitive questions B1: Best Practice Competition 1 C1: Data usage and privacy requirements on social networking sites (SNS)
11:30am – 12:00pm	Break
12:00pm – 1:00pm	A2: Web Survey Design 1 B2: Best Practice Competition 2 C2: We are the Crowd - Opportunities and Limits of Crowdsourcing
1:00pm – 2:00pm	Break: Lunch
2:00pm – 3:30pm	A+C: Poster presentations B - Panel 1: Research in Europe - Similarities and Differences

3:30pm – 4:00pm	Break
4:00pm – 5:00pm	A3: Web Survey Design 2 B3: Thesis competition C3: How and why? Handling and Usage of Social Media
5:00pm – 5:15pm	Break
5:15pm – 6:15pm	A4: Panel recruitment and design B4: Thesis competition C4: Consumers and Innovation through Social Media
8:00pm	GOR-Party

WEDNESDAY, 07/03/2012

9:00am	Begin check-in and coffee
9:30am – 10:00am	Keynote 2: Social Media – relevance and challenge for market and opinion research Hartmut Scheffler, TNS Infratest
10:00am – 10:15am	Break
10:15am – 11:15am	A5: Using latest technologies and devices B5: New approaches 1: from social media to market research online communities (MROC) C5: Information resource social media: datamining and other methods
11:15am – 11:45am	Break
11:45am – 12:45pm	A6: Responsive behavior B6: New approaches 2: from gamification to surveytainment C6: Choices in Survey Methodology
12:45pm – 2:00pm	Break: Lunch
2:00pm – 2:30pm	Poster and Thesis award ceremony
2:30pm – 3:30pm	A7: Mixed-mode
2:30pm – 3:30pm	B - Panel 2: Online Research is dead - long live Digital Research C7: Social Movements
3:30pm – 3:45pm	Break
3:45pm – 4:45pm	A8: Volunteer web surveys B8: eMarketing C8: Myself and the others - Discourse and Interaction



 **SHORT COURSES**



SHORT COURSE 1

'EVERY JACK HAS ITS JILL' OR A CONTRAST OF ONLINE AND OFFLINE METHODS IN AN APPLIED RESEARCH SETTING

TIME: MONDAY, 05/03/2012: 10:30AM – 1:30PM

SESSION CHAIRS: DR. GERHARD KEIM (GIM GESELLSCHAFT FÜR INNOVATIVE MARKTFORSCHUNG MBH), EVA VON RENNENKAMPFF (GIM GESELLSCHAFT FÜR INNOVATIVE MARKTFORSCHUNG MBH)

This course will compare online and offline methods on several relevant dimensions, such as depths of obtained information, experience for the respondent and practicability for the researcher. It will be a hands-on workshop setting. The audience will be divided into 2 groups, each group will do a classical offline focus group, as well as an online project and collect feedback on both methods with regard to the dimensions. Finally in a plenum discussion the methods will be contrasted. Together with input from GIM's broad research experience with online and offline methods, key take outs and recommendations will be drawn from the discussion that should enable the participant to determine whether online or offline methods are suitable for a research question at hand, know what to watch out for when setting up an online research and what output can be expected.

About the instructors:

Dr. Gerhard Keim (Director FMCG and Services) and Eva v. Rennenkampff (Research Manager FMCG and Health) will present the course. Both are from GIM, Gesellschaft für Innovative Marktforschung, in Heidelberg, a multi-specialist research company with more than two decades of experience in the field of qualitative research - for several years now also researching online. Both are members of the GIM Connect team that dedicates a vast part of their research to online methodology. They have experience in with online as well as offline methods on a multi-national level for a range of purposes in various product categories. Gerhard Keim is a member Akqua (Arbeitskreis qualitative Markt- und Sozialforschung des BVM) and was one of the organizers of the BVM conference "Den ‚homo digitalis‘ verstehen – qualitative Forschung im Internet" in 2009.

Course Language:

German or English, depending on the audience



SHORT COURSE 2

QUALITÄT UND QUALITÄTSSICHERUNG IN DER ONLINEFORSCHUNG UNTER BERÜCKSICHTIGUNG NEUESTER ERKENNTNISSE SPEZIELL IM BEREICH MOBILE RESEARCH [QUALITY AND QUALITY ASSURANCE IN ONLINE RESEARCH]

TIME: MONDAY, 05/03/2012: 10:30AM – 1:00PM

SESSION CHAIRS: RON DEGEN (LINK INSTITUT FÜR MARKT- UND SOZIALFORSCHUNG GMBH), ALEXANDRA WACHENFELD (LINK INSTITUT FÜR MARKT- UND SOZIALFORSCHUNG GMBH)

Der Workshop wird auf Qualitätsaspekte und Möglichkeiten der Qualitätssicherung in der Onlineforschung eingehen und dabei beleuchten inwieweit Mobile Research, Mixed Mode und Multi Mode Panels als Lösungsansätze für qualitativ bessere Umfragen geeignet sind. Vor dem Hintergrund der immer größeren Verbreitung der Onlineforschung wird dargestellt, warum dabei handwerkliche Fragen nicht in den Hintergrund treten dürfen. Beispielsweise wird auf den Einfluss der Rekrutierungsweise auf die Panelqualität eingegangen und wichtige Faktoren für die Qualität und Qualitätssicherung herausgearbeitet.

About the instructors:

Alexandra Wachenfeld ist Mitglied der Geschäftsleitung im LINK Institut mit den Schwerpunkten Konsumgüterforschung, Sozialforschung sowie Kunden- und Mitarbeiterzufriedenheit. Ihr methodischer Fokus auf Online und CATI Forschung sowie in der Durchführung methodischer und konzeptioneller Tests im Bereich der Onlineforschung.

Ron Degen ist Senior Projektleiter beim LINK Institut. Er ist seit vielen Jahren spezialisiert auf qualitative und quantitative Onlineforschung. Seine Schwerpunkte sind die Konsumgüter- und Sozialforschung.

Course Language:

German



SHORT COURSE 3

ONLINE EXPERIMENTS

TIME: MONDAY, 05/03/2012: 2:30PM – 5:00PM

**SESSION CHAIR: PROF. DR. ULF-DIETRICH REIPS,
UNIVERSITY OF DEUSTO AND IKERBASQUE, BASQUE FOUNDATION
FOR SCIENCE, SPAIN**

This workshop will provide you with an up-to-date overview of basic, techniques, methods, tricks, and tools for online experimentation. Using a practical example, you will learn how to conduct online 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, log file analysis, and new options available in HTML5. 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.

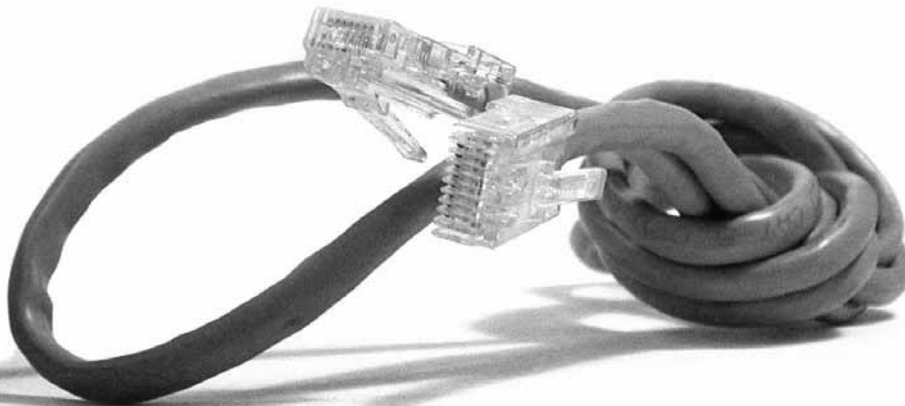
Information about the instructor:

Prof. Dr. Ulf-Dietrich Reips (<http://iscience.deusto.es/>) is an IKERBASQUE research professor at University of Deusto in Bilbao, Spain. He is working on Internet-based research methodologies, in particular Internet-based experimenting, the psychology of the Internet, and cognitive science. In 1994 he founded the Web Experimental Psychology Lab, the first laboratory for conducting real experiments on the World Wide Web, and provides many Web services for researchers via his iScience Server at <http://iscience.eu>. He is one of the founders and long-time board member of DGOF and was the main local organizer of GOR'05.

He was elected the first non-US American president-elect of the Society for Computers in Psychology and is founding editor of the International Journal of Internet Science (<http://ijis.net>, with Uwe Matzat). He has given similar workshops in several European countries as well as in the US [e.g. for the National Science Foundation] and is frequently requested as a consultant. Many of his publications [in English, German, and Spanish, see <http://personalwebpages.deusto.es/reips/pubs/publications.html>] are widely cited in the field.

Course Language:

English





SHORT COURSE 4

OPEN INNOVATION AND CO-CREATION

TIME: MONDAY, 05/03/2012: 2:30PM – 5:00PM

SESSION CHAIRS: DR. GREGOR JAWECKI (HYVE AG), DOROTHÉE STADLER (HYVE AG)

Open innovation and co-creation have become a new paradigm in innovation management. Consumers are no longer considered as passive buyers but are understood as active partners in value creation. The workshop provides an introduction into open innovation and gives a classification of different methods and tools for co-creation. Particular focus will be on crowdsourcing, co-creation toolkits, lead user integration and netnography.

Workshop participants will get insights into the following questions:

- What are the key design parameters of co-creation projects?
- What are possible pros and cons of the interaction process with consumers?
- How were co-creation initiatives applied by companies in different industries?

Information about the instructors:

As leader of the HYVE Innovation Research Team, Gregor Jaweck is responsible for projects for international companies such as BMW or Nokia. HYVE is an innovation agency which applies leading-edge methods to utilize social media and Web 2.0 for consumer co-creation and market research.

Dorothee Stadler is part of the HYVE Innovation Research team. She holds a graduate degree in business administration from Ludwig-Maximilians Universität in Munich. Over the course of her studies, part of which she spent as a visiting student at Saint Mary's University in Halifax (Canada), Dorothee worked on several different projects in consumer research, applying both qualitative and quantitative techniques. Before joining HYVE, Dorothee worked as a freelancer at H,T,P, Concept, a marketing research company and at Pepperfish, an innovation company.

Course Language:

English



SHORT COURSE 5

STAKEHOLDER RELATIONSHIP MANAGEMENT GOES SOCIAL MEDIA: A PRACTICE-ORIENTED INTRODUCTION

TIME: MONDAY, 05/03/2012: 2:30PM – 5:00PM

SESSION CHAIRS: FRANK DREWES (HARRIS INTERACTIVE AG), EDITH FRAN CZOK (HARRIS INTERACTIVE AG)

Twitter, Facebook, Communities and Blogs – an ever increasing number of consumers, customers and clients share their experiences, knowledge and beliefs on social media. Within only a few years, social media became an accepted source for business intelligence offering fascinating insights in the stakeholders' world of thought. Companies planning to implement social media research are confronted by a confusing multitude of data sources, software tools and service providers.

The short course will offer a practice-oriented introduction on how to mine Social Media for business intelligence combining practical exercises and examples from a recent Social Media Monitoring in the health-care sector.

Information about the instructors:

Edith Franczok is Associate Director Healthcare at Harris Interactive AG. She leads a team of experienced researchers managing projects for various renowned pharmaceutical companies. Her professional expertise includes 9 years as team leader at KantarHealth (TNS) Stakeholder Management.

Frank Drewes is Associate Director Marketing Science at Harris Interactive AG. He has more than 10 year's professional experience in Market Research. He holds a Diploma in Psychology from the University of Bielefeld, Germany.

Course Language:

German



ONLINE RESEARCH IS DEAD - LONG LIVE DIGITAL RESEARCH

TIME: WEDNESDAY, 07/03/2012: 2:30PM – 3:30PM

Five outspoken experts from the research industry will discuss the past and future of Online Research, helping everyone to understand what will come next.

This panel will review the recent history of research, including latest developments and trends (covering data collection, devices, media, channels and delivery, e.g. Social Media, Mobile, Tablets, Connected TV, Animation, Video, etc.); whilst ultimately providing a clear look into the crystal ball foretelling the Future of [Digital] Market Research.

Participants of the discussion are:

Olaf Hofmann, CEO Skopos Group

Oliver Tabino, CEO Q Agentur für Forschung GmbH

Pete Cape, Global Knowledge Director Survey Sampling International (SSI)

tba

Moderator: Christoph Irmer

(CEO ODC Services GmbH and chairman of the DGOF board)



Olaf Hofmann



Oliver Tabino



Pete Cape



Christoph Irmer



BEST PRACTICE AWARD

This year the “best practice in commercial online market research” contest celebrates its fifth anniversary and has thus rightly earned its reputation as an excellent and important GOR tradition.

This year’s nominees come from Axel Springer, Tivola Publishing, Deutsche Telekom, Porsche and Gruner + Jahr. The studies are presented by their authors in two sessions on Tuesday.

The winner of the award will be selected by the jury and by a random sample of the audience via a mobile survey conducted by Rogator. The award ceremony will be held at the GOR Party.

The prize is sponsored once again by mo’web Research, Duesseldorf. Media partner is Germany’s leading web portal for the market research industry marktforschung.de.

The Jury is chaired by Herbert Höckel, Managing Director of mo’web Research. Further jury members are Horst Müller-Peters, editor of marktforschung.de, Frank Heublein, managing Director of M³ and Sabine Menzel, Corporate Director Market Research Cosmetics at Henkel.

Former laureates come from comdirect Bank, Spiegel publishing house, Porsche and MAM.



Herbert Höckel



Sabine Menzel



Horst Müller-Peters



Frank Heublein



BEST PRACTICE ABSTRACTS

Author: Faber, Tillmann {1}; Einhorn, Dr. Martin {2};
Hofmann, Olaf {1}; Löffler, Dr. Michael {2}
{1: SKOPOS GmbH & Co. KG, Germany;
2: Dr. Ing. h.c. F. Porsche AG, Germany}

E-mail: tillmann.faber@skopos.de, martin.einhorn@porsche.de,
olaf.hofmann@skopos.de, michael.loeffler@porsche.de

■ CAN SOCIAL MEDIA RESEARCH REPLACE TRADITIONAL RESEARCH METHODS?

Relevance & Research Question: The amount of user-generated content (UGC) in social media is rising constantly. More and more consumers exchange their product and brand experiences using social media platforms. For this reason an in-depth analysis of content in social media seems to be an attractive alternative to traditional research methods because data is already available and at first glance it only has to be analyzed. A joint project between Dr. Ing. h.c. F. Porsche AG and the market research agency SKOPOS examines, whether and to what extent social media analysis is able to provide valid results to specific research questions. In what cases and when does social media analysis replace traditional research and when does it reach its limitations?

Methods & Data: Initially focus groups and quantitative online surveys were conducted in Germany and the U.S. to examine target group specific needs and satisfaction measures during different phases of the customer journey. Later social media was analyzed in order to check for the validity of the method and for additional benefits.

Results: There are numerous internet platforms which exclusively cover Porsche vehicles, service and the brand itself. They contain plenty of consumer opinions that are certainly worth noticing. Especially in this study the results of social media research could not replace the traditional research but provide valuable additional insights, e. g. ideas, explanations and backgrounds for the initial results.

Added Value: The presentation shows the advantage of mixing traditional research methods and the analysis of existing social media content. It identifies possible additional insights which complement traditional research results. The approach of creating additional value by analyzing existing data in social media focuses on innovative and creative insights in research questions.

Author: Gadeib, Andera {1}; Vogel, Frank {2}
{1: Dialego AG, Germany;
2: Gruner + Jahr AG & Co., Germany}

E-mail: andera.gadeib@dalego.de,
vogel.frank@guj.de

■ WHERE ARE THEY? BRAND STRENGTH OF MEDIA BRANDS IN THE AGE OF DIGITALIZATION

Relevance & Research Question: Media brands: a changing sector Initiated by digitalization the media landscape is subject to a continuously proceeding change. The times of Google being just a search engine have passed. The advent of new media brands not just leads to a change in media usage but to a different perception of content. However, we know almost nothing about the strength of Google's perception as a media brand compared to other media.

Key questions: We are interested in the general perception of media brands today. How close is Google to the consumer? What is the position of facebook and twitter from the consumer's perspective? And where are classic media brands located? Can we identify distinguishable clusters or do we face blurred boundaries between online and offline media?

Methods & Data: Along the lines of 'a picture tells a thousand words', we used BrandSculpture, an intuitive, non-verbal, game-like technique which uncovers deeper layers of brand relations. We applied the sculpturing technique to the area of brand research and created an online survey with a sample of 2,000 people (representing the German online population). The survey covered classic TV and print brands as well as new digital brands such as facebook, Yahoo or Google.

Results: With Google at its forefront, online media conquered the heart of media users. On average, no other media brand is positioned closer to the consumer than Google. The more intensive I use a media brand's offer, the closer the media brand gets to me. And there is no difference in this relation regardless of whether I use the online edition of a magazine or if I am a reader of the printed version. We observe a high level of enthusiasm in regard to new media. However, classical media remains close to the consumer.

Added Value: The topic is highly complex. We want to understand the relation between media brands and the consumer on the one hand, and the interrelations between the media brands on the other. The research method needed to be capable to illustrate these multidimensional relations.

Author: Geissler, Holger {1}; Poeck, Lars {2}
[1: YouGov, Germany; 2: Tivola Publishing GmbH]

E-mail: holger.geissler@yougov.de,
lars.poeck@tivola.de

■ FAMILYVOTE – CONDUCTING ONLINE SURVEYS WITH CHILDREN AND FAMILIES

Relevance & Research Question: Market research with children and young people in Germany are so far highly dominated by offline-methods eg. Focus-Groups. Quantitative surveys with children & teenagers are rarely due to comparable high costs and efforts. In comparison to survey with adults nearly none of them – with the exception of OnSite-Surveys on websites like www.toggo.de – are conducted by using the online-methodology of collecting data.

Methods & Data: To facilitate online market research with children and young people the online panel “FamilyVote” was founded in September 2010 by Tivola, market leader in educational software, and YouGov.

Both partners bring specific expertise to the cooperation: YouGov provides many years of experience in the field of online market research and panel management; Tivola on the other hand, has the know-how for sophisticated entertainment of children and the inclusion of parents. FamilyVote is dedicated to families with children under 18 years old only. Children – in their role as consumers, students or media-audience – can be interviewed online - according to different age groups and using age-specific question types and instruments. On the other hand, parents in their role as sponsor or care taker – can be interviewed - separately or together with their children.

Results: Since FamilyVote is not a single study, the results consist of the gain in knowledge that has been achieved through the establishment of FamilyVote.

Added Value: FamilyVote is the first ever market research panel in Ger-

many, which is specifically focused at families, children and adolescents. We would like to present at GOR our experience, knowledge, but also stumbling blocks in the construction of FamilyVote.

Realized by means of numerous surveys from different fields - which are largely determined by the children customers' topics and issues–, the distinctive aspects in the online survey of children and adolescents are shown.

Author: Rieber, Daniel {2}; Moughrabi, Clarissa {1}
[1: Axel Springer AG, Germany; 2: Interrogare, Germany]

E-mail: daniel.rieber@interrogare.de,
clarissa.moughrabi@axelspringer.de

■ NEW INSIGHTS ABOUT MARKET RESEARCH WITH AN IPAD-PANEL

Relevance & Research Question: In 2010 the first iPad was launched. Thus a new object of research and a new method for market research was generated. Users of tablet-PCs are a new and quite unknown target group that uses media in a new and different way. Axel Springer created together with the market research company Interrogare an own iPad-panel to explore iPad-users more intensively. Participants of this panel are users of Axel Springer's apps and online-media for iPads. The iPad-panel provides answers on relevant and individual questions for editorial staff and also for advertisers.

Methods & Data: The members of the iPad-panel were recruited in Axel Springer's apps via an invitation that asked them to take part in a survey. The invitation provided a link to the first questionnaire. At the same time users of Axel Springer's online-media were recruited with a layer that was delivered on-site via iPad-targeting. The appstore provides a special panel-app that needs to be downloaded by the participants. The respondents are regularly informed by the panel-App via push-notification to take part in different surveys. So members of the panel can answer the questionnaire in a biotic situation directly with the iPad in the app without media-gap and without a loss of time.

Results: iPad users are an interesting target group of high status. They are very interested in media and they are attached to their tablet-PC and use it quite intensive. On the GOR 12 we would like to present some actual findings that are currently not yet available. The new results are expected to be available in January 2012.

Added Value: The target group of iPad-users is quite unknown and not easy to reach for market research surveys. The iPad-panel provides a direct access to this special target group. And the panel-app enables to use the iPad not only as an object of research. It is also an attractive new and unique instrument to conduct market research surveys.

Author: Wogatzky, Mitja {1}; Sauermann, Julia {2};
Breuer, Henning {1}; Steinhoff, Fee {1}
{1: Deutsche Telekom AG, Germany;
2: FactWorks GmbH, Germany}

E-mail: m.wogatzky@telekom.de, Sauermann@factworks.com,
Henning.Breuer@telekom.de, Fee.Steinhoff@telekom.de

■ TURNING FICTION INTO THE ROAD AHEAD – THE LOCAL INNOVATION PANEL OF DEUTSCHE TELEKOM

Relevance and Research Question: The telecommunications industry is characterized by an extremely high pace of innovation and high risk of market failure for new products. Following an open innovation strategy, Telekom Innovation Laboratories, located in Berlin, has developed a holistic, user-centric approach named Local Innovation Panel (LIP) to leverage external knowledge. Its goal is to explore uncontested market space and reduce market uncertainties.

Methods and Data: The LIP consists of over 1,000 members from the Berlin area representing all customer segments of Deutsche Telekom. These members participate in user-centred research activities along the entire innovation process – from exploration over ideation, selection and execution to commercialization. Its major advantage is that it allows for method, data and theory triangulation and provides the “big picture” by integrating heterogeneous consumer perspectives.

Results: Our approach delivers rich and high quality data. In 2010 we had over 3,300 customer touch points in all phases of the innovation process: more than 3,000 customer opinions in online studies and live clinics, over 150 selected users in usability and field tests, around 100 in ideation and business model workshops and over 60 in ethnographic activities. Integrating the voice of the customer in NPD LIP supports the development of successful products, like the price winning “Butler”, a house emergency call device for stationary and mobile use, which was awarded Europeans best product for senior citizens. The idea of a fall alarm was tested among 400 LIP members in an online study.

Due to its popularity and the broad range of ideas for further functionalities this feature was integrated into the final product.

Added Value: Main contributions include concept and feature prioritization and insights how to optimize new products. Local proximity allows direct interaction with the LIP members. This leads to high involvement including low panel mortality (0.6%, 2010) and high participation rates (0.52%, 2010). Subgroups for special purposes like e.g. security-sensitive or outstanding creative members for co-creation workshops were built up. The integrative approach of the LIP allows high synergy effects in user research activities and increases the awareness of the need for customer integration itself.



ABOUT DGOF – DEUTSCHE GESELLSCHAFT FÜR ONLINE-FORSCHUNG E. V.

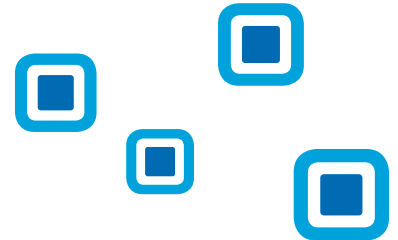
The Deutsche Gesellschaft für Online-Forschung (DGOF) represents the interests of online researchers in German speaking countries. Its members are both companies and people who work in areas of academia, market research, government or other aspects of online research. Online research covers several aspects: The internet as a means to conduct research, the internet as the topic of research, and mobile communications as part of online research.

The objective of DGOF is to facilitate academic and applied online research. An important goal is the acceptance, discussion, and development of internet-based data collection methods as an equally sound method in the canon of classical research approaches.

DGOF develops, establishes and adheres to accepted scientific standards for conducting online research. The DGOF board consists of four members: a chairman, two deputy chairmen, and a treasurer. The board is elected for a term of two years. Distribution of responsibilities within the board: Christoph Irmer (ODC Services GmbH, Germany) chairman of the board, online market research, quality standards and sponsoring; Dr. Otto Hellwig (responDI AG, Germany), communications and marketing; Dr. Lars Kaczmarek (GESIS Leibniz Institute for Social Sciences, Germany), finances, science and internationalization; and Dr. Monika Taddicken (University of Hamburg, Institute of Journalism and Communication Research, Germany), science, members and promotion of young researchers.



DGOF



Mission and Objectives of the Society

In addition to organizing the annual GOR conference DGOF sees its main responsibility in supporting activities and measures that serve the promotion and quality assurance of online research in German-speaking countries. This includes:

- Development and maintenance of its information and communication platform for online research, www.dgof.de and www.gor.de
- Provision of publications of new research methods through its book series: "Neue Schriften zur Online-Forschung".
- Organization of events on special topics in online research
- Expert and consulting activities
- International representation of activities of German-speaking countries
- Cooperation with other societies and associations
- Support of junior researchers

General Online Research Conference – GOR

Presentations, talks and discussions about current developments, methods, and insights of German and international online research

- Promotion of critical dialogue about online research
- "Get-Together" of the German and international community of online researchers

Quality of Online Research

- Facilitation of workshops, seminars, and events concerning online research
- Publication and promotion of selected specialist literature such as journals or books
- Development and publication of guidelines and standards for quality assurance in online research (e. g. in cooperation with ADM, BVM, and ASI)

Creation and Maintenance of Contacts

- Maintaining the open German Internet Research List (gir-l@dgof.de) and the member list of DGOF (members@dgof.de)
- Contact and cooperation with the societies ADM, BVM, and ASI as well as with the corresponding sections of the scientific associations DGS, DGP, DGPuK
- Contact to German and international academic faculties

Promotion of Communication

- Information, articles, and further downloads for the topic of online research on the DGOF home page
- Reports about GOR and other DGOF activities
- Press releases about relevant topics and events in online research

DGOF

Deutsche Gesellschaft für Online-Forschung e. V.

Office

c/o Skopos GmbH & Co. KG

Hans-Böckler Straße 163

50354 Hürth

Germany

Phone: +49 (0)22 33-9 98 82 20

Fax: +49 (0)22 33-9 98 81 11

E-mail: office@dgof.de

Internet: www.dgof.de



PROFESSOR DR. UWE HASEBRINK
HANS-BREDOW-INSTITUT, HAMBURG, GERMANY

TIME: TUESDAY, 06/03/2012: 9:00AM – 10:15AM

■ **PRACTICES OF INTERNET USE – REVISITED**

In the first decade of internet diffusion research on how people use the internet has been dominated by a technology-centred approach asking who uses “the” internet where, when, how often, for how long, and why. In a second phase this turned into a service-centred approach asking who uses specific services like Google, YouTube, or Facebook how often and for what reasons. To the extent that the internet and internet-related practices have matured and become a well-integrated part of many people’s everyday lives it might be time to reconsider what we know about how people use the internet. In my talk I will discuss three perspectives, which are illustrated by recent empirical evidence.

The internet as one element of comprehensive media environments: Today’s internet research goes beyond the technology- and service-centred approaches in asking for the role of internet-related practices within comprehensive media repertoires. The focus of this research is on how users combine internet-related practices with other communicative activities.

The internet as a platform for realising a wide range of communication modes: The internet is the main driver of convergence; formerly clearly separated forms of communication are now just one click away from each other – if at all. However this does not mean that there is just one general convergent form of communication – just the opposite: internet-related practices are diversifying into a wide spectrum of distinct communication modes including personal, group-related, and public communication.

The internet as a communicative space shaped by intercultural differences: Comparative research shows that different cultures differ in how they make use of the internet. Some recent research sets out to better understand these differences and their consequences for intercultural and transcultural communication.



Prof. Dr. Uwe Hasebrink studied psychology and German philology in Hamburg, then worked as research assistant at the Institute for Social Psychology at the University of Hamburg; joint the Hans Bredow Institute in 1986 as a researcher, became the executive manager in 1988, and member of the Institute’s directorate in 1998; received a chair in “Empirical Communications Studies” from the University of Hamburg and the Hans Bredow Institute jointly in 2001; participated in a broad range of national and international

organisations and projects, e.g. spokesperson for the specialist group on audience and reception research in the German Communication Association (DGfK) from 1998 to 2003, member of the Executive Board of the European Communication Research and Education Association (ECREA) since 2004, work package coordinator in the EU Kids Online research network (2006-2014), and member of the Management Committee of the COST Action “Changing Audiences – changing Societies”.

His research emphases are in the areas of media use and media contents as well as media politics; in recent years these included primarily: patterns of individual use and media repertoires, the convergence of the media from the user’s perspective, consequences of online media for established media, media use of children and young people, forms of user interest vis-à-vis the media as well as European media and European audiences.



HARTMUT SCHEFFLER, TNS INFRATEST, GERMANY

TIME: WEDNESDAY, 07/03/2012: 9:30AM – 10:00AM



In the near future nearly all targets in Marketing and Leading Brands can only be reached with a digital marketing strategy – including Social Media as an outstanding aspect. This, however, will not replace traditional Market and Opinion Research, but offers new opportunities as well as new challenges concerning methods, ethics, data protection. The digital- / SM (r)evolution will push a Market- and Opinion Research following the logic “best out of two worlds”, which can be described quite concrete already.

Hartmut Scheffler was born in 1955. He graduated as “Diplom-Soziologe” (advanced degree in sociology) with main focus on social psychology

and macroeconomics and is educated in planology and urbanism. The change from Bielefeld's agency of urban planning to the former market and opinion research institute Emnid took place in 1980. In 1990 he accepted the appointment to General Manager of Emnid Institute, later called TNS Emnid. Since January 2004 Hartmut Scheffler is General Manager of TNS Infratest Holding GmbH & Co. KG. After the merger of TNS Emnid and NFO Infratest into the current TNS Infratest Holding GmbH & Co. KG Hartmut Scheffler is Member of the Board. Since August 2005 Hartmut Scheffler is Chairman of the Board of ADM (association of German market research institutes) and since April 2008 Member of the Advisory Board of Marktforschung.de. Moreover, Hartmut Scheffler is Member of the BVM (professional association of German opinion and market researchers), ESOMAR (European Society for Opinion and Marketing Research), Wissenschaftliche Gesellschaft für Marketing und Unternehmensführung e.V. (scientific association for marketing and corporate governance) and of G.E.M. (association of brand research).

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but their opinions about facts”**

Sir Norman Angell (1872 - 1967), Nobel Peace Prize Laureate

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THESIS AWARD

TIME: TUESDAY, 06/03/2012, 4:00PM – 6:15PM

With this year's Thesis Award GOR takes a further step in encouraging and supporting young academics specializing in online research. For the first time, 6 doctoral theses as well as Master/diploma theses will be presented at GOR in this category. Authors who will present their findings at the GOR conference were selected based on their extended abstracts.

