

# GOR 10

12<sup>th</sup> General Online Research Conference  
May 26-28, 2010 . Pforzheim University

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Martin Welker . Holger Geißler . Lars Kaczmirek . Olaf Wenzel (Eds.)

**12<sup>TH</sup> GENERAL ONLINE RESEARCH CONFERENCE GOR 10**

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## 12<sup>TH</sup> GENERAL ONLINE RESEARCH CONFERENCE

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### DEAR GUESTS OF THE GOR 2010!

### A VERY WARM WELCOME TO THE GENERAL ONLINE RESEARCH CONFERENCE (GOR) IN PFORZHEIM.

Following recent conferences in Hamburg and Vienna, some of you will undoubtedly have asked themselves "... where is Pforzheim?" But you have made your way here and we are delighted to see you. Pforzheim, at the periphery of the Black Forest is not only known as the home of German goldsmith artisans (approximately 80% of jewellery made in Germany is exported from here). It is also home to a university, where market research has a prominent place, and where the next generation of researchers is trained. A large variety of market researchers have studied

here. The concept of Market and Communication Research is unique in Germany. The symbiosis of theory and practice is essential at Pforzheim University. This dualism is also reflected in the structure of GOR conferences. Online Research has gained in importance and momentum in recent years. The increased frequency of accessing and utilising data online is the process that has been growing since the middle of the 90s. This holds also true for the variety of innovative applications and methods originating from the Association of Online Researchers. This development is taking place against the background of the continued importance and growth of the internet in the modern information society and the resulting consequences for groups and individuals. These topics extend beyond the borders of German-speaking countries. Acknowledging this trend, English, first used in 2009, will again be conference language.

Here in Pforzheim, you can look forward to a comprehensive program of two days, containing individual contributions and presentations from the wide spectrum of online research. Another novelty for the conference is the introduction of a three track, parallel, coherent presentation:

- Track 1 Online Research Methodology and Internet Surveys
- Track 2 Applied Online Market Research
- Track 3 Internet, Communication, and Society

Within the framework of the conference, we will for the third time confer the award for the "Best Practice in Commercial Online Market Research". The "Best Research Thesis Award", sponsored for the second time by the German Society for Online Research, has already been conferred. In the evening of the first conference day, the now well-established, fun event, the legendary GOR party will take place in the Como Club.

Our special thanks go to Professors Elke Theobald and Christa Wehner from Pforzheim University. A warm welcome also goes to our sponsors. On behalf of the board of the German Society for Online Research, we wish you a successful and exciting Conference.

Dr. Olaf Wenzel  
Chair DGOF board  
Chair Program Committee

Prof. Dr. Martin Welker  
Member DGOF board  
Chair Program Committee



**DGOF'S BOARD CONSISTS OF FOUR PERSONS ELECTED BY THE MEMBERS: A CHAIRMAN AND THREE VICE CHAIRMEN. ONE OF THEM IS THE TREASURER. THE BOARD IS ELECTED FOR 2 YEARS.**



**Dr. Olaf Wenzel**, Senior Research Manager and Director R&D at SKOPOS, studied Economics and Business Administration at the Universities of Wuppertal and Konstanz. In his Ph.D. Thesis he focused on the impact of the link structure of websites on flow experiences and information retrieval. He holds the position of the chairman of the DGOF and is the head of organization of this year's GOR-conference. Beside his work for SKOPOS and his commitment in the DGOF he gives lectures about marketing research at the University of Wuppertal.



**Prof. Dr. Martin Welker** is Professor for Journalism at MHMK, University of Applied Sciences in Munich. His work includes papers on computer assisted reporting, social networks, and methods of online data collection. He is a member of the board and the treasurer of the DGOF. He has supported the organization of GOR conferences since 2002 in different positions. He is founder and editor of the book series "New Publications on Online Research" ("Neue Schriften zur Online-Forschung").



**Dr. Lars Kaczmirek** is a survey researcher and consultant at GESIS – Leibniz Institute for the Social Sciences in Germany. He studied Psychology in Mannheim and specializes in survey design and methodology. Current research projects focus on data quality of randomized online access panels, pretesting possibilities with Internet surveys aiding cross-cultural survey projects, and eyetracking as a tool to aid survey researchers in the construction of questions. Recent publications include: Kaczmirek, L. (2008). Internet Survey Software Tools, in N. Fielding, R. Lee and G. Blank (eds.), The Handbook of Online Research Methods, Sage Publications, 236-254; Thiele, O., & Kaczmirek, L. (2010). Security and Data Protection:

Collection, Storage, Feedback in Internet Research. In S. D. Gosling, & J. A. Johnson (Eds.), Advanced methods for behavioral research on the Internet. Washington: American Psychological Association, 235-253.



**Holger Gelbier** studied Psychology in Heidelberg and Mannheim with the main focus on Market and Advertising Psychology. He is responsible at YouGovPsychonomics AG for the division of Online-Research in the function of a Senior Manager. He is a member of the Board of the DGOF, published several articles on the topic of online research, and operates as management trainer for the BVM (German professional association for market researchers).



### WELCOME TO THE 12<sup>TH</sup> GOR CONFERENCE IN PFORZHEIM

We are very proud and excited to be the host of this outstanding conference here in Pforzheim – and we warmly welcome you!



We are honored that our two unique programs – Market and Communication Research and Advertising – succeeded in bringing the GOR to our campus this year. Both of these programs have been successful over many years and represent the strengths of our school in an ideal way: It is the well balanced combination of basic knowledge and analytical skills with deep insights in functionally oriented fields of specialization. This provides our graduates with an excellent basis for their future role in specialist fields such as market research as well as in general management positions.

#### ■ WHAT CAN YOU EXPECT DURING THE NEXT DAYS?

First of all there is an academic program – with lectures and workshops – organized in three streams. Subjects like “Panel Quality”, “Eyetracking”, “Social Networks” will provide new insight and stimulating discussions.

Throughout the conference there will be enough time to meet with colleagues from market research, academia and online business to share information and perspectives. Moreover, there will be the opportunity to talk with a wide variety of exhibitors and to be inspired by their presentations.

Last but not least we offer an attractive social program: The early bird meeting will take place in the Parkhotel. Enjoy a delicious and fine cuisine inspired by the famous cuisine of Baden (Badenia) and Württemberg (Swabia). Join the GOR Party in the Como Club where our students like to party at the beginning and the end of each semester.

We hope that you'll spend a rewarding time in Pforzheim, packed with new information, inspiring discussions and valuable networking. And if – as a side effect – you have the impression that our school and its graduates might be worth considering, please spread the message.

Prof. Dr. Rudi Kurz  
Dean Business School

## HOCHSCHULE PFORZHEIM

Our university has three faculties: business administration and law, design, and engineering. The institution was formed in 1992 when the traditional Design School (dating back more than 125 years) and the Business School (founded in 1963) were merged and the Engineering School was newly established. Today the university has about 4,600 students. The university's mission focuses on the student: We prepare our students for a successful career, e.g. by providing

- study conditions which promote excellence in educational performance.
- close co-operation between students and faculty members.
- a wide range of disciplines in our schools.
- opportunities for international exchange.
- transfer of professional, methodological and social expertise.
- practice-oriented education and applied research.

We maintain close contact to companies and integrate them into our academic program and applied research. Due to the entrepreneurial strength and the diversity of industrial sectors in our region we have outstanding opportunities for cooperation with many companies.

Our social responsibility includes the transfer of expertise which enables our graduates to contribute to solving real-world challenges in society.

### ■ FAKULTÄT FÜR WIRTSCHAFT UND RECHT (BUSINESS SCHOOL)

For almost 50 years the Business School has built up an excellent reputation for successfully educating students in business administration. Our students find a wide range of study options in the field of business and business law. In addition to providing theoretical and professional knowledge, our study programs are practice-oriented. In times of increased globalization, we are able to offer students the

opportunity to gain valuable international and intercultural experience. The international network and numerous bilateral partnerships with well-known universities abroad, contribute to this experience.

We offer our students an innovative, interdisciplinary and international environment which allows them to develop to their full potential. Our highly-qualified professors support and encourage their students in every possible way. The close relationship between professors and students is one of the keys to our success. Graduates from Pforzheim are well accepted in the business world. The Business School is regularly ranked among the top schools in Germany. Our outstanding results in rankings encourage us even more to continue our dedication in improving both education and research.

The Business School offers eleven Bachelor programs. Our students can choose to focus their studies on: Purchasing and Logistics, International Marketing, Marketing, Market and Communication Research, Advertising, Controlling, Finance and Accounting, Taxation and Auditing, Business Information Systems, International Business and Human Resources Management. In addition, we offer business law. For all graduates there is a master option: we offer six different programs – and we are with two MBAs in the market of further education.

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# WORKSHOPS

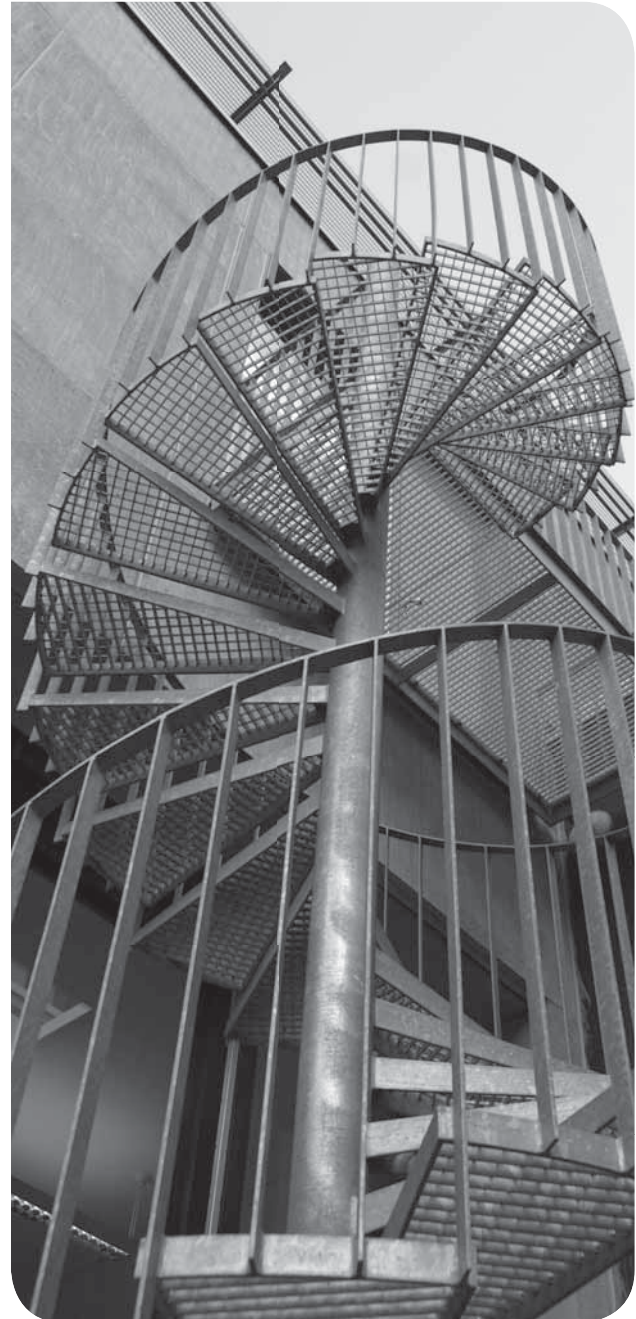


**WORKSHOP 1****ONLINE EXPERIMENTS**

TIME: WEDNESDAY, 26/05/2010: 3:00PM - 5:30PM

SESSION CHAIR: PROF. DR. ULF-DIETRICH REIPS

This workshop will provide you with an up-to-date overview of basics, techniques, methods, tricks, and tools for Internet-based experimentation. Using a practical example, you will learn how to conduct Web 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, and log file analysis. Among other “tricks”, get to 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 analyses, such as Scientific LogAnalyzer.





## WORKSHOP 2

### USING EYE TRACKING IN USABILITY AND WEB RESEARCH

TIME: WEDNESDAY, 26/05/2010: 12:00PM - 2:30PM  
SESSION CHAIR: ROBERTINO PEREIRA

Eye tracking as a tool to discover problems in user interfaces has been looked at many times over the last 15 years. The larger problem of trying to infer cognitive processes of a subject by analyzing their eye movements has been looked into for more than a century. Eye tracking techniques have always been discussed as being very promising but there has not been wide-spread use of eye tracking, especially in commercial areas. Jacob & Karn (2003) talk of eye tracking as “Rising from the Ashes” rather than “Taking off like Wildfire”. What has caused this to be the case? If so many researchers and cutting-edge commercial ventures have looked into, and in some cases extremely successfully used, eye tracking techniques, why is it not more wide-spread?

There seem to be three areas which have held the field back. First it is difficult to use hardware. This has caused many studies to be restricted in their scope and resources by the enormous effort it has taken to simply collect good eye tracking data. The second area is the enormous task which is involved in matching the eye tracking data to meaningful stimulus. This has caused investigators to use “static” or highly simplified versions of the interfaces they study. This results in data and conclusions which are extremely difficult to generalize and also makes commercial use of eye tracking highly problematic. An example of the missing tools includes tools to map the eye tracking data back to useful stimulus such as application user interfaces and web pages. The third area is the ability to analyze the enormous amount of data that eye tracking generates. Investigators have often struggled to make sense of the quantity of data they have collected and draw powerful conclusions from this.

Modern innovations resulting in new hardware and software tools seem to solve many if not all of the outstanding issues holding back research and wide-spread commercial use of eye tracking. New hardware which is “plug-and-play”, accurate and extremely easy to use allows data to be collected painlessly and new software tools allow the collected data to be powerfully analyzed.

#### ■ ADDED VALUE

Learn how, when and why Eye Tracking helps you improve web design, questionnaires, your performance and your customer satisfaction.



## WORKSHOP 3

### GUIDELINES FOR ONLINE RESEARCH AND FEATURES IN ONLINE SURVEY SOFTWARE TOOLS

TIME: WEDNESDAY, 26/05/2010: 12:00PM - 2:30PM  
SESSION CHAIR: HOLGER GEISSLER  
SESSION CHAIR: DR. LARS KACZMIREK

In the first part an overview of the several market research guidelines (Esomar, Iso, DGOF, ADM) that regulate online research is given. What is allowed and what is prohibited when conducting online surveys in Germany?

In the second part participants will learn the following: What are available standard and advanced features in online survey software? Which criteria are useful when selecting a product? What sources can be used to identify a product that matches the needs of a project? The workshop provides an overview of valuable software features organized into the phases of conducting an online survey, including set-up, data collection, and reporting. It stresses the relative importance of different features for different user groups and case scenarios.



## WORKSHOP 4

### ONLINE SURVEYS IN PRACTICE: PITFALLS AND FACTORS OF SUCCESS

TIME: WEDNESDAY, 26/05/2010: 3:00PM - 5:30PM

SESSION CHAIR: DR. AXEL THEOBALD

In this workshop some successful and less successful online research projects will be presented. The goal is to identify the essential factors of success and also the main difficulties and most dangerous pitfalls. The show cases are taken from daily research practice and from different areas of online research (customer survey, employee survey, web-site survey etc.).

They represent the online researcher's ordinary spectrum of work.

#### ■ GOALS OF THE WORKSHOP

- Consideration of the main factors of success in online surveys
- Avoidance of pitfalls diminishing success
- Giving general insights into the daily practice of online research



## WORKSHOP 5

### FROM ONLINE PANELS TO FEEDBACK COMMUNITIES – A HANDS-ON INTRODUCTION TO A HOLISTIC INSIGHT GENERATION

TIME: WEDNESDAY, 26/05/2010: 3:00PM - 5:30PM

SESSION CHAIR: SEBASTIAN KRAMER

SESSION CHAIR: STEFAN LAUFER

Online feedback communities are rapidly replacing pure quantitative online research panels, as they include the ability to interpret customer interactions and self-led discussions, in addition to their response to your direct questions. An online feedback community is the perfect platform for fused research: bringing observational, quantitative and qualitative capabilities together in a cost-effective format. It's the best way to quickly get accurate insights in order to grow and protect market share.

In this workshop, a holistic approach to insight generation will be demonstrated. Attendees will be instructed to practically conduct quantitative as well as qualitative research within an online feedback community using Globalpark technology (EFS Panel). The goal of this workshop for the participants is to jointly set up a feedback community using the example of the GOR10.







## PROF. HORST MÜLLER-PETERS HEAD OF GROUP METHODOLOGY, YOUNGOV PLC

TIME: THURSDAY, 27/05/2010: 9:30PM - 10:15PM

LOCATION: AUDIOMAX

### ■ ONLINE TAKES THE LEAD – WHAT'S NEXT?

The introduction of the internet has forced sustainable changes in the market research industry. After years of dynamic growth and development, online research has now achieved its maturity in most developed markets of social and market research. Even if MR-industry statistics tend to cover only a certain part of research activities, there seems to be no doubt that most interviews today are conducted online. So online research has already taken the quantitative lead among all methods of data collection. With just some more development in methods and some further expansion of the reach of the internet it will also achieve the qualitative lead for most purposes in a very short space of time.

Time to party at the GOR! Shall we enjoy a good drink while looking back at a great success story and waiting for many forthcoming years of growth and prosperity for online research?

Yes and no. There is nothing wrong with a good drink. But there is a lot of evidence that shows that online research is entering its saturation or even declining stage. And this is not the decline of the online, but rather the research part of its definition. The internet revolution is starting to eat its own children. When information becomes a free commodity, why pay for it? When people express their opinions and expose their behaviour publicly, why collect even more data and keep them anonymous? When Google or Facebook provide real time statistics upon a click, why work, wait and budget for it? When software becomes freeware and access to panels becomes a commodity, why develop research designs instead of using trial and error? And when experts condense their experience in plug & play research and reporting tools, why include a researcher in the process anymore?

The good news: the world's becoming more transparent, the actors (companies, politicians etc.) are getting closer to their stakeholders again, and decisions are more empirically-based than ever before. The bad news: true or false are even harder to distinguish. High numbers indicate accuracy that is often misleading. And public confidence in results may suffer from lumping together valid research and bad information.

And more bad news for many of us: the researcher's profession may become obsolete. Not completely, but in many applications where it is needed right now.

So what can online RESEARCH do to keep its position in the flood of data and information? This presentation aims at specifying fundamental criteria and approaches that will help online research to remain the active player in the change instead of becoming the dinosaur, delivering slow and costly information from the past – whatever the data collection method is. It might not be the same kind of research and the same scope of research industry as today. But it should still be valid research that is relevant in our society – for better ideas, better decision-making and better controlling of success.



**Horst Müller-Peters** was co-founder, managing director and CEO of the German market research company Psychonomics AG. Established in 1991, YouGovPsychonomics AG became one of the leading MR companies in its field, including offices in Cologne, Berlin and Vienna and its subsidiaries GreatPlacetoWork (Cologne and Vienna), psychonomics Field (Berlin), Service-Rating (Cologne) and psychonomics advisory (Cologne and Leipzig).

In 2007 he merged Psychonomics with the London-based YouGov Group, known as a pioneer in the field of representative online research. Today he is YouGov's head of group methodology and member of the operative board of the Group which runs 16 locations worldwide and an online panel of 2 million members covering 18 countries.

Horst Müller-Peters is also a professor for business administration and marketing at the University of Applied Sciences in Cologne and guest lecturer in marketing and market research at the University of St. Gallen (Switzerland), the University of Cologne and the University of Leipzig. He is also member of several advisory and supervisory boards in the field of marketing and market research and co-founder and editor of the web portal marktforschung.de and the online journal marktforschung.depesche.



## BEST PRACTICE AWARD

So young and already a classic – the contest “best practice in commercial online market research” will be hosted at GOR 10 for the third time.

Contributions derive from Endmark, Porsche, Symrise, VfL Gummersbach, Viessmann Werke and VivaKi Services. The studies are presented by their authors in 2 sessions. The winner of the award will be elected by the jury and by the audience via mobiTED.

For instance, case studies describing projects that successfully implemented online market research methods in a company will be represented. The award is sponsored by mo'web GmbH.

Einhorn, Martin/Löffler, Michael/Klein Reesink, Thomas (Porsche AG): “Media usage patterns of premium customers in the USA, Japan and Germany”

Heimerl, André (VivaKi Services GmbH)/Schönherr, Stefan (eye square GmbH): “Baseline survey: Advertising impact of Pre-Roll Video Ads”

Hoenen, Thorsten (VfL Gummersbach)/Immenroth, Radu/Voß, Vanessa (Globalpark AG): “Customer Feedback Community (CFC) – Case Study VfL Gummersbach”

Hück, Steffen (HYVE)/Piper, Dag (Symrise): “Citrus Insights 2.0 – How systematic listening with netnography uncovered explorative insights for future citrus concepts”

Schokal, Philipp/Hohm, Dirk (Viessmann Werke GmbH & Co KG): “Co-creation with Installers in the Heating Industry: a new and valuable field for applied B-to-B-Online Research”

Stark, Christine (Endmark GmbH)/Oesterlau, Tim (YouGovPsychonomics AG): “NameTester”

In 2008 the award went to Christian Sothmann and Olde Lorenzen-Schmidt (comdirect AG). At GOR 09 Anja Manouchehri (SPIEGEL-Verlag) and Henner Förstel (YouGovPsychonomics AG) won the “Best Practice Award”. So, who may team up with the former winners? You can decide!



## B2: BEST PRACTICE I

SESSION CHAIR: HOLGER GEISSLER

(holger.geissler@psychonomics.de)

THURSDAY, 27/05/2010: 12:00PM - 1:00PM

Author: Steffen Hück (1HYVE, Germany)

Dag Piper (2Symrise, Germany)

E-mail: steffen.hueck@hyve.de

### ■ CITRUS INSIGHTS 2.0 – HOW SYSTEMATIC LISTENING WITH NETNOGRAPHY UNCOVERED EXPLORATIVE INSIGHTS FOR FUTURE CITRUS CONCEPTS

#### Relevance & Research Question

What's next in Citrus? Which associations do consumers have with citrus drinks? What emotions do they link to these beverages? When developing visions for the products of the future Symrise has a strong focus on keeping consumers' needs and perceptions in mind. To meet its own high standards when it comes to insights, Symrise recently began working with web-based methods of qualitative consumer research like netnography.

#### Methods & Data

Traditional analyses in focus groups often fail to reflect the intended authentic responses or the broad spectrum of consumer experiences. When respondents are head-to-head with an interviewer the findings are “automatically biased”. To avoid this bias and to allow a very open and explorative study design, Symrise turned to netnography, an ethnography-inspired process of observation used on the Web. Netnography takes advantage of the fact that users in online communities exchange their thoughts directly, openly and regardless of hierarchies. To analyze consumer behavior and attitudes in the topic field of citrus drinks international product review sites, sports, dieting and lifestyle communities as well as different food and recipe communities and blogs were observed. These online sources were thoroughly assessed over a longer period of time for this study; consumer statements were gathered, and the data were then analyzed with qualitative data analysis software. After the qualitative content analysis the consumer statements were clustered and aggregated to meaningful insights that reflect the landscape of needs, motivations, attitudes and experiences regarding citrus beverages.

## Results

With this study, Symrise has achieved new perspectives that will gradually be implemented into new beverage concepts. Through the netnography project insights have been identified that will be used to develop new concepts as well as tweak existing ones.

## Added Value

Furthermore a netnography project is a good starting point to get in touch with social media. It helps companies to get to know their most relevant online communities, understand the mechanisms and "rules" of social media and also create internal awareness for the relevance of social media for doing research, developing products and building relationships with consumers.

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## ■ CUSTOMER FEEDBACK COMMUNITY (CFC) – CASE STUDY VfL GUMMERSBACH

The large number of members within online communities proves that these dialogue platforms are highly accepted among Internet users. This led to the idea of interweaving a quantitatively focused online panel with qualitatively focused community infrastructure. The goal is to provide a new instrument with enriched analysis possibilities in the areas of research, marketing and innovation. This study shall validate the concept and the platform environment.

VfL Gummersbach is a prestigious German handball club which can look back on several championship victories. Nevertheless recent developments have shown that it has to fight against serious problems such as a decreasing number of visitors. Therefore a CFC has been built up to address this problem.

According to Forrester Research's phases the VfL community has reached the adolescence phase. Community Management was identified as essential for establishing a culture of participation. Prerequisites are efficient tracking, monitoring, content highlighting and the ability of intervention.

The approach is online based and integrates surveys, single focus interviews, focus groups, diary, storytelling and ethnography.

The aims of the VfL management were defined as: increasing turnover by improving the game experience and the surrounding services, improving the overall image, attracting new target groups, strengthening fan relations and expanding the area of influence. These aims are to be achieved by the following research measures:

- Usage and attitude: how does a fan experience a match day?
- Product concept: optimization of the sport event
- Brand image: what does VfL stand for?  
Yesterday, today, tomorrow
- Target group analysis: VfL wants to get to know its fans
- Ad-tests: pre- and posttest of advertising campaigns
- Co-creation: development of marketing materials with fans
- Fan advisory board: integrating fans into the decision-making process
- Mystery shopping: documentation of purchase processes
- Word of mouth campaigns: increasing brand awareness by using viral marketing strategies

On the basis of two of the above measures recommendations on how to achieve user involvement and manage innovative research techniques will be derived. Furthermore, avenues for future research focusing on integrating community features in market research will be sketched.

---

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## ■ CO-CREATION WITH INSTALLERS IN THE HEATING INDUSTRY: A NEW AND VALUABLE FIELD FOR APPLIED B-TO-B-ONLINE RESEARCH

### Relevance & Research Question

Viessmann is a leading company in the heating product industry which develops and produces innovative heating systems and is committed to a strong innovation process. This includes direct feedback from installers, who assemble the products merely in private homes.

Two years ago, Viessmann started to integrate online research into its systematic R&D process to enlarge the base of customer feedback. Viessmann realized: It is possible to apply the methods and instruments of online research to a specific B-to-B environment with focus on a very special target group, installers.

To keep the motivation for participating high we established an innovative "participant motivation package":

## Survey

1. Content: asking questions that are really relevant for decision making
2. Entertainment: integrating product pictures, graphics and animations

## Analysis

1. High attention: having a "round table" with product management, R&D, production to discuss results and decisions
2. Immediate feedback: communication of results and decisions based on the survey results to participants and, if necessary, a second feedback from the installer ("yes, Viessmann understood me and made the right decision")

## Methods & Data

- Globalpark EFS Panel
- Virtual panel: Viessmann customer database with 20,000 email addresses of installers
- 25 surveys since 2008, about 5,000 interviews
- As a best case study the "Vitolrol" study will be presented which includes a "rapid prototype testing" with multiple feedback loops between us and the installers. It also includes a flash application of a new heating control that could be tested online. The flash application itself was custom made according to the results of the first 2 days of online field time!

## Results

- Very fast and specific data for decision support and improvement of product and service
- High response rate, 15-30%
- Feedback to open questions is always very rich and detailed and even better than CAPI and CATI results

## Added Value

- Our specific online research approach is highly efficient while being low cost, fast and delivering detailed and feasible insights.
- Addressing installers as partners and "experts" in product development leads to highest customer retention



## B3: BEST PRACTICE II

SESSION CHAIR: HOLGER GEISSLER

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TIME: THURSDAY, 27/05/2010: 2:15PM - 3:15PM

Author: Christine Stark (Endmark GmbH, Germany)

Tim Oesterlau (YouGovPsychonomics AG, Germany)

E-mail: Christine.Stark@endmark.de

■ ON BEHALF OF ONE OF THE LEADING NAMING AGENCY ENDMARK, YOUNGOVPSYCHONOMICS AG DEVELOPED A STANDARDISED SHORT-TEST FOR NAMES: THE NAMETESTER.

The tool delivers empiric data when a choice is about to be made between a few different alternatives of names for new companies, products or services. The tool is knowingly kept short and cost effective and the effort of the analysis is low. It has been designed for agencies specialised in naming and positioning brands.

Some exemplary questions of the NameTester questionnaire

- How does the Name sound? The first contact with the name is aural. The person has to reproduce what they comprehend.
- What kind of spontaneous associations does the name evoke?
- How catchy / memorable is the name?
- What kind of image does the name convey?
- For which industry would the name be most suitable?

The data is collected by monadic online interviews with members of the target group. Because of the smart approach the tool is very fast and cost-effective. So even at the end of a name-finding process it's possible to get quick insights into the consumers mind. From the start to the end-report normally 3-4 days are sufficient, even for surveys with an international sample.

The advantage of the tool is its adequateness for internal decision processes. The tool helps to shorten and structure name-finding-processes and eases the choice of the appropriate name. The usage of online research to solve the research problem in this context is in many ways superior to traditional research methods used in name-finding-processes. In our presentation we will show together with Endmark the development process of the tool and some reference cases from several name-finding-processes.

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## ■ MEDIA USAGE PATTERNS OF PREMIUM CUSTOMERS IN THE USA, JAPAN AND GERMANY

Online and mobile media are changing media usage patterns of customers (Best et al. 2009). Marketing and Market Research of a global brand face the question of differences in customer group specific media usage patterns (Gleich 2009; van Eimeren/Frees 2009). A current study (research in progress) in the USA, Japan and Germany investigates media usage of different affluent customer groups with a focus on online and mobile usage.

Gleich (2009) has summarized studies about the adaptation of mobile media devices which show attitudes as crucial factors for the adaptation of mobile media. Porsche serves a variety of customer groups with different attitudes and related purchase motives concerning cars (some prefer driving pleasure others prefer the design or the exclusivity of the brand). The aim of Porsche is to provide customized communication content and channels to these customer groups.

Therefore, the study focuses on the following questions:

1. How do purchase motives for cars and media usage correlate? (With a focus on the usage of smartphones)
2. Should the internet presence also be tailored to smartphone users and their needs concerning cars? Do smartphone users have different need profiles concerning cars?
3. Are these requirements changing over time with the diffusion of smartphones?

Last but not least, the study investigates the questions: Which media do customers prefer for market research and are there any differences between the three regions of America, Asia and Europe?

The presentation is addressed to applied researchers and marketers in companies interested in the impact of mobile and online media on their business. The study aims as well at a better understanding of the adaptation of mobile devices by researchers in companies and academic institutions. Finally, the study will contribute to the question whether mobile devices should be relevant for market research in future.

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## ■ BASELINE SURVEY: ADVERTISING IMPACT OF PRE-ROLL VIDEO ADS RELEVANCE & RESEARCH QUESTIONS

As the usage of internet video content is increasingly growing, new advertising formats gain in importance. This raises the question which effects these formats – in this case Pre-Roll Video Ads – have. The main goal of this baseline survey was to evaluate the advertising effect – defined by brand awareness, ad recall, relevant set and first choice – of pre-rolls.

### Methods & Data

The survey was conducted as an online experiment with 430 participants and 3 different clients (FMCG, insurance, cosmetics). Unlike classical campaign trackings we didn't track a "real" campaign but simulated pre-roll campaigns by using a proxy server technology developed by Eye Square Berlin. We used this to simulate 4 different campaigns on 2 different video platforms. By using this technology, we were able to control every pre-roll-contact each person had. The technical measurement was accompanied by an online survey to measure the advertising impact. We also evaluated the media usage of TV in order to neutralize all interfering effects and to focus on the effects of the pre-rolls. This was realized by a research design using control and test groups.

### Results

The results showed a strong advertising effect of pre-rolls. All key indicators increased during the field phase. Aided awareness was increased by 6%, aided recall by 39% and "First Choice" by 30% by the pre-rolls only. The results could be confirmed for different scenarios: high vs. low share of media mix, tv/pre-roll-campaign vs. pre-roll-only, ...

### Added value

By using this research design, we've found a way to measure the impact of a single online ad format which is part of a larger campaign. Key to this was the neutralization of interfering effects like simultaneously running "real" tv or online campaigns. We realized this by evaluating the tv usage respectively by using the i<sup>2</sup> Server to replace the according online ads with distractors. Problems associated with people who delete cookies and multi-client users could also be avoided, something most of the recent studies lack of. Combined with our design based on different groups we've been able to measure the effect of the pre-roll video ads only.



## DGOF PRIZE “BEST RESEARCH THESIS AWARD”

After its successful premiere, the prize for the Best Research Thesis is granted for the second time by the German Society for Online Research (Deutsche Gesellschaft für Onlineforschung, DGOF). The award includes prize money of 3,000 Euros. At the GOR10 it will be given to a student who has finished an exceptionally good thesis (Bachelor/Master/Ph.D.) in 2008 or 2009.

### ■ THIS YEAR'S WINNER IS:

Michael Opgenhaffen [University of Leuven]: “Multimedia, Interactivity, and Hypertext in Online News: Effect on News Processing and Objective and Subjective Knowledge.”

By combining quantitative and qualitative research methods, the present study examines how online news media make use of multimedia, interactive and hypertextual features and how these features affect news processing and news knowledge.

Guided by the Limited Capacity Model of Mediated Message Processing, the results show that there is a three-way interaction effect between 1. online features of the news media, 2. level of complexity of the news article and 3. the reader's web expertise: In easy articles the addition of online features has a positive effect on the knowledge acquired by news readers with little web expertise, whereas this effect is negative for expert readers. Conversely, in difficult articles the addition of online applications raises the recognition and recall of news reports by readers with web expertise. By contrast, these additions do not affect the knowledge acquired by inexperienced readers as it even drops slightly. The thesis is well written and its studies use an impressive variety of methods – content analysis, survey, experiments, and eye-tracking. The studies are all conducted carefully and they are methodologically sound. The results provide insight into the ways in which news consumers learn from the online news and how they assess their knowledge obtained. They are of interest to media researchers as well as online journalists.

### ■ THE JURY HAD THE FOLLOWING MEMBERS :

#### Chair

- Uwe Matzat [Eindhoven University of Technology]

#### Members

- Mick Couper [University of Michigan]
- Anja Göritz [University of Würzburg]
- Anabel Quan-Haase [The University of Western Ontario]
- Ulf-Dietrich Reips [University of Zurich]
- Chris Snijders [Eindhoven University of Technology]
- Sonja Utz [Free University Amsterdam]





## CUSTOMER PANELS – THE NEXT HIP THING IN MARKET RESEARCH?

TIME: FRIDAY, 28/05/2010: 12:00PM - 1:00PM

LOCATION: TRACK 2 (W2.3.01)

Customer panels seem to be the next “hip thing” in online market research. Customer panels, internet platforms built by the company itself, consist of a representative client base, often recruited by the company itself. The main focus of customer panels is intensive customer feedback and communication – which on the long hand can enhance customer loyalty and offers the possibility for a new way of bilateral communication with the customers.

About 1,000 client-owned customer panels exist in the US in 2010, whilst the outlook for Europe is about 400 new customer panels within the next two years. But what are the implications for the market research sector? Which market players will suffer from this revolution, which ones will profit? Will the online access panel providers lose market shares, because a big share of the clients will recruit the panel members on their own? How can market research institutes survive without conducting the field work and earning a margin on this?

What are the methodological advantages and disadvantages of conducting a customer panel? Is this the last step before saying goodbye to random samples? What about the role a customer panel has in the research portfolio of a market research department? What are the legal implica-

tions – are customer panel the right answer to the data protection issues the whole research industry is facing?

The panel discussions will focus on the above topics.

The following market players will join the panel:

- A software provider for customer panels
- An online-focused market research institute
- A company owning a customer panel
- An online-access-panel supplier

### Participants

- Marc Smaluhn (Managing Director Central Europe, Research Now GmbH, Germany)
- Frank Kleinert (Managing Director, Globalpark AG, Germany)
- Martin Grupe (General Manager, Toluna Germany GmbH, Germany)
- Dirk Hohm (Project Manager Market Research, Viessmann Werke GmbH & Co. KG, Germany)

### Moderator

- Holger Geißler (Board member, YouGovPsychonomics AG, Germany)



Marc Smaluhn



Frank Kleinert



Martin Grupe



Dirk Hohm



Holger Geißler





# PROGRAM OVERVIEW

## WEDNESDAY, 26/05/2010

12:00pm – 2:30pm	<b>Workshop 2: Using Eye Tracking in Usability and Web Research</b> Chair: Robertino Pereira	
	<b>Workshop 3: Guidelines for online research and features in online survey software tools</b> Chair: Holger Geißler, Lars Kaczmirek	
3:00pm – 5:30pm	<b>Workshop 1: Online Experiments</b> Chair: Ulf-Dietrich Reips	
	<b>Workshop 4: Online Surveys in Practice: Pitfalls and Factors of Success</b> Chair: Axel Theobald	
	<b>Workshop 5: From Online Panels to Feedback Communities – A Hands-On Introduction to a Holistic Insight Generation</b> Chair: Sebastian Kramer, Stefan Laufer	
6:00pm – 8:00pm	<b>DGOF: Meeting of DGOF Members</b>	
8:00pm – 11:00pm	<b>Early Bird Meeting</b>	Parkhotel Pforzheim

## TUESDAY, 27/05/2010

9:00am – 9:30am	<b>D1: Opening and Welcome Note</b> Chair: Olaf Wenzel	Audimax
9:30am – 10:15am	<b>D2: Keynote: Online takes the lead. What's next?</b> Prof. Horst Mueller-Peters. Head of Group Methodology YouGov plc.	Audimax
10:15am – 10:30am	<b>Break</b>	Exhibition
10:30am – 11:30am	<b>A1: Panel Quality I</b> Chair: Anja Goritz	Track 1
	<b>B1: Consumer Research</b> Chair: Andera Gadeib	Track 2
	<b>C1: Privacy and Trust</b> Chair: Marcin Bober	Track 3
11:30am – 12:00pm	<b>BREAK: Exhibition &amp; Coffee</b>	Exhibition
12:00pm – 1:00pm	<b>A2: Panel Quality II</b> Chair: Jan Eric Blumenstiel	Track 1
	<b>B2: Best Practice I</b> Chair: Holger Geißler	Track 2
	<b>C2: Inequality</b> Chair: Uwe Matzat	Track 3
1:00pm – 2:15pm	<b>BREAK: Lunch</b>	
2:15pm – 3:15pm	<b>A3: Propensity Score Weighting</b> Chair: Frank Drewes	Track 1
	<b>B3: Best Practice II</b> Chair: Holger Geißler	Track 2
	<b>C3: Social Network Sites</b> Chair: Nina Haferkamp	Track 3
3:15pm – 4:00pm	<b>Break: Exhibition</b>	Exhibition

4:00pm – 5:00pm	<b>A4: Optimization of Survey Design</b> Chair: Mick P. Couper	Track 1
	<b>B4: Improving Applied Methods</b> Chair: Ilka M. Kuhagen	Track 2
	<b>C4: Entertainment</b> Chair: Andrea Geisslitz	Track 3
5:00pm – 5:30pm	<b>Break: Exhibition</b>	Exhibition
5:30pm – 6:30pm	<b>A5: Measurement</b> Chair: Frederik Funke	Track 1
	<b>B5: Panel Quality III</b> Chair: Peter John Cape	Track 2
	<b>C5: Twitter</b> Chair: Thilo Trump	Track 3
8:00pm – 11:59pm	<b>GOR-Party</b>	Como Club

**FRIDAY, 28/05/2010**

9:00am – 10:40am	<b>A6: Eyetracking</b> Chair: Lars Kaczmarek, Simone Tries	Track 1
	<b>B6: The Super Election Year 2009 I</b> Chair: Steffen Albrecht	Track 2
	<b>C6: Social Networks</b> Chair: Wolfgang Ziniel	Track 3
10:40am – 11:00am	<b>Break</b>	Exhibition
11:00am – 12:00am	<b>D3: Poster Session</b> Chair: Monika Taddicken	Poster Session
12:00pm – 1:00pm	<b>B7: Panel Discussion</b>	Track 2
	<b>C7: eHealth</b> Chair: Birgit U. Stetina	Track 3
1:00pm – 2:00pm	<b>Break: Lunch</b>	
2:00pm – 3:00pm	<b>A8: Personality and Prior Knowledge</b> Chair: Olaf Wenzel	Track 1
	<b>B8: The Super Election Year 2009 II</b> Chair: Thomas M. Donath	Track 2
	<b>C8: eLearning</b> Chair: Sabrina Cornelia Eimler	Track 3
3:00pm – 3:30pm	<b>Break</b>	Exhibition
3:30pm – 4:30pm	<b>A9: Content Analysis</b> Chair: Dietmar Janetzko	Track 1
	<b>B9: Online Sources</b> Chair: Stephan Winter	Track 2
	<b>C9: Public Sphere</b> Chair: Martin Welker	Track 3
4:30pm – 5:00pm	<b>D5: Poster Award, Outlook, and Farewell</b> Chair: Olaf Wenzel	Track 2