At GOR 2012, the best presentations will be selected by a jury and awarded a price.

Jury members are (in alphabetical order)

Dipl.-Psych. Olaf Hofmann,
Prof. Dr. Uwe Matzat,
Dr. Jan-Hinrik Schmidt and
Dr. Monika Taddicken (chair).

Presentations will take place on Tuesday, 6 March 2012, from 4pm to 6:15pm. The award ceremony will be held on Wednesday, 7 March 2012, at 2pm.

The Thesis Award is sponsored by:



POSTER AWARD

TIME: TUESDAY, 06/03/2012, 2:00PM – 3:30PM

The GOR Poster Award offers the opportunity to present late breaking research, short research findings or discuss work in progress. The presented works will be evaluated by the award committee. The Poster Award comes with a prize money of € 500.

Posters are presented in a plenary session on Tuesday, 06 March 2012, 2:00pm – 3:30pm. Access to poster presentations will be possible during the whole conference. A poster may cover any topic of Online Research. All submissions in this category are considered for the Poster award. There is no specific format definition. The poster award ceremony will take place on Wednesday, 07 March 2012 at 2:00pm.

Past winners of the Poster Award were:

- GOR 11: Dr. Cornelius Puschmann, Katrin Weller and Evelyn Dröge (University Düsseldorf) for their poster "Studying Twitter conversations as (dynamic) graphs: visualization and structural comparison".
- GOR 10: Barbara Stiglbauer, Manuela Gamsjäger, Timo Gnams, Bernad Batinic and Herbert Altrichter (Johannes Kepler University Linz) for their poster "Developing and Evaluating a Student Online Panel".

The Poster Award is sponsored by:





RESEARCH IN EUROPE: SIMILARITIES AND DIFFERENCES

TIME: TUESDAY, 06/03/2012: 2:00PM – 3:30PM

The internet, as both a medium and an integral part of online research, does not recognise any national borders. However, the academic and commercial online research in Europe has been developed against a backdrop of diverse nationalities, influenced by technical, cultural, linguistic, political and historic factors.

This GOR-event, with a mix of short stimulating lectures and the subsequent discussions should provide a “meeting of minds” for the European online researchers, with the opportunity to exchange experiences. The main focus of debate will be the question of similarities and differences in research rules, standards and methods as well as in trend-setting organisations and cooperation’s between academic and commercial research and the latest developments and trends.

Participants, as well as representatives of their countries are Peter Harrison (Creative Director at BrainJuicer/ United Kingdom), Tom De Ruyck (Head of Research Communities at InSites Consulting/ Belgium), Evert Rutgers (Directeur de la Production (online) at TNS Sofres/ France), and Pawel Kuczma (Institute of Journalism at the University of Warsaw/ Poland).

The event will be hosted by Horst Müller-Peters (editor of marktforschung.de/ Germany).

The event is sponsored by:

respondi
Engaging consumers for marketing & research



Peter Harrison



Pawel Kuczma



Tom de Ruyck




Evert Rutgers



Horst Müller-Peters



 **ABSTRACTS**

Author: Adelaar, Thomas; Veldkamp, Jeroen; Weltevreden, Jesse
[Windesheim University of Applied Sciences,
The Netherlands]
E-mail: thomasadelaar@gmail.com
jveldkamp@gmail.com
j.w.j.weltevreden@hva.nl

■ COMPETITION BETWEEN PURE-PLAY AND CLICK-AND-MORTAR WEBSHOPS: A COMPARISON OF WEBSITE FEATURES OF RETAILERS IN THE NETHERLANDS

Relevance & Research Question: More and more consumers nowadays shop online and engage in online relationshipson. And while the revenues of physical stores have declined in the past years in the Netherlands, the turnover from online retailing still managed to grow with double digits. This has increased the competition between pure-play (web-only) retailers and conventional retailers that have also discovered the advantages of the Web as a sales channel. So far, little is known about the strategies that both types of retailers pursue on the Internet.

The following questions arise:

- (1) How conventional retailers with online and physical stores are trying to differentiate themselves from web-only retailers and
- (2) What resources and capabilities are affecting the popularity of online shops.

Methods & Data: Via a content analysis, the online shops of 518 pure-play and 442 click-and-mortar retailers in the Netherlands were compared on 92 website features, such as highlighting customer sales and contact channels on the homepage, payment options and return requirements. The sample consists of the largest pure-play and click-and-mortar retailers in the Netherlands. Both descriptive and regression analyses were used to compare the online strategies of both types of retailers.

Results: Results show that pure-play and click-and-mortar retailers have many similar website features. However, they significantly differ on some aspects as well. For example, web-only merchants put much more effort in gaining trust of visitors and to encourage them to use other online and offline channels. Furthermore, only 20% of the click-and-mortar retailers provide the possibility of returning online orders to physical stores indicating they have many possibilities to improve customer satisfaction.

Added Value: E-commerce managers can benchmark their usage of website features compared to the industry and major competitors. The results show that differences between the online strategy of pure play and click-and-mortar retailers are partly attributed to multichannel capabilities such as internet experience and firm characteristics. Click-and-mortar retailers that pursue a deeper multichannel strategy should therefore consider the impact of outsourcing on these capabilities.

Author: Ariel, Yaron { 1 }; Levy, Eilat Chen { 2 }; Rafaeli, Sheizaf { 2 }
[1: Yezreel Valley College, Israel;
2: Sagy Center for Internet Research & University of Haifa]
E-mail: yaronariel@gmail.com
eilatlevy@o12.net.il
sheizaf@rafaeli.net

■ MOBILE PHONE USERS BEHAVIOR: THE ISRAELI CASE

In Israel surfing the Internet and particularly surfing by using the mobile phones has become a common habit. The mobile phone enabler of communication anytime anywhere, allowing users to be connected in a society typified by special security atmosphere as well as a strong family binding and the Israeli fascination for communication technological innovations (Cohen, Lemish & Schejter, 2008).

According to Jenkins (2004), media convergence changes the relationship between existing technologies, industries, markets genres and audiences. Using the mobile phone we can download information from the internet or send messages.

The Communications Minister of Israel data indicated that by the end of 2010 the number of mobile phone users reached 9.581 million while at the same year the total population rate was 7.695 million*. In 2011, the mobile phone penetration rate in Israel reached 130 per 100 inhabitants. In comparison, there are 2.1 million households in Israel. The fixed Internet connection (high speed) reached 1.7 million with penetration rate of 80% households at the same year.

This paper attempts to analyze the Israeli society surfing habits by mobile phone as well as seeks to shed light on users' behavioral responses to text and multimedia messages.

Survey results are based on a representative sample of Israeli population, aged 14 and above (n = 1502). 95% of the respondents surf the web from their home computer, 36% surf from mobile devices. Most of

the respondents (70%) are still not accessing the internet to surf web pages through their mobile phone ($n = 934$, users of '3rd generation' and smartphones). Text and multimedia messages are been sent a few times a day by 55% of the mobile users, and only 17% never used them. 31% use their phone to access their online social network at least one a day.

29% of mobile users defined themselves as "always connected with extensive usages" compare to others who define themselves as "regular" or "occasionally, only when needed" users. Chi square tests indicate that the "always connected" type of users also performs more frequently other online activities (e.g. in web surfing, online social network, and user generated content).

Author: Batorski, Dominik
[University of Warsaw, Poland]
E-mail: batorski@uw.edu.pl

■ DOES THE INTERNET AND SOCIAL NETWORKING DECREASES SOCIAL AND CIVIC ENGAGEMENT OFFLINE?

Relevance & Research Question: The Internet is more and more widespread and social networking sites are gaining popularity. Not only the number of users is growing, but also the time they spent using them. The spread of new information and communication tools is acknowledged as an important factor of social change. However, the consequences of using this technology have not been sufficiently investigated so far and are not known enough. Here we examine the impact of the use of social networking sites for social engagement offline. Can online networking fosters engagement offline? Or perhaps, it may lead to reduced activity?

Methods & Data: The data come from "Social Diagnosis" offline panel survey, carried out in Poland every two years between 2003 and 2011. Representative study sample in the latest research wave consisted over 12400 households, and as much as 26400 members of these households aged 16 or over were interviewed. Due to the panel character of the data we were able to accurately measure changes that took place in the lives of users and non-users.

Results: In this paper we examine the consequences of Internet and social networking sites use for social and civic engagement, activity in local communities, membership in organizations. Changes in behaviors of users and non-users in subsequent years were analyzed, controlling

for socio-demographic differences between these groups. Using the Internet fosters the social involvement. Not only the Internet users are more active than those not benefit, but also those who began to use the Internet are starting to be more engaged in social and civic life. However, as we show, using the Internet favors only certain types of social engagement.

Added Value: The main problem in answering questions about consequences of using the Internet lies in fact that most of the previous studies being just cross-sectional, while longitudinal comparisons have been neglected. Here we try to overcome this problem, using data from a large offline panel study.

Author: Baumann, Markus; Haber, Matthias;
Wältermann, Christian H.
[University of Mannheim, Germany]
E-mail: mbaumann@uni-mannheim.de
mhaber@uni-mannheim.de
waeltermann@uni-mannheim.de

■ POLITICIANS' PUBLISHING BEHAVIOR

Relevance & Research Question: How political actors utilize communication tools to direct attention to certain issues has been intensively studied by the literature. However, relatively little is known about a politicians timing and emphasis choices in communicating an issue. Our study seeks to fill this gap by exploring the dynamics of issues raised by members of parliament and ministries.

Methods & Data: Using a recently developed unsupervised statistical learning model, we construct a time series data set resting on the political actors' press releases. The period of analysis is the 16th and 17th legislature of the German Bundestag (2005-2011).

Results: Results indicate that members of parliament and ministers communicate within the same set of issues. Furthermore, the actors make similar decisions on devoting emphasis to the topics.

Added Value: Our presentation demonstrates the usefulness of the data generating process and provides insights into the process of political communication and issue competition.

Author: Blasius, Jörg
[University of Bonn, Germany]
E-mail: jblasius@uni-bonn.de

■ COMPARING RANKING TECHNIQUES IN WEB SURVEYS

Relevance & Research Question: In an experimental split ballot design, we test four different ranking techniques (drag and drop, numbering, arrows, and most-least) to explore potential effects on substantive answers, drop-outs, item non-response and response time between the groups.

Methods & Data: As an example, we use six items from Inglehart's materialism-postmaterialism index. Data come from 1,225 members of an access panel who entered the set of items to be rank-ordered.

Results: With respect to sex, education and age there are no significant differences between the four experimental groups. However, the groups differ extensively on response time, item non-response, and in the estimation of the percentage of materialists and postmaterialists. Drag and drop is shown to be the best suited method for collecting rank data in web surveys.

Added Value: To summarize, when only a small number of items are involved, drag and drop is probably the best suited method for conducting ranking data in web surveys.

Author: Blom, Annelies G. {1}; Gathmann, Christina {2};
Holthausen, Annette {3}; Riepe, Carsten {3}
[1: Survex - Survex Methods Consulting and University
of Mannheim, Germany; 2: University of Heidelberg and
University of Mannheim, Germany; 3: University of
Mannheim, Germany]
E-mail: blom@survex.org
christina.gathmann@awi.uni-heidelberg.de
holthausen@uni-mannheim.de
riepe@uni-mannheim.de

■ THE GERMAN INTERNET PANEL: DESIGN OF A PROBABILITY-BASED ONLINE SURVEY

Relevance & Research Question: The German Internet Panel (GIP) is a new large-scale online panel based on a random probability sample of individuals living within households in Germany. Panel households are

initially approached offline, with a short face-to-face interview. Subsequently, all household members are invited to complete the bi-monthly GIP questionnaires. To minimize non-coverage bias, households without access to the internet will be provided with the necessary hardware and/or a broadband internet connection. While the panel is set up as a long-term study, it is currently in the pretest phase. The recruitment and online pretests will be conducted in early 2012. The mainstage recruitment is due to start in the Spring. To collect evidence for successful recruitment strategies, we are implementing an incentives experiment, are conducting a survey amongst interviewers working on the face-to-face phase and collect regional and household information at each stage of recruitment. Our presentation introduces the joys and challenges of setting-up this probability-based offline-recruited online panel in Germany.

Methods & Data: The presentation demonstrates the concepts behind GIP and its methods of data collection.

Results: The project is still work in progress.

Added Value: To-date there are only few internet panels based on nationwide random probability samples recruited face-to-face, where offline households are equipped to participate in the study. The German Internet Panel is the first such survey in Germany. Both critics and proponents of internet panel data are highly interested in learning about practicalities and data quality aspects involved with recruiting such a sample. Thus, our paper will be of interest to internet researchers, survey methodologists and social scientists alike.

Author: Blumer, Tim; Döring, Nicola
[Ilmenau University of Technology, Germany]
E-mail: timblumer@web.de
Nicola.Doering@tu-ilmenau.de

■ NARCISSISM ON SOCIAL NETWORKING SITES

Relevance & Research Question: In the course of the Web 2.0-hype, journalists as well as scholars often connected narcissism to the use of Social Networking Sites (SNSs). Psychologically speaking, narcissistic individuals show heightened needs for self-disclosure, admiration and attention and self-esteem. The variety of possibilities for self-dramatization, the superficiality of acquaintanceships and the inflationary use of the term friendship of this new form of communication are said to attract especially narcissistic individuals. Some authors even suggest

that communication via SNSs leads to an overall increase of narcissism in society. However, the relationship between the personality trait and the use of SNSs is so far unclear. Studies on this subject could just show that there are correlative relationships between narcissism and narcissistic behavior on SNSs. The present study answers two questions: (1) Do narcissistic Internet users use SNSs more often and more intensely than non-narcissistic users and (2) can typical narcissistic needs, such as need for self-disclosure, need for admiration and attention and need for self-esteem be satisfied on SNSs more easily than face-to-face?

Methods & Data: 875 Internet users participated in a web-based survey which investigated the relationship between SNS usage, narcissism and the three needs, need for self-disclosure, need for admiration/attention and need for self-esteem.

Results: Preliminary results show that individuals classified as narcissistic do not frequent SNSs more often than non-narcissistic participants. It turned out that narcissistic as well as non-narcissistic users rate the possibility to satisfy the needs for attention/admiration and for self-disclosure higher in face-to-face interaction than on SNSs. No difference between the two settings was found for need for self-esteem.

Added Value: Contrarily to previous studies, we conclude that there is no significant connection between narcissism and the use of SNSs. We could neither find increased SNS usage among narcissistic individuals nor could we prove the assumption that narcissistic needs can be particularly satisfied on SNSs. Therefore, this study contributes to the understanding of communication on SNSs and to the elimination of prejudices against this new form of social interaction.

Author: Bohn, Alexander (1); Döring, Nicola (1); Maxl, Emanuel (2)
 [1: Ilmenau University of Technology, Germany;
 2: evolaris next level GmbH, Austria]
 E-mail: alexander.bohn@tu-ilmenau.de
 nicola.doering@tu-ilmenau.de
 emanuel.maxl@evolaris.net

■ CAN MOBILE-WEB SURVEYS SUBSTITUTE CLASSIC WEB-SURVEYS? RESULTS FROM AN EXPLORATORY, COMPARATIVE METHOD STUDY.

Relevance & Research Question: Since online-based research methods, especially online surveys, have established as a significant method in market research and social research, the use of mobile phones as research instruments is more and more examined. Mobile phones de-

liver several advantages for researchers, they are widely spread and accepted in society and they offer the opportunity to screen the context of data collection in the field (context-sensitivity).

The current study analyses the usability of self-administrated mobile web surveys in comparison to a classic web survey, focusing on participation behavior, sampling, response rate, as well as dropout rates of such a study-design.

Methods & Data: The comparative survey was realized during a student-festival at a German university in summer 2011. During the five days of the event, a short-questionnaire concerning visitors-satisfaction was offered to the visitors via mobile-web survey as well as classic web-survey, the participants could choose which version of the survey they wanted to answer. Overall n = 108 (n = 60 mobile-web survey; n = 48 classic web survey) respondents (average age: 23 years) were recruited using personal promotion as well as a flyer campaign.

Results: The comparison of the mobile web survey and the classic web survey showed several differences. Even though the respondents of the mobile survey rate the survey as innovative and enjoyable, they reported technical difficulties in answering the mobile survey. The longer average processing time of the mobile survey (412 seconds) in comparison to the classic web-survey (233 seconds) indicates the same result. Consequently the respondents describe the mobile web survey as more annoying and complicated than the classic web survey. Nevertheless the drop-out rate is equal in both surveys.

Added Value: The findings indicate that mobile web surveys are a promising (new) method in market and social research and should be further investigated in future. Due to the increasing number of smartphones and mobile-only households mobile based research methods will become more and more important especially to realize representative studies. To develop valid and reliable mobile research methods and to increase the usage enjoyment as well as reduce technical difficulties, further investigations of this innovative method are needed.

Author: Bohn, Alexander; Döring, Nicola
[Ilmenau University of Technology, Germany]
E-mail: alexander.bohn@tu-ilmenau.de
nicola.doering@tu-ilmenau.de

■ MANAGEMENT OF CLOSE FRIENDSHIPS BY THE MEANS OF SOCIAL NETWORK SITES. RESULTS OF A LONGITUDINAL STUDY.

Relevance & Research Question: Online media, especially social network sites (SNS), are increasingly important for the management of social relationships. In recent research SNS are widely discussed as tools for accumulating social capital and the management of whole relationship networks, including various types of relationships like friends and acquaintances. In contrast the presented study focuses on a specific kind of relationship: the close friendship.

Close friendships become more and more important in modern society, because families become smaller and the lifelong marriage is substituted by serial romantic-relationships. Relevant social-psychological theories concerning close relationships (e.g. Social Penetration Theory; Social Interdependence Theory) emphasize that friendships initiate, evolve, persist, deteriorate and end through interactions between the friends. Consequently the aim of the study was to explore interaction practices within close friendships with peculiar interest on SNS.

Methods & Data: Within the scope of a longitudinal study with two waves, students answered a standardized online-questionnaire. In the first wave $n_1 = 121$ students (69% female, 31% male, average age 21 years) participated in the study. From the participants of the first wave study, $n_2 = 63$ (70% female, 30% male, average age 22 years) took part in the second wave. The quantitative study was accompanied by a participatory observation of SNS-usage sessions of 8 students (4 male, 4 female) from the recruited sample.

Results: Results of the first study show that students maintain their close friendships most frequently via online communication (SNS, instant messenger, email), followed by mobile communication (SMS, mobile calls) and face-to-face-communication. Visiting online profiles, sending messages and commenting on photos are the most relevant interactions between close friends on social networking sites.

The revealed media-related and non-media-related interactions in close friendships remained nearly constant in the second wave. Besides an increasing usage frequency of SNS and a change in the preferred SNS from studiVZ to facebook, no longitudinal effects appeared.

Added Value: The study indicates that SNS have become an established and important tool for students, to maintain and manage their close friendships. Thereby SNS do not replace but complement other ways of relationship management like mobile communication or face-to-face-communication.

Author: Callegaro, Mario
[Google, United Kingdom]
E-mail: callegaro@google.com

■ A TAXONOMY OF PARADATA FOR WEB SURVEYS AND COMPUTER ASSISTED SELF INTERVIEWING (CASI)

Relevance & Research Question: The concept of paradata, also called process data, was first introduced in the survey research community by Mick Couper in 1998 and referred primarily to computer assisted interviewing in general.

In 2001 Jeavons introduced the concept of paradata for web surveys at an Esomar event in Barcelona. Paradata are data about the process of data collection and come primarily from the system used in collecting the data.

Paradata have been collected since the beginning of computer administered interviewing and used primarily by survey managers and field supervisors to monitor the progress and quality of the data collection. Since then there have been many usages of paradata.

In this paper I create a new taxonomy of paradata for web surveys.

Methods & Data: There are many possible types of paradata that can be collected for web surveys and computer assisted self interviewing (Casi).

Paradata for web surveys and Casi can be classified as:

- a) device type and
- b) questionnaire navigation paradata.

In the first case it is possible to know what device have been used to fill out a survey (e.g. a smart phone or a desktop computer) the location of the device (by using either the I.P. address or GPS information) and other parameters such as screen resolution and language of the operating system.

Questionnaire navigation paradata capture all sort of movements within the questionnaire, change of answers, time spent per question, mouse clicks and other non questionnaire related data such as activation of error messages, prompts, or clicks on help/FAQ within the survey.

Results: For each paradata types I provide examples of its usage in terms of quality improvements in the questionnaire or data collection, and in terms of understanding of the self administered response process.

Added Value: This seems to be the first attempt to create a taxonomy of paradata for web surveys and computer assisted self-administered interviews (Casi). The paper will result in a book chapter already accepted for publication and presented as preview at GOR.

Author: Couper, Mick
[University of Michigan, United States of America]
E-mail: mcouper@umich.edu

■ REDUCING THE THREAT OF SENSITIVE QUESTIONS IN ONLINE SURVEYS

Relevance & Research Question: It is well-documented that online surveys elicit higher reports of socially undesirable behavior than interviewer-administered surveys. However, there are possible exceptions, where the form of the question may inhibit the revelation of prejudicial attitudes. In research exploring race of interviewer effects, Krysan and Couper (2003) found some instances where white respondents (for example) gave more negative responses to interviewers than to computerized instruments.

In qualitative debriefings, some respondents noted that talking to an interviewer gave them an opportunity to explain their choice of responses; in the CASI condition (as on the Web; see Krysan and Couper, 2005), they could only pick one of the response options, without the opportunity to justify their choice. We called this the "I'm not a racist, but ..." phenomenon. An online experiment was designed to explore the hypothesis that, when given an opportunity to explain or clarify their answers, respondents will give more prejudicial responses.

Methods & Data: Two experiments were embedded in the LISS online probability-based panel in the Netherlands. In both cases a set of 9 items on attitudes toward immigrants was asked. In the first study, conducted in August 2009 ($n = 4639$), a random half received an open-

ended question on a separate page following each closed question. In the second study, conducted in December 2010 ($n = 5328$), for a random half of respondents, an optional open-ended comment appeared below each closed-ended question on the same page.

Results: The results provide support for the hypothesis. In both cases, respondents given the open question gave significantly more prejudiced responses [$F(1, 4352) = 25.6, p < .001$ for Exp. 1 and $F(1, 5326) = 7.1, p = 0.008$ for Exp. 2] than those getting only the closed-ended question. However, contrary to expectation, the effect was larger in experiment 1. than 2. We explore this finding in greater detail, examining both responses to individual items and those who made use of the text box to offer comments.

Added Value: This study suggests value in giving respondents the opportunity to voice their opinions in their own words, rather than just requiring them to agree or disagree with one of the response options.

Author: De Leeuw, Edith Desiree; Hox, Joop
[Utrecht University, The Netherlands]
E-mail: edithl@xs4all.nl
j.hox@uu.nl

■ ONLINE-TELEPHONE MIXED-MODE SURVEYS: QUESTION WORDING EXPERIMENTS IN THE NETHERLANDS AND GERMANY

Although Internet coverage is rapidly growing across Europe, there is still a digital divide. One way to compensate for this is the use of mixed-mode designs (e.g. online and telephone surveys). The goal of mixed modes is to combine data from different sources. This assumes that data can be validly combined and that there is equivalence of measurement. Data from different modes may be different because the modes themselves lead to different response processes, or because radically different question formats are employed in different modes. For example, the visual presentation of response lists in online surveys, allow the survey designer to use long lists of response options. However, such lists are not feasible in telephone interviews relying solely on verbal communication, and other question formats are used (e.g., endpoint labeling in stead of full labeling).

In a series of cross-cultural experiments we investigated whether mode or question-format effects cause differences in response between telephone and online surveys, and how large these effects are. The same type of experiment was performed in the Netherlands and Germany.

In each experiment respondents were randomly assigned to one of two modes: a computer assisted telephone interview or a web survey. Within each mode the same split ballot experiments on question format (fully labeled vs end point labeled) were conducted. This design enables us to disentangle question format effects from 'pure' mode effects. Furthermore, it gives us the opportunity to investigate whether the findings are generalizable and replicable in different countries.

Author: de Pedraza, Pablo
[University of Salamanca, Spain]
E-mail: pablodepedraza@usal.es

■ SPANISH (ON LINE) WORKERS LIFE SATISFACTION DETERMINANTS

Relevance & Research Question: This paper aims to test how work characteristics, labour situation and labour perceptions and preferences determine life satisfaction of an on-line sample of Spanish workers. The paper opens new opportunities for Life Satisfaction research by taking advantage of web surveys' good qualities: quick and internationally comparable. The paper also obtains useful methodological conclusions.

Methods & Data: For that purpose, the paper uses a sample obtained in the Continuous Voluntary Web Survey: the WageIndicator. It uses probit regressions to estimate nested models of Life Satisfaction Determinants.

Results: Results obtained in simple models do not differ very much from literature. Work situation, characteristics and preferences are Life Satisfaction Determinants of online workers.

Added Value: It has implications for several research lines within social sciences. Firstly, the paper offers new findings regarding workers' happiness determinants and work characteristics, preferences and other work-related variables and the future possibility of making global, real-time comparisons. The data will make possible international (quick) comparisons among more than 60 countries and future inclusion of paradata in the analyses. Secondly, although conclusions are obtained from this online non probabilistic survey, they are in line with theory and literature. Thirdly, there are several reasons that justified the use of this sample, happiness determinants of these self selected workers are important per se (online participation, specially through social networks, is becoming more and more important, and is changing the way people get involved in public affairs like politics) although conclusion may not be applicable to the whole population.

Author: Diederich, Johannes; Goeschl, Timo
[Heidelberg University, Germany]
E-mail: diederich@eco.uni-heidelberg.de
goeschl@eco.uni-heidelberg.de

■ WILLINGNESS TO PAY FOR INDIVIDUAL GREENHOUSE GAS EMISSIONS REDUCTIONS: EVIDENCE FROM A LARGE FIELD EXPERIMENT

Relevance & Research Question: In the climate policy debate, a rhetoric has evolved that attributes a high potential to "voluntary climate action". We turn to the population of Germany, the fourth largest cumulative GHG emitter, to obtain an (Internet-) representative estimate of the individual willingness to abate one ton of CO₂, the equivalent of 10 percent of annual per-capita CO₂ emissions.

Methods & Data: The estimate derives from a large-scale (n = 2,440) framed field experiment carried out online in which subjects choose between a guaranteed reduction of one ton of EU CO₂ emissions and a randomly drawn cash award between EUR 2 and EUR 100. Choices are not hypothetical but carried out for real for a subset of participants.

Results: At EUR 6.30, estimated mean willingness to pay (WTP) for the one ton reduction is considerably lower than prior hypothetical or non-representative estimates. Median WTP is non-positive. The vast majority of subjects (around 70 percent) have a non-positive WTP while a minority is willing to sacrifice particularly high amounts. The level of education, the informational status about climate change as reflected in perceptions of expected benefits from today's emissions reductions, as well as a perceived lifestyle-related responsibility for climate change are key predictors of a higher WTP. Voluntary action is thus likely to increase with increased knowledge on the time structure of benefits as well as on the personal impact of actions.

Added Value: The study of preferences for voluntary climate action is the first based on both non-hypothetical choices and a large and representative sample, facilitated through an online experiment. Climate policy in Germany aimed at harvesting private contributions will need to target the subset of approximately 15% who are willing to incur particularly high sacrifices for voluntary climate action.

Author: Diekmann, Andreas { 1 }; Höglinger, Marc { 1 }; Jann, Ben { 2 }
 [1: ETH Zurich, Sociology;
 2: University of Bern, Institute of Sociology]
 E-mail: diekmann@soz.gess.ethz.ch
 hoeglinger@soz.gess.ethz.ch
 jann@soz.unibe.ch

■ **ASKING SENSITIVE QUESTIONS IN ONLINE SURVEYS:
 AN EXPERIMENTAL COMPARISON OF THE RANDOMIZED RESPONSE
 TECHNIQUE AND THE CROSSWISE MODEL**

Relevance & Research Question: Asking sensitive questions in online surveys is a difficult task as respondents might not always tell the truth and answer in a socially desirable manner. As a consequence, the prevalence of sensitive behaviors is likely to be underestimated and correlations between individual characteristics and sensitive behaviors might be biased if subgroups of the surveyed population differ in their probability to answer truthfully. The Randomized Response Technique [RRT; Warner 1965], a method proposed to face this challenge, achieved mixed results so far in providing more valid estimates than direct questioning. A related approach called the Crosswise Model [CM; Yu, Tian and Tang 2008] seems more promising. However, empirical evidence on the performance of these methods is still sparse and inconclusive, especially in the case of online surveys.

Methods & Data: In the context of an online survey on plagiarism and cheating on exams among students of two Swiss universities (N = 6494), we tested different implementations of the RRT and the CM and compared them to direct questioning using a randomized experimental design. To evaluate the different methods, we analyzed differences in prevalence estimates, breakoff rates and respondents' impression of the techniques.

Results: Results reveal a poor performance of the RRT, which failed to elicit higher prevalence estimates than direct questioning. Using the CM, however, significantly higher prevalence estimates could be achieved. *Added Value:* Our study provides a thorough experimental comparison of the RRT and the CM, which to date is missing in the literature. Furthermore, we present different implementations of the RRT and the CM, specifically tailored for use in online surveys. Implications of our findings for the future use of sensitive questions techniques such as the RRT and the CM are discussed.

Author: Dowling, Zoe { 1 }; Spicer, Robin { 2 }
 [1: Added Value, United States of America;
 2: Icon Added Value, Germany]
 E-mail: zoe.dowling@added-value.com
 robin.spicer@icon-added-value.com

■ **IS "CHAPTERISATION" A VIABLE ALTERNATIVE TO TRADITIONAL
 PROGRESS INDICATORS?**

Relevance & Research Question: The provision of progress indication though survey completion remains a puzzle. Respondents often voice the desire to know where they are in the survey and clients occasionally request one be included. Intuitively, one would expect providing information on progress acts as a form of encouragement towards the goal of completion. However, previous studies investigating the use of progress indicators have resulted in little evidence that they provide any advantages. Furthermore, they can even be detrimental, increasing dropout rates. These studies most often use permanently displayed graphical progress bars that fill up as the respondent advances through the survey. The permanent, percentage based progress bars are detrimental for three reasons: 'watched pot' effect, inaccuracy and provision of 'bad' news. We hypothesized that progress indicators – analogous to chapters in a book – may be preferable by providing less granular, section-by-section based information on their progress though the survey.