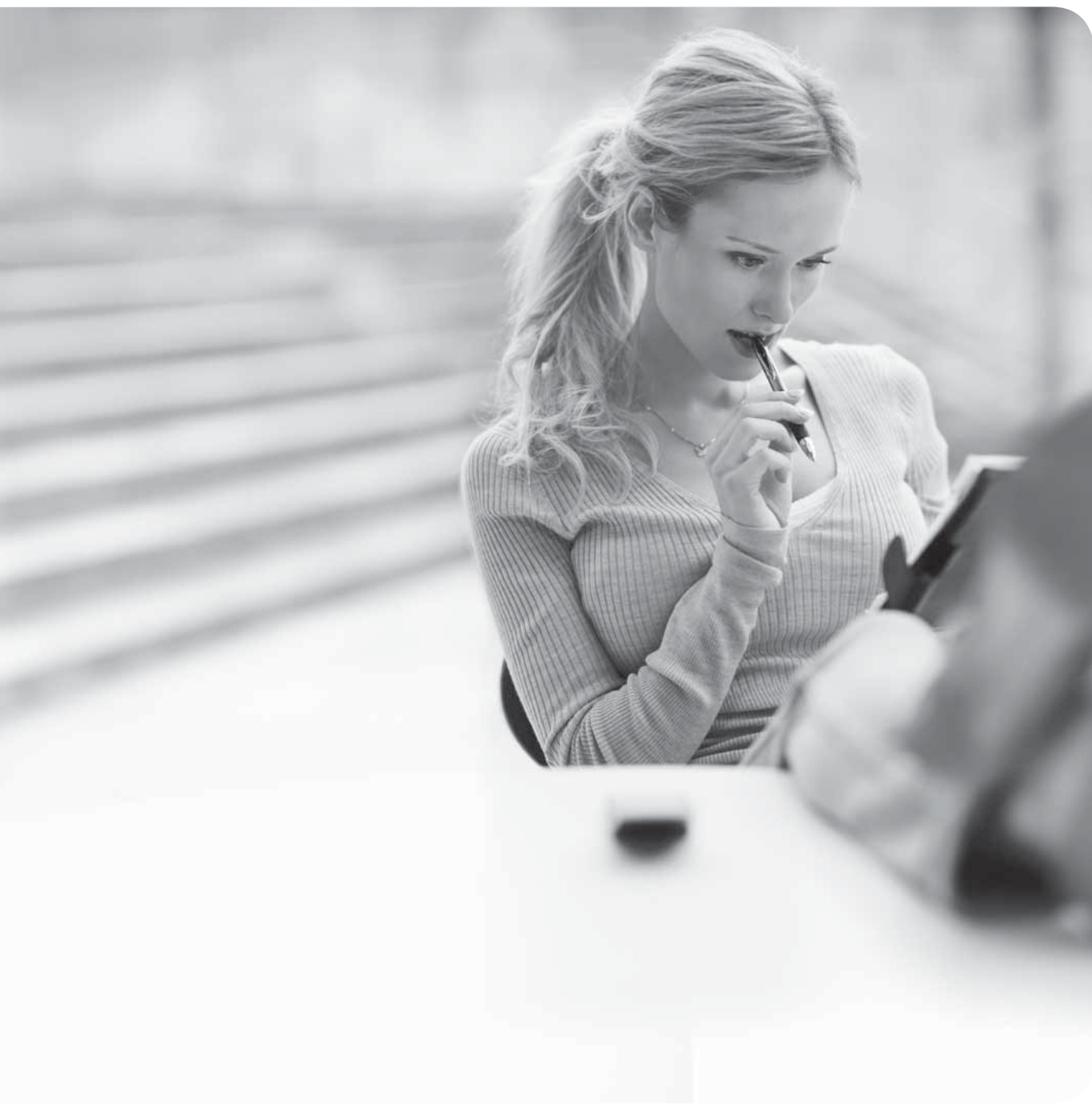


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 **ABSTRACTS**

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## ■ WEBLOG CAMPAIGNING IN GERMANY – REVISITING THE FIELD

### Relevance & Research Question

Weblog campaigning comprises the use of weblogs referring to an election campaign. Weblog campaigning was first seen in Germany in the context of the Bundestag election in 2005, following successful experiments in the US. In the recent Bundestag election campaign, many expected to see an even more intensive use of online campaigning due to Barack Obama's inspiring online campaign in 2008.

This study empirically analyzes the patterns of weblog use and the linkage among campaign weblogs in the 2009 Bundestag campaign and compares the results with results from a similar study conducted in 2005. The aim is to describe changes in the role of weblogs in the campaign and to investigate how weblogs affect campaign communication.

### Methods & Data

The study is based on a sample of more than 600 weblogs that were researched with the aim of covering the entire population as completely as possible. For every weblog, contributions of the last four weeks of the campaign were collected for analysis of their content and for social network analysis of the links included in them. Against the theoretical background of “postmodern” [Norris] or “digital era” [Anstead] campaigning, a special focus is on the type of author and the degree of communication activity as well as on patterns of homophily / heterophily between groups of weblogs.

### Results

At the moment, only preliminary results are available, final results will be available by the end of February 2010. An initial look at the data suggests that established political actors are fewer in number compared with the previous campaign, whereas actors from the periphery and especially from the far right are represented more strongly in the campaign blogosphere. In contrast to the prevailing view of a decline of blogging in Germany, the number of campaign weblogs was significantly higher than in the previous campaign.

### Added Value

The paper adds new results to the line of research on campaign weblogs. By systematically building on previous research, it helps to test and eventually corroborate findings from the literature on the different forms of weblog campaigning and on online campaigning more broadly.

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## ■ ONLINE CLINICS AS FORMAT FOR USER RESEARCH IN INNOVATION MANAGEMENT

### Relevance & Research Question

Today's rapidly changing markets challenge innovation management and the identification of new product ideas, especially in high technology sectors like telecommunications. Traditional market research methods are often not suitable to assess the market potential of innovative products and services, because users cannot image future use. Methodologies like the user clinic applying a dedicated learning phase for participants, rich interaction and mix of methods to generate and analyse data have been developed to gain reliable and valid customer insights and feedback. It enables users to gain a deeper understanding of innovative products by providing an intense learning phase supported by illustrative materials and direct interaction, e.g. between potential customers and product managers. We ask how to adapt this method to online research.

### Methods & Data

Deutsche Telekom Laboratories conducted an online clinic intended to specify and evaluate new services destined to support the administration of different social network services. Different challenges concerning the implementation of a web-based clinic version had to be addressed. First, the learning phase was aligned with the online research situation, i.e. by using advanced, easy to understand visualisations with a medium degree of abstraction suitable to communicate the potential value of future applications without distracting by dispensable details. Additional communication channels for participants were set up to enable immediate interaction and feedback on comprehension questions. Motivation of respondents to complete an online study was supported by a suitable mix of online methods. A sample of 293 respondents who had signed up for at least two internet portals participated in this first online clinic.

### Results & Added Value

The online clinic format proved to be a cost-effective and effort-saving opportunity to apply the principles of a user clinic in an online context. With the online clinic we singled out the most attractive concepts for further development. We will present exemplary results and discuss assets, drawbacks and potentials of the online clinic format.



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#### ■ PROPENSITY SCORE WEIGHTING: EVIDENCE FROM AN ONLINE CAMPAIGN SURVEY

Despite the increasing use of online surveys in political opinion research, the field still lacks thorough research mapping the effects of this polling tool on achieving representativeness. For cause, the two most salient problems associated with online research – limited internet coverage and selectivity of respondents – have not yet been convincingly addressed by both theory and practice of opinion research. To compensate for the distortions produced by online surveys, weighting often is seen as a promising corrective solution.

However, the impacts of this technique are controversial since findings from previous research are ambiguous at best (for example Taylor 2005; Malhotra&Krosnick 2007). For these reasons, I believe it is essential to systematically examine the causes and conditions for the varying success of weighting in online surveys. The demonstration proposed in his paper rests on a two-step approach, using the German Longitudinal Election Study (GLES; for more information, see: <http://www.dgfw.info/gles.php?lang=en>) since this data source offers a unique opportunity to test different weighting schemes and their impact on univariate distributions as well as associations and models of party choice or turnout. In a first step, I correct for socio-demographic differences between an online sample and the population under consideration through post-stratification weighting, using census data as a frame of reference.

Yet, even after adjusting the known proportions of certain respondent groups, attitudinal and/or behavioral differences frequently still persist between respondents polled online versus face-to-face. Given this finding, in a second step, I use a propensity score weighting scheme to compensate for variations attributable to different levels of participation by online respondents. Propensity scores are derived through logistic regression, using the online sample and a probability-based reference, which is conducted offline and also available within the frame work of the GLES. First results from the analyses conducted show that even complex weighting schemes cannot completely eliminate differences between online and face-to-face surveys. However, the technique of propensity score weighting helps to reduce bias significantly, in particular in the realm of attitudes, which are commonly left-biased in online samples.

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#### ■ TWITTER – THE BIGGEST SOCIAL RESEARCH MACHINE ON EARTH?

With Web 2.0 not only has communication via the web increased, but also the willingness to communicate publicly. Micro-blogging especially on Twitter has become a mega-trend in a short time. But how many people actually use Twitter? What can be said about this trend statistically?

It is interesting that it does not rely on company information to answer such questions, necessary skills preconditioned, you can analyze it yourself. The blog of Sistris (<http://www.sistris.de/news/gog-twitter-wachstum.html>) published that Twitter currently has approximately 66 million accounts. We learn that although between 7 and 8 million accounts are added monthly, the number of active accounts is decreasing.

But this is only general information about the Twitter experience. In a similar way this can be broken down to the level of individual users. Location and time of use are also available as is connections to other users and topics of communication. A unprecedented source of communication data is freely available through Twitter. Data that are of interest for advertising but also offer a vast opportunities for research.

While the data from social networking sites generally are not accessible, a new development in micro-blogging emerges: beneficiaries through the hype on Twitter and open interfaces (APIs) provided by the service itself, comprehensive analysis tools were developed and are broadly available to all users.

How can these tools be used for research and for what purposes are they already being used for? What opportunities arise, but also what risks are involved in research (e.g. quality of research, academic honesty) and data privacy if anyone can use and analyse it? What is the motivation behind the development and use of these tools, what do they achieve and what contribution can they make to the study of micro-blogging? In the contribution, these issues should be discussed and opportunities as well as open questions for online research should be identified. Therefore, we present a categorization of Twitter tools as well as a methodological and theoretical reflection of the use of them.

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## ■ MIXED MODE EXPERIMENTS WITH THE CONSUMER SURVEY OF STATISTICS NETHERLANDS

### Background:

In February 2009 the Questionnaire Laboratory of Statistics Netherlands conducted a mixed mode experiment with the Consumer Survey [CS]. The aim of this experiment was to accumulate knowledge about mode effects and executing mixed mode surveys.

### Research questions

- To what extent do mode differences occur in the answers to the key variables in the CS?
- To what extent do differences occur in the answers to the key variables in the CS if the questions are unfolded or presented in a 5-pointscale question [see Example]?

### Example:

"What do you think will happen with the unemployment rate in the Netherlands the next 12 months? Do you think it will increase, decrease or stay the same?"

### Unfolded questions:

1. Increase -> A Follow-up A / B
  2. Decrease -> B 1. Increase / Decrease a little.
  3. Stay the same 2. Increase / Decrease a lot.
- 5-point scale question:

1. Increase a lot.
2. Increase a little.
3. Stay the same.
4. Decrease a little.
5. Decrease a lot.

### Data

The respondents were members of an internet panel. This LISS-panel is managed by CentERdata. In this experiment one part of the panel participated via a web questionnaire (n= 4113), the other part participated in a telephone interview (n=1405).

### Methods

The analyses is conducted using different techniques like cross tabulations with Chi-square tests, ANOVA analyses, and multinomial logit models. The results are weighted against the total population by means of sample weights in exactly the same way for both parts of the panel.

### Results

Since the analyses started only recently, there are no results to present yet.

### Added value

It is a mixed mode experiment on the general population. The results will influence the way in which mixed mode questionnaires will be designed.

---

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## ■ EFFECTS OF SURVEY MODE IN MODELS OF VOTING BEHAVIOUR AT THE 2009 GERMAN FEDERAL ELECTION

Online surveys become more and more popular even in research areas where representative telephone or face-to-face surveys are prevalent. But especially in social sciences where research results based on sampling are often expanded on populations the lack of representativeness of most online surveys poses severe problems.

One standard solution to these problems is data weighting. But weighting procedures do not come without problems and also are not able to solve the problem at hand in a satisfactory way. Several studies have shown that demographic characteristics as well as social and political attitudes differ between respondents of online and representative surveys.

Hence, "onliners" seem to differ in their social and political attitudes from average citizens. Still, these differences do not need to be overly consequential for the use of online surveys in social sciences, if the relationship between demographic characteristics as well as social and political attitudes remains the same. In our study we are thus analyzing first the differences in the distribution of social and political attitudes in different socio-demographic groups.

Second, we are expanding existing knowledge by looking at models of voting behaviour and comparing the impact of social and political attitudes on voting between online and representative surveys. To accomplish this challenging task we will make use of data collected by the German Longitudinal Election Study with regard to the German federal election 2009.

By containing identical question formats in online as well as representative surveys this data source enables us to measure the impact of social and political attitudes on voting based on different survey modes without distortions from differing question formats and differing time frames. Our research will thus help to assess the usefulness of online surveys for causal modelling in social sciences.

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#### ■ BREAKOFF IN WEB SURVEYS OF THE GERMAN LONGITUDINAL ELECTION STUDY (GLES)

##### Relevance & Research Question

High drop-out rates are considered a major shortcoming of web surveys and considerably threaten data quality. However, until recently survey breakoff has received limited scholarly attention and knowledge about the reasons causing respondents to terminate surveys early is still fractional. In political science, the topic has been particularly neglected. Enhanced understanding of the complex processes leading to breakoff is needed in order to develop standard guidelines for web surveys that help in minimising drop-out rates.

##### Methods & Data

Connected to the German Longitudinal Election Study (GLES) a seven-wave campaign online tracking has been conducted with about 14,000 respondents, thereof 3,000 drop-outs. This data allows for a detailed analysis of drop-outs: Given the applied quota design, personal information is available even about those respondents who answered some questions but did not finish the survey. As many questions were included in each wave, yet being asked at different questionnaire positions and being surrounded by various items, contextual effects on drop-out can be analysed.

In terms of research methods, among other things, life tables were presented to observe how breakoffs are distributed throughout the survey. Discrete-time survival models with page-varying covariates are estimated for each wave separately, including both respondent characteristics as well as questionnaire and page characteristics.

##### Results

Our main findings can be summarised as follows:

- In accordance with recent research, we find drop-out to be a function of both respondent characteristics and page characteristics. For instance, higher educated people are less likely to break off, whereas open questions tend to produce significantly higher drop-outs.
- In the course of the survey, the drop-out-risk tends to decrease.
- Varying the context a question is embedded in, may affect the number of drop-outs, thus breakoff in web surveys is not unchallengeable.

##### Added Value

Our findings confirm some results of previous research dealing with breakoff in web surveys. The reasons for breakoffs thus seem to be largely independent of the survey topic. Even more essential, based on the empirical results, some prospects for reducing the number of drop outs in web surveys by questionnaire and page design are provided.

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#### ■ THE EFFECT OF TEXTUAL FEEDBACK ON REBUILDING TRUST IN ONLINE AUCTION SITES

##### Relevance & Research Question

This study evaluates the effect of textual feedback comments on trust-rebuilding of sellers who have been accused of misbehaviour. According to earlier research most users read at least one page of feedback comments before they place a bid (Pavlou & Dimoka, 2006). Apart from the trust-building effects of the seller's feedback score (Ba & Pavlou 2002), researchers have also documented an effect of the buyer's textual comments and the seller's reaction to the comment (Utz, Matzat & Snijders, 2009). In this study, we test the idea that the provision of an apology is the most efficient trust-rebuilding strategy.

### Methods & Data

The data was gathered in an online experiment, completed by 191 eBay members. Their main task was to rank attractiveness of the different offers of the same model of a digital camera. The offers differed in terms of: a product's price, reputation score of the seller, type of trust violation (a negative comment), and the type of seller's reaction (reply on a comment). Content of the comments was dependent of the type of scenario (severe and mild incident) to which participants were randomly assigned. The data from all the rankings allowed us to estimate the effects of the aforementioned attributes on the willingness to purchase from a particular seller. Additionally, we controlled for eBay and internet proficiency, trust disposition and the demographic characteristics.

### Results

The results confirmed the findings from the previous research: the buyers pay more for a product from a seller with a higher reputation score and negative feedback comments decrease the final selling price. Moreover we demonstrate that it is possible for the sellers to counteract the negative effect of textual feedback by choosing the right strategy (apology, but not denial) of formulating the reply.

### Added Value

Textual feedback is extremely important when explaining purchasing decisions on the auction sites. Our results suggest that the content of the textual comments can severely influence the reputation of the online traders. We also demonstrate the ultimate efficiency (monetary value) of the sellers' replies in rebuilding trust, especially when compared with numerical feedback score.

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### ■ ADOLESCENTS' BLOGS: THE THERAPEUTIC VALUE OF WRITING ONLINE

The study examined the therapeutic value of blog writing for adolescents who suffered from social-emotional difficulties. Emotional problems related to social relationships are prevalent among adolescents and reflected in social isolation, difficulties in initiating or maintaining relationships, and experiencing social rejection. These problems may be related to introversion, self-confidence, self-esteem, or shyness, as well as lack of social skills. Many of these adolescents, however, find the

Internet as a convenient and an unthreatening social environment, as it allows anonymity and invisibility, while at the same time interacting with others.

In addition Additionally, it is well-documented that writing has a therapeutic value, hence online textual communication (such as publishing in a personal blog) might prove beneficial for such adolescents. Furthermore, maintaining a personal blog, in contrast to a private diary, involves public exposure of personal experiences and supportive responses from readers which may also have an influence on writers.

In a field experiment, we randomly assigned adolescents who were pre-assessed as having social-emotional difficulties into six groups (approximately 30 participants in each): Four groups were assigned to writing in a personal blog (writing on social difficulties versus free writing; open or closed to responses), one group was assigned to writing a private diary on their personal computers, and one groups was a no-treatment control. Over 10 weeks, participants in the five intervention groups were instructed to write messages at least twice a week. Pre-post outcome measures included a social-emotional difficulties scale, a social activities checklist, and a self-image scale. In addition, participants' posts were evaluated.

Results showed that participants who maintained a blog significantly improved on all measures. Moreover, consistent with offline research, those who wrote about their social difficulties gained the most. Within the latter groups, writers in open blogs gained more than those in closed blogs. Textual analyses supported the results based on participants' self-reports.

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### ■ TRIAL BY ORDEAL, A MEDIEVAL APPROACH TO A MODERN DAY PROBLEM

In a world where we are concerned about the survey taking behaviour of online panellists, it may seem strange to know that one of their biggest complaints is that they rarely get to do surveys! On our US panel only 1 in 8 survey starts results in a completed interview. The rest comprise Quota Fills and Screen Outs. Better project management, and more time in field, can reduce the number of Quota Fills, but the level of Screen

Out is by design. The evidence from our European and APAC panels is that the problem is somewhat less, but is increasing. The result of this excessive screening out is a shortened panellist lifetime, increased dissatisfaction with the research process, and, at worst, an incentive to cheat on surveys.

An alternative approach to the current invitation paradigm, is to decide which survey a panellist should be presented with as they arrive to take a survey, in response to a generic invitation. By presenting a (short) set of screener questions and adding this to the already known panellist profile, a real time profile of the respondent with respect to the currently open surveys can be built, and the panellists then routed to the most appropriate open survey.

By utilising such an approach we expect to improve data quality, but at what cost? The biases introduced by a survey router (as such systems are generally known) are complex, subtle and entirely dependent on the interplay of the surveys currently in the system. Our research takes the form of a Trial by Ordeal. We have re-created a random 50 projects conducted in the past and placed them in a survey router situation.

In addition to describing the process and the potential for the introduction of bias, we will examine data distributions to assess how much effect any biases introduce to the data itself and, through simulation, estimate the size of such biases. We will also present findings on data quality – validity and reliability – comparing the two approaches.

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## ■ NON-SUBSTANTIVE RESPONSES AND NAVIGATION IN WEB SURVEYS

Key goals of effective online survey design are to minimize missing data and to optimize “flow”, through the instrument. This paper builds on methodological research on missing data and visual design theories to optimize the design of online instruments. We will present results from two experiments. In the first, we explore strategies for dealing with non-substantive responses, such as “don’t know’s” or skipped questions. In market research, it is common to require respondents to answer each question before proceeding (restrictive approach). In aca-

demic research, it is common to let respondents skip questions they would rather not answer (permissive approach). Between these extremes is a strategy that encourages respondents to provide an answer by prompting them if they skip a question (encouraging approach). We tested these three alternatives, along with the presence or absence of a “don’t know” option in a fully-crossed (3\*2) design. The instrument contains a variety of different question types including grid questions and items known to elicit high levels of nonresponse. Both attitudinal and behavior questions are included. We examine the effect of these design formats on breakoffs, speed of completion, item non-response, non-substantive responses, and response distributions.

In the second experiment, we explore the placement of the navigation (next, back) buttons in Web surveys. Some surveys (typically those that require answers) include only a “next” button and do not permit respondent to go back. Where both buttons are included, the logical placement is “back” on the left and “next” on the right, but this puts the “back” button in the main visual field below the response options (left-aligned) and makes it the default (on-focus) button after selecting a response. We evaluate several different design options for button placement, with a focus on their effect on speed of completion, backwards movement, and changed answers.

Both experiments are included in a survey of opt-in panel members (n=7200). The purpose of these experiments is to explore optimal design solutions for common problems faced by designers of online surveys, with the goal of maximizing data quality and enhancing the respondent experience. Both extend previous work we have done on these issues.

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## ■ IS THE CROWD WISE ENOUGH TO PREDICT THE ELECTION RESULTS FOR THE GERMAN "BUNDESTAG"?

### Research Question

"The Wisdom of Crowds", a book written by James Surowiecki in 2004 about the aggregation of information in groups, claims the many to be smarter than the few. According to Surowiecki, four key criteria have to be met to enable a large group (crowd) to make accurate predictions and the right decisions in terms of reaching common goals.

1. Diversity of opinion: a wide range of points of view in the group
2. Independence of opinion: individuals making guesses do not influence each other
3. Decentralization: local and specialised knowledge
4. Aggregation: a mechanism to reach a collective guess or decision

The goal of this study was to obtain a first indication on whether a "wisdom of crowds" approach to election prognosis could potentially compete with or even outperform traditional means of prognosis.

### Methods & Data

We asked 2,323 Germans, registered in an online-access panel, to predict the official outcome of the German "Bundestagswahl 2009" one week in advance. There were three major differences to surveys executed by institutes like "Forschungsgruppe Wahlen" or "Infratest dimap". Firstly, the sample was not representative.

Secondly, no weighting of raw data was employed. Thirdly and most importantly, participants were asked to give their own prognosis for all major parties rather than state which party they would vote for the following Sunday.

### Results

The main outcome of the study is that – in this single trial – the wisdom of crowds approach yielded a slightly less precise prognosis compared to results of traditional surveys just before the election (sum of absolute difference in percentage points: 10.3 for Wisdom of Crowds vs. 8.4 for e.g. Forschungsgruppe Wahlen and Infratest dimap).

However the precision of the wisdom of crowds approach is still high enough to justify further interest.

Also, a large number of moderator variables such as interest in politics, gender, age, or the knowledge of other prognoses correlate with individual forecast performance.

### Added Value

Based on these results, we shed additional light on the idea of the wisdom of crowds – a method which may be an interesting methodological addition to various research purposes which require prognosis.

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## ■ RELATIONSHIP MANAGEMENT ON SOCIAL NETWORK SITES: A SOCIAL PSYCHOLOGY VIEW

The growing body of psychological and sociological research on Social Network Sites (SNS) – such as Facebook, MySpace or studiVZ – so far focuses mainly on identity issues (self presentation, impression formation, identity work) and relationship effects (social capital). A neglected research topic is the actual management of personal relationships on SNS (formation, maintenance, and termination of relationships): How are SNS used to form new relationships? How do users maintain and manage their dyadic relationships and their social networks via SNS?

The social psychological theories of interdependence and social penetration help us to understand relationship management both offline and online. Upon this theoretical framework a qualitative research design was developed. Four focus group discussions were conducted with n=17 undergraduate students at a German university (14 female, 3 male), who mainly used studiVZ and MySpace. The group discussions were videotaped, completely transcribed and examined using qualitative content analysis.

The study revealed that participants use nearly all functions and applications provided by SNS, such as messages, pin/bulletin boards, status updates, photo upload and deletion of contacts, to foster their relationships in diverse ways. The students carefully consider the offline consequences of their online acts, for example by trying to foresee the reaction of their peers if they delete a friendship link. SNS users try to manage their social networks by dividing their contacts into different groups. While studiVZ is limited to local and national contacts, MySpace is used to maintain social relationships across national borders. The

study indicates how students actively use SNS to start, maintain and even end relationships. Implications for both SNS users (media competence) and SNS providers (site development) are discussed.

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### ■ IS DATA IMPRESSED BY PROPENSITY WEIGHTING – AN EMPIRICAL TEST

#### Relevance & Research Question

One of the biggest challenges in online research is the collection of data that is representative of a meaningful population. Online samples are often called “representative” when they are in fact “representative toward a limited set of variables controlled by quotation or weighting”, and it would not be wrong to add “and they may differ from the respective population in all unobserved aspects”.

A weighting procedure called “Propensity Weighting” takes on this challenge: It recognizes the importance of controlling not only demographic variables, but also behavioral and attitudinal differences between an online sample and the population. It further deals with a multitude of weighting variables without the setbacks of an iterative rim weighting.

The paper presents results of an empirical test of propensity weighting and balances its advantages and disadvantages against quota sampling and conventional weighting.

#### Methods & Data

Two surveys are simultaneously conducted – one online, one by phone. A set of demographic variables is controlled according to the known population distribution by quotation in both samples. Within the quota groups the phone sample is randomly drawn from the population.

As a preparation for propensity weighting, both samples were merged in a joined data file after the end of fieldwork. A logistic regression models the probability of belonging to the representative phone sample, based on a set of demographic, behavioral and attitudinal variables. The resulting “propensity score” indicates the probability of being part of the phone sample for each respondent in both samples.

The “propensity weighting” weights the distribution of the propensity scores in the online sample according to their distribution in the phone sample.

#### Results

Both surveys include sections asking for hard facts that can be easily checked against real market data. The presentation compares the accuracy of unweighted, conventionally weighted and propensity-weighted online samples in the estimation of such hard market facts.

#### Added Value

Several combinations of variables were checked for inclusion in propensity weighting to establish general rules under which conditions data are genuinely impressed by propensity weighting.

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### ■ SOCIAL NETWORKING SITES: NEW APPROACHES FOR ONLINE-PANELS?

The rapid spread of Social Networking Sites on the internet and the growth of user-generated content are seminal evolutions of the social web.

Currently, 67,1% of the German population is using the internet. This number will rise because of the adolescence of the so called ‘Digital Natives’.

The high penetration of the internet and the ascending number of internet-users make it possible for market researchers to get through to a growing number of households by using this media.

The high popularity of social networking sites, the increased willingness of the users to provide information and the high involvement of these are aspects that could oblige providers and be used to increase the attractiveness of Online-Panels.

The aim of the survey is to fathom possible integrations of functionalities of Social Networking Sites and to contemplate co-operations with adequate ones. In the study, the motives for use and the attachment of users are analysed. Further, the personalities of both online-panels and social networking sites are compared and the exposure to personal data as well as the candidness in the internet is explored.

The two-tiered experiment design consists of a qualitative and a quantitative part. The qualitative preparatory study took place in November 2009 as an online focus group with nine participants who are users of different Social Networking Sites.

Based on this preparatory study a quantitative online survey was conducted. In December, 2500 members of the German YouGov-Panel were interviewed representatively for the internet users.

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## ■ HOW SOCIAL POSITION INFLUENCES THE GERMANS' INTERNET USE

### Relevance & Research Question

This study aims to show social position's influence on Internet use to explain why people use the Internet differently and for diverse purposes. Basis is Pierre Bourdieu's Habitus-Capital theory, which has the crucial advantage of being able to explain human behavior at large, and to anchor Internet research in social theory that has been lacked by former research. Also methodically research has failed to explain the entire Internet use so far.

### Methods & Data

To close this gap, two methods are combined here. The qualitative part conduces to find fundamental motivation dimensions, on which Internet use ranges, and by means of which Internet use can be differentiated. The dimensions are derived from theory and are tested by dint of 102 qualitative single interviews with Internet users between 14 and 67 years. In the quantitative part a user typology is created on the basis of the qualitative determined dimensions using a representative dataset with more than 10,000 observations – the ACTA 2008. By block wise regression analysis the authors test the explanatory power of the social position. Social position is measured according to theory via the durable dispositions, i.e. basic attributes (age and gender), socialization and current life situation.

### Results

Qualitative findings are that Internet use differs with regard to the dimensions, social and cultural capital, as well as the relevance of the Internet in everyday life. Quantitative results show, that the three groups of the durable dispositions influence online activities differently: While

basic attributes strongly determine social capital and emotional management, socialization influences cultural capital and the management of everyday life in particular, current life situation especially affects economic capital. Gender, generation and knowledge gap continue to exist; additionally the researchers found a capital gap – offline capital affecting online capital – for most Internet areas.

### Added Value

This study documents that Internet use is not only determined by conventional sociodemographic attributes, but also by societal structures which coin a person permanently. Bourdieu's theory becomes usable and based on the results it can be enhanced by a three-dimensional space of Internet use.

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## ■ WHAT'S IN A VIRTUAL SMILE? EFFECTS OF SMILIES AND EMOTICONS ON EVALUATION PROCESSES IN CMC

### Relevance & Research Question

As substitutes of facial expressions, emoticons and smilies are widely used in cmc and have gained considerable attention in research. However, most studies concentrate on emoticons, while results about a differential influence of smilies and emoticons are still scarce.

Studies relating gender stereotypes and nonverbal behaviour show that in ftf communication, smiling people are generally evaluated more positively, and that women are more negatively evaluated than men if they do not smile. We tested whether the same effects appear with regard to men and women using cues in cmc.

### Methods & Data

A dialogue between two fictional chat partners either using smiling or frowning smilies or emoticons or none at all was presented to 127 participants in study I. We examined the differential influence of type and valence of these cues with regard to the recipient's mood, message evaluation and person perception. Study II focused on gender stereotyping in cmc: 422 participants were confronted with dialogues suggestively written by a male or female author, containing smiling smilies or emoticons.



## Results

Results of study I show that smiling smilies have a stronger impact on personal mood than smiling emoticons. Participants' ratings in study II indicated that the usage of cues results in positive person perception, but did not reveal more negative ratings regarding the evaluation of women who did use either of these cues. Findings about the differential influence of smilies and emoticons on the recipient's mood could not be replicated.

## Added value

The studies at hand contribute to two scarcely covered aspects of cmc: the differential influence of smilies and emoticons as nonverbal substitutes and the relevance of gender stereotypes related to smiling for person perception in cmc.

The studies do not show consistent results with regard to a differential influence of emoticons and smilies. Furthermore, in contrast to ftf situations, the absence of cues in texts by female authors does not result in a more negative evaluation of the person.

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## ■ MEDIA USAGE PATTERNS OF PREMIUM CUSTOMERS IN THE USA, JAPAN AND GERMANY

Online and mobile media are changing media usage patterns of customers (Best et al. 2009). Marketing and Market Research of a global brand face the question of differences in customer group specific media usage patterns (Gleich 2009; van Eimeren/Frees 2009). A current study (research in progress) in the USA, Japan and Germany investigates media usage of different affluent customer groups with a focus on online and mobile usage.

Gleich (2009) has summarized studies about the adaptation of mobile media devices which show attitudes as crucial factors for the adaptation of mobile media. Porsche serves a variety of customer groups with different attitudes and related purchase motives concerning cars (some prefer driving pleasure others prefer the design or the exclusivity of the brand). The aim of Porsche is to provide customized communication content and channels to these customer groups. Therefore, the study focuses on the following questions:

1. How do purchase motives for cars and media use correlate?  
(With a focus on the usage of smartphones)
2. Should the internet presence also be tailored to smartphone users and their needs concerning cars?  
Do smartphone users have different need profiles concerning cars?
3. Are these requirements changing over time with the diffusion of smartphones?

Last but not least, the study investigates the questions: What kind of media do customers prefer for market research and are there any differences between the three regions of America, Asia and Europe?

The presentation is addressed to applied researchers and marketers in companies interested in the impact of mobile and online media on their business. The study aims as well at a better understanding of the adaptation of mobile devices by researchers in companies and academic institutions. Finally, the study will contribute to the question, of whether mobile devices should be relevant for market research in future.

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## ■ SOCIAL NETWORKS IN THE 2009 GERMAN ELECTION CAMPAIGN: STILL PREACHING TO THE CONVERTED

Yet again in 2009, the Internet was said to be an important factor in a German Federal Election campaign for the first time. In contrast to previous elections, Web 2.0 was the innovation this time, first and foremost, social networks like Facebook:

As Obama supposedly had shown a year before, such networks apparently have the potential to make a difference in a campaign. Consequently, all major parties and candidates were present in these networks. However, very little is known so far as to whether these considerable expectations were empirically met.

Using data from an online survey conducted just a few days before Election Day, I will put social networks to an empirical test – in terms of usage, (political) information provided and ultimately in terms of effects. Preliminary results show that the impact of social networks was modest at best:

While usage is quite common, at least for some of the networks, the political usage is very limited. And even if people encounter political content via social networks, it is mostly content well in line with their

political predispositions, thus restricting the impact of networks to reinforcement, but not persuasion or conversion. What has been true for political websites, is now also true for social networks: “preaching to the converted”.

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#### ■ NOTHING BUT TROUBLE: TWITTER AND THE 2009 GERMAN ELECTION

The publication of results from exit polls is subject to legal restrictions on German election days: Results must not be published before 6 pm, when polling stations close. However, with the emergence of Twitter, there have been leaks:

Anonymous users have tweeted preliminary results from exit polls – at least that was the impression these users created. These leaks (having taken place in the context of the August state elections in Saxony and Thuringia) have triggered quite some debate concerning exit polls with some people even calling for a complete ban on exit polls – astonishing, given the fact that very little empirical evidence exists that corroborates the underlying assumption, namely that polls results affect (or even “manipulate”) people’s attitudes and behaviour. We put the proposed electoral effects of Twitter to a direct test by setting up an online experiment included in the open online survey, accessible at [www.wahlumfrage2009.de](http://www.wahlumfrage2009.de). Using a series of simulated (but realistic) tweets supposedly covering preliminary exit polls (but differing with regard to the suggested outcome of the election), we test whether people respond to such information – but find only very moderate effects.

This is well in line with existing research on the effects of pre-election polls. Taken together, we show that the heated debate about Twitter in the run-up to the 2009 election was – from a substantial point of view – just noise without much backing in empirical findings. Methodologically, we show that online experiments can be employed very fruitfully in political science research.

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#### ■ SIMPSON’S PARADOX ON THE WEB: THE IMPACT OF COGNITIVE FOCUS, SAMPLE SIZE, AND TREND INFORMATION ON SOCIAL INFERENCE

Most of the time, correlations between two events are ambiguous, because correlations can often be (partially) explained by a third variable. Therefore, the substance of many correlations is reduced after careful examination of causally relevant variables (Fiedler, Walther, Freytag, & Nickel, 2003). Using Simpson’s Paradox as an instrument to detect social inference, Schaller (1992) found that the sample size in data from two racketball players reveals a remarkable impact on whether participants take into account a possible third variable or not. This sample size effect has proven to be quite robust and thus is an ideal test case for Web-based experimental methodology. Furthermore, the present study aimed to investigate whether prior knowledge and trend information may influence social inference on the basis of Simpson’s Paradox. Two experiments were generated and conducted with the online tool WEXTOR. Experiment 1 ( $N_1=181$ ) investigated the impact of prior knowledge (high; low), sample size (large; small) and trend information (trend: yes; no; control) on judging the poker abilities of two players ( $2 \times 2 \times 3$  between-subjects design). The results show that sample size had a significant effect on social inference,  $F(1,72)=6.56$ ,  $p=.01$ . Participants provided with a large sample size were much more prone to take the third variable into account than participants provided with a small sample size. Further inferences could be drawn from Internet-specific analyses of non-response and response time.

Experiment 2 ( $N_2=256$ ) investigated the impact of job perspective (doctor; health minister) and trend information (yes; no) on the comparative judgment between two medications ( $2 \times 2$  between-subjects design). With this experiment the impact of an implicit third variable (cognitive focus in terms of job perspective) was under investigation. The results revealed a significant main effect of cognitive focus,  $F(1,100)=13.47$ ,  $p<.01$ . Participants who had to imagine themselves practicing as a doctor did take the third variable (gender) more likely into account than participants who had to imagine themselves working as a health minister. Thus, Experiment 2 could reveal that a further factor (more or less cognitive focus on a third variable) influences social inference.

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## ■ FORMATTING ERROR WITH ORDINAL RATING SCALES AND VISUAL ANALOGUE SCALES

### Relevance & Research Question

Minimizing error is of key importance when collecting data. Error lowers the power of statistical tests, which makes it impossible to detect small effects and raises the risk of making a Type II error. In this paper we focus on the formatting error that arises if there is no option on the available rating scale that perfectly reflects the respondent's true value.

In Study 1 the research question is how the number of response options influences the theoretical extent of the formatting error. In Study 2 the research question is if the use of visual analogue scales (VASs) – continuous graphical rating scales – can reduce empirical error as expected.

### Methods & Data

In Study 1 we used simulated data sets to determine formatting error occurring with differently distributed true values and ordinal scales consisting of three up to twelve categories. In Study 2 we conducted a Web experiment to estimate formatting error happening with 5-point, 7-point, and 9-point scales as well as with VASs (generated with <http://vasgenerator.net>).

### Results

In Study 1 we found an interaction between the number of response options and the distribution of true values when using ordinal rating scales. Even with a large number of response options ordinal scales lead to a considerable amount of error. In Study 2 we found evidence that the empirical formatting error – operationalized by the standard error of the mean – is considerably lower with VASs than with ordinal scales with up to seven response options.

### Added Value

Study 1 adds that the formatting error is caused by an interaction between the number of response options and the exact distribution of true values. As the distribution of parameters is unknown before designing a questionnaire, the formatting error cannot be minimized by providing an optimal number of response options. Study 2 adds that the formatting error with VASs is lower than with ordinal scales with up to seven res-

ponse options. Thus, small effect sizes can only be detected with VASs. VASs should be preferred to ordinal scales when measuring continuous variables.

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## ■ SEMANTIC MINING OR WHAT WE CAN READ BETWEEN THE LINES: HOW TO UNCOVER CONCEALED INSIGHTS FROM QUALITATIVE DATA

### Relevance and Research Question

Semantic Mining provides an effective way of statistically detecting the hidden information, namely to identify patterns and interrelations, peculiarities and the essence of qualitative research data.

The methodology is a hybrid between qualitative and quantitative analysis techniques, because it can extract quantitative key figures out of text on the one hand, and can create qualitative ontologies from any kind of text on the other hand. Learn more from qualitative text data to gather deeper and more valuable information and insights about your company, brand, customer, competitor, industry etc. for making better decisions.

Examples for additional insights that can be generated with this approach are:

- What is the text all about (essence of text)?
- Is the communication of a brand or product clear?
- What is associated with a brand / product and how multifaceted is it?
- Which topics become apparent and how strong is the interrelation to other topics?

### Methods & Data

We introduce a new methodology / software tool that enables us to generate new insights from qualitative data. It is becoming more and more important to use software tools to make the increasing amount of qualitative text data readable and to extract the most important information.

### Results

The new methodology will be explained and further illustrated through an application to a real case study. The analysis will be shown as an in-

teractive online analysis with graphical results such as cluster analysis, an interactive semantic network and ontologies. The overview will be given in a chart presentation.

#### Added Value

The main objective is to assess connections that don't arise as a result of traditional qualitative analysis. Additionally, new statistical parameters that give information about content and variety of information of texts and comments can be applied.