Methods & Data: In order to test our hypothesis, we conducted a field experiment with two factors - progress indication [no indicator, permanent progress indicator, intermittent progress indicator] and questionnaire length [short, 10 minute & long, 25 minutes]. Both of the progress indicators were non-granular, chapter style graphics. The permanent indicator was always visible at the top, mid screen. The intermittent indicator appears at relevant points within the question area of the screen. It also included text informing respondents which section they have just completed and how many there are to go.

Results: Intermittent chapter-based indicators has advantages over no and permanent indicators. They led to increased survey satisfaction and respondent engagement within both short and long surveys. Dropout rates are slightly lower within the short survey but they are slightly higher within the longer survey.

Added Value: This research investigates at an alternative approach to providing respondents with information on their progress through the survey. The results suggest that the provision of non-granular, chapter by chapter indicator, shown at intermittent intervals during completions appears to be beneficial in increasing respondent satisfaction and enjoyment.

Author: Eichenberg, Christiane
[University of Cologne, Germany]
E-mail: eichenberg@uni-koeln.de

■ EVIDENCE-BASED INFORMATION FOR PATIENTS ON THE WEB: AN INVESTIGATION OF THE QUALITY OF INTERNET-SOURCED INFORMATION FOR PATIENTS WITH POSTTRAUMATIC STRESS DISORDER

Relevance & Research Question: Broad segments of the population use the internet to get information about common health issues as well as specific questions about mental health. Therefore, quality assurance of health websites seems essential. Numerous international studies were conducted to identify lacks of evidence-based quality of health information on the internet, whereas corresponding studies of German speaking websites are to a great extent missing. For this reason, the evidence-based quality of information of German-speaking websites for patients with posttraumatic stress disorder was investigated.

Methods & Data: The research for offers of information about post-traumatic stress disorder was effected on Google's German speaking websites by entering "posttraumatic stress disorder". N = 20 of those, containing relevant information for professionals as well as persons concerned, kinsmen and interested laymen, were selected to be examined.

These websites were rated analytically according to their content on a 17 dimensional set of categories (with three main categories: the website's background information, content and design & extras). Each website was evaluated by two independent coders. Interrater-reliability of nominal variables was determined using Kappa coefficients (average $k = 0.90$) and of interval variables using intra-class-correlation (average ICC (3,1) = 0.84) and turned out to be good to very good.

Results: Altogether, quality of the 20 examined German-speaking websites can be classified to be in a medium range despite differing groups of providers (media, clinics, those concerned, etc.). Websites therefore seem to partly take into account criteria of evidence-based patient information. That evaluation by trend exceeds average evaluation measurements of Anglo-American studies.

Misinformation that turned out to be nonhazardous could be identified on 20% of websites. Other studies report higher rates in regard to that issue. The findings show that different kinds of treatments (psychotherapy, psycho-drug therapy, self-help) are equally existent. However, information about psychodynamic therapies is underrepresented.

Added Value: This study is one of the first ones to explore the evidence-based quality of health information on German-speaking websites. The resulting findings are being discussed and implications for the future are made by depicting models and practices for quality assurance.

Author: Eichenberg, Christiane; Wolters, Carolin Lea
[University of Cologne, Germany]
E-mail: eichenberg@uni-koeln.de
cwolters@smail.uni-koeln.de

■ HEALTH ANXIETY AND INTERNET

Relevance & Research Question: The term "cyberchondria" defines the recently described phenomenon of unfounded anxiety or heightened attention to serious diseases based on the notice of web contents. Since the majority of internet users comes back to the internet to gather information about medical questions (Eichenberg & Brähler, in press), and two recent studies have shown correlations between health-related online research and health anxiety (Easton & Guinsler, 2006; White & Horvitz, 2009), further research in this field seems necessary. Therefore, an online-survey was conducted, examining the characteristics of users searching for health-related information on the internet as well as potential relationships with individual dispositions, like health anxiety.

Methods & Data: N = 471 participants were recruited by posting invitations on 182 messaging boards broaching the issues of various diseases and disorders. They were asked to fill out a self-constructed questionnaire as the German version of the "Illness Attitude Scales" (Hiller & Rief, 2004) to measure clinically relevant health anxiety.

Results: Statistical analyses showed that the internet is more frequently used as health guide by women and older people, whereat the interexchange with other persons concerned on messaging boards seems to be the favored online service. Furthermore, the portion of persons suffering clinically relevant hypochondria was greater among users of health-related internet offers than among the general population.

People experiencing health anxiety were found to utilize more different internet health services more frequently, considering them as more reliable and showing more probable behavioral patterns in reaction to the medical information obtained compared to internet users without hypochondria, e.g. ordering medicine via internet, intensifying their online research or consulting a doctor.

Added Value: The study presented hereby confirms previous findings indicating a relationship between hypochondria and the intensity of health-related internet research. User characteristics of those searching for health-related information on the internet were compared to general internet user characteristics described by a recent study [van Eimeren & Frees, 2010]. Altogether, the findings emphasize the need for further research.

Author: Emde, Matthias; Fuchs, Marek
[Darmstadt University of Technology, Germany]
E-mail: emde@ifs.tu-darmstadt.de
fuchs@ifs.tu-darmstadt.de

■ EXPLORING ANIMATED FACES SCALES IN WEB SURVEYS

Relevance & Research Question: Rating scales using faces or “smileys” as labels are frequently used in questionnaires on job satisfaction or global well being. They are also considered especially suitable for surveying children as they are easier understood. The advantage of faces scales is mostly seen in the easier formatting of affective answers. The translation of feelings into words is not necessary and respondents only have to check the face which best shows how they feel. Apart from the easier formatting faces scales are supposed to attract higher levels of attention and increase the respondent’s enjoyment. Even though faces scales are used in web surveys, we hypothesized that the easier formatting of affective answers to a faces scale would benefit from the use of web specific design features.

Methods & Data: We conducted web survey experiments in which we altered the number of presented faces and varied their visual appearance by different accentuations of cognitive and affective aspects. In the cognitive design setting the faces zoomed out and a text answer category was displayed with the respondent’s cursor hovering over the scale. In the affective design the color and size of the faces changed with the cursor hovering over. In a second study we even strengthen the affective design by animating the faces eyes and mouth. To evaluate whether or not faces scales in web surveys can be an appropriate measure we added radio button control questions and a fixed faces scale design including no animation at all to every of our experimental studies.

Results: As expected, respondent answers were affected by the visual design of the faces scales. While the cognitive design resembles answers to radio button questions best, we found no differences between the affective and fixed faces scale design.

Added Value: Results emphasize the strengths and weaknesses of animated faces scales and give advice on how to make use of them in a web survey setting in order to obtain results with minimal measurement error.

Author: Faas, Thorsten [1]; Blumenberg, Johannes Nikolas [2]
[1: School of Social Sciences, University of Mannheim, Germany; 2: Mannheim Centre for European Social Sciences, University of Mannheim, Germany]
E-mail: thorsten.faas@uni-mannheim.de
johannes.blumenberg@uni-mannheim.de

■ SCRUTINIZING DYNAMICS – ROLLING PANEL WAVES IN THEORY AND PRACTICE

Relevance & Research Question: One of the most important topics in recent electoral research is the ever increasing volatility and instability of public opinion and electoral behavior. This development poses serious challenges, as it becomes more and more important to track and explain these short-term movements. However, neither our traditional theories nor our research designs are designed to examine those short term effects.

To overcome this shortcoming, we have employed an innovative survey design that combines panel elements with the general idea of a rolling cross-section survey, yielding rolling cross-section panel waves. The rolling-cross section part provides us with an opportunity to study fine-grained developments over times (on a daily basis), whereas the panel allows us to gain insight into intra-individual decision-making processes.

Methods & Data: In the context of the study “Wahlstudie Baden-Württemberg 2011” and its successor study “Volksabstimmung Stuttgart 21,” we were able to realize a large-scale online panel consisting of a total of nine panel-waves covering the period from November 2010 to December 2011. Five of those nine waves were designed as rolling panel waves to get an extensive insight into the decision-making processes in the run-up to the state election in Baden-Württemberg on March 27, 2011 and the referendum on November 27, 2011.

For each wave, we have at least 1900 respondents; hence we will be able to draw our conclusions based on approximately 25000 interviews in total.

Results: In the context of the lander election and the referendum, the design has proven to be very efficient and analytically valuable. In our contribution, we will outline the survey design detail, share hands-on experience in conducting such surveys with the audience and present some selected results that illustrate the potential of this unique data base.

Added Value: The paper introduces an innovative, useful tool for academic and non-academic researchers to examine individual decision-making processes in future surveys.

Author: Faber, Tillmann [1]; Einhorn, Dr. Martin [2];
Hofmann, Olaf [1]; Löffler, Dr. Michael [2]
[1: SKOPOS GmbH & Co. KG, Germany;
2: Dr. Ing. h.c. F. Porsche AG, Germany]
E-mail: tillmann.faber@skopos.de
martin.einhorn@porsche.de
olaf.hofmann@skopos.de
michael.loeffler@porsche.de

■ CAN SOCIAL MEDIA RESEARCH REPLACE TRADITIONAL RESEARCH METHODS?

Relevance & Research Question: The amount of user-generated content (UGC) in social media is rising constantly. More and more consumers exchange their product and brand experiences using social media platforms. For this reason an in-depth analysis of content in social media seems to be an attractive alternative to traditional research methods because data is already available and at first glance it only has to be analyzed.

A joint project between Dr. Ing. h.c. F. Porsche AG and the market research agency SKOPOS examines, whether and to what extent social media analysis is able to provide valid results to specific research questions. In what cases and when does social media analysis replace traditional research and when does it reach its limitations?

Methods & Data: Initially focus groups and quantitative online surveys were conducted in Germany and the U.S. to examine target group specific needs and satisfaction measures during different phases of the customer journey. Later social media was analyzed in order to check for the validity of the method and for additional benefits.

Results: There are numerous internet platforms which exclusively cover Porsche vehicles, service and the brand itself. They contain plenty of consumer opinions that are certainly worth noticing. Especially in this study the results of social media research could not replace the traditional research but provide valuable additional insights, e. g. ideas, explanations and backgrounds for the initial results.

Added Value: The presentation shows the advantage of mixing traditional research methods and the analysis of existing social media content. It identifies possible additional insights which complement traditional research results. The approach of creating additional value by analyzing existing data in social media focuses on innovative and creative insights in research questions.

Author: Fischer, Lars; Kesdogan, Dogan
[University of Siegen, Germany]
E-mail: fischer@wiwi.uni-siegen.de
kesdogan@fb5.uni-siegen.de

■ METHODS AND COUNTERMEASURES OF MALICIOUS INFORMATION RETRIEVAL IN ONLINE SOCIAL NETWORKS

Relevance & Research Question: Online Social Networks provide digitalisation and organisation of personal information, especially social relations. Personal information is both usable to ease communication and to incriminate related users. Our research is focussed on unintended disclosure of information by correlation of different contexts. While an individual might control its own dissemination of personal information it is not able to easily control information gathered from third sources or by correlation of distinct information spheres. Linkable personal data poses privacy risks that are gaining focus even in the public debate. We are researching the “value” of information with respect to malicious information retrieval. We use this quantification to develop systems that support the user with a priori estimation of the impact of publication of data and provide transparency of the constantly changing publication and privacy context.

Methods & Data: We focus on methods to correlate information from distinguished information sources, using identifiers and quasi-identifiers to probabilistically link identities and increase the body of contextual knowledge on groups of individuals. A good example of underestimated quasi-identifiers is positional information. We analyse the uniqueness and context-value of personal information with respect to unintended disclosure. Using metrics from privacy research and available machine

inference we show which factors influence context- and identification value of commonly available information. We further intend to incorporate the newer "Privacy as Practise" paradigm in the body of metrical privacy.

Results: Our results are used to develop concepts to protect users and prevent unintended leakage of personal information. A framework for publication and privacy protection will support users with publication and organisation of online identities. In the protection module we will provide metrics and procedures to prevent or control unintended information spills. We discuss various measures to estimate the privacy situation based on community surveys and disclosure history.

Added Value: Our research provides insights into the "value" personal data, summarises "attacks" on privacy, and shows ways to control data-spills without hampering the ability to participate in social networking.

Author: Funke, Frederik {1,2}
 [1: LINK Institut, Germany; 2: <http://frederikfunke.net>]
 E-mail: email@frederikfunke.net

■ INTERNET-BASED MEASUREMENT WITH VISUAL ANALOGUE SCALES: AN EXPERIMENTAL INVESTIGATION

The primary concern of the dissertation at hand is to help fill the considerable gap of knowledge regarding Web-based visual analogue (or analog) scales (VASs). VASs are a particular type of graphic rating scales that were described as early as the 1920's [Hayes & Patterson, 1921]. Most studies presented here [see Chapters 2, 3, and 4] deal with the influence of VASs on data quality in Web surveys [see Couper et al., 2006; Funke, 2004; Funke & Reips, 2007; Gnambs, 2008; Reips & Funke, 2008]. With VASs, respondent indicate the extent of agreement to an item on a continuum - represented by a straight line - rather than using discrete response categories. The studies presented here were conducted to test if the general restraint in using VASs outside the medical sector - despite the theoretical advantages presented above - is justified or not. The results are meant to facilitate decision-making on the pros and cons of the use of VASs in computer-assisted studies. The potential of graphical response scales focusing on VASs is analyzed in five chapters.

Overall, the studies presented in this thesis provide further evidence that rating scales may have a major effect on Web-based data collection [Barak, 1999, 2008; Batinic, 2000; Batinic, Reips, & Bosnjak, 2002;

Best & Krueger, 2004; Birnbaum, 2000; Birnbaum & Reips, 2005; Couper, 2008; de Leeuw, Hox, & Dillman, 2008; Dillman, Smyth, & Christian, 2009; Döring, 2003; Eid & Diener, 2006; Fuchs, 2008; Fuchs & Funke, 2007; Gosling & Johnson, 2010; Groves et al., 2009; Janetzko, Hildebrand, & Meyer, 2003; Joinson, McKenna, Postmes, & Reips, 2007; Krosnick, 1999; McGraw, Tew, & William, 2000; Musch & Reips, 2000; Reips, 2000, 2001, 2003, 2006a, 2006b; Reips & Bosnjak, 2001; Reips & Krantz, 2010; Sassenberg, Boos, Postmes, & Reips, 2003; Schmidt, 1997; Skitka & Sargis, 2006; Welker & Wenzel, 2007]. It has to be said, however, that they affect only certain parts of the measurement process - especially question understanding and the formatting process [see Schwarz & Oyserman, 2001; Groves et al. 2009]. Although an inappropriate rating scale can considerably harm the quality of a study carefully designed in all other respects, a matching rating scale cannot compensate for flaws in other areas (e.g., poor question wording or graphical design). To assure high-quality data, each and every factor of questionnaire design has to be considered. In practice, there is not one perfect rating scale for each and every questionnaire. The topic of the study, the characteristics of the respondent, the research question, as well as technology have to be taken into account. Especially the study on slider scales [another graphic rating scale] presented in Chapter 5 illustrates how the careless use of technology can have a highly negative impact on data collection. On the other hand, the studies on VASs presented in Chapters 2 to 4 serve as an example of how rating scales that differ from commonly used categorical rating scales may have beneficial effects. Overall, it has been demonstrated that VASs provide an important addition to established online research methods.

The dissertation at hand has an epistemological and an ethical dimension. All chapters revolve around the question of how rating scales influence knowledge acquisition. By influencing the amount of data noise, rating scales also affect the chance to observe small but important effects. The studies on VASs provide evidence that the reduction of measurement error is not only theoretical; there is also empirical evidence for this important quality of the rating scale. Thus, Web-based measurement with VASs contributes to a broadening of knowledge.

To a large extent, Web-based research depends on the cooperation of participants. Research ethics imply that the number of participants should be as low as possible. Thus, rating scales are to be preferred that allow a reduction of the needed sample size. Chapter 3 states that the reduction of measurement error with VASs can help achieve statistically significant results with fewer respondents. The resulting reduction of study costs is a positive side effect. Following a paradigm of good scientific practice, the use of VASs should be considered (e.g., made with the free Web service <http://vasgenerator>).

Overall, the methodological studies presented contribute to a better understanding of how Web-based research can profit from VASs. These rating scales can significantly improve the measurement of mentally well-represented, continuous latent constructs. Taking the presented findings into account, the reluctance to use VASs for data collection lacks empirical foundation, at least in Web-based studies. Therefore, it is recommended that researcher interested in high data quality and high statistical power take advantage of the considerable potential of visual analogue scales.

Author: Funke, Frederik {1,2}; Reips, Ulf-Dietrich {3,4}
 [1: LINK Institut, Germany; 2: <http://frederikfunke.net>;
 3: Universidad de Deusto, Spain;
 4: IKERBASKQUE Basque Foundation for Science, Spain]
 E-mail: email@frederikfunke.de
reips@deusto.es

■ BETTER LOW-TECH THAN SORRY: HOW TECHNOPHILE QUESTIONNAIRES MAY AFFECT PSYCHOLOGICAL REPRESENTATIVENESS

Relevance & Research Question: Optimizing online questionnaires for certain browsers not only raises the risk of loosing respondents but also may bias the sample composition. In their GOR paper on the low-tech principle, Buchanan and Reips (2001) found that more educated users were more likely to turn JavaScript off. Furthermore, respondents using Mac OS scored higher on the personality trait Openness to Experience than users of Windows OS. This study focuses on the question if these differences still hold, ten years later and with a sample of experienced Internet users.

Methods & Data: The questionnaire was a Big Five personality inventory. Following the low-tech principle, participation was possible with any Web browser.

Results: Overall, 2.6% of all participants ($N = 358$) had JavaScript disabled. Male respondents were more likely to have JavaScript disabled than female respondents, $\text{chiffi2}(1, N = 344) = 11.64, p = .001$, odds ratio = 15.6. Mac users scored higher on Openness (e.g., "I enjoy hearing new ideas") than Windows users, $F(1, 294) = 12.14, p = .001$, $\text{etaffiz}^2 = .040$. Furthermore, respondents using Macs scored lower on Agreeableness (e.g., "I am interested in other people") than users of Windows, $F(1, 294) = 9.02, p = .003$, $\text{etaffiz}^2 = .030$. Within respondents running Windows Extraversion (e.g., "I am the life of the party") was slightly higher for users of the Internet Explorer in comparison to users

of Firefox, $F(1, 277) = 4.13, p = .043$, $\text{etaffiz}^2 = .015$. Finally, there was a tendency that respondents with JavaScript deactivated scored lower on Openness than respondents with this technology activated, $F(1, 312) = 3.05, p = .082$, $\text{etaffiz}^2 = .010$.

Added Value: The present study confirms and extends the results from Buchanan and Reips (2001). A questionnaire exclusively optimized for certain OSs or browsers can seriously bias the psychological and demographical sample composition.

In the present study restricting participation to respondents with JavaScript enabled would have reduced the number of male participants. Overall, it is recommended either to refrain from using complex technologies or to implement alternative low-tech versions of questionnaires as fallback.

Author: Funke, Frederik; Wachenfeld, Alexandra
 [LINK Institut, Germany]
 E-mail: email@frederikfunke.net
wachenfeld.alexandra@link-institut.de

■ HIGH POTENTIAL FOR MOBILE WEB SURVEYS: FINDINGS FROM A SURVEY REPRESENTATIVE FOR GERMAN INTERNET USERS

Relevance & Research Question: Mobile Web surveys - i.e., online questionnaires that are accessed with mobile devices like smartphones - offer new possibilities for both behavioral research and consumer research. The aim of our study is to gain more insight into the potential of mobile Web surveys like speed, contacting hard-to-reach populations, or using location data.

Methods & Data: Participants ($N = 1501$) were recruited from the LINK online panel where all members are actively recruited subsequent to representative telephone interviews.

Thus, there is no heavy-user bias, which often can be observed in access panels [see Wachenfeld, 2010]. Overall, the panel aims to be representative for the general German Internet population.

Results: Overall 43% of German Internet users have a smartphone at their disposal. Most users (60%) would use a mobile device to participate in a Web survey. However, in the present study only 11% participated using a cell phone. The main reasons were time considerations (24%), not feeling like it (17%), and not knowing that it was possible (12%).

As expected, participants using cell phones were more likely to be abroad instead of at home. A further insight is that nearly half of the smartphone owners would allow the read-out of their actual location (e.g., using GPS).

Added Value: Findings are representative for the German Internet users. Overall, there is a considerable potential for mobile Web surveys. New possibilities for mobile data collection (e.g., point of sale studies or mixed-mode designs) as well as the impact on data quality are discussed.

Author: Gadeib, Andera {1}; Vogel, Frank {2}
 [1: Dialego AG, Germany;
 2: Gruner + Jahr AG & Co., Germany]
 E-mail: andera.gadeib@dialego.de
 vogel.frank@guj.de

■ WHERE ARE THEY? BRAND STRENGTH OF MEDIA BRANDS IN THE AGE OF DIGITALIZATION

Relevance & Research Question: Media brands: a changing sector
 Initiated by digitalization the media landscape is subject to a continuously proceeding change. The times of Google being just a search engine have passed. The advent of new media brands not just leads to a change in media usage but to a different perception of content. However, we know almost nothing about the strength of Google's perception as a media brand compared to other media.

Key questions: We are interested in the general perception of media brands today. How close is Google to the consumer? What is the position of facebook and twitter from the consumer's perspective? And where are classic media brands located? Can we identify distinguishable clusters or do we face blurred boundaries between online and offline media?

Methods & Data: Along the lines of 'a picture tells a thousand words', we used BrandSculpture, an intuitive, non-verbal, game-like technique which uncovers deeper layers of brand relations. We applied the sculpturing technique to the area of brand research and created an online survey with a sample of 2,000 people (representing the German online population). The survey covered classic TV and print brands as well as new digital brands such as facebook, Yahoo or Google.

Results: With Google at its forefront, online media conquered the heart of media users. On average, no other media brand is positioned closer to the consumer than Google. The more intensive I use a media brand's offer, the closer the media brand gets to me. And there is no difference in this relation regardless of whether I use the online edition of a magazine or if I am a reader of the printed version. We observe a high level of enthusiasm in regard to new media. However, classical media remains close to the consumer.

Added Value: The topic is highly complex. We want to understand the relation between media brands and the consumer on the one hand, and the interrelations between the media brands on the other. The research method needed to be capable to illustrate these multidimensional relations.

Author: Ganster, Tina
 [University of Duisburg-Essen, Germany]
 E-mail: tina.ganster@uni-due.de

■ YOU "LIKE", WE "LIKE", I "LIKE"? AN EMPIRICAL STUDY ABOUT THE IMPACT OF USER COMMENTS POSTED ON COMMERCIAL FACEBOOK PROFILES WITH PARTICULAR FOCUS ON PROCESSES OF SOCIAL IDENTIFICATION

Relevance & Research Question: Recently Starbucks announced a new product via Facebook. Within three days, users generated about 700 comments on that posting, which 25 million "fans" of the company's profile page received via news feeds. As not all of the comments were in favor of the product, the question arises whether readers' buying behavior and attitude towards the product were affected by them. Prior research on electronic word-of-mouth has largely focused on customer reviews (e.g. Cheng & Zhou, 2010), neglecting primarily social environments like Facebook. The thesis aims to address this aspect by investigating to what extent potential customers are affected by Facebook comments. Empirical results regarding the phenomenon of conformity (e.g. Deutsch & Gerard, 1955) would suggest that when confronted with the opinion of a majority, people adapt their own opinions and behavior accordingly. Thus, it is hypothesized that the valence of comments about an unknown product will affect readers' attitude (H1a) and purchase intention (H1b).

Further, the relationship between the reader and the commenters might be of relevance for social influence. Walther et al. (2010) found comments on anti-drug videos on Youtube to influence attitude about drug

use for those perceivers who identified with the commenters. Similarly, consumer research often refers to “reference groups” when explaining the influence of groups we identify with (e.g. Bearden & Etzel, 1982). In social psychology, a well-known theoretical framework for group processes is the social identity perspective. In this thesis, the framework is applied to social influence on Facebook by testing contrasting predictions of two of its sub-theories.

According to the social identity perspective (Tajfel, 1974), our self-concept varies when we feel as part of a group. In salience of a social identity, it is derived from the perceived characteristics of the in-group (e.g. women are more considerate than men) rather than our own idiosyncratic characteristics (“I am considerate.”). As people favor social identities that foster a positive self-concept, respective cognitive and behavioral outcomes can be observed in intergroup and intragroup contexts. Explaining the origins of in-group influence, self-categorization theory (SCT; Turner, 1982) describes how other group members as well as the self are perceived as representatives of a certain group-prototype so that they become interchangeable.

Consequently, when we are confronted with an in-group's evaluation of a subject, we conform in order to fit that prototype. Based on SCT, it was hypothesized that social identification with the commenters (H2a) would be stronger when they belonged to an in-group (in contrast to no particular group) and that social influence would increase accordingly (H3a-H3d). Another theory that was taken into account in the course of this thesis is the social identity model of deindividuation effects (SIDE; Reicher, Spears, Postmes, 1995). The model applies the ideas of SCT to anonymous groups, for example in computer-mediated communication (cmc). The basic idea is that visual anonymity associated with the medium Internet promotes perceived interchangeability of group members. Hence, social identification processes become far more likely in groups where people cannot see each other because visual information would destroy the homogeneity of a group. An exception are groups that are visually denoted (such as gender) and for which visual information even stress someone's belongingness to a group by providing visual fit (Postmes, Spears, Sakhel & deGroot, 2001).

The assumptions of SIDE have been empirically supported in numerous experiments; however, conflicting findings exist (Carr, 2010). As Facebook is an environment where users are usually visually identifiable via profile photos, the question arises in how far SIDE can be applied here. While findings in face-to-face contexts indicate that SCT may serve also as an explanation for influence processes in cmc environments where visual anonymity is not a given precondition, SIDE would suggest profile photos to serve as suppressor for group processes (unless they provide visual

fit). Consequently, contrasting hypotheses were derived for SIDE, namely that social identification (H4a) and an increase in social influence (H5a-H5d) would only occur if commenters belonged to a salient in-group and they were visually anonymous or photos provided visual fit.

Methods & Data: To test hypotheses, an online experiment was conducted in which participants (N = 347) were shown mock-up Facebook profiles of an imaginary product. Comment valence and the commenters' association with participants' own university (in-group) were varied (the latter either via instruction or via profile photos in which commenters wore according gear, e.g. hats and t-shirts). Further, two conditions were added in which commenters were visually anonymous. Overall, a 2 (comment valence) x 2 (instruction) x 4 (visual representation) between-subjects design was employed. As dependent variables, social identification, product attitude and purchase intention were assessed.

Results: Results show that all indicators of product perception were rated higher when all comments were positive, supporting H1a and H1b. Manipulation checks indicate that commenters were not recognized as fellow students in line with the respective induction. Manipulation of identification accordingly yielded no main effect with regard to the strength of conformity. Following the methodology of Walther et al. (2010), the moderating effect of the measured level of identification (rather than the induction) was analyzed. Valence elicited a stronger influence on product perception when (measured) identification was high, supporting assumptions based on SCT (H3). None of the findings indicated that identification was stronger when commenters were visually anonymous and accordingly no increase in conformity was observed (assumptions based on SIDE were not supported).

Added Value: The present findings show that the valence of online comments on commercial Facebook profiles affects reader's product attitude and buying intention. Further, in line with SCT, it is shown that social identification with the commenters strengthens the social influence process, independent of whether they are visually identifiable. The last aspect contradicts assumptions based on SIDE. However, as the group induction did not work as expected, conclusions with regard to the applicability of SIDE in this situation should be made with caution. Accordingly, the present findings further raise several issues with respect to the underlying cause for social identification. Consequently, future research on the salience of social categories along with possibilities for spontaneous group identification on social networking sites is required.

Author: Ganster, Tina; Eimler, Sabrina C.; Krämer, Nicole C.
[University of Duisburg-Essen, Germany]
E-mail: tina.ganster@uni-due.de
sabrina.eimler@uni-due.de
nicole.kraemer@uni-due.de

■ EFFECTS OF GENDER AND THE USE OF NEGATIVE EMOTICONS IN WORK-RELATED COMPUTER-MEDIATED COMMUNICATION

Relevance & Research Question: The effects of emoticons have gained considerable attention in research (e.g. Walther & D'Addario, 2001). Positive emoticons :-) affect message and person perception positively, when contrasted with "frownies" :-[(Ganster et al., in press). However, most studies focus on informal conversations. This study investigates whether frownie-use is regarded as appropriate in professional, hierarchical communication (RQ1) and how person perception and message interpretation are affected (RQ2).

Since against the background of specific gender roles, women are expected to be more emotionally expressive, we tested whether the impact of frownies varies with the writer's gender (RQ3).

Methods & Data: 95 participants of an online experiment saw an email-dialogue between a manager and an employee, in which the manager's gender and use vs. non use of frownies was varied. As dependent variables, we assessed message quality (4 items, $\alpha = .78$) and sincerity (6 items, $\alpha = .72$) and perception of the manager (agreeableness: 4 items, $\alpha = .70$; dominance: 4 items, $\alpha = .68$). Additionally, several items were included to capture the perceived appropriateness of frownie-use for men and women in professional communication.

Results: Results indicate that the use of emoticons in professional contexts is regarded as rather inappropriate and is seen as more typical for women than for men (RQ1). Messages were rated to be of higher quality and more sincere without frownies, while the manager him/herself was rated more pleasant and less dominant when using frownies (RQ2). Male managers are rated less dominant than female managers when using frownies and more dominant than women when using no cues (RQ3).

Added Value: This study investigated the effect of frownies in a professional, hierarchical context combined with gender effects. Surprisingly, frownies affected person perception positively. Previously, a similar effect had been found for smiles (Eimler et al., 2010) – frownies' positive equivalents. It seems that both cues, although they are diametrically opposite, exert similar effects on person perception. Further, frownies

using male managers are perceived less dominant, raising the question whether the evaluation of their leadership qualities is affected. Independent from the perception of the writer, message perception is affected negatively by frownies in professional, hierarchical communication.

Author: Geissler, Holger {1}; Poeck, Lars {2}
[1: YouGov, Germany; 2: Tivola Publishing GmbH]
E-mail: holger.geissler@yougov.de
lars.poeck@tivola.de

■ FAMILYVOTE – CONDUCTING ONLINE SURVEYS WITH CHILDREN AND FAMILIES

Relevance & Research Question: Market research with children and young people in Germany are so far highly dominated by offline-methods e.g. Focus-Groups. Quantitative surveys with children & teenagers are rarely due to comparable high costs and efforts. In comparison to survey with adults nearly none of them - with the exception of OnSite-Surveys on websites like www.toggo.de - are conducted by using the online-methodology of collecting data.