Texts are not coded in the traditional meaning but are classified in semantic categories, the so named ontologies. Overall a more sophisticated and quicker analysis is enabled by using this Semantic Mining methodology that is not a replacement of other tools, but to be added on to the existing knowledge and techniques.

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### ■ THE INFLUENCE OF TECHNICAL DESIGN ON ONLINE DATING PRACTICES: A COMPARISON OF USER-LED AND SYSTEM-LED PLATFORMS

#### Relevance and research question

Recent research highlights the importance of technical design in shaping the social practices and meanings of a website's users (Light et al., 2008).

However, whilst there is increasing research and theoretical interest in the process of online dating, the bulk of this work has tended to ignore variation across online dating sites, assuming a similar process operates regardless of differences in technical design.

Comparing a user-led searching site (Match.com) with a system-led personality-matching site (e-Harmony), we hypothesise that these two types of dating sites will differ in the self-constructions and dating practices inscribed within the platforms.

#### Methods & data

We approached the two dating sites as 'cultural artefacts' (Fletcher & Light, 2007), capable of being examined without reference to specific individuals or their activities. We therefore carried out in-depth discourse analyses, including instructions to users, profile templates, 'success stories', site rules, tips and relationship guides.

#### Findings

The system-led personality matching site is inscribed with a single, stable self, and is geared towards uncovering the 'true self' on behalf of its members, who are actively discouraged from making changes to their profile. The ideal relationship is constructed as a product of a rationalised process of 'personality'-matching carried out by the platform as an 'expert system'. The user-led search site is inscribed with a more fluid 'self', and members are encouraged to construct and reconstruct their profiles, and in the process to construct and reconstruct the 'real me'. The ideal relationship is construed as a product of self-selection and 'choice', as two compatible selves meet, conjoined through their shared interests and consumption practices. Both sites also invoke the more amorphous but essential component of 'chemistry'.

#### Added value

The technical design each site assumes different levels of cultural competence from its members, therefore limiting their appeal and suitability for certain populations. It is important that dating sites are designed in a way that is compatible with its target market, and consistent with contemporary on- and offline dating practices more generally.

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### ■ INTERNET GOES TELEVISION – WHAT DOES THE CONSUMER WANT?

By now, video and television content distributed via the internet reaches a broad audience that is no longer limited to the young, tech-savvy customer. This video content can be professionally created, e.g. by TV stations or it can be user-generated.

As only a small fraction of households own an internet capable TV set, the PC screen is still the prevailing end device. Nevertheless, there is an increasing number of possibilities to watch video content distributed via the internet on the TV set: IPTV, which offers the reception of standard TV channels, set top boxes to access movie databases such as Maxdome, and internet capable TV-sets.

The digitalisation of video content offers more freedom and choice in media consumption to the customer; given the appropriate equipment, they are able to watch what they want when they want, and (of course with some limitations) where they want.

However, the crucial point is the customer. To what extent does the customer appreciate the freedom and choice offered? What content is attractive? What is the preferred end device? Would new audiences be reached if the internet goes TV? And what about the willingness to pay?

The study presented in this paper shows the current usage of video content on the internet. It differentiates between user generated content (YouTube & Co.), content provided by TV stations (mediatheken, online portals of TV stations) and movies to rent / buy ("virtual video rental"). We will focus on customer's media consumption needs, what degree of freedom and what kind of content they appreciate. Furthermore, we will consider whether or not the possibility to consume online content on the TV screen might enhance the potential of those services. Given that without an appropriate business model, neither those distributing nor those providing content can be successful. We will also investigate the issue of the willingness to pay.

The results are based on a computer-assisted face-to-face-survey of 1,513 respondents representatively chosen from the German speaking population aged 14 to 64.

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## ■ CONSUMER SEGMENTATIONS WITH ADAPTIVE PERSONALITY TESTS

### Relevance & Research Question

Consumer segmentations based upon personality traits (e.g. market mavenism) constitutes an important part of targeted marketing strategies. However, the identification of relevant consumer groups by personality traits can be costly, as most traits rely on lengthy instruments to reliably capture the relevant trait. Additionally, online personality assessments are increasingly hampered by the limited willingness of users to participate in lengthy surveys without or with only minor gratifications.

As a consequence, only short versions of established measurement instruments are typically used online, which frequently however display limited reliability, due to the low number of items they use. Alternatives to traditional testing are adaptive procedures that can be used to significantly reduce test length, while keeping the same precision as their fixed length counterparts. Particularly when an individuals precise standing on the latent trait is of only secondary concern as long as the

test achieves accurate classifications into respondents with high vs. low trait levels (as is usually of interest for targeted marketing activities), adaptive tests require fewer number of items while maintaining the same classification accuracy.

### Methods & Results

In this presentation a new measurement scale (20 items) to capture generalized opinion leadership, influential individuals who shape buying decisions of their peers, is introduced. Additionally it is demonstrated that the number of items needed to classify consumers as individuals high or low in opinion leadership can be reduced significantly by applying an adaptive procedure. Computer simulations with data from an online market research panel (N=2000) as well as simulated response sets (N=5000) confirm that adaptive item presentations significantly reduce the number of items required to make such classifications by a third to a half.

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## ■ SOCIAL COMPARISON ONLINE: EXAMINING THE EFFECTS OF ONLINE PROFILES ON SOCIAL NETWORKING SITES

### Relevance & Research Question

Through their features social networking sites inevitably create broad impressions of their users. By looking at the profile photograph, the user gains an impression of another person's physical attractiveness, and the person's vita shows what career path he/she is pursuing. Given that comparisons to other people are so deeply ingrained in the human psyche we assumed that users of social networking sites cannot escape from comparing themselves with others. Based on Festinger's Social Comparison Theory, we wanted to know what effects the presented information on online profiles of social networking sites has on their recipients.

### Methods & Data

We conducted two separate online studies. Participants looked at fictitious online profiles of either physically attractive or unattractive persons (N = 93) and profiles of users with either high or low occupational attainment (N = 103). Afterwards, they filled in an online questionnaire assessing emotions, perception of one's own body/career, as well as attitudes towards either physical attractiveness or occupational attainment.

### Results

Results of the first study indicate, for instance, that recipients have a more negative body image after having looked at beautiful profile owners than persons who were shown the less attractive profile pictures,  $F(1, 89) = 4.27, p = .042, \eta^2p = .049$ . Male participants of the second study, who were confronted with profiles of successful males, showed a higher discrepancy between their current career status and an ideal vita, than male participants who looked at profiles of less successful persons,  $F(3, 99) = 3.99, p = .048, \eta^2p = .039$ .

### Added Value

This examination is one of the first studies applying social comparison theory on the usage and the effects of social networking sites. It proved that online profiles like other mass media such as television or magazines offer a basis for comparison processes. Altogether, the examination shows that the consideration of social psychological theories offers a fruitful basis of gaining access to the usage patterns of Web 2.0 applications.

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## ■ THE IMPACT OF VISUAL AND FUNCTIONAL DESIGN ELEMENTS IN ONLINE SURVEY RESEARCH

### Relevance & Research Question

In online surveys the questionnaire is the only relevant stimulus due to the absence of an interviewer. Accordingly, each element included in the questionnaire may have a crucial impact on the survey results. In order to gain insights on such influences, SevenOne Media conducted a complex split ballot. Three aspects were varied: the background colour of the pop-up with which the participants were recruited for onsite surveys (green, white, red and blue), the background colour of the questionnaire (same colours) and the forwarding mechanism (automatic vs. manual). The hypotheses tested in this study were built based on former research results both regarding methodological studies and research in other areas, such as website usability and behavioural science.

### Methods & Data

The invitation to participate in the survey – using the different experimental designs – was sent out thoroughly 150,000 randomly selected users of four German internet pages (ProSieben.de, wetter.com, N24.de and MyVideo.de). About 7,200 persons responded to this invitation, of

which 5,600 answered at least some of the questions. This enormous data basis enabled various analyses considering response rates and data quality.

### Results

The analyses show that colour has a surprisingly large impact on the willingness to participate. By using a green pop-up instead of a white one the number of accepted invitations was increased by 42 percent. The drop-out rate remained the same, leading to a higher return rate over all.

The forwarding mechanism had a much smaller impact on the return rate but the quality of the data varied strongly. In the group in which respondents were forwarded automatically, the number of missing values was reduced. However, several indicators show that at the same time, the number of randomly given answers increased, leading to more data noise.

### Added Value

Considering the fact that the implementation of aspects such as the background colour and the forwarding mechanisms are simple, this study adds an important value to online survey research as its results offers some easy options to improve quality without producing additional costs.

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## ■ BASELINE SURVEY: ADVERTISING IMPACT OF PRE-ROLL VIDEO ADS

### Relevance & Research questions

As the usage of internet video content grows more and more, new advertising formats gain in importance. This raises the question which effects these formats- in this case Pre-Roll Video Ads – have. The main goal of this baseline survey was to evaluate the advertising effect – defined by brand awareness, ad recall, relevant set and first choice – of pre-rolls.

### Methods & Data

The survey was conducted as an online experiment with 430 participants and 3 different clients (FMCG, insurance, cosmetics). Unlike clas-



sical campaign trackings we didn't track a "real" campaign but simulated pre-roll campaigns by using a proxy server technology developed by Eye Square Berlin. We used this to simulate 4 different campaigns on 2 different video platforms. By using this technology, we were able to control every pre-roll-contact each person had. The technical measurement was accompanied by an online survey to measure the advertising impact. We also evaluated the media usage of TV in order to neutralize all interfering effects and to focus on the effects of the pre-rolls. This was realized by a research design using control and test groups.

### Results

The results showed a strong advertising effect of pre-rolls. All key indicators increased during the field phase. Aided awareness was increased by 6%, aided recall by 39%, and "First Choice" by 30% with the pre-rolls only. The results could be confirmed for different scenarios: high vs. low share of media mix, tv/pre-roll-campaign vs. pre-roll-only, ...

### Added value

By using this research design, we found a way to measure the impact of a single online ad format which is part of a larger campaign. Key to this was the neutralization of interfering effects like simultaneously running "real" tv or online campaigns.

We realized this by evaluating the tv usage respectively by using the i<sup>2</sup> Server to replace the according online ads with distractors. Problems associated with people who delete cookies and multi-client-users could also been avoided, something most of the recent studies lack in. Combined with our design based on different groups we've been able to measure the effect of the pre-roll video ads only.

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## ■ GOVERNMENT COMMUNICATION ON THE SOCIAL WEB – AN EXPERIMENTAL STUDY EXPLORING THE USE OF INTERACTIVE AND PARTICIPATIVE ELEMENTS

### Relevance & Research Question

In the context of election campaigns, the "Social Web" has been a point of discussion for political communication both in practice and theory. In contrast, the challenges and opportunities for governmental communication have been neglected until now. Hence, this paper deals with the

question of whether the Social Web can improve governmental communication in a way that it is no longer used, exclusively as a "bypass" to get around mainstream media.

### Methods & Data

To fulfill the central function of policy implementation, a government uses communication in order to announce laws and obtain their acceptance. To examine this process in an experimental setting, a suitable law was designed:

The citizens of a German federal state should be able to apply for a refund of VAT payments for private spendings in July 2009. This appeared to be authentic, because similar programs have been signed by the Federal government during the ongoing economic crisis.

Taking this as a basis, the content of the original governmental website was replaced by the conceived law. Four versions of the website (stimulus material) represented different levels of Social Web implementation:

1. without Social Web (control group)
2. Blog
3. Video-Blog
4. "Youtube"-Version: Video-Blog including comment function

The experimental subjects (68 people from all age groups, passengers at an airport) were assigned to one website by random selection and filled in a questionnaire after the experiment. Moreover, application forms for the communicated law were placed near the computers. Whether the experimental subjects had taken an application form after filling in the questionnaire was observed. So it was possible to observe actions and not only trace changes of knowledge or opinion.

### Results

The bi- and multivariate statistical analysis of the data showed that a moderate Social Web-usage (Video-Blog) led to the highest communication outcome. Furthermore, it appeared that the advantage of Social Web-usage depends on individual factors like Social Web-competence, political interest and involvement.

### Added Value

To put it in a nutshell, the survey represents a design which is suitable for investigating causal attributable outcomes of several levels of online communication patterns within the Social Web.

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## ■ MICROBLOGGING AND ITS DYNAMICS: NETWORKS, ACTIVITY AND INVOLVEMENT IN BLIP (POLISH TWITTER)

Microblogging, as e.g. Twitter, is currently one of the fastest growing forms of Internet communication. Not only a part of everyday life of many users, microblogging also becomes an important tool used for PR and marketing purposes. However, there is still lack of scientific studies of this new phenomenon. Blip.pl – a Polish clone of Twitter – is an interesting field of study due to its rising popularity (currently 600,000 unique users a month, 74,000 registered microbloggers which makes Blip the most popular microblogging service in Poland), as well as an example of rapidly evolving network of people (users) and topics (tagging).

Our research addresses the following issues:

1. the structure of microblogging networks (centrality, denser substructures, factors enhancing relations)
2. popularity of tags
3. differences between individual and organizational users (brands, institutions, companies, etc)
4. involvement in microblogging as users' activity
5. similarity of tag patterns among users.

We used complete data collected from service's database. The data regards users, tags used by them, and other node attributes gathered longitudinally, since the start of the service in March, 2007. Both standard qualitative research and methods of social network analysis were used.

The main results include:

1. high skewness of nodes degree distributions – yet lower than in most weblog systems (fairly democratic, as for a complex network)
2. high entrance barrier:
  - a) temporal patterns of new users activity, where first 2 hours after registration are crucial in terms of taking active (sending messages) or passive (just following) role; it is surprisingly uncommon to commence posting after a longer period of just following and "habitation".
  - b) longitudinal patterns of activity – it is highly likely that a blogger that "survives" the first week will keep using it for months.

4. Network position and activity of users depending on their experience in the service – in contrast to Twitter (Study by RJ Metrics), users that joined the service in recent months, display similar behaviours as experienced microbloggers.
5. Effects of promotion of particular users by the service.

Results are confronted with previous research regarding microblogging and blogging.

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## ■ CUSTOMER FEEDBACK COMMUNITY (CFC) – CASE STUDY VfL GUMMERSBACH

The large number of members within online communities proves that these dialogue platforms are highly accepted among Internet users. This led to the idea of interweaving a quantitatively focused online panel with qualitatively focused community infrastructure. The goal is to provide a new instrument with enriched analysis possibilities in the areas of research, marketing and innovation. This study shall validate the concept and the platform environment.

VfL Gummersbach is a prestigious German handball club which can look back on several championship victories. Nevertheless recent developments have shown that it has to fight against serious problems such as a decreasing number of visitors. Therefore a CFC has been built up to address this problem.

According to Forrester Research's phases the VfL community has reached the adolescence phase. Community Management was identified as essential for establishing a culture of participation. Prerequisites are efficient tracking, monitoring, content highlighting and the ability for intervention.

The approach is online based and integrates surveys, single focus interviews, focus groups, diary, storytelling and ethnography.

The aims of the VfL management were defined as: increasing turnover by improving the game experience and the surrounding services, im-

proving the overall image, attracting new target groups, strengthening fan relations and expanding the area of influence. These aims are to be achieved by the following research measures:

- Use and attitude: How does a fan experience a match day?
- Product concept: optimization of the sport event
- Brand image: what does VfL stand for? Yesterday, today, tomorrow
- Target group analysis: VfL wants to get to know its fans
- Ad-tests: pre- and posttest of advertising campaigns
- Co-creation: development of marketing materials with fans
- Fan advisory board: integrating fans into the decision-making process
- Mystery shopping: documentation of purchase processes
- Word of mouth campaigns: increasing brand awareness by using viral marketing strategies

On the basis of two of the above measures recommendations on how to achieve user involvement and manage innovative research techniques will be derived. Furthermore, avenues for future research focusing on integrating community features in market research will be sketched.

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## ■ CITRUS INSIGHTS 2.0 – HOW SYSTEMATIC LISTENING WITH NETNOGRAPHY UNCOVERED EXPLORATIVE INSIGHTS FOR FUTURE CITRUS CONCEPTS

### Relevance & Research Question

What's next in Citrus? Which associations do consumers have with citrus drinks? What emotions do they link to these beverages? When developing visions for the products of the future Symrise has a strong focus on keeping consumers' needs and perceptions in mind. To meet its own high standards when it comes to insights, Symrise recently began working with web-based methods of qualitative consumer research like netnography.

### Methods & Data

Traditional analyses in focus groups often fail to reflect the intended authentic responses or the broad spectrum of consumer experiences. When respondents are head-to-head with an interviewer the findings are "automatically biased". To avoid this bias and to allow a very open

and explorative study design, Symrise turned to netnography, an ethnography-inspired process of observation used on the Web. Netnography takes advantage of the fact that users in online communities exchange their thoughts directly, openly and without regard for hierarchies.

To analyze consumer behavior and attitudes in the topic field of citrus drinks international product review sites, sports, dieting and lifestyle communities as well as different food and recipe communities and blogs were observed. These online sources were thoroughly assessed over a longer period of time for this study; consumer statements were gathered, and the data were then analyzed with qualitative data analysis software. After the qualitative content analysis the consumer statements were clustered and aggregated to meaningful insights that reflect the landscape of needs, motivations, attitudes and experiences regarding citrus beverages.

### Results

With this study, Symrise has achieved new perspectives that will gradually be implemented into new beverage concepts. Through the netnography project insights have been identified that will be used to develop new concepts as well as tweak existing ones.

### Added Value

Furthermore a netnography project is a good starting point for getting in touch with social media. It helps companies to get to know their most relevant online communities, understand the mechanisms and "rules" of social media and also create internal awareness for the relevance of social media for doing research, developing products and building relationships with consumers.

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## ■ ARE WELL-SELECTED PANELISTS BETTER RESPONDENTS? INSIGHTS INTO THE EFFECT OF A MASTER SCREENER ON PANEL PERFORMANCE AND DATA QUALITY

### Research Question

Since it gets more difficult to compensate panel mortality with the recruitment of fresh panelists, panel maintenance is becoming more and more important. The challenge is to increase panelists' commitment by basically giving them more positive experiences than negative ones. Probably one of the worst experiences panelists can have is being frequently screened out, as the shown willingness to participate leads to immediate disappointment. The application of a master screener helps to preselect panelists more precisely and thus to sustain panelists' commitment. In our contribution, we would like to present first evidence that the use of a master screener not only improves panel performance, but furthermore has a positive impact on data quality.

### Methods

In our case study, we compared two groups of panel members. The first group had been pre-selected for each study by participating in a master screener, while the second group had been screened separately after entering each survey. In a common survey without screening conditions both groups are asked to answer the same questions. Our comparison of both groups extends over indicators of panel performance like response rate and break-off-rate, but also on data quality and user feedback. Differences in these variables are assumed to be caused by the experience of participation in the master screener.

### Results

In both groups overall satisfaction with panel membership is correlated with the subjectively perceived frequency of survey termination. Participants in the Masterscreener were more satisfied with the frequency of termination, as well as with other aspects of panel membership. Therefore, we expect a confounding influence of three variables on the perceived frequency of termination. Regarding the probability of participating in further surveys and recommending the panel membership, the participants in the Masterscreener had a more positive attitude. The observed differences between both groups make us confident, that we will be able to identify further positive effects in the intermediate and long term.

### Added Value

Our case study sheds some light on the effects of a master screener on the intermediate term (e.g. data quality, response rates, satisfying behaviour) and in the long term (panelist commitment, panel mortality).

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## ■ MEASURING CLIMATE AWARENESS VIA SEARCH ENGINE RESULTS

How climate aware is this Web site, this online community, or this country? The research question addressed in this study is whether and to what degree validated measurement of latent variables (climate awareness, consumer confidence, level of expertise, trust etc) can be measured using search engine results as manifest variables. The goal of this study is twofold: On the methodological side, it introduces Internet Resonance Diagnostics (IRD), a new technique of measuring web communities. On the content side, it shows how IRD is employed to measure climate awareness.

The relevance of this work lies in the fact that measurement via search engine results provides a new methodological perspective on assessing mindsets of large communities. Work done in IRD has much in common with developing a psychometric test based on a questionnaire. One major difference between the former and the latter is that in IRD not humans, but Web sites provide Likert-scaled data.

The study undertaken and partially completed is a cross-cultural measurement of climate awareness in UK & Ireland and India. Data of a general baseline study of 300 randomly sampled ecological web sites on a global scale and analyzed via explorative factor analysis revealed a hierarchical three-factor structure with the general factor "climate awareness" and subfactors "scientific methods", "causes" and "effects". These findings reveal the structure of a public discourse on climate but need to be cross-validated using data sets (randomly sampled Web sites) from UK & Ireland and India and their factorial invariance has to be confirmed via confirmatory factor analysis. The added value of this method related to its scalability: Small communities, as well as countries can be analyzed while strictly following methodological standards established in psychometrics.

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#### ■ LACK OF MOTIVATION OR DOMINANCE OF PRIVACY CONCERNS? WHY INTERNET USERS DO NOT USE THE SOCIAL WEB.

##### Relevance & Research Questions

When studying media innovations, researchers often focus on innovators and early adopters of such innovations. Typical questions deal with the characteristics of these innovators, their age, education, personality etc. Accordingly, previous research about the diffusion of the Social Web primarily focuses on active bloggers, wikiauthors and members of social networking sites. But with a quickly proceeding diffusion of the Social Web, an analysis of the non-users of this phenomenon becomes necessary, as well. Without looking at this group of people, research won't come to a deeper understanding of the Social Web or its impact on society. Analogue to existing studies of Nonliners, this paper focuses on the following research questions:

Who are the deniers of Social Web applications in Germany? What are their reasons for non-usage? To gain insights exceeding demographic influences, the Uses-and-Gratifications-Approach is considered to study the motives of Social Web and Internet use. Moreover, users' privacy concerns are regarded to explore their role for the adoption decision.

##### Method & Data

To study this, an internet-representative web survey with a sample size of 3030 was conducted. Motives were requested by an adapted scale based on LaRose/Eastin 2004. For measuring privacy concerns the Online Privacy Scale for the Use on the Internet (Buchanan et al. 2007) was applied.

##### Results & Added Value

The results show that some motives are significantly less important for non-users of the Social Web than they are for users: social and communicative motives are especially rated less important by non-users. They expect rather outcomes like information and entertainment when using the internet. A multiple regression shows that social and communicative motives are the best predictors for the degree of activity in the Social Web. Surprisingly, the results also demonstrate that non-users are less concerned about privacy issues than users. It appears that

privacy concerns do not inhibit participation in the Social Web. Rather, participation leads to rising concerns about privacy. With these new insights the study presents an important extension to research on the Social Web: It closes the existing gap in understanding the drivers and inhibitors of its diffusion.

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#### ■ BREAKING THE BARRIER: INTERACTIVE ELECTION CAMPAIGN COMMUNICATION ON TWITTER DURING THE GERMAN GENERAL ELECTION 2009

##### Relevance & Research Question

Over the last year, German politics has started to draw on the "micro-blogging" service of Twitter's capabilities. As the number of tweeting full-time politicians has grown, Twitter has become a vital tool in the online strategies of almost all parties.

In a departure from classical media campaigns, Twitter extends beyond one-to-many broadcasts on a passive public. The service instead connects users in explicit networks, enabling omnidirectional communication. This network structure promotes a communicative phenomena which has rarely been observed in field experiments.

Studies on the use of Twitter for political communication so far focus on its use by politicians. In this approach, messages are conceptualized as distinct acts of communication, and subsequently analyzed in terms of classical mass communication theories (such as news factors). The authors hold the opinion that this approach neglects essential aspects of communication on Twitter. Consequently, we seek to establish whether interaction actually plays a role in the online campaign, or merely forms an echo-chamber that does not reach professional communicators.

##### Methods & Data

We present an empirical research design that places special emphasis on the social, interactive aspect of Twitter. Instead of separate messages, we analyze entire Twitter streams that stimulate the most intense interaction, regardless of whether they are from politicians, activists or supporters. Drawing on a full sample of messages and social network

graphs of over 30,000 politically active German Twitter users, social interaction is measured through the amount of quotes and directed messages. In a second step, a content analysis classifies users based on the typology of Twitter use from Jungherr (2009), resulting in a temporal map of social interaction for the election.

### Results

Due to the large volume of data collected, analysis is ongoing.

### Added Value

This research accounts for the social dynamic of political Twitter communication, and is based on adequate concepts of the medium's use. Its extended data basis presents a unique insight into the intersection of the political and public sphere during an election.

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### ■ CAN A PROFESSIONAL QUESTIONNAIRE LAYOUT MAKE UP FOR A BORING TOPIC? THE MEDIATING ROLE OF TOPIC INTEREST IN THE RELATIONSHIP BETWEEN QUESTIONNAIRE LAYOUT, RESPONSE RATE, AND DATA QUALITY IN ONLINE ACCESS PANELS

#### Relevance & Research Question

As web surveys are nothing extraordinarily new anymore, the method seems to have lost its novelty factor for respondents. Therefore it becomes more important for surveyors to make sure that their questionnaires can motivate respondents to thoroughly finish the survey. Keusch, Kurz and Penzkofer (2009) showed in an online study with IT-managers that professional questionnaire layout can reduce abortion rate. Also the personal interest for a survey topic has proved to be a highly motivational factor in the decision to participate in web surveys (Galesic 2006; Marcus et al. 2007; Porter/Whitcomb 2005). This new study therefore addresses two research questions:

1. Does the layout of a web questionnaire influence response rate and data quality of web surveys in online access panels?
2. Does the personal interest for the survey topic mediate the relationship between questionnaire layout and response rate/data quality?

### Methods & Data

1.670 members of the Austrian Opinions Online Panel were randomly assigned to participate in one of two web surveys about two different topics (insurances and holidays). The layout of both questionnaires was manipulated. Panelists either saw a web questionnaire with a basic or a professional layout. The influence of questionnaire layout and topic was measured on response rate and different indicators of data quality (response latency, item omission, answer length to open-ended questions, non-differentiation in grids).

### Results

Contrary to our expectations the questionnaire layout had no influence on the response rate in the online access panel. But the results also showed that the professional layout helped to motivate individuals with low personal interest for the topic to stay till the end of the survey.

### Added Value

The results of this study indicate that questionnaire layout seems to play a minor role in online access panels overall, though it can help to motivate people that have low interest in the survey topic.

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### ■ FUNCTIONING OF RESPONSE SCALES – AN EYE-TRACKING STUDY

#### Relevance & Research Question

A questionnaire represents a relatively complex pattern of visual cues which have to be interpreted by the respondents. The complexity of visual cues in both paper&pencil (PAP) and online (ONL) surveys is mainly determined by the items and the response scales used. There has been various evidence for the type and design of the response scale having a major impact on the answers given. Topics such as the appropriate number of response categories and the labelling of response options have been extensively discussed in literature (e.g., Weng, 2004; Viswanathan et al., 2004; Menold et al., 2009). Another

characteristic of the response scale has attracted less attention (e.g., Sheluga et al., 1978), namely the direction of a Likert-type response scale (agree>>disagree format versus disagree>>agree). Salzberger and Koller (2008, 2009) investigated the two different formats in both PAP and ONL and found the a>>d format performing much better, exemplified by two different latent constructs, based on the Rasch measurement model. Spatial proximity between the statement and the agree-pole of the scale could be a plausible explanation for these findings.

### Methods & Data

In search for a more detailed understanding of those differences found, we applied eye-tracking to observe the answering process and to investigate the reading patterns of the respondents in a more direct way. We had 30 respondents randomly assigned to 2 different experimental conditions (answer format either presented a<<d or d>>a, 7-point-rating scale) filling in an online questionnaire which included the CETSCALE (measuring consumer ethnocentric tendencies, Shimp and Sharma, 1987) and items measuring affective environmental concern of consumers (Salzberger, 2007).

### Results

As hypothesized, we found different reading patterns for the two response formats presented. Fixation and observation length and counts of the defined areas of interest (e.g., scale-poles and scale-halves: 1 to 3 vs. 5 to 7) were significantly higher for the d<<a format.

### Added Value

These findings suggest the d<<a format implying more effort and difficulties for the respondents throughout the answering process. Furthermore, extreme caution has to be exercised when data sets based on different response scales are merged.

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## ■ BEHAVIOR BEYOND THE WORLD OF ONLINE GAMING

### Relevance & Research Question

Since cyberspace has become easily accessible and therefore widely used throughout the world, excessive Internet use seems to be a developing problem of modern society. The presented study addresses often discussed fundamental questions regarding depression, self-esteem and addictive behaviour of excessive online-gamers.

### Methods & Data

795 online-game users were surveyed using an online-questionnaire battery consisting of an adapted version of the ISS-20 (Hahn & Jerusalem, 2001) for Internet use of online-gamers, the IAD (Young, 1998), which measures pathological Internet use (PIU), the FDD for DSM-IV (Kühner, 1997), which examines depressive symptoms, and the MSWS (Schütz, 2006) for the assessment of self-esteem.

Statistical analysis included diverse statistical inference procedures (e.g. ANOVA, MANOVA) and the calculation of effect sizes for specific insights on main issues.

### Results

Most of the participating online-gamers (over 80%) show neither depressive symptoms nor any aspects of pathological Internet use at all.

By using (multiple) ANOVAs the study was able to show that online-gamers with higher tendency toward depressive symptoms ( $F(2, 700) = 36.364; p < 0.001; d = 0.32$ ), low self-esteem ( $F(2, 685) = 59.480; p < 0.001; d = 0.40$ ) and PIU ( $F(2, 729) = 89.604; p < 0.001; d = 0.50$ ) are more addicted to online-games. Furthermore, the more participants who excessively play online games (more than 500 min. per day) show more depressive symptoms ( $F(3, 626) = 15.535; p < 0.001$ ) and a lower self-esteem ( $F(3, 700) = 4.929; p < 0.001$ ).

Additionally self-esteem could be identified as a valuable predictor for depressive symptoms ( $R^2 = 0.547; p < 0.001$ ) as well as for PIU ( $R^2 = 0.246; p < 0.001$ ) and online-game addiction ( $R^2 = 0.242; p < 0.001$ ).



**Added Value**

Prejudices regarding psychopathological well-being of online-gamers seem to be nearly arbitrary. Only less than 20% of the surveyed gamers show relevant symptoms regarding depression and pathological Internet behaviours. Reflecting these findings the relationships of excessive online gaming and PIU with depression, self-esteem and duration of internet use are obvious. Moreover, these results show self-esteem as a predictor for pathological online behaviour. Future research concerning online-gaming should include analysis of diverse psychopathological relationships and health-related aspects.

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#### ■ HYBRID APPROACH FOR THE 360 VIEW: HOW TO ATTRACT THE BEST GLOBAL WORKFORCE (CASE STUDY)

**Relevance & Research Question**

Case Study demonstrating the use of Online Qualitative Research to best address the complex and varied needs of our client, Rolls-Royce in the often neglected area of Human Resource Management.

The Rolls-Royce HR Department was undertaking a significant initiative to enhance global employee recruitment & retention, a key issue for future expansion plans given the global competition for well qualified and experienced personnel. In order to develop a value proposition, the core values and complex needs of current and prospective employees needed to be better understood. This presentation shows how a mix of online and offline methodologies worked well together to best address the objectives of this research.

**Methods & Data**

Hybrid Methodology including online Bulletin Boards, depth interviews, quantitative interviews and Workshops was applied in order to address the various complex needs of the project – different internal target groups of employees at all levels as well as external potential future candidates.

This approach included quantitative research plus both online and offline qualitative methodologies, which worked powerfully to uncover employee motivations in a safe, anonymous environment. Asynchro-

nous groups as well as online based individual depth interviews were conducted on a global basis, demonstrating effective use of Online Research.

**Results**

This paper will illustrate the benefits of online qualitative research for employee research:

- Anonymous data-gathering: confidential access to the open, honest views of employees at all levels
- Interviews are independent of location access: ideal for globally spread fieldwork
- Interviews are independent of time: convenient for more senior employees

It demonstrates how Hybrid Methodology including Online Qualitative Research can better address the multiple objectives of a complex project (across 3 continents and addressing three target audiences)

**Added Value**

The Hybrid design of the study as well as the approach of research via the Internet allowed to include all levels of employees plus external views in an international, multilanguage and timezone challenged setting. This subject has not been presented in public before, being a recent Case Study.

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#### ■ CONTENT AND LINK ANALYSES OF ONLINE OFFERS FOR ASSESSING COMPLIANCE WITH REGULATORY REQUIREMENTS

**Relevance & Research Question**

Online services of public service broadcasters (PSBs) in Europe are disputed because they are in direct competition with similar activities of private media companies. In Switzerland a charter prescribes the conditions for online activities of the Swiss public broadcaster (SRG) and clarifies the permissible content (e.g. relation to broadcasts, no commercial links). However, the complex and dynamic structure of the internet

poses major challenges to regulators, regarding rule monitoring and enforcement. Methodologically, it also challenges online researchers charged with assessing compliance. This paper develops a two-tiered approach for monitoring the SRG's online offer regarding compliance with regulations, and presents the results of a first large-scale empirical assessment of online content and link structures of websites.

### Methods & Data

The paper conducts content and link analyses, the data for which were directly collected by webcrawling processes from five SRG enterprise units (15 domains, six levels). The content analysis' sample frame comprises more than 350,000 pages of which a random sample of 2,000 pages was codebook analyzed. This gives insights into the structure and functioning of the SRG websites and identifies areas where compliance is unclear. The link analysis' sample frame is over 850,000 URLs from about 17,000 domain names. The analysis of an intentional sample of the 500 most linked-to domain names captures the intensity of electronic linking, the pattern of interconnection with other websites (link structure) and the potential for commercialization of links. The quantitative approaches are supplemented by qualitative analysis and case studies.

### Results

The content analysis shows that for 9.3% of investigated webpages compliance is inconclusive. Interactive content is particularly problematic, for more than 40% of user-generated and editor-generated interactivity (e.g. blogs) compliance remains unclear. The link analysis reveals several groups of links with varying potential for commercialization, in particular links to e-shops and branded technology providers.

### Added Value

The study is the first to assess compliance of a PSB's online offer with regulations on a large scale. The developed two-tiered analytical approach – coupled with computer assisted webcrawling – contributes to methodologically furthering online research in the fields of data collection, online content and link analysis.

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### ■ INFORMATION RETRIEVAL BASED QUANTITATIVE TEXT MINING AS FOUNDATION FOR PERCEPTUAL MAPPING AND INFORMATION REDUCTION METHODS. A USE CASE OF INVESTIGATING JOB ANNOUNCEMENTS.

#### Relevance & Research Questions

Due to the enlarged supply of textual data in the World Wide Web and in companies' internal networks quantitative text analysis methods and related statistical approaches become increasingly significant. This is also true for the skills demanded within online job announcements. Such a background describes a research problem that is not only relevant for theory but also for practice. Consequently our contribution aims at providing knowledge by answering the following questions:

- What is the structure of the investigated items (skills) and how can they be visualized and interpreted with perceptual mapping methods like multidimensional scaling?
- Which patterns can be discovered within the data source and what do they show us?
- Which differences in job and skill demands can be identified among regions?

#### Methods & Data

A set of German job ads for business graduates is extracted from the internet ( $n > 2000$ ), will be used for text mining applications. Firstly with text mining in R (<http://www.r-project.org>) [Feinerer, 2009] a Word/Document Matrix containing relevant skill related keywords is generated. This (binary) matrix is then used for further analysis. Secondly with the help of data clustering methods [Hierarchical clustering/k-Means/Neural Gas Algorithm] [Anerberg, 1973] [Martinetz & Schulten, 1993] [Martinetz & Schulten, 1994] [Mazanez, 1999] and perceptual mapping methods like Multi Dimensional Scaling] [de Leeuw & Mair, 2009] patterns of clusters are identified within the R environment.

Thirdly these matrixes are linked to regional origin of the ad and plotted within a Google Map [R package RgoogleMaps], to show the regional distribution of the demanded skills [Loecher, 2009] [Wickham, 2009] [Brownrigg, 2009].

#### Results

Preliminary results are presented in the order of the research questions.

- Multi dimensional scaling (2d and 3d) give insights into the structure of skills.
- Data clustering shows patterns of skills within the same subfield of jobs and the containing demand for different skills
- First experiments show the spatial distribution of skills – further investigations will follow

## Added value

This work uses a mixed method approach within a recently developed statistical environment (R) and is highly applicable in the field of online research.

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## ■ MALADAPTIVE COGNITIONS CONCERNING THE INTERNET AND DEPRESSION

### Relevance and Research Question

Davis (2001) constructed a cognitive-behavioral model of Pathological Internet Use (PIU). This model focuses on maladaptive cognitions concerning the Internet and psychopathologies like depression. One can assume that users suffering from depression are attracted to the Internet due to its diverse possibilities for distraction.

Davis also developed the Online Cognition Scale (OCS) to detect maladaptive cognitions concerning the Internet. There is hardly any research on the prevalence rates of depression on the Internet. The goal of this study was to show that users suffering from depression search other online contents more frequently than inconspicuous users. The current study analyzed prevalence rates of depression in an online sample, the appearance of maladaptive cognitions concerning the Internet and the frequency of contents used by depressive users.

### Methods & Data

1104 Internet users, recruited online, were examined using the online-questionnaires "Internet-Sucht-Skala ISS-20" (Hahn & Jerusalem, 2001), the "Online Cognition Scale OCS" (Davis, 2001), the "Maladaptive Cognitions concerning the Internet MCI" (Lehenbauer et al., 2006)

and the "Beck Depression Inventory II BDI II". Data analysis included diverse statistical inference procedures; amongst others ANOVAs and non-parametric calculations.

## Results

3.99% were categorized as highly depressive, 14.95% were classified as light- and middle-depressive. 3.5% of the participants experienced Pathologic Internet Use. OCS and MCI are highly significant relevant concerning PIU ( $z\{OCS\} = -23.971$ ,  $p < 0.001$ ;  $z\{MCI\} = -9.541$ ,  $p < 0.001$ ). The more contents like online games or instant messengers are used, the more the participants tend to mark higher answer categories on the OCS, MCI and PIU ( $p < 0.01$ ). There are significant differences between users suffering from depression and users without pathological findings in using contents, for example general surfing ( $\eta^2 = 13.998$ ,  $p < 0.001$ ) or using search engines ( $\eta^2 = 10.824$ ,  $p = 0.001$ ).

## Added value

The results support our hypothesis that depressive users are online more frequently than inconspicuous users and experience maladaptive cognitions concerning the Internet. Our results support the cognitive behavioural model of PIU. Participants with PIU tend to mark higher answer categories concerning maladaptive cognitions concerning the Internet. The findings indicate that users suffering from depression use other contents than inconspicuous users.

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## ■ GOOD OR BAD? THAT IS THE QUESTION! IDENTIFYING POOR SURVEY QUESTION WORDING USING EYE TRACKING

### Relevance & Research Question

The wording of survey questions can have a strong impact on the reliability and validity of the data they obtain. For example, when respondents are confronted with poorly formulated questions that are difficult to comprehend, they are likely to apply response strategies that reduce data quality and induce measurement error (e.g. satisficing, Krosnick, 1991; breakoff, Galesic, 2006). Therefore, it is important that survey

designers optimize their questions with respect to comprehensibility. Evidence from psycholinguistics suggests that comprehension of a text is impeded by several problematic text features (e.g. low-frequency words, vague or imprecise relative terms, complex syntax); however, hitherto this psycholinguistic perspective has widely been neglected in the literature on questionnaire design. In this study, we examine whether survey question comprehension is impeded by seven problematic text features and whether these text features differently affect comprehension of different question types (attitudinal, factual, and behavioral questions).

### Methods & Data

We recorded respondents' eye movements in the laboratory while they were answering two versions of similar questions in a Web survey. One group ( $n = 22$ ) received questions which contained a problematic text feature and the other group ( $n = 22$ ) received control questions which did not contain such a text feature. Dependent variables were word/phrase fixation time, question fixation count, and question fixation time as indicators of question comprehensibility.

### Results

We found strong empirical evidence that at least six out of seven text features reduce question comprehensibility as indicated by longer fixation times and more numbers of fixations. Moreover, these effects persist over different types of questions (attitudinal, factual, and behavioral).

### Added value

We advise survey designers to avoid these problematic text features when crafting survey questions. A specification of the text features and their relation to question comprehensibility may help practitioners to systematically check and improve the wording of their questions. Moreover, we found first evidence that eye-tracking is capable of detecting poorly worded questions and thus may be a fruitful method for pretesting questionnaires.