Methods & Data: To facilitate online market research with children and young people the online panel "FamilyVote" was founded in September 2010 by Tivola, market leader in educational software, and YouGov.

Both partners bring specific expertise to the cooperation: YouGov provides many years of experience in the field of online market research and panel management; Tivola on the other hand, has the know-how for sophisticated entertainment of children and the inclusion of parents. FamilyVote is dedicated to families with children under 18 years old only. Children - in their role as consumers, students or media-audience - can be interviewed online - according to different age groups and using age-specific question types and instruments. On the other hand, parents in their role as sponsor or care taker – can be interviewed – separately or together with their children.

Results: Since FamilyVote is not a single study, the results consist of the gain in knowledge that has been achieved through the establishment of FamilyVote.

Added Value: FamilyVote is the first ever market research panel in Germany, which is specifically focused at families, children and adolescents. We would like to present at GOR our experience, knowledge, but also stumbling blocks in the construction of FamilyVote.

Realized by means of numerous surveys from different fields - which are largely determined by the children customers' topics and issues-, the distinctive aspects in the online survey of children and adolescents are shown.

Author: Geissler, Holger; Blome, Cornelius
[YouGov, Germany]
E-mail: holger.geissler@yougov.de
cornelius.blome@yougov.de

■ BEST OF BOTH WORLDS – THE INSA STUDY 50PLUS

Relevance & Research Question: Since the early days of online market research there has been a debate about the comparability of online generated survey data versus data from "offline" sources. In the past there have been numerous studies on this matter, most of which were designed to prove the superiority of one or the other methodology.

What is usually not taken into account here is that different survey methodologies can have a complementary effect when used side by side. Telephone surveys for example struggle a lot in reaching young age groups and the so-called "Mobile Onlys". Online surveys cannot reach elderly people who are not connected to the internet.

For the "INSA study 50plus" in 2011 – the year in which more than half of Germany's population was aged 50 or over – a combined setup from both online and telephone generated sample was used.

Methods & Data: In August 2011 3,055 interviews were generated, out of which N = 900 were surveyed per telephone and N = 2,155 online. In order to guarantee a nationally representative sample, quotas were defined on age, gender and regions for both data collection methods. The INSA questionnaire contained 137 questions and covered 15 different topics. Since there was a significant increase of drop-outs expected for interview lengths of more than 20 minutes, both telephone and online questionnaires were split into three versions of identical length. Each respondent was randomly assigned to one of the three versions of the questionnaire. In the end, every question had been answered by a minimum of 1,000 respondents.

Results: At the closing date of this abstract the results of this comparative analysis had not yet been available. For GOR, both samples would be weighted, so that potential similarities and differences within the numerous topics can be analyzed in a sophisticated way.

Added Value: Because of the high amount of data that was generated, it will be possible to define a taxonomy which will explain in which of the topics of the Insa-Study the results will be biased by the method of data collection.

Author: Gerwert, Simone Antje
[Universität Bielefeld, Germany]
E-mail: simone_antje.gerwert@uni-bielefeld.de

■ NEW MEDIA AND IT'S ROLE FOR POLITICAL VOICE: PUBLIC REASONING IN THE FIELD OF LABOUR MARKET POLICY

Introduction: In the last two decades, the labour market policy and in particular the fight against unemployment got a "facelift": Passive measures were substituted by activating programmes, in which financial benefits are conditioned on the "appropriate behaviour" of the beneficiary, whereas "inappropriate behaviour" will be sanctioned. The strict procedures of the activating policy restrict people's agency and their political voice and concerns young recipients in particular.

Relevance & Research Question: How do young benefit recipients (re) produce agency and political voice by means of New Media, specifically internet forums?

Methods & Data: To get an insight into the "black box" of the production of agency and political voice from the recipient's point of view, an online ethnography of 89 threads of an internet forum is conducted. The internet forum deals with problems of unemployment, poverty and social exclusion. The Data will be analysed by use of Grounded Theory.

Ethical Aspect: The threads are not produced for scientific research. The information given in the posts is not given specifically and in confidence to the researcher, so the ethical question arises on how to deal with this data:

[1.] I informed the operator of the forum about my research and asked him for [informed] consent.

[2.] The Forum announces officially on their front page the advice, that post and topics could be used and published everywhere.

Preliminary Results: Young people use the internet forum as a social instrument for the production of strategies to achieve agency and political voice. This happens through public reasoning and negotiation pro-

cesses within the internet forum. The strategies produced online have a deep influence on the offline reality.

Added Value: This study gives an insight into the current problems of the activating labour market policy in Germany, shows how the political treatment restricts the (occupational) freedom of young recipients and how they fight against these restrictions.

Author: Grünwald, Clemens A.
[University of Siegen,
Germany - Digital Natives' Traces project, Germany]
E-mail: c.gruenwald@email.de

■ SOCIAL NETWORKING SITES (SNS) AND LEGAL PROSPECTS OF A VOLUNTARY AGREEMENT

This contribution is part of an intended special topic session, which is based on an interdisciplinary project consisting of the business perspective, the marketing perspective, the informatics perspective as well as the legal perspective with regard to SNS.

Relevance & Research Question: The research question deals with the need for a voluntary commitment of SNS in terms of the compatibility with data privacy laws in comparison to a compulsory statutory rule. The growing importance of SNS in civil society and reasonable doubts regarding the data protection policy of SNS (Maisch 2011) necessitate to discuss the possible impact of a voluntary code of conduct, especially by Facebook being the market leader.

Methods & Data: The research covers the national legislation as well as the European legal framework regarding SNS. The relevant legislation shall be explained and evaluated. The relevant data is derived from the ongoing political and legal debate as well as from the interdisciplinary debate with my colleagues at the DNT-project. Furthermore the data for the study is derived from documents. So far there exists no considerable jurisdiction regarding the research question (Schröder/Hawxwell 2011).

Results: The result is that the data policy of the leading SNS-enterprises is not in accordance with the European and national data privacy laws at present. Thus there is a need for a stronger regulation of SNS-activities, either through a binding legal act or through a voluntary agreement, which would be more favourable. The sense of privacy is changing rapidly due to the dynamic development of SNS, the understanding of privacy differs in the EU-member states due to cultural differences. The

presentation has a focus on the aforementioned aspects as well as on different approaches of the EU-member states to deal with the problem.

Added Value: The presentation gives an outlook on the development of data privacy laws with reference to SNS. Despite the forementioned negative data policy aspects the positive implications of the SNS for the civil society shall also be highlighted.

Author: Helm, Maike; Schultheiss, Daniel
[Ilmenau University of Technology, Germany]
E-mail: maike.helm@tu-ilmenau.de
daniel.schultheiss@tu-ilmenau.de

■ FUNDING 2.0: A QUANTITATIVE STUDY ON MOTIVATIONS TO SUPPORT CROWD FUNDED PROJECTS

Relevance & Research Question: In fall 2010 the first three German crowd funding platforms started. Since then at least 100 projects with a financial amount of over 250,000€ could be funded. Most projects were of cultural character and about a half of them were finished successful. So this study aims at investigating the Internet users' motivations to support projects on German crowd funding platforms. For this reason Heckhausen's theory of motivated action was extended with theoretical and empirical insights into consumer-, donation-, crowdsourcing- and social-media-based activities which are applicable in the context of crowd funding and summarized in a research model.

Methods & Data: Heckhausens' model can display and analyze the focused motivations as well as their relations to the components of person, attitudes toward the support of a project, situation, action and performance review in the context of supporting crowd funding projects. In this regard an online survey with (N = 89) supporters of projects on German platforms was conducted.

The relatively small amount of participants is due to the fact that actually there are not millions of people supporting crowd funded projects. Additionally it is proven that most users do not visit the platforms at regular intervals.

Results: The motivation factors recognition and responsibility, guilt, consideration, empathy, entertainment, curiosity, idealism and membership are the core base for supporting crowd funded projects. Furthermore the extended model of Heckhausen was found to be suitable for investigating the range of relevant factors for supporting crowd funded projects.

Added Value: Our study delivers a deeper insight into a relatively new field of social media: crowd funded projects. Additionally, because of the model fit we could proof that it can be used as an extensible base for further research activities in the respective field of crowd funding in social media.

Author: Hewson, Claire Marian
[The Open University, United Kingdom]
E-mail: c.m.hewson@open.ac.uk

■ RECOMMENDATIONS FOR IMPLEMENTING ONLINE SURVEYS AND SIMPLE EXPERIMENTS IN SOCIAL AND BEHAVIOURAL RESEARCH: A REVIEW AND EVALUATION OF EXISTING ONLINE SURVEY SOFTWARE PACKAGES.

Relevance & Research Question: To date, there exist only a small number of articles which have set out to review and evaluate existing online survey software packages and their features (e.g. Gordon, 2002; Wright, 2005). Furthermore, many of the available reviews do not engage in detailed testing of specific packages within a social/behavioural research framework. Few reviews actually engage in any depth with the extant literature outlining guidelines and principles of good practice for online survey research [for exceptions see Crawford, 2002; Kaczmirek, 2008]. The present research adds to and extends these existing review/evaluation studies by carrying out an in-depth testing and evaluation of three popular, low cost, packages, within a context of good design practice and principles in social and behavioural online research.

Methods & Data: First, a large number of online survey software packages were sourced (using resources such as: <http://www.websm.org/>), and their features assessed against an initial screening list of 'essential criteria', derived with reference to literature on guidelines for good design practice in online survey/research methods. Emphasis was placed on features which support procedures that help maximise data integrity and adherence to ethical guidelines, as well as evidence of longevity, affordability and ongoing development. Second, three packages were selected and each used to implement a) a simple survey design, and b) a simple experimental design. Extensive testing was carried out in order to provide a detailed list of features, functionalities, strengths and weaknesses of each package.

Results: It was concluded that each package reviewed had its own strengths and weaknesses, research design contexts in which it may be more or less useful, and caveats concerning where it may prove

most problematic. Conclusions on which of the packages would prove most suitable for different researcher's needs in different design contexts are offered.

Added Value: The present research fills a gap in the literature by presenting the first (to the best of the author's knowledge) attempt to situate evaluation of online survey software packages firmly within a context of social/behavioural research, by using three such packages to implement actual research study designs.

Author: Höckel, Herbert
[mo'web GmbH, Germany]
E-mail: h.hoeckel@mo-web.net

■ SPEEDSTERS, STRAIGHTLINERS, CLICK-HAPPIES AND OTHER FRAUDSTERS (2.0)

Relevance & Research Question: Data quality has ever since been an integral issue in market research and especially in online studies. Part of the concern amongst research professionals is that manipulative respondents do not regard questionnaires with the importance we feel they deserve and might thus falsify findings through superficiality or even cheating.

This paper will focus on the different types of manipulative respondents, their psychological profiles as well as their response behaviour and impact on data integrity. Our hypothesis assumes fraudsters manipulate data integrity. The objective of our research was to pinpoint key identifiers and set clear guidelines for cheater detection and exclusion.

Methods & Data: Firstly, we looked at data from our longitudinal tracking survey on the economic climate in Germany, France, UK, Italy & Spain. The Economic Tracker delivered 70.000 records in the past 12 months.

We analysed these datasets looking for manipulative patterns in response behaviour, identifying five modes of response fraud. Secondly, we developed an experimental test design that would allow us to observe response behaviour more closely. This survey included 3 different questionnaire designs and delivered a total of 3.300 records for analysis.

Results: Our results show clearly, that although a substantial number of cheaters are detected, only the "core" fraudster segment has a significant impact on data quality. The majority of observed fraudsters had

only marginal impact on data quality. Apart from focussing on manipulative respondents we will also provide practical guidelines on how to go about reducing deviant behaviour.

Added Value: This paper aspires to contribute to the ongoing discussion on data quality in online surveys and hopes to raise awareness for issues beyond automated data quality measures. We will address issues on how to reconsider our internal standards for data quality as well as the need to focus on a more holistic approach to quality assurance mechanisms. We also aim to change some paradigms on how respondents are treated in general.

Author: Hoffmann, Nadja; Hammer, Anne; Wilczek, Sonja;
Pankau, Nikolas; Womser, Kathrin; Kadel, Jasmin;
Gärtner, Chris; Haferkamp, Nina
[Dresden University of Technology, Germany]
E-mail: nadja.hoffmann1@mailbox.tu-dresden.de
anne.hammer@mailbox.tu-dresden.de
sonja.wilczek@mailbox.tu-dresden.de
nikolas.pankau@mailbox.tu-dresden.de
kathrin.womser@mailbox.tu-dresden.de
jasmin.kadel@mailbox.tu-dresden.de
chris.gaertner@mailbox.tu-dresden.de
nina.haferkamp@tu-dresden.de

■ SOCIAL CONSUMER – THE IMPACT OF CONSUMER REVIEWS ON PRODUCT APPRECIATION AND PURCHASE DECISION ON FACEBOOK VERSUS AMAZON

Relevance & Research Question: New information and communication technology increases the volume of sales via the Internet. Online shops like Amazon early integrated its users, solved the geographical distance by implementing consumer reviews and can therefore be classified as Social Commerce. Social web analysts have predicted Facebook to be logical turning point in this development: F-Commerce and thus more business via Facebook will be the future.

Currently, it is however unknown how much attention consumers in Germany pay to social networks. This goes for online shopping as well as for dealing with differing reviews, also known as electronic word of mouth. Thus the underlying research question of this work is: How do consumer reviews on varying internet platforms figure into product appreciation and purchase decision and how do further components influence this process?

Methods & Data: Within an online survey consisting of 597 respondents a two factorial online experiment was conducted. There were four manipulated stimuli containing only positive or only negative consumer reviews about an e-book reader on each internet platform, Amazon and Facebook. After being confronted with one of these stimuli, people were asked to evaluate the product and the consumer reviews and assess whether they would buy the product.

Results: Consumer reviews on Amazon were significantly being valued as more authentic, trustable, helpful and informative than the reviews on Facebook. There were significant differences between the negative and the positive reviews too: The respondents who had received the negative stimulus stated that these were significantly more authentic, trustable, helpful, informative, rational and honest whereas the respondents who received the positive stimulus estimated that the reviews were significant more likeable. Moreover it was established that positive consumer reviews lead to positive product appreciation and that there was a significant relation to positive consumer reviews in respect to the purchase decision.

Added Value: In Germany Facebook seems to be still only a social network and not yet a platform to inform consumers about products. This research should be the foundation for further studies investigating which parameters on Facebook need to be considered for online advertising.

Author: Jawecki, Gregor; Bilgram, Volker; Stadler, Dorothée
[HYVE AG, Germany]
E-mail: gregor.jawecki@hyve.de
volker.bilgram@hyve.de
dorothee.stadler@hyve.de

■ EXPLORING NEW PATHWAYS TO SURVEY RECRUITMENT

Relevance & Research Question: Online panels had once revolutionized the research industry. Particularly with the rise of social media, however, they have been increasingly criticized. Declining response rates and the so called 'panel effect' have resulted in a general mistrust in the quality and overall business of online panels. In our presentation we aim to scrutinize new forms of recruitment and evaluate their strengths and weaknesses for future market research projects.

Methods & Data: The presentation gives an overview of various recruitment strategies discussed in marketing, market research and

innovation-related literature. It then introduces an online survey from the sporting goods industry. In the preparation of this study, the executing company consciously decided to explore new ways of recruitment. Rather than relying on traditional panel recruitment a multitude of channels (e.g. social media, existing customers) was used to invite participants.

Results: In total, 950 individuals participated in the survey. Their high involvement is indicated e.g. by an average of over 30 minutes they spent with the survey. While all channels helped to recruit participants, some proved to be more efficient than others.

Different channels also attracted individuals with different participation motives and patterns. For instance, while for individuals invited via social media the possibility to engage in an appealing research task is the main driver, participants with a professional background rather strive for better products. In addition, different user groups score higher on personal characteristics such as creativity or opinion leadership than others.

Added Value: While recruitment via 'new' channels is often tied to significant efforts, its main advantage is that the company can get in touch with highly involved and creative individuals. Participants are no longer anonymous but can be repeatedly invited to research project.

In the long run, a company can establish a user community - a valuable asset as it becomes more and more difficult to attract participants. The higher engagement of participants also has implications for the projects themselves. New trends such as 'Gamification' which make market research more interactive and playful, aim to offer participants the appealing experience they strive for.

Author: Kaulartz, Sandro; Kruse, Alexander
 [Ipsos / Ipsos Open Thinking Exchange Germany]
 E-mail: sandro.kaulartz@ipsos.com
 alexander.kruse@ipsos.com

■ USER EXPERIENCE RESEARCH WITH IPSOS SOCIAL LISTENING / TABLET MARKET CASE STUDY: SAMSUNG GALAXY TAB VERSUS APPLE IPAD

Relevance & Research Question: As part of a user experience case study in the German tablet market, Ipsos wanted to show how Social Listening and the insightful field of user generated social web content can add value to research with a combination of technology and research

methodologies. The aim of this research was to elaborate a deep understanding of satisfaction driving product characteristics and their interrelation to each other in the German tablet market focusing on the Apple iPad and Samsung Galaxy Tab.

Method: Quantitative analytics and qualitative immersion techniques have been taken to generate new insights on dissatisfaction drivers or previously unknown product issues. Through the integration of social media monitoring technology, web analytic metrics conclusions on the influential power and impact to the decision making process to peers could be drawn.

Results: Ipsos discovered the nine decisive theme fields (Weight, Device Size, Touchscreen, Compatibility, Battery Life, Display Quality, Operating System, App Marketplace and Processing) from the web discourse around the two tablet products. In contrast to the Apple iPad, the Samsung Galaxy Tab shows an inconsistent interplay of product attributes. A high disappointment of the app marketplace very often resulted in dissuasion to purchase a Samsung Galaxy Tab. A rather homogenous picture without outlying product characteristics revealed the iPad analysis of theme interrelations. Nevertheless, the in-depth analysis uncovered some disappointing product attributes like the compatibility to other hardware components or the "closed" nature of the Apple operating system and increasing issues display processing quality.

Added Value: From our case study its clearly visible that Social Listening provides us the opportunity to enter into the new dimension of self-motivated, freely formulated user generated content of peers and an organic ecosystem of opinions.

Our case study proved that the sole buzz monitoring is not conducive to reach the desired analytic deepness to provide market research buyers with a profound understanding of consumer perceptions, beliefs and usage behaviors of the market-compliant target audience. It is indispensable to combine social media monitoring technology with qualitative and quantitative research expertise for a more in-depth market research approach of social media monitoring.

Author: Keim, Gerhard { 1 }; Wulfert, Tanja { 1 }; Blau, Patricia { 1 };
Woppmann, Andreas { 2 }
[1: GIM, Gesellschaft für Innovative Marktforschung mbH,
Germany; 2: MAM Babyartikel GmbH]
E-mail: g.keim@g-i-m.com
t.wulfert@g-i-m.com
p.blau@g-i-m.com
andreas.woppmann@mambaby.com

■ TOO OLD OR TOO YOUNG?

QUALITATIVE ONLINE RESEARCH FROM CRADLE TO RETIREMENT

Relevance & Research Question: Our society gets older. While this is nothing new, it is essential with regard to market potential: there are more elder people with money to spend and there is more money spent on respectively by the fewer kids. While the older and the very young thus are relevant target groups, online research with them is often limited by questions like: Are they too old? Are they too young?

Based on case studies the presentation will broaden the perspective on online research with the 60+ and -12. What needs to be taken into account? What works well – what doesn't? And – looking at the very young – what can be said about online research with parents as the 'big spenders' for their kids.

Methods & Data: In the focus are three qualitative online studies conducted in 2011: The very young: N = 50 mothers having babies (0-18 months)

- Topic: oral care with babies – needs, products, product co-creation
- In cooperation with MAM Babyartikel: The young: N = 24 children from 2nd to 6th grade and their parents
- Topic: children's lifestyle, favorite products, product assessment
- Additionally: evaluation of online capacities of kids
- Institute study: The older: N = 20 people 60+
- Topic: lifestyle, value orientation, role of relationships
- Additionally: evaluation of online capacities of 60+
- Institute study

Results: Target groups have quite specific assets and hurdles when it comes to qualitative online research. This becomes esp. tangible when looking at ...

- Attitude towards online research: For the young and the old qualitative online research is an adventure. For kids it even is their first job.
- Usage of visual material: Looking at collages or pictures uploaded, we will highlight the role of media usage and psychological development. One example: 60+ have a limited set of pictures at hand - they take holiday pictures ... that's it. Kids may have loads of pictures - but they are often not very clear.

Added Value: The presentation will broaden the perspective on online research regarding (very) young and elder target groups. It elucidates with real research examples the possibilities and limits of different qualitative online techniques, giving hints to their execution.

Author: Kercher, Jan { 1 }; Bachl, Marko { 1 }; Vögele, Catharina { 1 };
Vohle, Frank { 2 }
[1: Universität Hohenheim, Germany;
2: Gostthinker GmbH, Germany]
E-mail: jan.kercher@uni-hohenheim.de
marko.bachl@uni-hohenheim.de
c.voegel@uni-hohenheim.de
frank.vohle@ghostthinker.de

■ THE "MEDIALIVETRACKER" – A NEW ONLINE-TOOL FOR REAL-TIME-RESPONSE-MEASUREMENT

Relevance & Research Question: Real-time-response (RTR) measurement is a useful data-collection tool for academic and applied research, as it enables the measurement of viewer reactions during the reception process. However, traditional RTR studies which are conducted in laboratory settings often require expensive special equipment and extensive planning and coordinating efforts.

Furthermore, the technical equipment often only allows for a limited number of participants and offers little flexibility with regard to adjusting the functions of the measurement devices. Therefore, we developed the MediaLiveTracker, an online-based RTR tool which tackles some of these limitations.

Methods & Data: MediaLiveTracker is an online-based tool to collect subjective recipient data during the reception of a streamed or recorded audio or video stimulus. The video player provides highly adaptable rating elements, like a slider, a dial or push-buttons which can be used

for real-time data collection. It can easily be implemented into online survey tools. The underlying Open Source framework Drupal allows for a flexible content and user management and has been enhanced by custom modules, like a dynamic user account creation.

In a first validation study, we used MediaLiveTracker to measure the evaluation of five politicians during a political talk show. A convenience sample of 77 participants was surveyed directly before and after the discussion. During the 1,75 hours of the talk show, they rated the performance of each politician with push-buttons which meant more than 18.000 ratings in total.

Results: Because of the numerous ratings, the scalability of the system posed some challenges during the first pilots. After some reconfigurations, these performance problems could be solved and a stable system can be assured now. The study's results show promising indicators for the criterion validity of MediaLiveTracker's measurements. Concurrent validity (operationalized as correlations between the real-time evaluations of the candidates) as well as predictive validity (operationalized as correlations between evaluations of each candidate before, during and after the stimulus) can be considered as appropriate. Participants rated the survey experience positively.

Added Value: FMediaLiveTracker is a valuable device for researchers who wish to measure recipient judgments during the reception process with an affordable and flexible online-tool.

Author: Kercher, Jan [1]; Brettschneider, Frank [1];
Haseloff, Anikar [2]
[1: Universität Hohenheim, Germany;
2: H & H Communication Lab GmbH, Germany]
E-mail: jan.kercher@uni-hohenheim.de
frank.brettschneider@uni-hohenheim.de
a.haseloff@comlab-ulm.de

■ TEXTLAB – AN OBJECTIVE, RELIABLE AND EFFICIENT ONLINE-TOOL FOR READABILITY MEASUREMENT

Relevance & Research Question: Since its formation in the 1920s, readability measurement developed numerous instruments for academic and applied research, the so-called readability formulas. They allow for the comparison of text comprehensibility in an objective, reliable and efficient way. Applications include research on school books, administrative documents and newspapers. Since the 1980s, automated

readability tools have been developed. However, academic research has yet largely ignored the potentials of these devices. In this paper, we present TextLab, an automated readability tool which we developed together with an agency for text analysis and optimization.

Methods & Data: TextLab is an online-tool to measure the readability of any kind of continuous text. For this, users can revert to 22 validated readability formulas and over 150 readability-related text parameters. This also includes two formulas and several parameters and algorithms that were newly developed and offer certain advantages in comparison to the existing ones. The measurement procedure is fairly simple: After some standard adjustments, texts can be pasted into an input field and are then analyzed automatically by the software. Results can be exported to csv-format.

TextLab has already been used for several readability studies. For example, we analyzed German party manifestos for several elections since 1994, including federal elections, the last election for the European parliament and several elections on regional and local level. Furthermore, we used TextLab to explore the comprehensibility of websites, interviews, speeches, newspapers and banking documents.

Results: Our results show that TextLab is not only an objective, reliable and efficient but also a valid tool for readability measurements. In a doctoral thesis, parameters that had been collected with TextLab showed strong explanatory power in complex path models that also included relevant recipient characteristics and reactions. We also use TextLab to continuously measure the comprehensibility and the word choice of the major German political parties' online communication. The results show distinct relations between political language use, communicators, issue topics and events.

Added Value: TextLab is a unique device for the measurement of text comprehensibility with an objective, reliable and efficient online-tool that offers a vast number of validated readability indicators.

Author: Keusch, Florian
[Vienna University of Economics and Business (WU),
Austria]
E-mail: florian.keusch@wu-wien.ac.at

■ THE INFLUENCE OF SOCIAL DESIRABILITY ON DATA QUALITY IN FACE-TO-FACE AND WEB SURVEYS

Relevance & Research Question: The results of a number of studies comparing data collection via personal interviewing (CAPI) and self administered web surveys (CAWI) suggest that online data collection leads to more honest answers [e.g., Bronner/Kuijlen 2007; Duffy et al. 2005; Hoppe/Lamp 2001; Loosveldt/Sonck 2008; Marta-Pedroso et al. 2007].

This is usually attributed to the absence of an interviewer in the online realm and the therefore lower tendency of respondents to answer questions in a manner that will be viewed favorably by others. However, to date no study has used a standardized scale to measure social desirability on an individual respondent level and assess its influence of on data quality in face-to-face and web surveys.

Methods & Data: In an experimental study respondents were either interviewed by an interviewer in person ($n = 402$) or with a self-administered web questionnaire over the internet ($n = 387$). Respondents for the face-to-face survey were recruited via quota sampling, the web survey was administered to members of an online panel using the same quotas. Among others respondents were asked about their attitudes towards different cultures, countries, and their citizens. Additionally, an adapted version of Paulus' (1984) scale measuring impression management was used to assess the influence of social desirability on data quality.

Results: The results confirm that social desirability is less pronounced when respondents answer the questions in a self-administered web survey compared to an personal interview.

Added Value: The use of a standardized scale allows to test for the potential of social desirability as a moderator for mode effects.

Author: Klausch, Lars Thomas {1}; de Leeuw, Edith {1};
Joop, Hox {1}; Anouk, Roberts {2}; Anneke, de Jongh {2}
[1: Utrecht University; 2: Flycatcher Internet Panels]
E-mail: l.t.klausch@uu.nl
e.d.deleeuw@uu.nl
j.hox@uu.nl
roberts@Flycatcher.nl
jongh@Flycatcher.nl

■ MATRIX VS. SINGLE QUESTION FORMATS IN WEB SURVEYS: RESULTS FROM A LARGE SCALE EXPERIMENT

Relevance & Research Question: A matrix question format (grid) has many advantages in traditional paper-and-pen surveys design: more questions can be presented in a smaller space, thereby saving paper, printing and mailing costs. With the onset of computer-assisted questionnaires and Internet research, these cost saving arguments are no longer valid. Still, matrix questions remain a widely used tool also in Web surveys [e.g. Couper, 2008]. There is some empirical evidence [e.g. Toepoel et al 2005; Petchev, 2006; Callegaro, 2010] that matrix questions lead to more satisficing and more dropout. However, presenting questions as single items on the screen leads to longer response times and may increase response burden. In this study we therefore evaluate an alternative to traditional matrix and scrolling formats for web surveys: the horizontal scrolling matrix (HSM).

Methods & Data: In the HSM questions are presented one-by-one on the screen, while ease of answering is improved [e.g., after an answer is selected, the next question is quickly and automatically presented, there is no need for the next or previous button, etc.], and respondents still have an overview of the number of questions in the matrix through a visual bar. In a randomized field experiment we tested whether the HSM question format does improve data quality over the traditional matrix format. We used a 2 by 3 factorial design: the experimental factors were:

- [1] question format: traditional matrix vs HSM and
- [2] length of 'matrix': 5, 10, and 15 items per matrix.

Results: The results were positive: the HSM-format led to fewer break-offs, better data quality and less satisficing as indicated by well-known response styles, such as non-differentiation and extremeness. The HSM helped improving data quality in the longer matrix conditions, which typically suffer from worse data quality. Finally, respondents evaluated the HSM format very positive.

Added Value: Online researchers can profit from the flexibility of web surveys by moving away from grid formats, which are a heritage of paper and pencil surveys. The HSM is a useful alternative, which prevents respondent demotivation by offering superior usability.

Author: Klausch, Lars Thomas { 1 }; Schouten, Barry { 2 };
Hox, Joop { 1 }
[1: Utrecht University; 2: Statistics Netherlands]
E-mail: l.t.klausch@uu.nl
jg.schouten@cbs.nl
j.hox@uu.nl

■ THE REPRESENTATIVITY OF WEB SURVEYS OF THE GENERAL POPULATION COMPARED TO TRADITIONAL MODES AND MIXED-MODE DESIGNS

Relevance & Research Question: Web surveys of the general population are suspected to yield less representative samples than traditional survey modes for two major reasons. First, population coverage with internet access is incomplete in most countries. Second, response rates to Web surveys are generally lower than in traditional modes.

Sequential mixed-mode strategies using personal [CAPI] or telephone [CATI] interviews have been suggested to cope with the presumed representativity problem. In this study we assess the underlying assumptions of this reasoning, i.e., first, whether a probability sample using Web for data collection is less representative than other modes and, second, whether CAPI or CATI possess properties that can compensate for bias when added in sequence to Web.

Methods & Data: We conducted an experiment based on a national probability sample of 8,800 persons in the context of the Dutch 'Security Monitor' survey. Persons were assigned to one out of four modes [Web, Mail, CATI, CAPI]. Mailed invitations contained a link [Web], a questionnaire [Mail], or announced the contact by an interviewer [CAPI/CATI]. After 4-8 weeks we approached every person again in a second wave, either by CAPI or CATI. We included questions on internet coverage in this wave. To assess representativity, background data was available from national registries.

Results: Though The Netherlands are a country of high internet coverage, the impact of under-coverage on representativity was strong (assessed by R-indicators). However, many of the coverage deficits were mitigated in the process of contact and cooperation. The final Web response

sample was as representative as CAPI and even more representative than CATI and Mail. Mixing modes in sequence (i.e. Web followed by CAPI or CAPI+CATI) was not capable of compensating the deficits of Web beyond well-known net increases in response rates.