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## ■ DOES THE "DO IT YOURSELF APPROACH" HELP TO REDUCE DIGITAL INEQUALITY? THE VICIOUS CIRCLE OF LACKING DIGITAL LITERACY AND INFREQUENT INTERNET USAGE

### Relevance & Research Question

Although research has consistently found an association between digital literacy and intensity of internet use (Hargittai 2003; Zilien & Hargittai 2009), the causality of this relationship is unclear. Whereas some argue that more digital skills are likely to cause more intense or sophisticated internet use (Hargittai & Hinnant 2008), others claim that more intensive use would lead to better skilled users (Van Dijk 2005).

They believe that a "do-it-yourself-approach" would be an important source of learning, thereby reducing the digital inequality between users. In order to draw policy recommendations examining the causality that explains the relationship is important.

Exclusive evidence for the first proposition ("high digital literacy leads to intensive internet use") would support a public policy that, apart from providing access to technology and infrastructure, encourages guided training of users. Exclusive evidence for the second proposition ("intensive internet use leads to high digital literacy") would support a policy focusing on access.

### Methods & Data

Existing studies rarely investigate these two hypotheses separately due to cross-sectional nature of the available data (Howard, Rainie, & Jones 2001; Zilien & Hargittai 2009; Hargittai & Hinnant 2008). Our study utilizes panel data consisting of two measurements of the same respondents. Apart from other variables, we measure digital literacy (Hargittai 2005, 2009) and frequency of internet use twice. The data consists of a random sample of internet users of a large Dutch city. In November 2007, respondents were first approached by means of a telephone interview ( $n=885$ , response rate=30%).

After seven months, 195 respondents were willing to fill in an additional web survey. We examine the two hypotheses using a lagged regression analysis while controlling for a number of demographic and additional factors. Results show that more intensive internet use leads to higher digital literacy, but not the other way around. They thereby provide support for the "do-it-yourself approach".

However, contrary to what was expected, this approach works only for internet users who already possess above average digital literacy. Users with below average literacy do not profit from it.

## Added Value

This study is the first that uses panel data to test the “do-it-yourself-approach”, indicating its value and limitations for policy recommendations.

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## ■ SELECTION BIAS IN WEB SURVEYS AND THE USE OF PROPENSITY SCORES IN FORECASTING THE RESULT OF THE 2009 GERMAN FEDERAL ELECTION

### Relevance and research question

Self-selected survey participants typically differ from the general population with regard to demographic variables that are important for voting behaviour. For example, elderly persons and persons with a low educational level are usually underrepresented. To forecast the result of elections based on such non-probability samples, it is therefore necessary to statistically adjust for selection bias. We investigated whether the validity of an election forecast can be improved using propensity scores which rely on demographic characteristics to model the propensity to participate in web surveys.

### Methods and data

In the week prior to the 2009 German federal election to the Bundestag/ Lower House of the Parliament, we surveyed a large self-selected sample of potential voters. Recording several demographic variables that are presumably relevant for political preferences, we also asked the participants to indicate their voting intention in the upcoming election.

We then computed predictions for the outcome of the election using propensity score adjustments based on official Mikrozensus data. We compared these predictions with the outcome of the election, and also tested whether propensity adjusted Web-based convenience samples allow for a prediction that is competitive with probability sample-based benchmark estimates.

## Results

We found that propensity score adjustments were able to considerably improve the predictive validity of an Internet-based survey of a non-random sample of potential voters, leading to a much better forecast of the election outcome. Our results thus document the usefulness of propensity scores to improve the validity of election forecasts. However, we also noted several limitations of the approach.

## Added value

Propensity score adjustments are increasingly being used to control for selection bias, but there are few opportunities to validate this approach against external criteria. Forecasting the outcome of an election is a rare but important exception, because adjusted and unadjusted predictions can be directly compared to an election's official result.

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## ■ THE LONGITUDINAL EFFECT OF INCENTIVES ON PARTICIPATION AND DATA QUALITY IN ONLINE PANELS

In online panels it is common practice to offer incentives for study participation. The current study aimed at answering the following questions: First, how effective are different incentives in enhancing participation in web-based studies? Second, how do these incentives affect data quality? And third, how do these effects change over time?

3227 newly recruited members of an online access panel were invited to seven subsequent survey waves. One half of the participants were offered a result summary for each wave completed, the other half did not receive this offer. In addition, one out of five incentives was promised for participation in each wave. Participants were offered either no incentive, money via bank transfer, money via PayPal, loyalty points, or a donation to charity (either a predetermined charity or a selectable charity).

Panelists' willingness to participate was assessed by three measures per wave: Panel attrition, response rate, and retention rate. Data quality was measured in each wave by the number of missing values, the number of words written in answers to open-ended questions, and the

tendency to use mid-point categories in close-ended questions. Latent growth curve models and path models were used to analyze the longitudinal effect of the independent variables.

Independent of the manipulations, response rate decreased linearly over the seven waves. Result summary without concurrent incentives accelerated this decline. Adding an incentive to the result summary offset this negative effect, but incentives without concurrent result summary did not heighten the response rate. Donation incentives and PayPal lowered the initial response rate. The number of written words increased by a gentle quadratic slope independent of the manipulations. Either type of incentive increased this quadratic slope. Otherwise, attrition, retention, missing values, and mid-point category use were influenced by incentives merely in a sporadic manner.

The findings suggest that the use of incentives needs to be considered carefully. Panelists might perceive result summaries, Paypal and donations as a burden rather than as gratification. Straightforward payments such as bank transfer and loyalty points appear to perform better, but they need time to bring forth positive effects on panelists' willingness to participate.

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## ■ USING SMS CAMPAIGNS TO INCREASE CATI SURVEY PRODUCTIVITY

### Relevance & Research Question

How to increase productivity in a CATI survey?

Improving productivity means increasing a survey's response rate which, ultimately, decreases survey costs and increases data quality level. One of the main reasons behind limited productivity is the lack of familiarity. Respondent may feel suspicious about the aim of the survey as well as who is conducting it, which, of course, effects his/her willingness to answer.

### Methods & Data

Using a text messaging to increase respondents' familiarity

In literature many ways to increase familiarity are specified, some more common methods use mailing campaigns or sending faxes. We can consider sending an introductory sms if our survey satisfies certain requisites such as it's a list based survey and a large part of phone contacts are mobile numbers.

- How far in advance?  
The amount of time between the sms and the start of the survey has to be well calculated to guarantee the effectiveness of the method.
- How many text messages should we send?  
The number of text messages sent to respondents has to be chosen with care: just one text messages may have a positive effect, going further can be annoying to recipients.
- How can we create an appealing text?  
The text messages will include a short introduction about the survey, specifying who we are, why we are calling and whom can be contacted for further information.

### The Results

A case-study: In April of 2009, Demetra conducted an initial experiment during a survey commissioned by the University of Padova, aimed at measuring the quality of life of new mothers living in the Padova area. In this survey, we used two different types of early introduction methods: a traditional mailing campaign and the new technique of sending a text message in advance. Splitting our framelist into four sub-lists, some received the traditional letter while others received only the sms. One group was sent both and another received no introductory messages.

### Added Value

By studying response rate and other statistics related to the contact process in each group, we discovered significantly positive effects of the in-advance sms technique. Evidence suggests that response rate increases which ultimately brings survey costs down.

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## ■ AN EMPIRICAL INVESTIGATION OF INTERNET FILE-SHARER MOTIVES AND BEHAVIOUR

### Relevance and Research Question

The music industry claims that its financial losses can be directly attributed to digital piracy through the use of file sharing applications. Legal download alternatives like iTunes and streaming services like Spotify appear to have had little impact on the extent of digital piracy. The objective of this research is to investigate the motives and behaviour of users who continue to illegally download, despite steps to prevent such activity and the existence of relatively cheap, legal alternatives. Prior research has tended to focus on technology and quantitative analyses rather than qualitative data relating to the user; our research takes the latter focus.

### Methods and Data

Qualitative data was collected through sixteen, semi-structured interviews with UK file-sharers between the ages of eighteen and twenty-four. Sampling of interviewees was achieved through a 'snowball' sample, where existing subjects recruited future subjects from their acquaintances. Online interviews were undertaken via instant messaging applications. The interviews were then analysed using the "Atlas.ti" qualitative analysis tool.

### Results

The conclusions can be categorised into three broad areas with appropriate quotations from interviews.

#### Value:

1. Music has no value "1/4 like popcorn, you consume it without thinking."
2. Artists earn enough money already.
3. Users expect content to be free on the Internet.

#### Inflexibility of the Entertainment Industry:

1. The music industry needs to adapt to new technologies  
"If it wasn't for iTunes, we'd never have any legal way of getting our music."
2. User demands are not met  
"You can't buy the sort of music I like on iTunes."

#### Technological Reasons:

1. Digital Rights Management.  
"If you buy a song, it won't play on my cheapo Tesco stick.", and therefore "I can't share it with my friends."
2. Privacy. "How am I supposed to know what they do with my data?"
3. Copy Protection. "I wasn't able to rip the CD on my PC."

### Added Value

Results show that there is still room for improvement for the Entertainment Industry in offering services that meet user expectations and demands, however, some user values seem deeply entrenched and militate against early elimination of digital piracy.

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## ■ READERSHIP MEASUREMENT IN THE MEDIA CONVERGENCE ERA. A NEW PARADIGM FOR THE NEW REALITY.

### Relevance and research question

Rapid digitalisation combined with the development of internet technologies is changing the media consumption habits. A contemporary press reader is no longer confined only to the paper version of press title. The channel through which a reader approaches a publication (be it print or online version) becomes less significant – what is important now is the fact that the reader has interacted with the title. This assumption must also be adopted in researching media consumption. Until recently, readership and online audience studies have been conducted separately with different methods and approaches employed for this purpose.

Readership studies were conducted with the use of surveys, whereas online audience measurement projects benefited from hard data gathered without involving a user in any special activity. The contemporary need is in investigating not only a group of print edition buyers or website visitors, but in understanding the nature of the entire, combined group of readers. To achieve this aim, we decided to merge the existing research methods, thus creating a new hybrid model for researching the cross-media.

### Methods, data and results

We are going to present our methodological approach and show real data regarding offline and online reading habits of Danes. The research



project was carried out between November 2008 and April 2009. It based on: 1) Online interviews (CAWI method with on-site recruitment on nearly 300 sites). 2) Information (about visits on newspapers websites) stored in cookies assigned to the survey respondents. The data was collected on a daily basis. The total size of the analysed samples in particular months ranged between 2671 and 3756.

#### Added value

By combining data from the questionnaire with hard data concerning websites visits, we are able to determine not only the values of indicators depicting print and online readership separately, but also to calculate the thus far unknown values of the two versions' audience duplication and the joint reach of the titles.

Such approach enables publishers to better understand the nature of their entire audience and gives the tools to evaluate the media synergy effects of the advertising campaigns.

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### ■ IMPROVING SAMPLE QUALITY BY UTILISING THE MULTIPLE CONTACTS APPROACH

#### Relevance & Research Question

The quality of a sample remains one of the main problems in online research; special emphasis is put on the non-response problem and response propensities. Much effort has been devoted to determine the probabilities of being included in a sample and to understand the differences between respondents and non-respondents.

In order to model the abovementioned probabilities, researchers can contact individuals chosen to the sample repeatedly. We can assume that users who reject the first invitation are less approachable than those accepting it. Therefore, multiple attempts of contact may improve the sample quality and provide additional information for the weighting process.

To test the outcomes of such an approach and compare characteristics of "first-contact-users" with "further-contact users", we conducted an online survey with the use of improved intercept survey method (on-site recruitment) – as the issue of non-response is particularly troublesome in studies carried out this way.

#### Methods & Data

The questionnaires were displayed on over 60,000 websites embedded with research scripts allowing us to use information stored in cookies. Algorithms of simple random or stratified random sampling are applied to the cookies visiting these websites. Afterwards users who have been exposed to the pop-up invitation but did not take part in the study are shown the invitation again upon entering one of the mentioned websites after at least 12 hours from the first invitation.

#### Results

The results confirm that a sample collected thanks to successive invitations comprises respondents generally less willing to take part in online surveys than those from a sample collected with the first one. We can also observe differences in the demographic and behavioral profile.

#### Added Value

The approach shown in the presentation can be helpful in both obtaining less biased samples (by including less accessible users) and understanding the characteristics of groups underrepresented in online studies (by comparing characteristics of groups responding to consecutive invitations). This, in consequence, could facilitate developing better algorithms of weighting, including improvement of propensity-score weighting methods. Additionally, the study can contribute in the development of better data-collection methods in on-site recruitment methodology – used by numerous researchers but with little research and literature on the subject.

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### ■ HOW NEW ENGAGEMENT TECHNIQUES AND QUESTION APPROACHES ARE REVOLUTIONIZING ONLINE RESEARCH DATA GATHERING

Panel quality remains the Number 1 concern of market researchers worldwide. With response rates constantly declining, respondent interaction is now front and center of today's industry debate. Not only are best practices a must in survey design, frequency of contact and incentive programs, but effective solutions are also needed to boost respondent engagement.

GMI (Global Market Insite, Inc.) have been working with Engage Research over the last 18 months conducting an extensive program of research, exploring various techniques for improving the level of enga-

gement of respondents participating in online surveys and measuring the impact these techniques can have on the quality of research data.

These experiments have included investigations into the impact of wording and language, the use of interactive animation techniques and visuals to engage respondents, looking at the value of using more interactive questioning approaches, the application of projective role playing methodologies, and the basic application of social psychology techniques in the construction of surveys.

This paper will present the results of this program of research and show the significant impact that making surveys more engaging can have at improving the quality of response from online respondent. It will also reveal some of the new techniques and methodologies that have emerged from these experiments including new more qualitative research approaches, and feature examples of how some of these techniques are now being put into practice with real clients, including Sony Music and Kimberly Clarke.

#### Audience takeaways:

- Understanding the impact that the lack of emotional engagement from respondents can have on the quality of data from online surveys and survey completion rates
- Practical solutions for improving the level of respondent engagement in online surveys
- Research evidence showing the benefit these improvements have in terms of data quality and improved completion rates
- Examples of how the discoveries can be put in to practice and some new online techniques that have emerged out of this research

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#### ■ IMPLICIT MEASUREMENT OPPORTUNITIES IN BRANDING AND AD RESEARCH – A CASE STUDY IN ONLINE AD TRACKING

So-called implicit methods are increasingly being considered in market research as innovative methods with high added value, since they promise the quantitative access to unconscious (qualitative) mental structures and processes. However, implicit methods are rarely used in market research studies. This is probably because clients can barely envisage their practical benefits and they don't justify the costs of

the complex methods. There are few validated instruments available, which allow a broad, efficient application. We used ad tracking to analyze the applicability and benefits of implicit methods within the telecommunication industry. The research design contained the conditions 'explicit' and 'implicit'. In the former the constructs 'brand presence', 'ad presence' and 'brand personality' were operationalized conventionally (unaided and aided recall, rating-scales), in the latter with reaction time latencies (RT-measurement). The online-panel survey was obtained in summer 2009 on a representative sample of 6,000 DSL users (3 waves, each with 1,000 per condition). For the RT-Measurement a Flash application was obtained, with integral test algorithm to eliminate potential biases.

For 'implicit brand personality' factor, analysis showed a 3-factor-structure, which reflects the underlying theoretical model of motives, while for 'explicit brand personality' only 2 factors could be extracted (with a strong general factor). Furthermore, the explicit brand profiles could hardly differentiate between top brands, while the comparison of explicit and implicit profiles led to clear conclusions about discriminative brand positioning and ad effects.

The 'implicit brand presence' showed a strong presence among brand users, prospective users and likewise non-users for strong brands. For weak brands, however, non-users showed a substantial lower implicit brand presence than users and prospective users. Overall the results for implicit 'brand presence' and 'ad presence' showed only weak added value for practice-related problems. This was presumably caused by the chosen operationalization.

Firstly, there is evidencethat the major challenges faced in RT-measurement are operationalization and scaling. Secondly, RT-measurement is a beneficial complement to conventional methods in analyzing brand personality. Thirdly, online-panel-surveys can provide an efficient and valid implicit measurement. A sophisticated construction even allows the combination of conventional and implicit test modules in one questionnaire without losses in internal validity.

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## ■ USE OF SOCIAL NETWORKS IN FRANCE AND IN THE UK

### Relevance & Research Question

In this paper we explore the current use of Social Networks in France and in the UK: Which Social Network websites are the most known and the most used [Facebook, MySpace, Windows Live Spaces]? How intensive is their use of their Social Network?

Which functionalities of Social Network websites do they use most {search for friends, generate professional contacts, send messages / e-mails, share pictures, participate to forums, play in networks, fix an appointment, share calendar etc.}?

### Methods & Data

A sample of 1000 respondents in each country representative of the French and British population were asked in November 2009, through an online survey to report about their knowledge and use of Social Network websites, the frequency of use of these websites, as well as the type of functionalities of these websites they were using.

### Results

First results show that British people have a better knowledge and use Social Network websites more than French people.

In both countries, the most used website is Facebook (60% of the UK respondents and respectively 45% of the French respondents declare to have a Facebook account). In both countries "local" websites are coming in second ("Friend Reunited" in the UK, "Copains d'avant" in France).

However, usage between Facebook and these websites is very different. Finally, most used functionalities in both countries are the possibility to search for friends and to send them messages / e-mails. More findings will be detailed during the presentation, especially regarding the different target groups.

### Added Value

The study deepened the understanding of the use of Social Network websites in both countries.

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## ■ HOMOPHILY AND CONTAGION IN ONLINE-COMMUNITIES: AN ETHNOGRAPHICAL CASE STUDY OF YOUNG PEOPLE'S ENVIRONMENTAL AWARENESS

Online-communities have become an important communication medium for young people. The results of the studies of the Medienpädagogischer Forschungsverbund Südwest about how children and adolescents deal with different kinds of media, show that the number of young people between 12 and 19 using online-communities on a daily basis or several times a week increased from 57 percent in 2008 to 70 percent in 2009. A similar tendency can be observed even for those younger than twelve.

Such results make it seem self-evident, that using this media does not only influence the attitude of young people, but also, regarding socially relevant topics but also determines their behaviour outside the internet.

On that basis, we tried to figure out if and how the use of online-communities influences environmental awareness of young people. We focused on two network analytical concepts, homophily and contagion, to spot which one dominates the exchange of environmental topics in online-communities. Do young people mainly contact other young people with similar attitudes and interests on environmental topics (homophily), or does the exchange in such communities support an assimilation of attitudes and interests (contagion)?

We applied an ethnographic approach, whose strength lies in its flexibility and in "[1/4] its ability to incorporate a wide range of methods, strategies, and designs within a single enterprise, all combining in ways to improve the chances of credible results" (J. C. Johnson 1998). In a first step, we used internet search engines to look for ecological organizations for young people and learn about their integration and presence in online-communities. We chose the best cross-linked as our sample for this study.

Over a period of 8 weeks the exchange between young people with respect to ecologically relevant topics was studied by participant observation. After an explorative phase of a few weeks, a structured questionnaire was designed to find out about these young people's attitudes, interests, motivation, and their personal networks. This data was used

to analyse whether the described exchange is homophily or contagion dominated. To improve the validity of data, semi-structured interviews were carried out with selected key informants.

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## ■ DISCUSSION FORUMS ON THE INTERNET – PRIVATE OR PUBLIC SPACES

### Relevance & Research Question

With the rise of Web 2.0 the amount of openly accessible data stored on the web is growing daily. For social scientists this offers almost endless amounts of material for scientific research. But what do ethical rules of conduct have to offer as guidelines for the usage of this material? Is it ethically correct to copy and paste conversations out of discussion forums and into a qualitative data-analysis software? How private is data on the Internet not from a legal, but from an ethical perspective?

### Methods & Data

The Online-Study was a project in the context of a class on Web 2.0 at the Philips-University Marburg, Germany in July 2009. Links to the survey were placed in different online forums and social networking web-sites. It included 20 standardized and one open ended question. This abstract focuses on the open ended question: "What aspects distinguish between discussion forums as public or private spaces?" The 196 answers to this question were analyzed through thematic coding using the software MAXQDA.

### Results

The three most frequently mentioned aspects are access, members and topic. For each aspect there are certain characteristics, which can be put on a sliding scale. For example: the more participants in a discussion the more public the participants say the space is. Further analysis of the answers, including the standardized information is being done at the moment.