Added Value: Our results question two basic assumptions about Web surveys and mixed-mode designs. We suggest that Web surveys possess equally good or better response properties as traditional modes, if they are based on probability samples and population coverage with internet access is high. Also, from a representativity perspective, we did not find evidence in favour of using mixed-mode designs.

Author: Kneidinger, Bernadette
[Universität Wien, Austria]
E-mail: bernadette.kneidinger@univie.ac.at

■ GEOPOLITISCHE IDENTITÄTSKONSTRUKTION IN DER NETZWERKGESELLSCHAFT

„In einer Gesellschaft, in der allein auf technischer Ebene die globale Vernetzung zunehmend voranschreitet, stellt sich die Frage nach der Existenz eines sogenannten „global village“ so stark wie selten zuvor. Im Rahmen dieser Dissertation werden die teilweise sehr gegensätzlichen Theorieansätze verglichen, die sich mit der Frage nach der Bedeutung des geographischen Raumes und den damit verbundenen geopolitischen Identitätskonzepten beschäftigen. Die zwei Entwicklungen, die dabei eine zentrale Rolle einnehmen und in enger Verbindung zueinander stehen, sind einerseits das Konzept der Globalisierung, andererseits die Mediatisierung. Im Zusammenhang mit der Globalisierung wird diskutiert, inwiefern es tatsächlich zu einer zunehmenden Entgrenzung traditioneller Bezugssysteme wie Nationen oder Regionen kommt und stattdessen verstärkt transnationale Identifikationsebenen an Bedeutung gewinnen. Möglich werde dies durch eine allgegenwärtige Mediatisierung des Alltags (vgl. u.a. Krotz 1998), mittels derer Kommunikation unabhängig von Ort und Zeit sowie jeglicher Form traditioneller Grenzziehungen stattfinden kann. Als mediale Repräsentationen dieser „Netzwerkgesellschaft“ (Castells 1996) können die momentan boomenden sozialen Netzwerke im Internet, wie etwa das vieldiskutierte Online Social Network Facebook, aber auch andere computerbasierte Interaktionstools gesehen werden. Diese virtuellen sozialen Netzwerke existieren primär mit der Intention, Menschen auf der ganzen Welt zumindest auf computervermitteltem Wege miteinander zu verbinden, geographische Distanzen zu überbrücken und auf diese Weise eine weltumspannende (virtuelle) Gemeinschaft zu realisieren.

Bei all diesen technischen und gesellschaftlichen Entwicklungen stellt sich schließlich die Frage, wie sich diese Tendenzen auf traditionelle soziale und politische Verortungen des Menschen auswirken. Welchen Stellenwert haben geopolitische Identitätskonzepte wie regionale oder nationale Identitäten in einer derartigen „Netzwerkgesellschaft“? Werden sie in den weltumspannenden Netzwerken zunehmend überflüssig oder aber kommt es zu einer Art „Wiederentdeckung“ nationaler und/oder regionaler Verwurzelung in den Social Networks? Zudem stellt sich aus kommunikationswissenschaftlicher Sicht die Frage, welche Identitätskonzepte auf medialer Ebene konstruiert und vermittelt werden und inwiefern diese den subjektiven Einstellungen der Rezipienten entsprechen. Um diese komplexen Zusammenhänge überprüfen zu können, kombini

niert die Dissertation auf empirischer Ebene inhaltsanalytische Untersuchungen von österreichischen Tageszeitungen und Facebook-Angeboten mit Erkenntnissen aus Online-Befragungen von österreichischen Nutzern und Nicht-Nutzern des momentan größten Online Social Networks im deutschsprachigen Raum (Facebook). Dabei soll neben der traditionellen Erhebung journalistischer Meinungsvermittlung v.a. die stärker subjektive Thematisierung regionaler, nationaler und transnationaler Identitäten innerhalb des eines Online Social Network analysiert werden. Im Rahmen der Befragung wird zudem unterschieden zwischen aktiven Nutzern von Facebook und Nicht-Nutzern, um auf diese Weise überprüfen zu können, ob Personen, die sich bewusst diesen globalen sozialen Online Netzwerken zuwenden, andere geopolitische Identitätskonzepte vertreten, als jene, die sich (bewusst oder auch unbewusst) gegen eine Nutzung derartiger Onlineangebote entscheiden.

Durch die auf mehreren methodischen Ebenen angelegten Auswertungen zeigt die Dissertation mehrere sowohl medienübergreifende als auch Medien- und Rezipientenseite vergleichende Analysen zur geopolitischen Identitätskonstruktion auf. Dabei wird vor allem klar, dass die Kommunikate im Social Network viel besser als Indikator für die öffentliche Stimmungslage geeignet sind als die veröffentlichte Meinung in den Tageszeitungen. Daraus kann als erster forschungspragmatischer Schluss festgehalten werden, dass eine detaillierte und regelmäßige Analyse von Diskussionen bzw. auch anderen Formen von öffentlich zugänglichen Kommunikaten im weitesten Sinne innerhalb der Social Media durchaus als reliable und zusätzliche Indikatoren für die Erhebung der Meinungs- und Einstellungslage zu geopolitischen Identitätsaspekten aber auch zu Fragen des Multikulturalismus herangezogen werden können. Ergänzt mit Befunden aus klassischen Bevölkerungsbefragungen können diese inhaltsanalytischen Ergebnisse aus dem Social Web ein detaillierteres und unverfälschteres Bild abgeben, als dies rein unter Verwendung von Befragungen möglich wäre.

In Bezug auf die Existenz eines „globalen Dorfes“, in das Österreich integriert ist, bzw. durch welches die nationale Definition an Bedeutung verlieren würde, kann die Dissertation zeigen, dass es trotz gut ausgebauter technologischer Vernetzung Österreichs im Alltag der Bürger noch nicht realisiert wurde. Transnationale bzw. globale Identitätskonzepte sind nach wie vor eher selten bei den Österreichern zu finden, wobei dies nicht dahingehend interpretiert werden darf, dass eine fehlende Weltoffenheit in der rot-weiß-roten Nation vorherrscht, sondern vielmehr regionale und nationale Bezugspunkte nach wie vor eine wichtigere Rolle spielen. Die Österreicher sind stolz auf die eigene Nation und charakterisieren sie durchwegs positiv. Momentan zeigt sich somit eine zweiseitige Tendenz: In technologischer Hinsicht ist Österreich mittlerweile fraglos zu einem integralen Bestandteil des „globalen Kommunikations- und Informations-Dorfes“ geworden. In emotionaler Hinsicht dominieren jedoch nach wie vor kleinräumige Bezugspunkte auf der Ebene der Nation oder aber auch im Sinne einer verstärkt regionalisierten Verortung.

Diese Bindung und der beachtlich ausgeprägte Stolz auf Österreich werden dabei innerhalb des globalen Kommunikationsnetzwerkes als Teil der individuellen Identität zum Ausdruck gebracht. Die Österreicher erweisen sich somit als durchaus weltoffene Bürger, die jedoch die Vorzüge der eigenen regionalen und nationalen Besonderheiten zu schätzen wissen und diese auch im „global village“ zum Ausdruck bringen. Dieses Phänomen kann somit in Anlehnung an die Beschreibung globalisierter Unternehmensphilosophien folgendermaßen auf den Punkt gebracht werden: „Feel and live locally, communicate and interact globally.“

Author: Kolo, Castulus; Abusa'ada, Usama
[MHMK, Germany]

E-mail: c.kolo@macromedia.de
u.abusaada@t-online.de

■ DRIVERS OF VALUE IN ONLINE SOCIAL NETWORKS – THE SYRIAN REVOLUTION AS A CASE IN POINT

As the so called “Arab Spring” spread across North Africa and the Middle East, the media and other observers related these events to the effect of online social networks and some even referred to them as the “Facebook Revolution”. The current events in the Middle East and North Africa raise among others the question, how protesters could organize themselves so quickly and gain popularity so rapidly.

We focused on the dynamics of growth in social media platforms and the question of how activity is related to the number of participants. One can assume that the more “value” is attributed to a platform or social media environment, the more enticed are users to contribute. Consecutively a certain relationship can be expected between the number of participants and the number of “comments” or “likes”.

In previous theoretical considerations various “laws” have been proposed to describe the relationship of a network’s value and the number of participants. Among them are the “laws” of Sarnoff, Gilder, Reed and Metcalfe. We tested these formal relationships with the Syrian revolution as a case in point, as it gives a very specific context not blurring different aspects of utility possibly provided by larger or more diverse social media environments.

In a fit to the empirical values for “comments” and “likes” on facebook versus the number of participants across the ten selected facebook groups related to the Syrian revolution, we can clearly show that Metcalfe’s law is well suited to describe the dynamics of growth in numbers versus activity and others can be clearly refuted. Additionally, we will propose a new law that is aimed to even better integrate both aspects, “content” and “connectivity” and their relation to the number of participants.

Author: Körbitz, Wolfgang
[WU Wien, Austria]
E-mail: wolfgangkoerbitz@gmail.com

■ A RICH SOURCE OF INFORMATION: EXTRACTING THE MARKET STRUCTURE AND PRODUCT QUALITY FROM CUSTOMER REVIEWS

Relevance & Research Question: Due to web 2.0 services like forums, blogs or user comments customers can nowadays easily share their product experience with a wider audience [Riegner 2007]. On the one hand product reviews influence buying decisions of prospective customers [Breazeale 2009]. On the other hand these user comments are valuable information for companies as they show how customers perceive their products [Rosa, Spanjol et al. 2004]. By comparing reviews of competing products the following study shows how customer reviews can be analyzed to reveal the market structure. In spite of the product development it is further interesting to know important product attributes which lead to a positive quality assessment from customers [Urban and Hauser 2004].

Methods & Data: A set of 1.230 product reviews of 10 different heart rate monitors are retrieved from the Amazon website for the analysis. Meaningful words are extracted from the reviews by comparing the frequency distribution of a term in the target corpus (the reviews of one specific product) to the whole sample (reviews from other products). In a following step a sentiment analysis identifies whether the term stands in a positive or negative context. The sentiment analysis counts the number of co-occurrences of a target term with a pre-defined list of positive and negative sentiment words.

Results: To reveal the market structure a simple correspondence analysis is performed. It uncovers the relationship between the extracted keywords and the different product models. To determine influential product attributes on the quality judgment of customers a logistic regression is employed. It estimates the influence of the extracted terms on the overall product rating of the customers.

Added Value: This study demonstrates the applicability of text mining in combination with sentiment detection in the field of market research. In detail it shows how to identify relevant product associations from customers and shed light on the quality assessment from a customer perspective.

Author: Kowalski, Jarosław; Póltorak, Małgorzata
[IIBR (Gemius Group), Poland]
E-mail: jaroslaw.kowalski@iibr.pl
malgorzata.poltorak@iibr.pl

■ VIRAL COMMUNICATION – HOW TO MEASURE SOMETHING HIDDEN, SPONTANEOUS, AND UNCONTROLLED

Relevance & Research Question: Because of big clutter in the media ads are less efficient. Also recipients are more and more reluctant toward commercial messages. That’s why advertising constantly seeks new ways to focus the attention. One of them is online viral marketing. The virals are the messages (movies, pictures, slogans etc.) which are supposed to be send by the recipients to others. Popularity of online social networks makes this process more efficient – one click can multiple the number of people who have contact with such information. This way of communication is particularly attractive for brands which cannot promote themselves in media (i.e. spirits). Achieving the marketing goals in viral campaign is demanding because marketers must prepare the message which works like ad and is not perceived like ad. Marketers who use virals need the information about its effectiveness. Usually

there is no such data, because communication process is hidden, spontaneous and uncontrolled. Finally, we have situation when communication via virals is used, but the knowledge if it really works, how it works and why is lacking.

Methods & Data: We are going to present the proposal of new approach toward measuring the effectiveness and mechanisms of propagation of virals. The method is basing on two sources of data: 1) data about propagation of the virals, gathered automatically (passive measurement) 2) online interviews (CAWI method) with people who had contact with the viral.

Results: We will present the data from the case study - a research conducted for the brand 'J&B' (Diageo Company) in December 2011-January 2012. In this case 7 virals (movies) will be spread out. We expect to find out why people decided to spread out the viral movies, how they do it (via online social networks, email, talking about action to their friends etc.). We will merge declarations with hard data about propagation of virals geographically and during the time.

Added Value: Analysing the case study will give us better understanding of a phenomenon of virals – how the virals was multiplied and propagated, why people propagate them and how this this information was interpreted.

Author: Krasnovsky, Alexandr
[Kiev International Institute of Sociology, Ukraine]
E-mail: a.krasnovsky@kiis.com.ua

■ CYBER-HATE IN THE UKRAINIAN CYBERSPACE

Relevance & Research Question: The Internet is the popular platforms of free speech, but it has put the problem of hate content into sharp relief. The scholarships notice a growing number of an open aggression to certain categories of population or events. The situation in Ukrainian cyberspace is aggravated by tough political struggle with "black PR".

This survey was focused on:

- The situation with hate discourse in Ukrainian Internet media, especially cyber-hate vectors and objects.
- The attitude of Internet users to cyber-hate, perception of this phenomenon as a problem, the practice of commenting and motives for aggressive comments posting.

Methods & Data: A combined approach was used in the design of the study:

- Content analysis of comments on articles on the 20 most popular and influential Ukrainian socio-political websites. The articles were selected with a probability, which was proportional to commenting activity. As a result, 300 articles and 13,077 comments on them were analyzed.
- Online survey was based on InPoll online panel. The sample included 623 respondents who corresponded to the Ukrainian Internet audience by gender, age, and settlement type.

Results: The problem of cyber-hate is important for Ukraine because 71% of discussions contain hate expressions. The most frequent objects of hate are politicians and political opponents. The main hate vectors come down to confrontation between the Ukrainians and the Russians and between the residents of Eastern and Western regions. The most Internet users (78%) react to manifestations of cyber-hate negatively, and about 64% of respondents consider this phenomenon socially dangerous. Only 3% of site-visitors reported that they reply to hate comments in similar fashion. The rest try to ignore them, avoid or shift the discussion to a constructive direction.

Added Value: Now we are planning next wave of cyber-hate monitoring in the Ukrainian Internet with particular attention to a) forms of hate content in social media; b) most effective responding to cyber-hate; c) correlation between aggressiveness and hate comments posting practice. This work should be finalized and presented by March 2012.

Author: Kummer, Michael E. {1}; Saam, Marianne {1}; Halatchliyski, lassen {2}; Giorgidze, George {3}
[1: ZEW-Mannheim; 2: IWM-KMRC-Tübingen; 3: University of Tübingen]
E-mail: kummer@zew.de
saam@zew.de
i.halatchliyski@iwm-kmrc.de
george.giorgidze@uni-tuebingen.de

■ CENTRALITY AND CONTENT CREATION IN NETWORKS – THE CASE OF THE GERMAN WIKIPEDIA

Relevance & Research Question: In this work we analyze how the generation of user-generated content on an online platform is related to its position in the network of articles. We ask whether more central articles

attract more contributions and more authors. This issue has practical implications for administrators of online platforms (in particular wikis), as it sheds light on user-contribution flows. It has also implications for other peer production settings.

Methods & Data: To address this question we use data covering the entire history of German Wikipedia. The data are stored in a relational database and are queried using Database Supported Haskell (DSH), a novel high-level language allowing for formulation and efficient execution of queries on nested and ordered collections. We use data on revision contents, page views and linkages of Wikipedia articles. Currently we analyze the economics and sociology categories thus obtaining a panel data set for 23000 articles over the time span from December 2007 to December 2010. We use social network analysis to measure the position of an article in the network. As a measure of the network position we include the number of links from the entire German Wikipedia directing to a particular page (degree centrality). Closeness and betweenness centralities are computed on the local network of the economics and sociology articles. To analyze the relationship of interest we use panel-fixed-effects regressions to account for article and topic heterogeneity. Additionally, we are currently performing an analysis of newly created articles and how they come into being.

Results: Although our work is still at early stages, our initial findings are promising. We have already observed a highly robust positive relationship between degree centrality and several content measures (e.g., page views, authors and article length).

Added Value: The contribution of this work does not only stem from the obtained results but also includes the newly created data on the interlinkages of Wikipedia articles and the application of the novel, high-level language for querying large scale data.

Author: Kunert, Jessica Sabrina
[London School of Economics, United Kingdom]
E-mail: jessica.kunert@t-online.de

■ BUILDING A DIGITAL ELECTORAL CONNECTION: MEPS' WEBSITES AND FACEBOOK PROFILES. HOW DO MEPS PRESENT THEMSELVES ONLINE?

Relevance & Research Question: Does the voter have a connection to the politicians he votes for in an election? If so, what kind of connection is there? These are the questions that have been asked in many political systems including the elections for the European Parliament

[EP] and the elected Members of the European Parliament (MEPs). It is widely accepted that the connection is weak due to the fact that European elections are about domestic issues and that the EP is a lot less visible in the media than its national counterparts (see Franklin/Van der Eijk/Marsh 1996/Schmitt 2005). Reif/Schmitt (1980) have influenced the term “second-order elections”, a concept that is overwhelmingly utilised today to describe the nature of the EP elections. Whereas many case studies have confirmed their findings, e.g. of EP elections being about national issues and not European ones, research pointing to an existing or growing electoral connection between MEPs and their voters is scarce. This study re-examines the theory of the weak electoral connection between voters of the EP and the MEPs by applying it to the use of the internet, i.e. to websites and Facebook profiles. The overall claim is that the internet has helped to build an electoral connection as the overwhelming majority MEPs present themselves and their work not only on websites, but also increasingly on Facebook albeit in a more restricted way since many of the profiles are closed or rarely used.

Methods & Data: To research the impact of the internet and the representation of the MEPs on websites and Facebook profiles, a sample of 183 MEPs was taken. The MEPs studied were the German, British and the Irish MEPs. The Irish MEPs were included in the sample to make a comparison between the two forms of electoral systems that are used to elect the EP, the list system and the preferential voting system. The data was compiled from April to June 2011. Two platforms were chosen; websites, which represent the “conventional web 1.0” and are static, and Social Network Services (SNS), which are a central component of the “Web 2.0” structure, used to describe the internet as “a platform” on which developers and users can interact (O'Reilly 2005). However, the distinction between “web 1.0” and “web 2.0” is blurred, since nowadays, many “web 2.0” features are incorporated into websites.

Websites, defined by the Encyclopaedia Britannica (2011) as a “collection of files and related resources accessible through the World Wide Web”, are an array of information which is chosen by the website's owner. A potentially endless amount of information can be presented via links. Moreover, the design and the type of this information is up to the owner, so that he may present what is important to him; ranging from news to explanations of political issues, or pictures. All in all, websites were chosen as a durable medium that is independent from any pre-given structure. Facebook profiles have a given structure and only limited space. The type of information that can be presented is restricted, as well as the freedom in design – Facebook profiles all have the same structure and there is almost no room for customisation. Facebook as a SNS has a different purpose from a website (see Ellison/Boyd 2007), but is nevertheless used by politicians to present themselves, so it was

included in the study. Moreover, as Utz (2009) found that since SNS are set up and used differently to websites, they also speak to a different audience and have the potential to speak to users that do not show a high interest in politics (Utz 2009: 231). Facebook specifically was chosen because is currently one of the most-used SNS.

A total of 59 variables were gathered and clustered into three groups:

- Review of overall data: personal data of the MEP, e.g. the year of birth, whether or not the MEP has a website and a Facebook profile, whether or not this profile is set to private.
- Representation/Territorial focus: type of representation found on the website and the Facebook profile, e.g. the territorial affiliation presented on the cover page, the number of languages and the type of news presented.
- Strengthening the electoral connection: possible interaction between the voters and the MEPs for both websites and Facebook profiles, e.g. a newsletter, the opportunity to visit the EP, and explanations of the workings of the EP.

Results: The assumptions of the theory of a weak electoral connection between MEPs and voters can be clearly questioned with the results of this explorative study. The question how MEPs present themselves on their websites – which only four MEPs in the sample do not have – and Facebook profiles has to be answered in two parts. On the websites, there is a significant regional territorial focus across all countries - showing that there is indeed some kind of an electoral connection. MEPs feature their constituencies heavily, and portray themselves as being open to the concerns of their constituents, e.g. through newsletters, offering visits, and special offers like a surgery via Skype. With regard to Facebook profiles, the picture is ambiguous. First of all, many of the profiles are closed and not open to public scrutiny.

Moreover, the self-description box is filled in to very different extents, from a full table to only a few details, giving hints to all kinds of territorial representation. Options like showing videos are rarely used. For the MEPs under a preferential voting system, the picture is different, since compared to the closed-list system, they show a distinct national affiliation on their websites. The age of the MEP has no impact on either case. However, what can be seen in both instances - websites as well as Facebook profiles – is an attempt by MEPs to build a “digital” electoral connection. The digital sphere offers many tools for that, many of which are utilised on websites and Facebook profiles. Facilities to keep the voter updated are frequently found, like newsletters and pictures, as well as explanations of the EP and its doings.

Added Value: The added value of the dissertation lies in the coupling of the theory of representation and the opportunities that the ‘new’ digital media bring. Possible pitfalls are discussed (e.g. the possibility of a ‘mobilisation of the already mobilized’ (Pinard 1968/Margolis/Resnick 2000: 14) and the pitfalls of the “digital divide” (Norris 2001)). However, the study aims to show that with the use of social media and the internet in general, the electoral connection between the voter and the politician can indeed be strengthened. Websites, almost ubiquitously used by the sample, show a significant territorial focus, and although data on Facebook remains scattered, even here, a trend to a “digital electoral connection” can be found. This, all in all, questions the conventional theory of “second-order elections” and pushes for a re-examination in the light of new digital media.

Author: Kunz, Tanja; Fuchs, Marek
[Darmstadt University of Technology, Germany]
E-mail: kunz@ifs.tu-darmstadt.de
fuchs@ifs.tu-darmstadt.de

■ EFFECTS OF STATIC VERSUS DYNAMIC FORMATTING INSTRUCTIONS FOR OPEN-ENDED NUMERICAL QUESTIONS IN WEB SURVEYS

Relevance & Research Question: Open-ended questions are often used to gather short numeric information in self-administered web questionnaires. Respondents are encouraged to enter numbers, quantities or frequencies into input fields, most often without any computerized formatting constraints predominantly in order to prevent item nonresponse.

However, the absence of any formatting restrictions encourages large variances in answers deviating from the desired format, including value ranges, estimations, alphanumeric supplements, or even different measuring units which affect data quality negatively, and increase the efforts for data cleansing and preparation. Thus, concise and clear formatting instructions are needed to guide respondents providing answers in the desired format. Considering the fact that instructions are likely to be ignored the question arises how different modes of verbal instructions and visual cues can be applied to improve the impact of formatting instructions, and finally to enhance data quality.

Methods & Data: In a between-subjects field experiment conducted among university freshman students in an opt-in panel (N = 670), we tested different visual modes of formatting instructions in open-ended numeric questions:

- [1] Conventional instruction in a static manner,
- [2] Dynamic instruction in a tooltip appearing when the mouse cursor hovers over the input field, and
- [3] Symbolic instruction in terms of pre-defined default values in the input field indicating the desired response format. The effectiveness of each instruction mode was determined by the proportion of formally correct answers.

Results: Findings indicated that the implementation of dynamic formatting elements in terms of tooltips or default values had no positive effect on an improvement of response quality compared to conventional static formatting instructions. Even a combination of tooltips and pre-filled symbols could not achieve a significant increase in correctly formatted answers compared to the sole presentation of a fixed instruction.

Added Value: The results indicated that static formatting instructions should not be replaced hastily without examining the effect of dynamic elements sufficiently. However, initial findings suggested the potential of dynamic formatting instructions in enhancing the positive effect of conventional instructions.

Author: Kunze, Kim-Kathrin; Mau, Gunnar; Schramm-Klein, Hanna;
Steinmann, Sascha
[Universität Siegen, Germany]
E-mail: kunze@marketing.uni-siegen.de
mau@shoppermetrics.com
hsk@marketing.uni-siegen.de
steinmann@marketing.uni-siegen.de

■ THE HANDLING OF ONE'S OWN DATA ON SOCIAL NETWORKING SITES – BETWEEN USAGE AND RISKS

This contribution is part of an intended special topic session about data usage and privacy requirements on social networking sites (SNS) and represents the perspective of consumer research. The scheduled session will be complemented by presentations from the point of view of Business Informatics, Laws and Media Economics.

Relevance & Research Question: The principle of SNS is based on the transfer of information (vgl. Kneidinger 2010). Users of SNS have to decide between the usage and the risks of data release (Acquisti and Grossklags 2005; Asendorpf 2011). There are just a few studies which

deal with this consideration (cf., Acquisti and Grossklags 2005; Gross and Acquisti 2005). They showed a wondrous effect: There is a large part of SNS-users who care about the protection of their personal data, but only a small part of them is willing to take measures for this protection (Gross and Acquisti 2005). Acquisti (2004) showed that a large number of users has been distracted from their goal to protect the data by “psychological distractions” or “incidents”. This raises the question from the point of view of the consumer research, how and under which circumstances users could be supported by their target tracking with respect to data privacy (Tsai 2008, Egelman 2009).

Methods & Data: Four studies should answer this question:

- [1] At first some users of different SNS and deniers were asked by an online-survey concerning their factual behaviour with reference to the protection of their own data and about their knowledge about the dangers and the usage.
- [2] In the context of a second, qualitative study, users of SNS were accompanied by the exemplarily usage of SNS and were targetedly interrogated about their knowledge and their attitude towards data security-relevant behavior.

[3,4] Two following studies analyzed, in quasi-experimental designs, the influence of different, abstract formulated safety notes on SNS on the behavior in different usage situations.

Results & Added Value: The results give first clues about the topic, which factors influence the consideration between data protection and data release while the usage of SNS and which influence exists by targeted safety notes.

Author: Leiner, Dominik J.
[SoSci Survey, Germany]
E-mail: info@soscisurvey.de

■ THE SOSCI PANEL

Relevance & Research Question: Whenever a survey sample shall not represent society but individual internal processes, convenience samples have proven fruitful in research. A significant portion of research history and current research, as well, is therefore based on the economic base of convenience samples. Since 2009 an online panel for the German speaking part goes one step further. By gathering participants from thousands of surveys, a super convenience sample is

created to provide samples for non-commercial scientific research – for free. With more than 60.000 members (at a typical participation rate of 20%) the SoSci Panel affords some fine advantages: There is no extrinsic motivation (e.g., cash) for the members to participate in surveys, small and medium samples are quickly available, and the participants feature the heterogeneity that traditional convenience samples regularly lack. The poster presents the SoSci Panel and its demographic margins.

Methods & Data: Form data voluntarily provided by the panel's participants.

Results: The SoSci Panel is far from being representative of the German speaking population, for example comprising a large number of students. However there are more non-students than students, there is a substantial portion of 50+ participants, and the members' regional distribution is a prime example for the panel's heterogeneity.

Added Value: A super convenience sample can dispel some of traditional convenience samples' disadvantages while providing even more convenience for the researcher.

Author: Lenzner, Timo
[GESIS Leibniz Institute for the Social Sciences, Germany]
E-mail: timo.lenzner@gesis.org

■ AN EVALUATION OF TWO NON-REACTIVE WEB QUESTIONNAIRE PRETESTING METHODS

Relevance & Research Question: Response latency measurement and eye tracking are two computer-assisted pretesting methods that may be particularly useful for evaluating Web questionnaires. In contrast to other techniques (e.g., expert reviews, qualitative interviews), both methods produce nonreactive and objective measures of behavior that are neither affected by the researcher (and the ways in which she tests the questions) nor by the research context.

While previous studies have shown that longer response latencies and fixation times are indicative of problematic questions (Lenzner et al., 2010, 2011), little is known about the utility of the two methods (or measures) in the practical pretesting context (e.g., in testing draft questions). This study examines whether response latencies and fixation times are discriminative features to distinguish flawed from improved survey questions.

Methods & Data: In a laboratory experiment, respondents' eye movements and response latencies were recorded while they were answering two versions of a Web questionnaire. One group ($n = 22$) received a questionnaire including poorly worded questions and the other group ($n = 22$) received the same questionnaire with improved question wordings. Given that response latencies and fixation times are highly individual, we computed the baseline fixation rate (eye tracking) and baseline reading rate (response latency) for every respondent from seven additional questions asked in the same Web survey. In the analyses, whenever the response or fixation times for a question exceeded respondents' baseline by more than 15%, the question was deemed problematic. (The analyses were repeated with 10%, 20%, and 25% thresholds, but all conclusions remained unchanged).

Results: Fixation rate (eye tracking) was consistently more accurate than reading rate (response latency) in classifying the questions as flawed or improved. The overall accuracy of the fixation rate ranged from 60% to 85%, the accuracy of the reading rate from 43% to 70%. Also, the eye tracking measure resulted in considerably fewer misses (failures to detect problems) and fewer false alarms.

Added Value: This study suggests that fixation times and response latencies are potentially useful methods for pretesting (draft) Web questionnaires, albeit the level of accuracy with which they identify problematic questions is not yet satisfactory.

Author: Levy, Eilat Chen {1}; Rafaeli, Sheizaf {1}; Ariel, Yaron {2}
[1: Sagy Center for Internet Research & University of Haifa, Israel; 2: Yezreel Valley College]
E-mail: eilatlevy@o12.net.il
sheizaf@rafaeli.net
yaronariel@gmail.com

■ ONLINE INTERRUPTION EFFECT ON COGNITIVE PERFORMANCE

"This paper examines the effect of online interruptions (conveyed by mobile phone or WWW) on cognitive performance. The main research question investigated whether external online interruptions have different effect on cognitive performance considering the 'Richness' of the interruption. Following Coraggio (1990) interruption defined here as "an externally-generated, randomly occurring, discrete event that breaks continuity of cognitive focus on a primary task" (p. 19). External online interruptions could materialize in many shapes and forms. This research posits online advertisements as the external interruption of

cognitive activity. Online ads built in conjunction with the assumptions of Media Richness Theory (Daft & Lengel, 1984; Daft, Lengel, & Trevino, 1987).

This theory suggests that media differ in their richness and that medium's richness is based on four criteria: Capacity to include personal focus, immediacy of feedback, conveyance of multiple cues and variety of language carried (Daft et al., 1987). Thus, we assumed that a significant difference in Time Performance (H1) Quality Performance (H2) of cognitive activity will be found between participants who interrupted via 'poor' and 'rich' ads. The research utilized an experimental design of online computerized simulation business game to measure participant cognitive performance. Four groups and one control group ($n = 114$) were manipulated by external interruption to their activities in the online game by exposing them to four different format of the same ads (using 'Push' technology) – Mobile phones (SMS/MMS) and WWW (text/banner). Results indicate a significant difference between groups average time of fulfilling cognitive task [$F(4) = 3.79, p < 0.01$]. Contrary to the assumption of the Media Richness Theory, interruption of 'poor' ads (SMS/Text) leads to a better performance. Results indicate significant differences in cognitive performance [$F(4) = 2.27, p < 0.05$] among groups, in the above descending order: non interrupted group; WWW text; SMS; WWW banner; MMS.

Our conclusions contribute continues debate over Media Richness theory, and consider State-Trait Anxiety Inventory (STAI), medium usability indexes and time factor as intervening variables."

Author: Linke, Anne (1); Martina, Mahnke (2)
 [1: University of Leipzig, Germany;
 2: University of Erfurt, Germany]
 E-mail: anne.linke@uni-leipzig.de
 martina.mahnke@uni-erfurt.de

■ LEARNING FROM HABERMAS: HOW TO USE SOCIAL MEDIA AS A DIALOGUE TOOL FOR ENTERPRISES

Relevance & Research Question: When looking at social media descriptions in literature and their use by enterprises in practice, we find a diverse picture. On one side, it seems like mutual consent, that social media are a genuine dialogue tool (Habermas 2008, BITKOM 2011) and many enterprises use them for this purpose (e.g. "Telekomhilft" on Twitter). Contrastingly, many social media crises evolve from the same tools (e.g. Nestlé). By looking closely at some of those examples, we

find that "dialogue" is often used as a buzzword and as a strategic aim, but seldom thoroughly reflected. Therefore, the aim of this research paper is to look behind the concept of dialogue. The theoretical starting point of Habermas' ideal speech situation gives valuable insight into the ideal conditions for discourse. This normative perspective is contrasted with the actual conditions that Facebook, as an example of social media, provides. The underlying research question is: What kind of possibilities does Facebook offer for an open dialogue in regards to Habermas' ideal speech situation?

Methods & Data: This study comparatively analyzes the Facebook pages of Adidas and Nike as two examples. Qualitative content analyses of both pages allow insight into what kind of conditions Facebook offers for dialogic communication and which aspects of Habermas' ideal speech situation are full-filled in that sense.

Results: Results show a gap between theory and practice. Because of the complex underlying technical structure, the normative theoretic ideal cannot be reached. Despite Nike and Adidas both aiming for dialogue, the way they use Facebook is different. While both receive high numbers of likes, Adidas outperforms e.g. regarding the discussion rate, application numbers and multimedia content. Here, dialogue seems to be more sought than at Nikes' page which is mainly used for spreading information.

Added Value: This paper shows new implications for theory and practice. On a theoretical level, it is necessary to distinguish between different types of dialogue. On a practical level, the value of social media for dialogical communication depends on (1) the conditions social media tool offers, and (2) on the enterprise's ability and willingness to enter into dialogue.

Author: Loosen, Wiebke; Reimer, Julius; Schmidt, Jan-Hinrik
 [Hans-Bredow-Institut for Media Research at the University of Hamburg, Germany]
 E-mail: w.loosen@hans-bredow-institut.de
 j.reimer@hans-bredow-institut.de
 j.schmidt@hans-bredow-institut.de

■ SOCIAL MEDIA GUIDELINES IN JOURNALISM

Relevance & Research Question: Social media are increasingly relevant for journalism and strongly affect newsroom workflows and professional routines. One element of these institutional changes are social

media guidelines, which advise or even regulate journalists' social media activities in professional as well as personal contexts. As manifest expressions, they are relevant sources for the study of journalistic self-reflection and self-obligations and shed light on the extension of journalism to new communication spaces and new practices.

Methods & Data: The paper discusses findings from an on-going explorative content analysis of German, British and US-American social media guidelines issued by different media organisations (broadcasters, print and online newsrooms, and news agencies) (until now: $n = 13$). Further results will be produced during the next weeks, including a comparison between the German and the Anglo-American guidelines.

Results: The guidelines cover different areas of journalistic activities within social media, discussing opportunities as well as risks. So far, most of them can be regarded as advice rather than as regulations. More than half are for internal use only. While (nearly) all address Twitter, Facebook and weblogs, other networking web sites, wikis, or video platforms are mentioned only in single guidelines. Obviously, regardless of their prominence, some applications are perceived as more relevant for journalistic purposes than others. All of the guidelines analysed offer advice for entering into a dialogue with the audience. Less address readers, viewers or users creating content. Since some guidelines allow journalists to research using a private social media account and others do not, it can be stated that there is no profession-wide standard concerning the difference between professional and personal use, yet. Despite all discrepancies, there is a strong similarity: In all guidelines, special emphasis is put on the relevance and validity of professional journalistic standards and routines within an online driven environment.

Added Value: The study presented here is the first to systematically analyse social media guidelines and to do this from a comparative perspective. By this, it offers further insight into how traditional media organisations manage their extension to the social web.

Author: Lozar Manfreda, Katja; Berzelak, Nejc; Vehovar, Vasja
[University of Ljubljana, Slovenia]
E-mail: katja.lozar@fdv.uni-lj.si
nejc.berzelak@fdv.uni-lj.si
vasja.vehovar@fdv.uni-lj.si

■ PARADATA INSIGHT INTO SURVEY RESPONSE BEHAVIOUR: AN ANALYSIS OF A SET OF HOSTED WEB SURVEYS

Relevance & Research Question: We study the (non)response behaviour in web surveys using paradata which offer a full insight into the questionnaire response process, allowing to observing the behaviour of respondents when going through the questionnaire. We use Bosnjak and Tuten's (2001) classification of seven groups of web survey participants: complete responders, unit nonresponders, answering drop-outs, lurkers, lurking drop-outs, item nonresponders and item nonresponding drop-outs. This classification is important for understanding the web survey process and to develop standardized response metrics to measure web survey (non)response rates.

Methods & Data: We applied above classification to study the behaviour of respondents in a sample of 50 surveys selected out of more than 2,000 web surveys, hosted by a web survey service at our University. Participants were classified into seven categories based on the available paradata. These include time stamps, information on participants' equipment, data on how many pages of the questionnaire were viewed and how many responses given by each respondent before quitting the survey. We develop a methodology how to use paradata to classify units into the 7 categories. A two-level statistical analysis is then performed on collected data taking into account the level of individual respondents and the level of the survey.

Results: We show that classifying participants into several response categories and study their characteristics allow better insight into the survey response process. We also show which characteristics of participants (better equipment) and which characteristics of survey design (length, topic) influence certain response behavior.

Added Value: Studying several surveys with a meta-analytical approach and performing a two-level statistical analysis is relatively rare and new approach in this area. It provides precious insight into how the survey characteristics influence the behavior. Based on that, new knowledge is generated about tailoring the questionnaire design so to minimize various types of nonresponse behaviour. In addition, results enable to propose improvements of the seven group classification scheme.

Author: Mahnke, Martina
[Universität Erfurt, Germany]
E-mail: martina.mahnke@uni-erfurt.de

■ INSIDE NEWS AGGREGATION: UNDERSTANDING ALGORITHMS AS SOCIAL SYSTEMS

Relevance & Research Question: As publishing tools get better and easier to use, more and more information is produced, published and shared online. As a result the information being offered on the Internet grows exponentially. In the debate over the Internet and its possible democratizing impact, the common understanding is, that the more information citizens have access to, the better (Balnaves/Willson 2011). On the downside unlimited data leads to information overload (Toffler 1970) and therefore has to be filtered (Shirky 2008).

On the Internet, in addition to journalistic filter mechanisms (McQuail 1994, Bruns 2003), new automatic services have emerged. Google News, for example, uses algorithms to select content automatically from over 50.000 sources and personalize it by taking the users behavior into account. Within social science algorithms have been taken for granted as mathematical deterministic entities (Pariser 2011, Meckel 2011). This paper proposes a different approach and looks beyond the mathematical description of algorithms. Therefore the leading research question is: how can algorithms be understood from a social science point of view?

Methods & Data: In-depth expert interviews with the founders of algorithmic news selection software give insight into the processes behind the mathematical outcome of algorithms.

Results: This research-in-progress opens up the black box behind algorithms and shows a more comprehensive picture. It suggests, that in order to understand the social impact of algorithmic news selection, it has to be studied as a social system. The vocabulary of systems theory (Luhmann 1984) offers a valuable framework. Key results in brief: Function: Information selection; Code: Linked/Not-Linked; Reference: Social Reality; Product: Selection; Output: Information

Added Value: This paper focuses on a social sciences point of view on algorithms and thereby offers a new theoretical perspective. By looking beyond the mathematical description this research develops a theoretical framework that helps to ground future research in this area.

Author: Matzat, Uwe
[Eindhoven University of Technology, The Netherlands]
E-mail: umatzat@gmail.com

■ SELF-LEARNING OF DIGITAL SKILLS AND DIGITAL INEQUALITY IN THE NETHERLANDS

Relevance & Research Question: There is widespread consensus that to use the Internet in meaningful ways, users must develop sufficient digital skills. However, regarding how users could develop these skills, different answers are provided. Some suggest the use of public libraries or courses for guided training (Mossberger, Tolbert & Stansbury, 2003).

Others argue that self-learning by trial-and-error could be useful for developing digital skills, especially when Internet usage takes place at home for private purposes, leaving room for exploration and experimentation (Van Dijk, 2005; Kuhlemeier & Hemker, 2007).

Although research demonstrates a strong association between intensity of Internet use and digital skills (Hargittai & Hinnant, 2008), there is only limited evidence suggesting that Internet use, through self-learning, increases digital skills (Matzat & Sadowski, in press). This study tests in a random sample of Internet users in The Netherlands whether users increase their skills over time through self-learning. Moreover, we analyze to what extent self-learning affects inequality in skills by examining whether different groups profit from it differently.

Methods & Data: Existing studies rarely investigate the causality between intensity of Internet use and digital skills due to cross-sectional nature of the available data (Zilien & Hargittai, 2009). Our study utilizes panel data consisting of two measurements of the same respondents' frequency of Internet use and skills (Hargittai, 2009).

The data consists of a random sample of internet users in The Netherlands. In November 2009, respondents were first approached by means of a telephone interview (n = 803, response rate = 32%). After 18 months, 142 respondents were willing to fill in an additional web survey. We examine the hypotheses using lagged regression analyses while controlling for a number of other factors.

Results: Analyses show a weak positive effect of Internet use on skills even after 18 months, providing evidence of self-learning effects. Moreover, age differences show up.

Added Value: An important policy conclusion is that self-learning at home could be promoted in order to increase digital skills. Up to now,

self-learning has not received much attention in the public debate about the digital divide. This should change. Public information and motivation campaigns can make use of these insights.

Author: Mavletova, Aigul Maratovna { 1 }; Blasius, Joerg { 2 }
[1: Higher School of Economics; 2: Bonn University]
E-mail: mavletova@yandex.ru
jblasius@uni-bonn.de

■ DATA QUALITY IN MAWI AND CAWI

Relevance & Research Question: Two survey methods are compared in the experiment - mobile-assisted Web interview (MAWI) referring to the Web surveys conducted via cell phone and computer-assisted Web interview (CAWI) conducted via desktop computer or laptop.

Though mobile Web methodology was piloted in a number of surveys there is a scarce number of papers on data quality comparison between CAWI and MAWI. In the experiment we compare the data quality in two survey modes, and try to find possibilities to improve the data quality in MAWI through survey design.

Methods & Data: Total number of the respondents in the experiment is 600. To compare data quality between two survey modes we will conduct MAWI and CAWI with two length survey options (5 minutes, 15 minutes) with the group of cell phone owners who use mobile Internet on their phones. In each group 150 respondents will be participated with total number of 600. The survey will be conducted among online access panelists in Russia.

Results: The results will be available at the end of January 2012.

Added Value: The results of the experiment will guide researchers in designing effective Web surveys for mobile environment. Experiment will reveal design features which may have different effects on the responses in MAWI in comparison to CAWI.

Author: Maxl, Emanuel
[evolaris next level GmbH, Austria]
E-mail: emmanuel.maxl@evolaris.net

■ MOBILE MARKT- UND SOZIALFORSCHUNG. METHODISCHE QUALITÄT SELBSTADMINISTRIERTER MOBILER FORSCHUNG

Dissertation an der TU Ilmenau bei Prof. Dr. Nicola Döring. Die Arbeit verfolgt zwei grundlegende Ziele:

- Umfassende Literaturanalyse zum State-of-the-Art im Bereich der mobilen Datenerhebung über selbst-administrierte Befragungen.
- Empirische Überprüfung von Hypothesen zu methodischen Vorteilen und
- Schwachpunkten mobiler selbst-administrierter Befragungen vor dem theoretischen Hintergrund des Total-Survey-Error Ansatzes.

In Kapitel 1 (Einführung) werden auf 5 Seiten die Problemstellung, die Ziele der Arbeit und deren Aufbau beschrieben. Zudem werden die wissenschaftliche Herangehensweise an das Thema, übergeordnete Forschungsfragen und die eingesetzten Methoden erläutert.

Kapitel 2 (rund 90 Seiten) entspricht dem theoretischen Teil der Arbeit. Der Autor beschäftigt sich zuerst (2.1) mit verschiedenen Begriffsdefinitionen von mobiler Markt- und Sozialforschung.

In Punkt 2.2 wird der Total-Survey-Error Ansatz herangezogen, um die einzelnen Aspekte der methodischen Qualität von empirischer Sozialforschung und deren Relevanz für mobile Datenerhebungsmethoden zu behandeln. In weiterer Folge werden in diesem inhaltlich sehr breiten Kapitel technologische Grundlagen mobiler Kommunikation (2.3), Mobile-Marketing (2.4), sowie mobile Forschungsmethoden allgemein (2.5) und Möglichkeiten mobiler Non-Voice Methoden im Speziellen (2.6) beleuchtet. Punkt 2.7 schließt mit einer Aufstellung bisheriger Forschungsergebnisse zur methodischen Qualität mobiler selbst-administrierter Befragungen in Bezug auf Coverage, Sampling, Nonresponse und Measurement wieder an das theoretische Konzept des Total-Survey-Errors an. Abschluss des Kapitels und zugleich Ausblick auf den folgenden empirischen Teil der Arbeit bildet die Ableitung von 18 Forschungsfragen aus der Theorie (2.8).

In Kapitel 3 (70 Seiten) erfolgt die Darstellung der Ergebnisse von drei voneinander unabhängigen, empirischen Projekten, die der Autor zur Beantwortung seiner Forschungsfragen geplant und durchgeführt hat.

Studie 1 [3.1] erforscht den Einfluss ausgewählter Einladungs-Modi auf den Rücklauf (Nonresponse) in einer als mobile Webbefragung durchgeführten Kundenzufriedenheitsstudie für ein Finanzdienstleistungsunternehmen.

In der zweiten Studie [3.2] wird untersucht, welche Faktoren die Teilnahmebereitschaft an mobilen ortsbezogenen Push-Studien beeinflussen. In zwei Teilstudien wurde dabei jeweils eine relativ kleine Stichprobe gebeten, ein Gebäude (n = 20) bzw. ein Restaurant (n = 11), in dem sich die RespondentInnen gerade befanden, zu beurteilen. Das dritte Projekt [3.3] bildet eine qualitative, ethnographische Markt- und Sozialforschungsstudie, in der die Nützlichkeit mobiler Blogging-Instrumente getestet wurde. Vorrangiges Ziel war ein Methodenvergleich zu Papier- und-Bleistift-Tagebüchern.

51 Studierende mussten dabei in vier Wochen subjektive Trends aus dem Alltag in einem sequentiell-monadischen Testdesign zuerst in einem „Moblog“ und dann traditionell auf Papier (bzw. umgekehrt) dokumentieren.

Kapitel 4 fasst die Ergebnisse der vorliegenden Arbeit zusammen und widmet sich auf 15 Seiten einerseits einer Diskussion der Erkenntnisse zur methodischen Qualität der eingesetzten Methoden [4.1] sowie der Limitation der Arbeit [4.2]. Punkt 4.3 liefert eine ausführliche Zusammenfassung der Vorteile und Schwächen mobiler selbst-administrierter Befragungsmethoden. Abschließend werden Empfehlungen für den praktischen Einsatz mobiler Methoden [4.4] und ein kurzer Ausblick auf zukünftige Entwicklungen gegeben [4.5].

Author: Moeser, Nataliya [1]; Schmitz, Carsten [2];
Moeser, Guido [3]
[1: masem training GmbH, Germany; 2: limesurvey.org;
3: masem research institute GmbH, Germany]
E-mail: training@masem.de
cschmitz@limesurvey.org
guido.moeser@masem.de

■ IS PRETESTING ESTABLISHED AMONG ONLINE SURVEY TOOL USERS?

Relevance & Research Question: Pre-testing survey instruments is a widely accepted method to test a survey before fielding it to the full sample. There are several advantages of pretesting an online survey, e.g., to collect information regarding survey responses or technical problems, to name only a few.

This study addresses the following questions:

- [1] Is pre-testing used before fielding the online survey instrument to the full sample?
- [2] Does frequency influence the usage of online survey tools and pre-testing?
- [3] Are there differences in usage behavior across different areas (e.g. government, academic, non-profit or for-profit)?
- [4] How large is the pretest sample?

Methods & Data: Data has been collected via a web survey among users of LimeSurvey from July 2009 to October 2011. Of 40,663 responders 14,622 answered the question if they ever ran a pre-test or not. Analyses were conducted using descriptive statistics, cross-tabulations and related statistical tests.

Results: The core result is that pre-testing online surveys before fielding it to the full sample is now an established method:

- [1] Around 65.9% of online survey tool users occasionally or always run a trial survey (pre-test) before fielding it to the full sample.
- [2] There is a u-shaped significant relationship between usage frequency of online survey tools and conducting a pre-test [...].
- [3] The amount of pre-tests is highest among academic users (62.9%) and lowest among governmental users (58.3%).
- [4] Around 64.5 percent of online survey tool users conducted a pre-test using a pre-test sample size of between 1 and 100 cases.

Added Value: The results of this study provide insights to pre-testing online survey tools. Despite the fact that nearly two-third of online survey tool users are running pre-tests with between 1 and 100 participants, there is potential for the remaining one third of customers to improve their quality of online surveys through pre-testing. Overall, this should lead to a higher acceptance of online surveys.

Author: Moshagen, Morten {2}; Thielsch, Meinold {1}
 [1: University of Muenster, Germany;
 2: University of Mannheim, Germany]
 E-mail: moshagen@uni-mannheim.de
 thielsch@uni-muenster.de

■ VISAWI-S – SCREENING FOR VISUAL WEB AESTHETICS

Relevance & Research Question: Visual aesthetics has been shown to critically affect a variety of constructs besides usability, such as satisfaction, pleasure, urge to buy impulsively, preference, customer loyalty, and intention to revisit. The Visual Aesthetics of Websites Inventory (VisAWI; Moshagen & Thielsch, 2010) is a sound instrument for assessing four main facets of visual aesthetics (simplicity, diversity, color, and craftsmanship). However, the VisAWI may be too lengthy for certain purposes, for example when needing a simple manipulation check, or when a global assessment of aesthetics suffices. The VisAWI-S addresses this need for a very brief but well-founded assessment.

Methods & Data: Based on theoretical considerations and the factor loadings as obtained in the original studies used to construct the VisAWI, we choose one item from each of the four scales to represent the general aesthetics of websites factor. In a series of three studies with a total of 1,673 participants we tested the VisAWI-S with respect to dimensionality, reliability and validity. While doing so, 60 different real and 24 mock websites were assessed.

Results: The VisAWI-S is a unidimensional and reliable measure ($\alpha = .81$) that provides a good approximation to the full-length version ($r = .91$). Convergent validity was established by a strong relationship to overall appeal ($r = .72$). Evidence for divergent validity was obtained by weaker correlations to perceived usability, pragmatic quality, and quality of content ($.34 \leq r \leq .54$) as well as by absence of a significant correlation to participants' mood before using the website in question ($-.05 \leq r \leq -.07$). In addition to this, the VisAWI-S was found to be substantially related to the intention to revisit a website ($r = .52$).

Added Value: Overall, the VisAWI-S may gainfully be employed to measure perceived visual aesthetics of websites when assessment times must be kept to a minimum. Considering that the VisAWI-S comprises merely 4 items, the scale showed impressive reliability and validity. Therefore, the VisAWI-S is of practical benefit not only for online and market researcher but also for practitioners designing web user experience.

Author: Moughrabi, Clarissa {1}; Rieber, Daniel {2};
 [1: Axel Springer AG, Germany; 2: Interrogare, Germany]
 E-mail: daniel.rieber@interrogare.de
 clarissa.moughrabi@axelspringer.de

■ NEW INSIGHTS ABOUT MARKET RESEARCH WITH AN IPAD-PANEL

Relevance & Research Question: In 2010 the first iPad was launched. Thus a new object of research and a new method for market research was generated. Users of tablet-PCs are a new and quite unknown target group that uses media in a new and different way. Axel Springer created together with the market research company Interrogare an own iPad-panel to explore iPad-users more intensively. Participants of this panel are users of Axel Springer's apps and online-media for iPads. The iPad-panel provides answers on relevant and individual questions for editorial staff and also for advertisers.

Methods & Data: The members of the iPad-panel were recruited in Axel Springer's apps via an invitation that asked them to take part in a survey. The invitation provided a link to the first questionnaire. At the same time users of Axel Springer's online-media were recruited with a layer that was delivered on-site via iPad-targeting. The appstore provides a special panel-app that needs to be downloaded by the participants. The respondents are regularly informed by the panel-App via push-notification to take part in different surveys. So members of the panel can answer the questionnaire in a biotic situation directly with the iPad in the app without media-gap and without a loss of time.

Results: iPad users are an interesting target group of high status. They are very interested in media and they are attached to their tablet-PC and use it quite intensive. On the GOR 12 we would like to present some actual findings that are currently not yet available. The new results are expected to be available in January 2012.

Added Value: The target group of iPad-users is quite unknown and not easy to reach for market research surveys. The iPad-panel provides a direct access to this special target group. And the panel-app enables to use the iPad not only as an object of research. It is also an attractive new and unique instrument to conduct market research surveys.

Author: Müller, Arne; Schultheiss, Daniel
[Ilmenau University of Technology, Germany]
E-mail: arne-mueller@live.com
daniel.schultheiss@tu-ilmenau.de

■ "CORE ODER CASUAL?": A QUANTITATIVE SURVEY ON USAGE AND GAMING HISTORY OF SOCIAL GAMERS

Relevance & Research Question: In recent years no other social network showed a similar growth like Facebook. 500 million users, the integration in any smartphone and on gaming platforms like the Xbox 360 shows how important this social network became for users and companies. Facebook as social network is as usual as the Google search in any browser. For millions of users Facebook is not only a channel of information and exchange, it is a channel of gaming. 98 Million monthly users in one game (City Ville) were not reached before by any other game in history. So we ask two research questions: 1. What usage behavior and usage history show social gamers? 2. Could the factors gaming-history, usage and demography used for a new typology of social gamers? To answer the research questions we focused theoretically on a model of computer game usage by Wolling, Quandt and Wimmer (2008).

Methods & Data: For this purpose, a quantitative self-selective online survey of (N = 678) social game players has been carried out on the social networking site Facebook and several game fan sites. In addition to a descriptive evaluation of the collected usage and personal data a cluster analysis was used to generate a typology of social gamers.

Results: Core results show that social games are used more intensive than expected. We can show six different types of players (conventional casual gamers, passionate core gamers, converted minimal gamers, adapted casual gamers, consistent core gamers, and family-focused minimal gamers) which were identified using cluster analysis. It turned out that among all social gamers many hardcore players exist beside the typical casual gamers. Additionally, three groups of players could be identified which have developed into different clusters of our typology despite similarly extensive gaming histories in the past.

Added Value: We deliver an insight into a completely new field of online games, the users and their usage behavior. Additionally we deliver a new typology of gamers which improves the old two-parted (core vs. casual) typology.

Author: Nagraba, Marcin [1]; Zajac, Jan M. [2];
Batorski, Dominik [2]
[1: SmartNet Research&Solutions;
2: University of Warsaw, Poland]
E-mail: mnagraba@snrs.pl
jan.zajac@psych.uw.edu.pl
db@uw.edu.pl

■ ONLINE CAMPAIGNING 2.0: STUDY OF PARLAMENTARY ELECTIONS IN POLAND IN 2011

Relevance & Research Question: This paper regards the role of the Internet in parliamentary elections campaign in Poland in October, 2011, including both communication channels controlled and uncontrolled by the candidates. We base on 2 theoretical models: Web campaigning by Foot and Schneider (2006) and normalization of cyberspace by Resnick (1998). We focus particularly on social media and other 2-ways communication channels, trying to understand candidates strategies, efforts and results.

Methods & Data: Multi-method approach was adopted, with both reactive and non-reactive data collection. We use a stratified random sample of candidates to both Chambers of Parliament.

The following methods were used:

- Quantitative content analysis of candidates' official campaign websites, basing on Foot & Schneider's model.
- Quantitative analysis of Web sources of information about candidates, basing on automated collection and processing of Google search results, taking into consideration various sites' categories.
- Quantitative and qualitative analysis of interactions with audience on candidates' official Facebook fanpages, using data publicly available via Facebook API (Open Graph)
- "Mystery Voter", or verifying candidates' responsiveness to voter's questions about their programme, asked via communication channels provided by the candidates (e-mail, Web form, Facebook wall) to candidates enabling respective channels.
- Re-analysis of available data from national surveys regarding the issues of politics and the Internet, mainly from World Internet Project Poland and Social Diagnosis.

Moreover, these data were crossed with elections' results.

Results: Results generally support the main research hypotheses that even those candidates that are strongly present online, use it mainly for information purposes and one-way communication, while involving and mobilizing aspects are very neglected.

Attempts of introducing aspects of Web2.0 into campaigning are rare and apparently do not emerge from a comprehensive strategy. It seems that politicians are not prepared to fully use potential of the Internet communication, while voters do not put pressure on them. Moreover, low levels of trust and participation in the Polish society result in Poles being reluctant to demonstrate involvement into political actions.

Added Value: A large, comprehensive picture of an online campaign in a country, where it has not been studied previously. Our research has a strong focus on quantitative methods and automated data collection.

Author: Oez, Fikret
[Institut Arbeit und Technik in der FH Gelsenkirchen,
Germany]
E-mail: oez@iat.eu

■ CONTINUOUS LARGE-SCALE VOLUNTEER WEB-SURVEYS: THE EXPERIENCE OF LOHNSPIEGEL AND WAGEINDICATOR

Relevance & Research Question: Online Surveys has been playing increasingly an important role in the academic research. The Institute of Social and Economic Research (WSI) has been conducting a continuous web survey on pay and working conditions since 2004. Data is collected via an online questionnaire, accessible at www.lohnspiegel.de, which any interested visitor can complete. Lohnspiegel is a German part of the WageIndicator survey network, which organises web-surveys with a similar structure and content in 50 countries. The topics relate to wages and working conditions. The target population is the labour force, including employees, self-employed, informal workers, job seekers and the unemployed. Volunteer web-surveys are primarily held in marketing and in voting research. Except for the WageIndicator they are hardly used in the field of work and employment. The presentation concentrates on the experiences of the Lohnspiegel and WageIndicator as a continuous web survey and on the recommendations for other academic researchers.

Methods & Data: The respondents of the web-survey are volunteers. A continuous survey challenges the traditional perception of web-surveys. The survey have several advantages: the potential to generate lar-

ge sample sizes, the possibility of exploring rare groups or small-scale units, the inclusion of follow-up questions. Additionally, such web surveys offer multiple client-side feedback systems.

Results: Since 2004 over 200.000 participants have completed the on-line questionnaire in Germany, with an average of ca. 25.000 per year. The Lohnspiegel is a non-probability survey and the data therefore biased and not representative to a certain extent. Several adjustment procedures to solve this problem have been applied. The results show that application of different weights produces rather diverse results, and that there is no certainty as to whether the representativeness of such web-surveys can be improved.

Added Value: The experience of a continuous large-scale web-surveys "Lohnspiegel" and "WageIndicator" in general, would give new insights for further academic research and methodology development. The surveys generate longitudinal, multi-country data on wages, which might develop into a worldwide database on wages, benefits, working hours, working conditions, and industrial relations and, hence, contribute to a better understanding of the labour market worldwide.

Author: Pietsch, Karen
[VivaKi GmbH, Germany]
E-mail: karen.pietsch@vivaki.de

■ SOCIAL MEDIA USAGE & ATTITUDES

Relevance & Research Question: As the importance of social media sites for marketing purposes grows, questions arise whether or not people approve of brands being present here, what companies should pay attention to and whom they should address.

This led us to the question: Who are the users of social media sites in general? Social demographics, frequency of usage and activities may differ, but differences in usage are, as a hypothesis, only manifestations of the distinct motives behind them. Thus, the main issue was to investigate how user groups with different motivational focus act in social media in terms of general behavior, attitudes and, finally, in terms of interaction with brands and companies.

Methods & Data: Based on the data of an on-line survey among 3,000 Internet users, we firstly conducted factor analyses using statements concerning different motivations for social media usage. We then used these results to conduct cluster analyses to make out user groups diffe-

ring form each other not only with respect to their motives of usage but also in their behavior and attitudes towards social media.

Results: As a result we identified two user groups as relevant targets of social media marketing campaigns: The “Brand Ambassadors” and the “Social Media Hedonists”. Both groups have a different focus in social media: the Brand Ambassadors being the ones who actively talk with and about brands and companies and the Social Media Hedonists having entertainment and socializing as their key driving forces. However, both have in common to be strongly networked and actively engaged on social media platforms, and – most important – they are for the most part in favor of brands on social media sites.

Added Value: This study makes a contribution to social media research aiming to provide companies with information on the users of these platforms. Not all users have an open mind about brands and advertising in social media. There are, however, groups that do. If brands focus on these groups and some simple dos and don’ts, social media may function as an effective marketing tool.

Author: Pótorak, Małgorzata; Kowalski, Jarosław
[IIBR (Gemius Group), Poland]
E-mail: malgorzata.potorak@iibr.pl
jaroslaw.kowalski@iibr.pl

■ ONLINE RESEARCH FOR GENERAL POPULATIONS: WHETHER AND HOW RESULTS COULD BE EXTRAPOLATED?

Relevance & Research Question: According to ESOMAR, online survey is already the most popular quantitative market research technique in the world (regarding research spending and number of interviews). The results of studies conducted via the Internet are frequently extrapolated to general populations and/or compared to results obtained by other modes. And thus the questions appear: Whether and in what circumstances could such generalisations be accurate, given limited coverage and systematic nonresponse error in online samples? Is the sole correction of socio-demographic quota enough to ensure results validity? If not, what other sample characteristics shall be controlled? Do the comparisons of online and offline results always make sense? How big is the impact of sampling effect and technique effect?

Methods & Data: To answer the above questions we conducted a set of online and offline studies in 2009 and 2010. We paid a special attention to keeping different modes of measurements equivalent, according

to timing, wording and look of the questions etc. We considered various research phenomena and various features for correction. The final study, which we will focus on here, took place in May 2010, in Poland. We gathered 3006 questionnaires from personal interviews, 5485 from online on-site recruitment and 6399 from online AccessPanel were gathered. The comparisons comprised of raw data results as well as of data weighed in various ways.

Results: Demographic data correction makes online results better estimate some offline results, for some populations. However, just including additionally non-demographic characteristics put the modes differences within the bounds of a random error. Not all straight comparisons of online and offline results make sense. A technique and interviewer effects are for a range of phenomena not removable. We are going to show all the above in details during our speech.

Added Value: The presentation will provide the audience with valuable insights of what needs to be known and controlled in online research to ensure high quality and validity of the results and when offline results can be a real reference to online. The topic shall be of interest not only for market researchers but also for academics.

Author: Reips, Dr. Ulf-Dietrich [1,2]; Garaizar, Pablo [1]
[1: University of Deusto, Spain; 2: IKERBASQUE,
Basque Foundation for Science, Spain]
E-mail: reips@deusto.es
garaizar@eside.deusto.es

■ SEARCHING TWITTER ON [HTTP://TWEETMINER.EU/](http://TWEETMINER.EU/) : DATA MINING AS A RESOURCE FOR RESEARCHERS.

Relevance & Research Question: Over the last few years, microblogging has gained prominence as a form of personal broadcasting media where information, opinion, and experience reports are intermingled, often in response to current personal or societal events. Location awareness and promptness provide researchers using the Internet with the opportunity to create “psychological landscapes” from the microblogged messages - that is, to detect differences and changes in voiced (twittered) emotions, cognitions, and behaviors.

Methods & Data: We present iScience Maps, a free Web service for researchers, available from <http://tweetminer.eu/>. Technologically, the service is based on Twitter’s streaming and search Application Programming Interfaces (APIs), accessed through several PHP libraries,

and a JavaScript frontend. This service allows researchers to assess via Twitter the effect of specific events in different places as they are happening and to make comparisons between cities, regions, or countries regarding tweeted expressions and their evolution in the course of an event. Compared to other Twitter search services iScience Maps provides Boolean search, comparative search, and independence from most API restrictions implemented by Twitter.

Results: In a step-by-step example, it is shown how to replicate and expand on a study on affective and personality characteristics inferred from first names (Mehrabian & Piercy [1993], *Personality and Social Psychology Bulletin*, 19, 755-758) by mining Twitter data with iScience Maps. Results from the original study were replicated in both world regions we tested (the western U.S. and the U.K./Ireland); we also discovered base rate of names to be a confound in the original study that needs to be controlled for in future research.

Added Value: The present social media research has just appeared in the peer-reviewed journal *Behavior Research Methods* and we would like to make this service known to the GOR community. Anyone can easily use the service to conduct studies.

Author: Rossmann, Joss [1]; Blumenstiel, Jan Eric [2]
 [1: GESIS Leibniz Institute for the Social Sciences,
 Germany; 2: Mannheim Centre for European Social
 Research (MZES)]
 E-mail: joss.rossmann@gesis.org
 jan_eric.blumenstiel@uni-mannheim.de

■ DOES MODE MATTER? INITIAL EVIDENCE FROM THE GERMAN LONGITUDINAL ELECTION STUDY (GLES).

Relevance & Research Question: Online surveys are fast, efficient, and especially cheap. Self-administered surveys might even produce higher data quality compared to personal or phone interviews, e.g. for lower social desirability bias. However, web surveys also face specific problems such as the absence of a human interviewer. Among other things, this limits interview supervision, possibly causing higher item nonresponse and increasing satisficing behavior.

Generally, survey results largely differ depending on collection mode. For instance, recency effects are more likely in oral interviews, which also tend to produce more extreme answers and acquiescence bias, while primacy effects are associated with visual questionnaire pre-

sensation. Furthermore, mixed-mode surveys have received growing attention. Since mode effects are of particular relevance there, we will also cover this aspect. Against this background, analyzing mode effects between traditional modes and web surveys, we show to what extent the latter can be a suitable alternative.

Methods & Data: In the first step, data from three different GLES components are compared, including face-to-face, CATI, and online surveys. In the second step, we use data from GLES long-term panel. As the second panel wave was collected in a mixed-mode design combining CATI with mail interviews, we compare changes for the sub-samples relative to the first (face-to-face) panel wave. In terms of methods, we primarily rely on univariate statistics (frequencies, distributions, mean values, variance). We focus on well-established items measuring electoral choice, political attitudes, and psychological predispositions. Beyond, we estimate multivariate models, including interaction terms with survey mode.

Results: Preliminary results uncover a number of clear mode effects between personal, phone, and web surveys. These differences are anything but uniform, though. Rather, we observe differences for specific variables and under specific conditions only.

Added Value: Never before in German electoral science has a similarly coherent questionnaire been implemented in three different survey modes during the same field period. GLES data therefore allow for detailed and unprecedented analyses of mode effects, including mixed-mode surveys. Our results add to the understanding of differences between personal, phone, and web surveys, and suggest what can be done to prevent those differences.

Author: Ruhi, Umar
 [McMaster University, Canada]
 E-mail: uruhi@uottawa.ca

■ SOCIO-TECHNICAL DETERMINANTS OF MEMBER PARTICIPATION IN VIRTUAL COMMUNITIES: AN EXPLORATORY MIXED METHODS INVESTIGATION

"The recent unprecedented growth of virtual communities on the Internet has provided an impetus for researchers and practitioners to investigate factors that facilitate or encumber member participation in these communities. As interactive online spaces, virtual communities have the potential to enable high levels of information sharing, communication and social interactions among their members. Despite the

crucial realization that engaging and involving members constitutes a fundamental requirement for successful and thriving virtual communities, research done to date to study the factors affecting member participation behavior is still in its infancy. The goal of this study is to identify and ascertain the sociological and technological factors for enhancing and sustaining member participation in virtual communities. Toward this objective, the study utilizes an exploratory mixed methods research design to collect and analyze qualitative and quantitative data from members of various social, professional and commercial virtual communities.

Qualitative data for the empirical investigation was gathered through online focus groups and open-ended questionnaires. Using principles and procedures associated with grounded theory methodology, this study presents an emergent theory characterizing the member engagement process as an underlying phenomenon integrating various socio-technical factors that influence member participation behavior. The subsequent phase of quantitative investigation deliberates the testing of salient theoretical constructs and relational propositions from the emergent theory. Exploratory factor analysis and structural equation modeling techniques were used to estimate a structural model of relationships among socio-technical determinants of member participation in virtual communities. The quantitative results provide a strong substantiation of the qualitative findings through triangulation and elaboration of the constructs and their interrelationships in the emergent theory.

The key findings from this study emphasize the role of factors such as information quality, member responsiveness, member trustworthiness, and perceived enjoyment in determining continued and active participation in virtual communities. The findings also illustrate the salience of perceived satisfaction and sense of virtual community in predicting members' participation. Based on these findings, this study offers theoretical implications and suggestions for future research, as well as guiding principles and actionable recommendations for virtual community practitioners.

Keywords: Virtual Communities, Online Communities, Member Participation, Member Behavior, Engagement Process, Socio-Technical, Mixed Methods Research Design, Grounded Theory, Structural Equation Modeling"

Author: Ruhi, Umar
[University of Ottawa, Canada]
E-mail: uruhi@uottawa.ca

■ THINKING, PLANNING & OPERATIONALIZING EMPIRICAL MIXED METHODS RESEARCH DESIGN

Relevance & Research Question: Mixed methods research designs comprising qualitative and quantitative data collection & analysis mechanisms offer many benefits to researchers. While triangulation of research findings is commonly considered to be the primary rationale for many mixed methods studies, researchers can also utilize a combination of methods to complement, elaborate, and add richness and detail to better understand research phenomena. This poster aims to exemplify the design of a mixed methods study by highlighting the process, procedures and products from a recent empirical investigation of member participation in online communities.

Methods & Data: As a model for mixed methods research design, the study demonstrated in this poster utilized an exploratory mixed methods research design to collect and analyze qualitative and quantitative data from members of various social, professional and commercial virtual communities. Toward this, the qualitative and quantitative approaches were utilized sequentially with the quantitative phase aiming to provide convergent validity for the findings from the qualitative phase. An adapted grounded theory methodology was used in the qualitative phase of investigation, while the quantitative analysis phase utilized structural equation modeling techniques. These phases of research drew from different sampling frames (qualitative: $n = 68$; quantitative: $n = 232$), and a combination of online focus groups, a qualitative web questionnaire, and a quantitative web survey instrument were used for data collection.

Results: In terms of outcomes, this poster exemplifies frameworks that can be used to convey research findings and results from qualitative and quantitative phases of investigation, and techniques that can be used for the integration of results from multiple phases.

Qualitative analysis tools and techniques such as mind maps, concept maps, tag clouds, qualitative coding queries and coding matrices will be exemplified, along with their integration with quantitative exploratory factor analysis, and structural equation modeling procedures.

Added Value: Suggestions for operationalizing and performing mixed methods research are made.

Author: Schaurer, Ines; Struminskaya, Bella; Kaczmirek, Lars;
Bandilla, Wolfgang
[GESIS Leibniz Institute for the Social Sciences, Germany]
E-mail: ines.schaurer@gesis.org
bella.struminskaya@gesis.org
lars.kaczmirek@gesis.org
wolfgang.bandilla@gesis.org

■ THE PRICE WE HAVE TO PAY: INCENTIVE EXPERIMENTS IN THE RECRUITMENT PROCESS FOR A PROBABILITY-BASED ONLINE PANEL

Relevance & Research Question: The usage of incentives is a widely accepted measure in survey business to enhance response rates. The impact of incentives is extensively tested in the context of mail survey and interviewer mediated modes of data collection. Less is known about incentives in the context of panel recruitment especially for off-line-recruited online panels. Furthermore most experimental studies on incentives focus on the response rate as the only outcome variable. The effect of paying respondents on the sample composition has not been given much attention. Even though there is some evidence that some groups that are usually underrepresented in surveys (e.g. low educated) are motivated by the incentive.

Methods & Data: We conducted three experiments within a telephone recruitment interview for a probability-based online panel during January 2011 and August 2011. At the end of the interview all respondents were asked whether they are willing to join a scientific online panel and fill out online questionnaires on a monthly basis. In the first experiment we tested conditions 1) and 2). In the second and third experiment conditions 3 through 5 were tested. The interviews of experiment 2 and 3 were conducted by two different institutes and varied in specific interview aspects.

- 1.) 5 Euros + additional 20 Euros bonus for filling out all eight online interviews of the study
- 2.) 10 Euros + 20 Euros bonus
- 3.) 5 Euros, no bonus
- 4.) 2 Euros, no bonus
- 5.) No incentives (control)

The dependent variables are willingness to participate in the online panel, the rate of actual participation in the first online interview, and the

overall response rate. The effect of incentive on sample composition is analyzed as well.

Results: First analyses show interesting results. The expected tendency that higher incentives produce higher response rates is confirmed. However, we cannot find any differences in sample composition between the experimental groups.

Added Value: The experiments shed light on usage of incentives during the panel recruitment process. It can be shown that using incentives in the second step of a multistep recruitment process has no (further) implication on panel composition.

Author: Scherpenzeel, Annette {1}; Morren, Meike {1};
Sonck, Nathalie {2}; Fernee, Henk {2}
[1: CentERdata, tilburg University, The Netherlands;
2: The Netherlands Institute for Social Research (SCP)]
E-mail: a.c.scherpenzeel@uvt.nl
m.morren@uvt.nl
n.sonck@scp.nl
h.fernee@scp.nl

■ TIME USE DATA COLLECTION USING SMARTPHONES: RESULTS OF A PILOT STUDY AMONG EXPERIENCED AND INEXPERIENCED USERS

"Time Use Research (TUR) is usually carried out using questionnaires and diaries. Respondents complete, for example at the end of the day, all their activities of one day during consecutive fixed time-slots. Current technology, such as Smartphones and "apps", allows TUR to be set up in a completely different way. Respondents carrying a Smartphone can enter their activities several times during a day. In addition, Smartphones enable to collect complementary data, such as the GPS location of the respondent at the time of the activity or photos and videos of the activity performed. CentERdata, a research institute associated with Tilburg University, and The Netherlands Institute for Social Research have jointly started to collect experimental time-use data using Smartphones. CentERdata is the operator of the LISS panel (Longitudinal Internet Studies for the Social sciences); an online panel based on a true probability sample of households. For the pilot study in November 2011, a special TUR app was developed by CentERdata.

We were especially interested in the suitability of the app for this purpose, the effect of this method of data collection and the influence of experience with Smartphones on the quality of the data. Therefore, we

selected 50 participants who owned an Android Smartphone and 50 participants without a Smartphone. The latter participants were provided with an Android Smartphone by CentERdata, with the TUR app already installed on it. The participants owning a Smartphone could download the app.

The paper will present the willingness and capacity of respondents to participate in the Smartphone TUR study. Furthermore, we analyze differences in the response behavior between the Smartphone-owners and the respondents provided with a Smartphone for this study. Additionally, we look at the quality of the resulting data and the general feasibility of collecting TUR data in this way."

Author: Schmidt, Sebastian {1}; Mühle, Anna {2}; Tress, Florian {3}; Winkler, Till {1}
 [1: SKOPOS GmbH & Co. KG; 2: BSH Bosch und Siemens Hausgeräte GmbH; 3: ODC Services GmbH]
 E-mail: sebastian.schmidt@skopos.de
 anna.muehle@bshg.com
 f.tress@odc-services.com
 till.winkler@skopos.de

■ SURVEYTAINMENT 2.0: WHY INVESTING 10 MORE MINUTES MORE IN CONSTRUCTING YOUR QUESTIONNAIRE IS WORTH CONSIDERING.

Relevance & Research Question: Surveytainment is an often used term when discussing design and layout issues of a questionnaire. At this point of time there is a huge gap between the amount of publications on surveytainment and its actual implementation. Today's questionnaires oftentimes appear too boring for participants leading to increasing panel drop-out rates throughout the industry and decreasing willingness to participate in the survey: An essential threat to both the market research community and to panel service agencies.

Methods & Data: A cooperative study between an end client BSH Bosch Siemens Hausgeräte, a research agency, SKOPOS and an access panel provider, ODC Services, engages in how a visually appealing and innovative composition of a questionnaire is able to exploit the potential of surveytainment. What is surveytainment really capable of concerning the effects on the quality of results, the satisfaction of participants, the termination rate and the panel drop-out rate? What are the limitations of surveytainment? To investigate these methodological questions a research topic with rather low involvement was chosen in order to allow for a maximum variance in criteria variables.

By using a split-half-design with samples being structurally identical, the impact of visual layout, the extent and the variability in interactivity and wording on different criteria of data quality will be reviewed and evaluated. Thereby both groups receive a questionnaire being thematically identical that only shows differences in terms of the design and layout and level of interactivity. To identify the effects certain key questions and answer categories will not be varied throughout both groups.

Added Value: The authors will illustrate practical references when creating a questionnaire and will demonstrate them based on the study results. Furthermore the results will highlight how important the potential - defined by creative elements within a questionnaire - regarding the mentioned parameters is. The research community is in need of precise and practical guidelines to realize, understand and use the potential of surveytainment. On the other hand we will be able to highlight the limitations and restrictions of surveytainment in the day-to-day market research business.

Author: Schultheiss, Daniel; Lampeitl, Claudia
 [Ilmenau University of Technology, Germany]
 E-mail: daniel.schultheiss@tu-ilmenau.de
 claudia.lampeitl@gmx.de

■ "MARKETING OF THE FUTURE OR MARKETING OF THE PAST?": MUSIC MARKETING ON FACEBOOK

Relevance & Research Question: Due to digitalization our society and consumer behaviors changed. Today social networks as both, new media products and communication channels, influence how we communicate with friends and how we inform ourselves. News, culture and personal interests are concentrated in one channel. While the music industry struggles with massively reduced record sales social networks like Facebook grow immensely. So what could be more natural than using social networks as an alternative way for music marketing? In this research project we ask the question how social media marketing on Facebook can be used for marketing matters in the music industry.

Methods & Data: To answer our research question we used a multi-methodical approach. On the one hand we used an online content analysis on Facebook to get an insight how eight example artists (or their agents) use Facebook fan sites to support marketing for their newest record. On the other hand we interviewed three industrial experts in the area of music social media marketing to generate the categories for our content analysis.

Results: Results indicate that marketing activities were raised before and during the publication of the newest record. Additionally topics like concerts and other live events as well as insights into private life were very popular. The biggest problems seem to be that be that social media often is not used for constant communication and that many artists still use classical top-down communication instead of interactive discussions with their consumers. Finally we show the best cases of music Facebook marketing and an outlook into new directions.

Added Value: In this research project the recent implementations of artist marketing through Facebook and its importance are displayed, as well as possible trends for the future. Interpretations and recommendations deliver a first scientific insight into the field and could be used for practical improvements as well as as suggestions for the handling of social media marketing with Facebook by the music industry.

Author: Selkälä, Arto
[University of Lapland, Finland]
E-mail: arto.selkala@ulapland.fi

■ AUTOMATIC FORWARDING ON WEB SURVEYS – SOME OUTLINES AND REMARKS

It can be said that at one end of the design continuum of web surveys are form-based designs that present questionnaires as one long form in a scrollable window; at the other end are screen-by-screen questionnaires that present only a single item at a time. The automatic forwarding is a web survey function that leads a respondent immediately forward after answering. As a function it becomes close of the isolating procedure of single items. The automatic forwarding is rarely used but adopted in the web survey ZEF. The ZEF shares the single questions into the separate files. The respondent is able to achieve the items of single file by clicking the file icon. After that the list of questions that the file include, become visible. The respondent is then able to perceive only the options for the one single question at the time, when the options for other questions in the file remain hidden. When answering, the automatic forwarding occurs as an immediate hiding of answer as soon as a radio button has been checked. The procedure of automatic forwarding in ZEF leads to the lack of conventionally presented visual cues during answering process. It seems to removes the visual feedback and might be causes the loss of context. If a respondent makes a mistake - either because of misreading or because of problems with the mouse or the touch screen - it cannot be corrected. On the other hand, the benefits of individually presented questions on self-administrated questionnaires

have been proved in many studies. The response times are longer for questions presented individually than for questions presented as a set. Answering the former takes more time, because the respondent must establish a cognitive orientation for each question separately. Clearly, the respondent must expend more cognitive effort to interpret individually presented questions. When trying to understand the possible consequences of automatic forwarding, the perspective of individually presented questions as well as the perspective of grouping questions should be taken account. Still, many questions remain open in automatic forwarding issue.

Author: Silber, Henning {1}; Lischewski, Julia {2};
Leibold, Jürgen {1}
[1: Center of Methods in Social Sciences, Göttingen
University, Germany; 2: Institute of Sociology, Göttingen
University, Germany]
E-mail: henning.silber@sowi.uni-goettingen.de
julia.lischewski@sowi.uni-goettingen.de
juergen.leibold@sowi.uni-goettingen.de

■ COMPARING ITEM-NON-RESPONSE AND OPEN QUESTIONS WITHIN DIFFERENT WEB SURVEY TYPES

Relevance & Research Question: Online research frequently employs a number of different types of Web Surveys. This research addresses the question of differences between these diverging types of Web Surveys in terms of Item-Non-Response and answers to Open Questions. Identical questionnaires are used, focusing on prejudice and sensitive questions, in particular questions concerning attitudes towards Jews and Muslims in Germany. The research includes a new Web Survey Type recruited by a random sample drawn from a systematically generated pool of email addresses.

Methods & Data: Data was collected via three different types of Web Surveys. The field time of the three samples was from March to May 2011. The first Web Sample is an Online-Recruited Online-Access-Panel (n = 500), the second sample an Offline-Recruited Online-Access-Panel (n = 200) and the third is a Web Sample (n = 100) drawn from a random sample of a systematically generated pool of email addresses of different providers. In all three different types of Web Survey the identical questionnaires were employed in order to attain comparability.

Results: The primary result is that the outcome is heavily dependent on the type of survey employed. While the first and second survey types

show almost the same result concerning Item-Non-Response and response rate to Open Questions, the third has significantly lower Item-Non-Response and fewer, but longer answers to Open Questions. In addition the overall interview time differs between the three different Web Sample Types, being significantly longer for type three.

Added Value: The core implication for further web research is that it would be too simplistic to divide the world of surveys in online and non-online surveys. Which type of Online Survey is used has a significant impact on data quality. Sensitive questions are particularly unimmunised within the usage of specific types of Web Surveys. By deciding on any type of Online Survey, researchers should keep that in mind and choose carefully.

Author: Sommer, Vivien
[Chemnitz University of Technology, Germany]
E-mail: vivien.sommer@phil.tu-chemnitz.de

■ MULTIMODAL ANALYSIS OF ONLINE DISCOURSES

Relevance & Research Question: Online discourses as well as discourses in general can be described through the analysis of patterns of interpretation [Keller 2005]. However, online discourses are a special form of discourses, which is characterized by highly multimodal communication. Multimodality is understood to be the interplay of different signs or sign systems which through their interplay generate meaning [Kress/Van Leeuwen 2010].

Through the digitalization of media visual signs can be designed, arranged, and represented easier and more freely. Therefore the communicative relevance of images and other ways of visual expression has grown. That is why patterns of interpretation of an online discourse are not only verbalized through mostly written text but are also materialized in weblogs, videos, audio files and the like. So the question is, what is a useful methodical instrument to analyse the multimodal online communication?

Methods & Data: In my thesis I developed a mixed method approach: the rules for collecting and analyzing data of the Grounded Theory [Glaser/Strauss 2008; Strauss/Corbin 2008] are combined with the social semiotic visual grammar of Kress and Van Leeuwen [2010]. Based on a case study about the online discourse on the trial of John Demjanjuk, who is accused of Holocaust-related war crimes, I developed a multimodal coding system. This controversial topic initiated an extensive

online debate and represents an interesting example of a multimodal discourse. The corpus consists of 40 networks of documents, including blogs, political forums, social networks and video platforms.

Results: In order to reconstruct multimodal patterns of interpretation of the online discourse on the Demjanjuk trial, it was necessary to combine the level of the content with the level of the design of the semiotic modes. Hence I triangulated the rules of Theoretical Sampling and the coding-process of the Grounded Theory with the social semiotic approach of visual design and developed a methodical instrument for multimodal online discourse analysis.

Added Value: With this methodical instrument it is possible to analyse online communication without prioritizing a semiotic mode. Instead of, the instrument enables the research of multimodal sign systems and their generated meaning in an online discourse.

Author: Stäudtner, Saskia; Bohn, Alexander; Döring, Nicola
[Ilmenau University of Technology, Germany]
E-mail: saskia.staudentner@tu-ilmenau.de
alexander.bohn@tu-ilmenau.de
nicola.doering@tu-ilmenau.de

■ OPINION LEADERSHIP 2.0 – A QUANTITATIVE STUDY ON OPINION LEADERSHIP IN SOCIAL NETWORKS

Relevance & Research Question: Online social networks as research objects are interesting in various senses. In comparison to other online media they are extremely frequently used. Also both genders from all social classes are represented equally [Roth and meadow, 2011]. Among other things the relevance of identification of so-called opinion leaders in online social networks is based on the fact that they are multipliers. Thus they are decisively involved into the spread of information and opinion. They often occupy the roles of the model and the trend setter as well [I-cod Ltd., 2009]. In one empirical study we want to examine which characteristics identify opinion leaders on the online social network Facebook. We also want to examine in what way the determined results agree with theoretical approaches of the classical opinion leader research. Besides socio-demographic differences our main focus is on information behavior of opinion leaders and non-opinion leaders.

Methods & Data: Instrument for gathering data was an online survey. The recruitment of our self-selected ad-hoc-sample was done through distributing the link of our survey in selected forums and groups on Fa-

cebook from the end of June until the middle of July 2011. To answer our research questions $n = 463$ valid questionnaires (of a total sample of 988 participants) were used for a quantitative analysis.

Results: It could be determined that Facebook users form a relatively homogeneous group based on their socio-demographic and social characteristics. The assumptions of previous theoretical work could be confirmed mainly for the information behavior of the users. Results also show significant differences regarding opinion leaders on Facebook. They are more informed and search clearly more active for information than non-opinion leaders.

Added Value: Added Value: Opinion leadership as well as social networks are a relatively new research area. Because of the very broad usage of social media the combination of both subjects was obvious. Characteristics of opinion leaders in social networks could be identified in a first study, so we could deliver a first contribution in the area of the opinion leader research in new media and social networks.

Author: Steinmetz, Stephanie {1}; Biffignandi, Silvia {2};
Jónsdóttir, Guðbjörg Andrea {3}
[1: University of Amsterdam, The Netherlands;
2: University of Bergamo, Italy; 3: Social Sciences Research
Institute University of Iceland, Iceland]
E-mail: s.m.steinmetz@uva.nl
silvia.biffignandi@unibg.it
gudbjorg@hi.is

■ CHALLENGES AND PITFALLS OF MEASURING WAGES VIA WEB SURVEYS – SOME EXPLORATIONS

Relevance & Research Question: Collecting data on wages is central for socio-economic research. However, besides high rates of people who do not answer wage-related questions, measurement issues are also relevant especially for country comparisons. Most data from official statistics are too aggregated to allow for detailed individual-level analyses which are crucial for supporting manager decisions and encouraging innovative political-economic ideas in the long run. In this context, web surveys seem to offer a lot of advantages, such as worldwide coverage, cost benefits and a fast data collection process. Especially for sensitive income questions they might also provide more reliable results as the often observed social desirability effects can be eliminated. Although, web surveys could represent a good integration to official statistics data, they encompass many methodological challenges. A core problem

is related to the representativeness of the data as the sub-population with Internet access might be quite specific. Against this background, the driving research question is whether web surveys related to wages are representative and if not how representativeness can be achieved.

Methods & Data: For the analyses different existing web surveys focusing on labor markets are used (WageIndicator, LISS panel, and SSRI panel). Their characteristics are compared with reference data from official statistics measuring the bias. For a selection of core variables adjustment models, such as simple weighting (Horvitz Thompson), propensity score adjustment and the Maxent approach, are applied. Properties and theoretical advantages of the methods are discussed.

Results: The research will offer detailed bias descriptions of core variables related to wages across countries. It will explore the potentials and constraints of different adjustment methods for probability and non-probability web surveys.

Added Value: As results of scientific surveys contribute to public opinion formation and executive decision-making, it is crucial that no wrong or misleading conclusions are drawn from them. Therefore it is important a) to advise users/researchers of such data correctly about the advantages and disadvantages especially if results are used for political or economic decisions and b) to explore from a theoretical and practical perspective how web data collection can be improved both with a-priori or a-posteriori techniques.

Author: Steinmetz, Stephanie {1}; Tjidsen, Kea {2}
[1: University of Amsterdam, The Netherlands;
2: Amsterdam Institute for Advanced Labour Studies (AIAS),
The Netherlands]
E-mail: s.m.steinmetz@uva.nl
k.g.tjidsen@uva.nl

■ TARGETING THE BIAS – CAN WEB MARKETING IMPROVE WEB SURVEY QUALITY?

Relevance & Research Question: A core critique of particularly non-probability based (volunteer) web samples is that their results can be not generalized for the population of interest. While the discussion has mainly focused on different weighting techniques to correct for selection biases, this study addresses the question whether specific target group web marketing can be used alternatively to tackle the problem of selection biases. So far, the scientific literature has devoted little at-

tention to the recruitment of volunteer web surveys. However, in recent years the knowledge of how to reach a large and heterogeneous group of visitors via web marketing has increased tremendously. Apparently, websites with an attractive content do not only attract large masses of visitors, but might also be employed to address underrepresented groups through tailored web marketing strategies.

Methods & Data: To evaluate the potential of web marketing, data from the German WageIndicator Survey (a volunteer web sample) 2007-2011 is used (on a monthly basis). Since 2008 the German Lohnspiegel team has offered nine occupational-specific income analyses which have been advertised through different popular off and online channels. The study explores whether the share of persons in the nine occupational groups has changed due to advertising, and whether this change is only temporary (for the specific month of advertising) or long term (after three, six or twelve months). Furthermore, the question will be discussed whether the advertising impacted on the composition of the survey population with respect to selected socio-demographic characteristics, like gender, age and education.

Results: The study is placed in the context of the project "Improving web survey methodology". As data collection will be completed by end of 2011, the paper will present fresh results unavailable so far.

Added Value: This topic has not been addressed in the scientific discussion about volunteer web surveys. Therefore, the study will offer new insights and an alternative approach to deal with selection biases in a volunteer web survey. In particular, it will clarify whether arising problems can be tackled by specific web marketing actions.

Author: Struminskaya, Bella; Schaurer, Ines; Kaczmarek, Lars;
Bandilla, Wolfgang
[GESIS Leibniz Institute for the Social Sciences, Germany]
E-mail: bella.struminskaya@gesis.org
ines.schaurer@gesis.org
lars.kaczmarek@gesis.org
wolfgang.bandilla@gesis.org

■ LITTLE EXPERIENCE WITH TECHNOLOGY AS A CAUSE OF NONRESPONSE IN ONLINE SURVEYS

Relevance & Research Question: It is well acknowledged within online survey research that Internet surveys are prone to noncoverage error when panelists are not provided with Internet access. However, even

Internet users may differ in their ability and comfort with the Internet technology. This may lead to differential willingness to participate in online surveys within the group of Internet users. If respondents differ in their levels of comfort with the Internet technology from nonrespondents, this may result in a biased sample. We study how experience with technology affects the willingness to participate in an online survey and whether respondents to the online questionnaire differ from nonrespondents in levels of technological sophistication.

Methods & Data: The data were collected in telephone recruitment interviews for a probability-based online panel. The landline and mobile telephone interviews were conducted from February to September 2011. In the course of the interview along with demographic information and some attitudinal questions, Internet-usage related questions were asked. Experience with technology, measured via several questions on Internet proficiency and mobile phone ownership and use, is studied as an addition to a framework for unit nonresponse in surveys (Groves & Couper 1998).

Results: It can be shown that those having lower levels of experience with technology are less likely to be willing to join an online panel. Some of the differences stay significant in the selection step of actual online participation. However, no effect of experience with technology can be found on data quality (marginal effect on breakoff and none for item nonresponse).

Added Value: This study implies the importance of respondents' experiences with technology for nonresponse in various steps of the recruitment process for a panel. Taking this selectivity aspect into account may prove useful for improving recruitment protocols.

Author: Stucken, Annette
[Dialego, Germany]
E-mail: annette.stucken@dialego.com

■ CAN SOCIAL MEDIA BE OPENED UP FOR INNOVATION SOLUTIONS?

Relevance & Research Question: Crowdsourcing has become a new, great source for idea generation in innovation processes, hence increasing the interest in using Social Media for this purpose. The key problem with Social Media, however, is to extract relevant information from such an unstructured platform, as well as the growing number of different sources popping up all the time. Manual analyses often do not have the right cost-benefit balance, and are often subjectively influenced by the Coder.

Methods & Data: SemanticMining tools are derived from information theory. We´ve adapted the various parameters such as centrality or entropy to the needs of typical research targets. As a result, SemanticMining helps us to quickly and objectively reduce large quantities of texts into useful pieces one can work with, such as Word Clouds and Clusters. The key for success is a new approach inspired by Anderson*. To generate new innovative ideas from contributions in Social Media, we use the Long Tail of Innovation. When ideas are mapped, there is a distribution of power, with 50% or more of all entries making up the most common, usually well-known solutions. Following the distribution towards the tail, it is there where the most distinct ideas can be found. Data used in this approach is mainly classical Social Media such as Blogs, Microblogs or Answer Boards.

Results: The special ideas, based on the Long Tail, drip as a matter of speaking daily into the clients´ innovation process. As such relevant ideas can easily be recognized, marked and saved with comments for Concept Ideas. As a next step these concepts can be tested for consumer interest, strengths and weaknesses.

Added Value: This process not only makes it possible to objectively scan through large amounts of complex and unstructured texts, it also opens up a whole new gateway for real innovation. Where traditional innovation research leads to Evolutions, the 1% can encompass really revolutionary ideas. Our case on vacuumcleaners, for example highlights these benefits.

*) Anderson, C.: The Long Tail, Hyperion, New York, 2006

Author: Tarkus, Astrid {1}; Adelsberger, Christian {1};
Nistelberger, Peter {2}
[1: evolaris, Austria; 2: APA, Austria]
E-mail: astrid.tarkus@evolaris.net
christian.adelsberger@evolaris.net
office@evolaris.net

■ USER EXPERIENCE AND PERCEPTION OF INTERACTIVE ADVERTISEMENTS IN MAGAZINES ON TABLETS

Relevance & Research Question: Recently tablets have become an emerging new technology in our society. In respect of applications for tablets, especially the magazine apps have gained in importance. Existing advertisements are adapted or new ones invented to fit best to the possibilities of a touchscreen device. However, there are no guidelines

on this adaption and main issues e.g. perception and impact of tablet ads are not yet researched in-depth. The main research question was how interactive advertisements on the tablet within a magazine are perceived in terms of user experience factors. Furthermore, the motivations for interacting with interactive advertising forms, the success factors, chances and weaknesses of different kinds of tablet advertisements were explored.

Methods & Data: In a user experience study, 15 respondents were asked by means of a face-to-face, one-on-one user test. In the first part of the study, the respondents were invited to browse through a magazine on the iPad for 15 minutes. 12 different kinds of interactive advertisements had been implemented into the magazines e.g. ads that require interaction such as touching, wiping, shaking. In the second part, the respondents were surveyed in semi-structured interview. The study was conducted in October and November 2011.

Results: (results are available in January 2012) User experience and general advertising measurement factors such as attention, interest, disturbance, likability or information content of the 12 different interactive advertisements, which were discussed with the respondents afterwards, and possible correlations will be part of the results.

Added Value: Due to the new technology, there are very few studies about tablets and the perception of advertisement - the current studies are very general. Our study focused on different kinds of interactive advertising forms and there will be insights about the differences in-between and the user motivations. There will be suggestions how to make interactive advertisements on the tablet user-friendly and enjoyable for actual users. From the economical point of view, there will be insights which forms of interactive advertisements are suitable for the tablet and how they have to be adapted to be successful.

Author: Thielsch, Meinald {1}; Jaron, Rafael {2}
 [1: University of Muenster, Germany;
 2: Nordlight Research GmbH]
 E-mail: thielsch@uni-muenster.de
 rafael.jaron@nordlight-research.com

■ FROM FIRST IMPRESSION TO RECOMMENDATION – USERS' VIEW ON WEBSITES

Relevance & Research Question: For most enterprises and institutions are websites an essential part of marketing and communication. When we visit a website we build immediately a first impression, a personal opinion about the site, its content, usability and beauty. Although each of these aspects has been researched individually, little is known about their interplay. And what about our general impression or our intention to revisit or recommend a website? Which impact has each construct - content, usability, and aesthetics – to different stages of website use?

Methods & Data: In a first study with 330 participants we asked web user directly about their value for the different constructs in respect to the use stages. In two following studies with a total of 812 participants we tested 46 websites regarding users evaluation of content, usability and aesthetics. With regression analyses we determined the impact of each construct on users' reactions to a website depending on the time and the focus of the evaluation. While doing this in two independent studies, we were able to cross-validate our findings.

Results: In our first study content was rated as most relevant for all four use stages. Usability was rated second, except for first impressions, for which aesthetics was second in importance. To sum the results of our two following website studies up: Aesthetics had the largest influence on first impressions ($\beta = .47^{**}$), while all three constructs had an impact on first and overall impressions ($.16^{**} \leq \beta \leq .49^{**}$). The evaluation of content is very important for the intention to revisit or recommend a website ($.60^{**} \leq \beta \leq .64^{**}$), here was no influence of usability found ($\beta < .05$, ns). But aesthetics showed a small but significant impact at this point ($.09^{*} \leq \beta \leq .11^{*}$), especially if the website in question was unknown ($.18^{**} \leq \beta \leq .19^{**}$).

Added Value: The understanding of processes behind our website use is of theoretical and practical benefit not only for online and market researcher but also for practitioners designing web user experience. Our results indicate, that aesthetics drive the perception of company website attributes in early stages of information processing.

Author: Thorsdottir, Fanney {1}; Fuchs, Marek {2};
 Jónsdóttir, Guðbjörg Andrea {3}
 [1: University of Iceland, Iceland; 2: Technische Universität
 Darmstadt, Germany; 3: Social Science Research Institute,
 University of Iceland, Iceland]
 E-mail: fanneyt@hi.is
 fuchs@ifs.tu-darmstadt.de
 gudbjorg@hi.is

■ EFFECTS OF NUMBER OF RESPONSE OPTIONS IN WEB SURVEYS: THE ROLE OF VERBAL LABELS

Relevance & Research Question: Fully labelled agree/disagree rating scales are often used to obtain data pertaining to subjective phenomena in web surveys. Although the link between the number of response options and the quality of information obtained with rating scales is well established, the role of the verbal labels attached to the options is less well studied. The verbal labels define the length and the fineness of a fully labelled rating scale and adding response options may therefore either lengthen the scale and/or make it finer. The aim of the present work is to examine the impact of altering the number and verbal labels of response options on the quality of the information obtained. Fully labelled rating scales with five, seven and nine response options are examined. Verbal labels are either used to lengthen the scales or to make them finer.

Methods & Data: University students in Germany and Iceland were presented with six questions measuring attitude towards university education in a web survey. Respondents were randomly assigned to six experimental conditions. 1) Five response options with the labels strongly, somewhat and neither/nor, 2) five response options with the labels fully, somewhat and neither nor, 3) seven options with the labels fully, strongly, somewhat and neither nor, 4) seven response options with the labels strongly, somewhat, slightly and neither/nor, 5) seven response options with the labels fully, somewhat, slightly and neither/nor and finally 6) nine response options with the labels fully, strongly, somewhat, slightly and neither/nor.

Results: The results show that the effect of the number of response options on the quality of the information obtained depends on whether the added response options lengthen the scale or make it finer. A finer scale seems to reduce non-differentiation and extreme response style.

Added Value: The findings show that the verbal labels attached to the response options must be taken into account in empirical research on the optimal number of response options.

Author: Tijdens, Kea [1]; Steinmetz, Stephanie [2]
 [1: University of Amsterdam, The Netherlands, Erasmus
 University Rotterdam, The Netherlands; 2: University of
 Amsterdam, The Netherlands]
 E-mail: k.g.tijdens@uva.nl
 s.m.steinmetz@uva.nl

■ UNDERSTANDING SELECTION BIAS IN A WORLDWIDE, VOLUNTEER WEB-SURVEY

Relevance & Research Question: Compared to other survey modes, web-surveys are more easily conducted worldwide. Due to the absence of proper sampling frames, most of these surveys will be volunteer surveys, either inviting respondents from an Internet panel or inviting web-visitors to complete a survey.

For the latter ones, there is a three-step selection process, namely through the access to Internet, the interest in the website's topic and the decision to take up the web-survey. While most studies so far analysed selection bias for one or a few countries, this paper firstly explores the nature of selection bias for 28 countries and secondly analyses in how far cross-national differences in the observed selection bias can be attributed to explanations related to Internet access and social and cultural indices.

Methods & Data: The paper analyses data of the worldwide, continuous, volunteer, multilingual, cross-country comparable WageIndicator web-survey on work and wages. Using the 2010 web-survey data, for the 28 countries of interest, simple weights have been computed for six categories (gender * 3 age groups) using labour force projection data from the International Labour Organisation (ILO). Country-level explanatory variables were taken from Internet Access Tables and from the Indices of Social Development (ISD-database). Besides the usual description of selection biases, multi-level analysis has been applied in order to account for differences within and between countries in an appropriate way.

Results: Not surprisingly, in almost all countries, the underrepresentation in the survey increases with age. Moreover, in all age groups it is higher for women than for men. Across countries, the ISD "intergroup cohesion" index correlates negatively with the underrepresentation of women aged 40+ [-0.62] and 30-39 [-.58]. The "civic activism" index only correlates negatively with the underrepresentation of women aged 40+ [-0.44]. Surprisingly, the "gender_equality" index does not correlate with women's underrepresentation.

Added Value: Most studies about selection bias have focused on one or a few countries, exploring within-country differences. Thanks to a large number of observations in a large number of countries, this paper adds to the body of knowledge by introducing country-level explanations for differences in response to volunteer web-surveys.

Author: Tress, Florian
 [ODC Services GmbH, Germany]
 E-mail: f.tress@odc-services.com

■ BAD BOY MATRIX QUESTION – WHATCHA GONNA DO WHEN THEY COME FOR YOU?

Relevance & Research Question: Matrix questions are and have always been a big problem in online fieldwork. On the one hand many statistical procedures suggest the use of matrix questions, whilst on the other hand quite a lot of data quality issues are related to matrix questions, – mainly due to satisficing behavior of respondents. One explanation for such a behavior is the high cognitive burden for the respondent when being confronted with the compact presentation of many options and a lot of text on little space. Steps towards a better data quality thus have to find smarter and more intuitive solutions for collecting the needed data. This contribution compares different alternatives for grid questions and shows how to use them in the right context.

Methods & Data: We conducted a study with five splits in total, each of them with a different alternative for the matrix question. Each split contained the respective alternative twice, one time in the context of brand likeability and one time in the context of general attitudes. These concepts have been compared by different metrics in regard to data quality (e.g. variance, time needed on question, consistency with answers in following questions), comparability of the results among these alternatives and the satisfaction of the respondents with usability of each question type. These differences are controlled by sociodemographic factors.

Results: Our results draw a differentiated picture for each of these question types. It seems that there is no universal solution that applies to all contexts. Nonetheless a bunch of recommendations can be drawn for the appropriate design of a questionnaire and the best practice for each of the presented question types.

Added Value: Especially with the growing importance of mobile research in the market research industry, an appropriate questionnaire design

gains more and more importance. Smaller screens and new input devices (such as touchscreens) call for alternatives to conventional solutions during fieldwork. We show that researchers most often can count with more satisfied respondents and a better data quality when avoiding the standard matrix question type. Nonetheless they don't have to do without valuable data.

Author: Utz, Sonja; Van Engelen, Linda
[VU University Amsterdam, The Netherlands]
E-mail: s.utz@vu.nl
l.m.vanengelen@student.vu.nl

■ HOW TO CREATE A SUCCESSFUL FACEBOOK BRAND FANPAGE: THE EFFECTS OF COMMON-BOND VS. COMMON-IDENTITY DESIGN ON INVOLVEMENT WITH THE COMMUNITY AND THE BRAND

Relevance & Research Question: Social media play an important role in marketing communication, and more and more companies create Facebook Fanpages for their brands. However, it is unclear how Fanpages should be designed to increase involvement with the community as well as the brand. The paper uses the distinction between common-bond and common-identity groups as theoretical framework. Common-bond groups are characterized by interpersonal relationships; members like the group because they like each other. Common-identity groups are characterized by depersonalized attachment to a shared goal, norms, and values, or, in this case, the brand. Ren, Kraut, and Kiesler (2007) developed guidelines how to design virtual communities to increase these two forms of group attachment.

We examine whether design of a brand page influences the evaluation of the Facebook community as well as the brand. The main hypothesis of the paper is that common-bond design increases attachment to the community, whereas common-identity design increases the attitude towards the brand. Based on Buffardi (2011) we also examined the role of fan photos, that is, photos uploaded by the fans of the brand.

Methods & Data: One-hundred and sixty-one participants (mean age 29 years) viewed the mock screenshot of a Facebook brand page in an online experiment with a 2 (design: common bond vs. common identity) x 2 (photos: from company vs. from fans) - design. The dependent measures were attitude towards the Fanpage and the brand, word-of-mouth about the Fanpage and the brand, intention to follow the Page, intention to participate, and brand loyalty.

Results: A common-bond design resulted in a more positive attitude towards the Fanpage, but common-identity design led to a more positive attitude towards the brand as well as to higher following and participation intentions. In a similar way, fan photos increased the evaluation of the Fanpage, but company created photos resulted in higher following and participation intentions.

Added Value: Based on theoretical considerations and empirical results, we can give recommendations how organizations should design and use their Facebook Fanpages. Depending on the goal (Fanpage awareness or active community members), different design features should be used.

Author: van Duivenvoorde, Simon
[Wakooopa, The Netherlands]
E-mail: simon@wakooopa.com

■ CONSUMERS ONLINE BEHAVIOR IN A MATURE DIGITAL MARKET

Relevance & Research Question: To investigate the general online behavior of consumers in a mature digital market.

Methods & Data: Passive online audience measurement using a panel of approx. 10.000 Dutch Consumers.

Results: Complete overview of and detailed insights in the online behavior. This is broken down into different categories (e.g. social media, search, shopping, news) and the shares of different sites within those categories. E.g. social networks have a 37,2% market share based on time spend, e-mail 12,1%, search 9,5%, shopping 9%, news 7,7%, games 6,4% ... and much more.

Added Value: Highly innovative research technique (user side passive online measurement) with a very interesting balance between high level trends and detailed insights.

Author: Vehovar, Vasja; Slavec, Ana; Berzelak, Nejc;
Lozar Manfreda, Katja
[University of Ljubljana, Institute for Social Sciences,
Slovenia]
E-mail: vasja.vehovar@fdv.uni-lj.si
ana.slavec@fdv.uni-lj.si
nejc.berzelak@fdv.uni-lj.si
katja.lozar@fdv.uni-lj.si

■ GLOBAL MARKET OF WEB SURVEY SOFTWARE: STATUS, TRENDS AND ISSUES

Relevance & Research Question: Contemporary empirical research is increasingly supported with information-communication technologies. Despite playing an extremely important role, online software tools receive only little attention in literature; rare examples include Macer [2002], Crafword [2002, 2006], Vehovar et. al. [2005], Berzelak [2006], Kazcmirek [2006, 2008] and Zuckerberg [2006].

Methods & Data: We used the public WebSM database of 400 online survey tools, where key characteristics were observed for each tool: pricing, code availability, languages, countries, support, website characteristics, promotion etc. The analysis enables studying trends in historical context within CASIC developments. Next, software tools were tested and evaluated according to 50 differentiating features related to questionnaire design, appearance, routing, sample management, multi-mode support, data security, paradata, data export, and reporting. A clustering of existing software was performed based on these characteristics. In addition, as results confirm various customer studies showing that lack of integration (e.g. support to early stages of questionnaire development) is the key deficiency of contemporary web software tools, an experiment was conducted. One group developed a questionnaire the usual way (drafts in a word processor, exchanged via e-mail and only the finalized version converted to the online tool), while the other group developed the same questionnaire using a prototype software which supports full integration from the earliest stage.

Results: Web software tools can be classified into three large groups. However, all three suffer from a relatively weak support for post-survey activities (editing, coding, weighting, analysis), in particular the lack of an integrated support for questionnaire development (on-line collaboration, drafting, archiving, commenting, versioning, editing). Namely, all software assumes a pre-existing questionnaire version, which was already extensively pre-communicated in some external software (e.g. e-mail). The results of the experiment reconfirm the problem: the users clearly prefer the integrated online tool.

Added Value: This is the first comprehensive study of all available web survey software on the market ever. Besides the insight into the status and trends, the results demonstrate key deficiencies of current web software (i.e. lack of integration), while the experiment performed in the study suggests a possible solution.

Author: Veris, Elias; De Ruyck, Tom
[InSites Consulting, Belgium]
E-mail: elias.veris@insites.eu
tom.deruyck@insites.eu

■ PLAY, INTERPRET TOGETHER, PLAY AGAIN AND CREATE A WIN-WIN-WIN

Relevance & Research Question: How can we engage generation Y deeply in research projects? (gamification). How can we do richer analysis on community data by involving respondents (crowd interpretation?) How can we increase the impact of research results at the client side (infotainment). What can we learn about Generation Y?

Methods & Data: Online research community with generation Y + crowd interpretation + gamification

Results: We will prove that the concepts of gamification, crowd interpretation and infotainment increase participant engagement, provide richer analysis and higher research impact. For that, we will involve attendees to the conference up front in a small game that already gives insight in the research results. During the game, they will learn about generation Y and especially what they don't know about generation Y yet. The winners will be selected to make a short analysis of a couple of community posts. During our speech, we will call the winners on stage and show them whether their analysis was better or worse than the analysis of regular respondents. We aim to create 2 moments of surprise, one by showing how little we know about generation Y (by means of the game), and one by showing how good regular respondents are in the analysis of data.

Added Value: By using relevant community posts, attendees will learn both about the three main methodological points (gamification, crowd interpretation, infotainment) and about the life of generation Y. We will show how these three points are an invaluable addition to our toolbox as researchers, and involve congress attendees into an interactive experience.

Author: Wandhoefer, Timo
 [GESIS Leibniz Institute for the Social Sciences, Germany]
 E-mail: timo.wandhoefer@gesis.org

■ APPROACHES FOR VALIDATING AUTOMATIC ANALYTIC TOOL RESULTS ON SOCIAL NETWORKING DATA FOR ITS EXPLOITATION WITHIN POLITICIANS' EVERYDAY WORKFLOW

Relevance & Research Question: This poster discusses criteria and approaches for validating results from automatic analytic tools on social networking data for its exploitation within politicians' everyday workflow with respect to eParticipation. The outcome could be used to identify a borderline how many posts one politician is possible or willing to read and what is the count of comments an automatic analysis tool delivers similar or better results?

Methods & Data: The idea is to use the politician's experiences on social networking sites (Abbr. SNS) data to assess results from automatic analysis tools with the methodologies of the content analysis. The content analysis will be applied on the toolbox developed by the EU project WeGov - Where eGovernment meets the eSociety. This research project aims to connect citizens' opinions on social networking sites like Facebook with the decision-making process of politicians'. In theory the WeGov software provides politicians' summarized SNS content. The software uses automatic analytic tools like "topic opinion analysis" that is based on the Bayesian algorithm. What SNS users taking about the topic nuclear phase-out in Germany and what topics citizens are discussing within a politician's constituency or in general are main functionalities of the toolbox. In practical the quality and exploitation of automatic analysis results within the politicians' everyday workflow is not yet validated against "everyday" SNS data.

Results: The idea for this poster takes advantage of the politicians' experiences and their sensitization with respect to SNS data to design criteria and a content analysis on automatic analysis results. The development process of the WeGov toolbox with sixteen semi-structured interviews at different parliaments has confirmed that politicians using SNS for public relation and presswork purposes. Another outcome was that most of the interviewees are observing theme groups on Facebook and especially local Facebook groups within their constituency.

Added Value: Consequentially automatic extracted topics from SNS, especially on the local level, might be an opportunity to launch a content analysis carried out with politicians. A positive outcome might be that politicians get informed earlier about upcoming topics in difference to their everyday workflow of presswork.

Author: Weltevreden, Jesse
 [Hogeschool van Amsterdam, University of Applied Sciences, The Netherlands]
 E-mail: j.w.j.weltevreden@hva.nl

■ THE USE OF SOCIAL MEDIA BY RETAILERS IN THE NETHERLANDS: EXPLAINING ADOPTION AND SUCCESS

Relevance & Research Question: Nowadays millions of consumers are using social media and their activities on these online platforms are getting more and more intertwined with their daily routines, including shopping. For example, more and more consumers currently place product reviews on websites, become fan of a brand or store on Facebook, and complain via Twitter about a retailer's service. At the same time growing numbers of retailers are discovering the potential of social media sites for improving customer service, increasing sales, and enhancing customer loyalty and brand awareness.

Despite the potential that social media sites hold for retailers, so far little is known about the actual use and success of these online platforms by retailers. In this paper we investigate the factors that influence retailers' adoption of various social media sites [e.g., Facebook and Twitter] and their success on these online platforms in terms of number of followers.

Methods & Data: Using a large sample of more than 5,600 Dutch retailers we investigate to what extent adoption and success of social media sites is influenced by firm characteristics, online experience and online popularity. Besides descriptive analyses, linear and logistic regression was applied. The data were collected via both a manual content analysis and Web scraping software from May 2010 through March 2011.

Results: Results show that large(er) retailers, international retailers and retailers that are highly popular on the Internet are significantly more likely to make use of social media than small(er), national, store-only and less popular online retailers. However, the explanatory value of specific firm and online characteristics largely varies among the social media sites.

Added Value: This research further enhances the understanding of the factors that influence the commercial use of social media in general and of retailers in particular, a research topic that so far has received little attention in the social media adoption literature. Furthermore, it provides retailers more insight in the characteristics of early adopters and laggards with regard to the use of social media in the retail sector.

Author: Wenzlaff, Karsten; Einfeld-Reschke, Jörg
[ikosom - Institut für Kommunikation in sozialen Medien,
Germany]
E-mail: wenzlaff@ikosom.de
einfeld-reschke@ikosom.de

■ CROWDFUNDING IN GERMAN SPEAKING COUNTRIES – OVERVIEW OF THE MARKET AND FUTURE TRENDS

Since November 2010, our institute is monitoring the emerging crowdfunding market in Germany. We have conducted two large surveys (April 2011 and August 2011) where we analysed all crowdfunding projects in German language. Since crowdfunding represents a new way of digitally connecting producers and consumers - which can be both disruptive to existing content industries and ground-breaking for new types of creative industries - we have analysed as well interactions between old business models in the content industries and new business models in the digital content industries. We can see from our findings that crowdfunding represents a monetization of changing patterns of online communications. For instance, our research shows that crowdfunding projects are not so much “funded by a crowd”, but are more “funded by online peers” with a strong emotional affiliation to each other.

Author: Winer, Dov [1]; Kupietzky, Allison [2]; Pardalis, Kostas [3]
[1: MAKASH - Israel, Judaica Europeana EAJC - UK;
2: Israel Museum Jerusalem Israel;
3: National Technical University of Athens]
E-mail: dov.winer@mail.huji.ac.il
allison@imj.org.il
cpard@image.ntua.gr

■ USING SKOSIFIED VOCABULARIES TO SUPPORT SCHOLARLY RESEARCH BASED ON THE UPCOMING LINKED DATA MODEL OF EUROPEANA

Relevance: Linking Open Data (LOD) is extending the Web with a data commons with the publication of various open data sets as RDF on the Web and setting RDF links between data items from different data sources. The resulting structured Web can be queried through the SPARQL query language; crawled by RDF search engines, browsed by RDF enabled browsers. Such tools feed innovative applications like mashups using a universal API. In January 2012 there were 31,634,213,770 Triples and 503,998,829 Outlinks in the Linked Data cloud. Projects like LOD2 and ResearchSpace are applying such resources for online

research. Europeana, the European digital library, museum and archive developed its new Europeana Data Model (EDM) based on a Linked Data approach using OAI-ORE for the representation of metadata and SKOS/RDF for vocabularies. Vocabularies are a critical tool in navigating and applying LOD data. Judaica Europeana supports the implementation of EDM in the Jewish thematic domain to provide answers to queries like What? Who? When? Where? The initial application of this program is demonstrated using the thesauri of the Israel Museum Jerusalem (IMJ).

Methods & Data: The IMJ tables for Objects, Events, Places and Artists were expressed in RDF/SKOS. Alternative ways to access the Europeana collections were developed [1] Multilingual access: the URI identifier for concepts in the thesauri supported the translation of queries from Hebrew to English [2] The hierarchical tree of the thesauri serves as a browser for accessing Europeana content with each concept leading to the relevant content.

Results: Over 30,000 terms from the Hebrew and English thesauri were SKOSified from four tables: Artists, Places, Periods and Objects. Multilingual access to Europeana through the concepts of the IMJ vocabularies has been established. A browse tree application for the table for Objects has been concluded and possibly another one for Judaica Terms and Places will be developed as well.

See: <http://judaica-search.image.ntua.gr>

Added Value: LOD enrich the scope of Web based research and should become part of the GOR agenda. The present work support the work of online scholarly research through access to a knowledge base of cultural heritage through SKOSified vocabularies.

Author: Wogatzky, Mitja [1]; Sauermann, Julia [2];
Breuer, Henning [1]; Steinhoff, Fee [1]
[1: Deutsche Telekom AG, Germany;
2: FactWorks GmbH, Germany]
E-mail: m.wogatzky@telekom.de
sauermann@factworks.com
henning.breuer@telekom.de
fee.steinhoff@telekom.de

■ TURNING FICTION INTO THE ROAD AHEAD – THE LOCAL INNOVATION PANEL OF DEUTSCHE TELEKOM

Relevance & Research Question: The telecommunications industry is characterized by an extremely high pace of innovation and high risk of

market failure for new products. Following an open innovation strategy, Telekom Innovation Laboratories, located in Berlin, has developed a holistic, user-centric approach named Local Innovation Panel (LIP) to leverage external knowledge. Its goal is to explore uncontested market space and reduce market uncertainties.

Methods & Data: The LIP consists of over 1,000 members from the Berlin area representing all customer segments of Deutsche Telekom. These members participate in user-centred research activities along the entire innovation process - from exploration over ideation, selection and execution to commercialization. Its major advantage is that it allows for method, data and theory triangulation and provides the "big picture" by integrating heterogeneous consumer perspectives.

Results: Our approach delivers rich and high quality data. In 2010 we had over 3,300 customer touch points in all phases of the innovation process: more than 3,000 customer opinions in online studies and live clinics, over 150 selected users in usability and field tests, around 100 in ideation and business model workshops and over 60 in ethnographic activities. Integrating the voice of the customer in NPD LIP supports the development of successful products, like the price winning "Butler", a house emergency call device for stationary and mobile use, which was awarded Europeans best product for senior citizens. The idea of a fall alarm was tested among 400 LIP members in an online study. Due to its popularity and the broad range of ideas for further functionalities this feature was integrated into the final product.

Added Value: Main contributions include concept and feature prioritization and insights how to optimize new products. Local proximity allows direct interaction with the LIP members. This leads to high involvement including low panel mortality (0.6%, 2010) and high participation rates (0.52%, 2010). Subgroups for special purposes like e.g. security-sensitive or outstanding creative members for co-creation workshops were built up. The integrative approach of the LIP allows high synergy effects in user research activities and increases the awareness of the need for customer integration itself.

Author: Zuber, Martin
[ipi Institute für Produkt-Markt-Forschung, Germany]
E-mail: m.zuber@ipi.de

■ MARKET RESEARCH ONLINE COMMUNITY (MROC) VERSUS FOCUS GROUP

Relevance & Research Question: Many Market research institutes followed the statement of Brad Bortner who said in 2008 "Market research online communities (MROCs) will shock the qualitative market research world. They provide cheaper, faster, and newer types of insights that today's traditional qualitative research modes, such as focus groups, don't currently provide." The following research project is challenging this statement by analyzing the special types of insights MROCs provide in comparison to traditional focus groups. In this project the effectiveness of the two methods should be tested in two aspects: First the amount of information und second the determination of individual opinions and qualitative insights.

Methods & Data: In order to evaluate the different possibilities of these two methodological approaches four focus and online groups have been conducted to better understand the purchase intention of customers concerning sustainability. Every group discussion (online and offline) focused on a different industry sector: clothing, cosmetics, food products and hardware for personal hygiene. First, the participants have been asked about their common buying behaviour and their estimation of the importance of sustainability. After that manufactures effort to incorporate sustainability in their array of products has been discussed and also the credibility of these activities has been evaluated. The online community groups were designed as closed groups and each focus and online group consisted of six participants.

Results: Because this research is in progress final results are not yet available. Regarding the amount of information it is expected that the online groups reveal more information because differences between introverted and extroverted personalities are leveled. In terms of individual opinions the online groups should provide better as participants are not exposed to any pressure of conformity. In focus groups people tend to converge their opinions due to the pressure of conformity of the attending group.

Added Value: Through this research project detailed insights regarding the advantages and disadvantages of both methods can be asserted. The results will help to determine the appropriate approach for future research questions.

A close-up portrait of Linda Piekarski, a woman with short brown hair and glasses, resting her chin on her hands. She is smiling slightly and looking towards the camera.

Linda is on a

MISSION

More than three decades ago, Linda Piekarski joined SSI—and became one of the pioneers **inventing** the sampling industry. Ever since, she has helped us continue to lead the way, constantly **innovating** and advancing the field we created. But no matter how much things change, Linda is on a mission to ensure one thing remains the same. SSI stays true to our heritage of rigorous science, methodological excellence and uncompromising quality. So you know every project you trust to us—whether online or offline, global or local—is in safe hands. Linda wouldn't have it any other way.

Linda Piekarski

Just one of the people working for you at SSI.



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info.eu@surveysampling.com | surveysampling.com

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**”ISO-zertifizierte Panel-Qualität
in Deutschland, Österreich,
Schweiz, Ungarn, Tschechien,
Slowakei, Slowenien, Kroatien,
Serbien, Bulgarien, Italien und
Frankreich.“**



info@marketagent.com | +43 (0)2236 205 886