### Added Value

As stated in the recommendations from the AoIR ethics working committee, researchers "often encounter ethical questions and dilemmas that are not directly addressed in extant statements and guidelines". Further on it states that the researcher has greater obligations to protect the individual privacy if participants assume that their communi-

cation is private. This study hopes to offer some insight for researchers how to judge if encountered spaces are private or public. COMMA based on different aspects that are true for most discussion groups on the internet.

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## ■ MULTIPLE DIGITAL DIVIDES? INEQUALITIES IN THE USE OF DIFFERENT WEB-2.0-APPLICATIONS

### Relevance & Research Question

The current scientific discussion about online communication considers Web 2.0 to be a fundamental innovation. Offering new and easy opportunities for user-participation and interaction, Web 2.0 is also called the Social Web. Applications like Social-Network-Sites (SNS), Weblogs or Wikis enjoy great popularity, creating changes in communication and media usage. The internet is regularly associated with the issue of the Digital Divide. According to theory, imbalances in physical access to the Internet as well as imbalances in resources and skills needed for an effective use lead to unequal social opportunities. Although inequalities in Internet access (in Germany) are shrinking, some questions arise regarding the emergence and diffusion of Web 2.0: Will the existing divide be widened by the ongoing diffusion of Web 2.0? Which groups are affected? Are there different inequalities within different Web-2.0-applications?

### Method & Data

To study these questions, an internet-representative web survey (n=3030) was conducted. The Digital Divide was analyzed on the basis of sociodemographic characteristics, especially age, gender and education regarding the use of different Web 2.0-applications as well as Web-2.0-usage in general.

### Results & Added Value

The results show that the overall utilization of Web 2.0 is not marked by a considerable gender or education gap. In contrast to that, age shows explicit influence on the degree of Web 2.0 activity. Regarding single applications, women are more active in using SNS, whereas men use Video Platforms more frequently. These two applications also show the highest negative correlation with age: Whereas blogs and discussion groups are used by older and younger people, SNS and video platforms are especially interesting for young people. Contrary to this, education has little influence on the use of different applications: only for wikis there is a nameable positive correlation with education. The results broaden the existing research on digital inequality by pointing out that the Digital Divide is not generally increased by the diffusion of Web 2.0. One can find some inequalities within different Social-Web-Applications but except for age, sociodemographic characteristics do not seem to be the decisive factors for the adoption of Web 2.0 applications.

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### ■ HUB, FINE-TUNER OR BUSINESS AS USUAL? SOCIAL NETWORK SITES IN THE 2009 FEDERAL ELECTION

#### Relevance & Research Question

Barack Obama's presidential campaign introduced Social Network Sites (SNS) like Facebook and MySpace, as tools for political communication and the mobilization of potential voters. Following Obama's success, online election campaigning was also employed in the German federal elections of 2009, although on a much smaller scale than in the USA. Several platforms like studiVZ and Wer-kennt-Wen offered special content for their users as well as opportunities for parties and candidates to inform and engage voters.

This paper aims to reconstruct and systematize the role of SNS in the 2009 federal election. In particular, it is focused on the "architecture" of the platforms: which communicative features or objects (e.g. special profile pages / "Edelprofile"; tools for events or voting) were incorporated during the election period for the users? Who provided content, and what kind of content was available? How did these features structure political communication and political action as an "ensemble of online campaigning"?

### Methods & Data & Results

Our research compares the three leading SNS in Germany: studiVZ, Wer-kennt-Wen and Facebook Germany. Findings are based on:

- a) a systematical and comparative analysis of the architecture and objects used for political communication as well as
- b) structured interviews with the project managers responsible for online campaigning at the three platforms.

Based on these methods, we identified the distinct roles the three platforms played in the 2009 election:

1. "The Hub": studiVZ introduced features to aggregate various activities across the platform in their "Wahlzentrale", where they also included content from selected media partners.
2. "The Fine-Tuner": Facebook provided no additional features but modified some of their existing features (e.g. fan pages) to fit the election context.
3. "Business as usual": Wer-kennt-Wen relied on decentralized activities of parties and candidates, providing no additional features.

### Added Value

The paper lays the foundation for further studies on usage of SNS for election campaigns by systematizing the roles of providers and software architecture. It can serve as a benchmark to study and compare other political activities either cross-sectionally or longitudinally.

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### ■ CO-CREATION WITH INSTALLERS IN THE HEATING INDUSTRY: A NEW AND VALUABLE FIELD FOR APPLIED B-TO-B-ONLINE RESEARCH

#### Relevance & Research Question

Viessmann is a leading company in the heating product industry which develops and produces innovative heating systems and is committed to a strong innovation process. This includes direct feedback from installers, who assemble the products in private homes.

Two years ago, Viessmann started to integrate online research into its systematic R&D process to enlarge the base of customer feedback.

Viessmann realized: It is possible to apply the methods and instruments of online research in a specific B-to-B environment with focus on a very special target group, installers.

To keep the motivation of participation high we established an innovative “participant motivation package”:

Survey:

1. Content: asking questions that are really relevant for decision making
2. Entertainment: integrating product pictures, graphics and animations

Analysis:

1. High attention: having a “round table” with product management, R&D, production to discuss results and decisions
2. Immediate feedback: communication of results and decisions based on the survey results to participants and, if necessary, a second feedback from the installer (“yes, Viessmann understood me and made the right decision”)

## Methods & Data

- Globalpark EFS Panel
- Virtual panel: Viessmann customer database with 20.000 e-mail addresses of installers
- 25 surveys since 2008, about 5,000 interviews
- As a best case study, the “Vitolrol” study will be presented which includes a “rapid prototype testing” with multiple feedback loops between ourselves and the installers. It includes also a flash application of a new heating control that could be tested online. The flash application itself was custom made according the results of the first 2 days of online field time!

## Results

- Very fast and specific data for decision support and improvement of product and service
- High response rate, 15-30%
- Feedback to open questions is always very rich and detailed and even better than CAPI and CATI results

## Added Value

- Our specific online research approach is highly efficient while being low cost, fast and delivering detailed and feasible insights.
- Addressing installers as partners and “experts” in product development leads to the highest customer retention.

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## ■ ORGANIZATIONAL WIKIS: SOCIAL WEB APPLICATIONS IN INTRA- AND INTER-ORGANIZATIONAL COLLABORATIONS

### Relevance & Research Question

This paper aims at analyzing the institutionalization and use of “Wikis” as well as the interpretation on their role in intra- and inter-organizational collaborations by three institutional actors: scientists, practitioners, and consultants. The study focuses on their argumentations and constructions (technical-deterministic argumentations vs. culture- and reality-based constructions).

How are wikis used within intra- and inter-organizational collaborations by corporate and scientific organizations? What advantages, disadvantages and prognoses are scientists, consultants and organizational members constructing on wikis? How can the interplays between organizational culture and communication, inter-organizational collaboration and technology be described?

### Methods & Data

The sensemaking processes were analyzed based on more than 30 qualitative, half-structured interviews (with practitioners, consultants, and scientists). The categories were partly deductively developed, tested in a peer-reviewed pre-study and afterwards verified by the interview partners and external peers.

### Results

All actors regard wikis as increasingly useful instruments for real time collaboration, but make sense of it differently. Whereas consultants especially associate wikis three institutional actors with participatory and communitarian structures and cultures or obtain for controlling them strategically scientists and organizational practitioners point to the reverse influence of prevalent organizational culture on the use of wikis.

### Added Value

The key contribution of the study lays in describing the use of wikis in intra- and inter-organizational collaborations and comparing the different actors’ interpretations on the potentials and constraints of new social web applications in these contexts. It finally reflects on the insti-

tutionalization of such technologies based on the interdependencies between technologies, organizational rules and culture from the perspective of communication studies.

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### ■ THE EFFECTS OF DIFFERENT INCENTIVES ON DATA QUANTITY AND DATA QUALITY IN ONLINE PANELS

#### Relevance & Research Question

We examine the effects of different types and amounts of incentives on response, retention and various facets of data quality in an online panel. To our knowledge, this combination of incentive types has not yet been examined.

#### Methods & Data

Our experiment (N = 5,857) varied a payment into a panelist's bank account, a payment via Paypal, a donation to charity, and no incentive. If an incentive was offered the promised amount was 1 or 3. In addition, participants were either promised a summary of the results or not. Facets of data quality include the number of omitted items, response styles, and social desirability.

#### Results

Preliminary results indicate that the effect of the amount of the incentive is not linear. Moreover, the effect of the donation to charity is unlike the effect of the other two incentive types. We are continuing the analysis of the data and will present more comprehensive results at the conference.

#### Added Value

The value of the study is that it offers insights into the multifarious effects of different types of incentives and allows for their direct comparison, all based on a large and heterogeneous sample.

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### ■ NAMETESTER

On behalf of one of the leading naming agency Endmark, YouGov-Psychonomics AG developed a standardised short-test for names: The NameTester.

The tool delivers empiric data when a choice is about to be made between a few different alternatives of names for new companies, products or services. The tool is knowingly kept short and cost effective and the effort of the analysis is low. It has been designed for agencies specialised in naming and positioning brands.

Some exemplary questions of the NameTester questionnaire:

- How does the Name sound? The first contact with the name is aural. The person has to reproduce what they comprehend.
- What kind of spontaneous associations does the name evoke?
- How catchy / memorable is the name?
- What kind of image does the name convey?
- For which industry would the name be most suitable?

The data is collected by monadic online interviews with members of the target group. Because of the smart approach the tool is very fast and cost-effective. So even at the end of a name-finding-process it's possible to get quick insights into the consumers mind. From the start to the end-report, normally 3-4 days are sufficient, even for surveys with an international sample.

The advantage of the tool is its adequateness for internal decision processes. The tool helps to shorten and structure the name-finding-process and makes it easier to choose the appropriate name. The usage of online-research to solve the research problem in this context is in many ways superior to traditional research methods used in name-finding-processes. In our presentation we will show, together with Endmark, the development process of the tool and some reference cases of several name-finding-processes.



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## ■ POTENTIALS AND CONSTRAINTS OF PROPENSITY SCORE WEIGHTING TO IMPROVE WEB SURVEY QUALITY

### Relevance & Research Question

With the Internet as a new data collection mode, traditional survey methodology needs to be reconsidered. The increasing popularity of web surveys triggered a heated debate about their quality for scientific use, and created a demand for appropriate web survey methodology.

The most obvious disadvantage of web surveys is that they may not be representative of the general population because the sub-population with Internet access is quite specific. In this context, propensity score adjustment (PSA) has been proposed to statistically surmount inherent problems, particularly in non-probability-based web surveys.

In PSA procedures, a parallel probability-based reference survey is used to estimate the propensities of being in the web sample based on a vector of covariates (socio-demographic and 'webographic' variables) measured in both samples. Appropriate covariates are crucial to the method. Therefore, the paper will explore the efficiency of PSA and the power of webographics in adjusting biases arising from non-randomized sample selection.

### Methods & Data

The un-weighted and weighted results from the Dutch volunteer web sample of the WageIndicator Survey 2009 will be compared with data from the Dutch LISS Panel that has been collected in parallel. The advantage of this reference survey is that it provides a proper probability sample stemming from the same questionnaire. Survey mode effects can be excluded, as both questionnaires are completed individually on the computer. The application will also examine the sensitivity of results, particularly with regard to changes in the specification of the propensity score and the selected covariates.

### Results

The study is an extension of previous findings which have been analyzed in the framework of the project "Improving web survey methodology". As new data (particularly a new reference survey) have been collected in October 2009, the paper will present up-to-date results that are not available yet.

### Added Value

In the scientific community, there is a minimal amount of evidence for the applicability of PSA to surveys. Consequently, the paper opens new perspectives, particularly for web survey methodology, and is likely to serve as a basis for more extensive studies on this topic.

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## ■ LONELINESS AND MALADAPTIVE COGNITIONS CONCERNING PROBLEMATIC INTERNET USE

### Relevance & Research Question

As it is well known maladaptive cognitions play a significant role in the development and maintenance of problematic Internet use (PIU) (Caplan, 2002; Davis, 2001). The aims of the present research were to analyze the consequences of emotional and social loneliness as well as the role of social support for participants with PIU.

### Methods & Data

951 Internet users (62% male, 38% female), aged 13 to 83, were surveyed using questionnaires such as the "ISS-20" (Hahn & Jerusalem, 2001), the "OCS-Online Cognition Scale" (Davis, 2001), the "MCI-Maladaptive Cognitions concerning the Internet" (Lehenbauer, Stetina & Kryspin-Exner, 2006) and the "MDLS – Multidimensional Loneliness Scale" (Schwab, 1997), all consisting of questions regarding Internet use. Statistical analysis included statistical inference procedures such as ANOVA, some non-parametric techniques and effect size calculations.

### Results

More than 80% (85%,  $n=782$ ) of the surveyed population do not feel lonely at all. Two thirds of the Internet users (67%,  $n=634$ ) described an average amount of maladaptive cognitions. About 90% of the participants stated inconspicuous online behaviour. But the small group with psychopathological symptoms gives the information regarding clinical psychological aspects of Internet use. Participants classified as endangered or addicted show higher values in emotional ( $F(2, 945) = 51.258$ ;  $p < 0.001$ ,  $d = 0.33$ ) and social ( $F(2, 944) = 51.116$ ;  $p < 0.001$ ,

$d=0.33$ ] loneliness than inconspicuous users. There were significant and relevant differences concerning social support [ $F(2, 935) = 40.790$ ;  $p < 0.001$ ,  $d=0.30$ ] of endangered and addicted participants. Furthermore, results verified that higher values in loneliness include a larger amount of maladaptive cognitions (OCS:  $\eta^2 = 62.114$ ,  $p < 0.001$ ; MCI:  $\eta^2 = 62.189$ ,  $p < 0.001$ ).

#### Added Value

Most of the surveyed Internet users felt neither lonely nor struggled with their maladaptive cognitions. A small but relevant percentage of participants fulfilled all criteria for problematic or pathological Internet use. The findings of this study support the hypothesis that loneliness and maladaptive cognitions play essential roles regarding problematic Internet behaviour. Internet users with PIU feel emotionally isolated in their social offline network and develop less social support.

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#### ■ EYE TRACKING & RETROSPECTIVE THINK ALOUD – COMPARING THE VALUE OF DIFFERENT CUES WHEN USING THE RETROSPECTIVE THINK ALOUD METHOD IN ONLINE MARKET RESEARCH

##### Relevance & Research Question

Research has shown that incorporating eye tracking in usability research can provide certain benefits compared with traditional usability testing. There are various methodologies available when conducting research using eye trackers. This paper presents the results of a study aimed to compare the outcomes from four different retrospective think aloud (RTA) methods in a web usability study: an uncued RTA, a video cued RTA, a gaze plot cued RTA, and a gaze video cued RTA. The aim is to examine which method is more effective at eliciting comments from the participant and gaining information regarding usability problems found on a website. In addition, the study aims to explore the usefulness of a gaze plot as a cue when using RTA since this has not been explored in previous research.

##### Methods & Data

The Tobii T120 remote eye tracker along with the Tobii Studio 2.0.x [Enterprise version] software was used to record (in 60 Hz) and replay participants' eye movements. Tobii Studio also includes an automatic RTA recording function where the researcher can video and audio record

the participant's reactions while showing the results from the previously recorded tasks, including gaze plots and video playbacks. Opinions regarding the optimal number of participants included in a usability study vary, but generally a number between 5 and 15 participants is given. To ensure reliability of data, 6 participants were recruited to test each condition. This means that, in total, 24 participants were included in this study.

#### Results

Results indicate that using any kind of cue produces more words, comments, and allows participants to identify more usability issues compared with not using any cues at all. The findings also suggest that using a gaze plot or gaze video cue stimulates participants to produce the highest number of words and comments, and mention more usability problems.

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#### ■ ATTRIBUTES OF E-LEARNING EFFECTIVENESS

##### Relevance & Research Question

Various research focuses on certain key success factors in e-learning. This paper condenses these attributes into major components for a comparative study.

The research questions are:

1. What are e-learning related success factors?
2. Are there differences between learners such as corporate and academic, Middle East, South Asia and Europe, experienced and inexperienced users?

The objectives of this research:

1. To assess key e-learning dimensions
2. To determine the difference between types of participants

##### Methods & Data

E-learning Attributes is a 51 item survey of different characteristics including e-learning behaviors and aspects of the learning context. The overall emphasis of the questions is on how each attribute relates to

effective e-learning. The scale ranges from 1, not important to 7, very important. Exploratory interviews resulted in 51 items ranging from technical aspects (e.g., webinars, Java animations, discussion board) to more influential concepts such as relationships, cultural diversity and assessment criteria.

## Results

Factor Analysis (Varimax Rotation) identified 8 dimensions of e-learning.

T-Test on Courses between corporate and academic as well as T-Test on Region between Middle East and European show significant differences.

## Added Value

Academic participants have a significantly higher preference for logical structure as it relates to e-learning effectiveness. They also emphasize the natural approach to learning. The corporate participants focus on the instructor dominant approach for effectiveness.

Participants in the Middle East significantly prefer a more active e-learning program and an instructor dominant process than their peers based in Europe. The European participants strongly appreciate the logic structure of the program.

Europeans prefer an instructor led approach to e-learning. South Asians have an even stronger preference for this emphasis than their European peers.

This study found that experienced learners value professor's leadership role and logical structure more than novices. Understanding these differences can contribute to a more adaptive e-learning (LMS) design.

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## ■ CLIMATE CHANGE 2.0: WHY AND HOW DO PEOPLE USE THE WEB 2.0 IN THE CONTEXT OF THE GLOBAL PHENOMENON OF CLIMATE CHANGE?

### Relevance & Research Questions

The climate change as a global phenomenon is highly relevant for the world's citizens. The Internet in general and the Web 2.0 in particular, offer a variety of new possibilities for searching information as well as for partaking in reporting and discussing this topic. Internet forums and Blogs, Wikipedia and YouTube invite every one to share his or her own opinion, experiences, and expertise – even without being an expert. But how do people actually take advantage of these opportunities? Is the Web 2.0 mainly taken as an information source or indeed as a mouthpiece for Internet users? For what purposes are Web 2.0 applications used in the context of climate change?

Further, it is unclear how the participation of non-experts in reporting and discussions affects the perception of online information. The climate change has to be seen as a very complex fragile and conflicting topic. Therefore, it is (nearly) impossible for people to identify false and misleading information given from self-proclaimed experts. What does that mean for the credibility of online information?

### Methods & Data

In this paper, these research questions will be analysed. For this purpose, an online survey will be conducted. Participants will be Web 2.0 users who are visiting climate change related Web 2.0 applications. It will be analysed which characteristics influence people's participation on the climate change discourse (for example: age, sex, environmental awareness, political orientation, knowledge). Therefore, the concept of different levels of activity in the Web 2.0 will be considered (Taddicken et al. 2008).

Further, it will be analysed to see how the type of source affects the perception of credibility, understandability, and balance of information. For this, online articles will be presented in the survey. The type of source will be varied systematically (Wikipedia article, blog article, homepage of a nationwide newspaper, homepage of an academic research institute).

### Results & Added Value

The results will shed light on users' activities, motives, and evaluations in this field of growing importance.

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## ■ HOW IS SELF-DISCLOSURE IN THE SOCIAL WEB ASSOCIATED WITH PRIVACY CONCERNS?

### Relevance & Research Question

Internet users are increasingly required to disclose personal information, especially for being able to partake in the Social Web. Features like social networking sites, blogs and wikis, offer participation and collaboration opportunities, but require the user's willingness to reveal private information. Typically for the Social Web, making the self known to other users is critical for being accepted as a part of the community. Previous research confirmed a higher level of self-disclosure in specific Social Web applications. Here, this is examined for the Social Web as a whole.

Self-disclosing users make themselves vulnerable for hostilities and data abuse. Therefore, it seems likely that the level of self-disclosure in the Social Web and users' privacy concerns are connected. It is reasonable to assume that higher privacy concerns lead to a lower level of self-disclosure. But so far, previous research in this field has found varying results [e. g. Joinson et al. 2008, Utz 2009, Taddicken et al. 2009]. Here, this is explored further.

### Methods & Data

An Internet-representative web survey with a sample size of  $n=3030$  was conducted. Self-disclosure was measured regarding various types of personal information and photographs, open to the public and/or specific groups. In addition, self-disclosure in general life was requested [Buss 2001]. For measuring privacy concerns the Online Privacy Scale of Buchanan et al. 2007 was applied.

### Results & Added Value

About nine out of ten users have already disclosed their name and birthday date in the Social Web, more than three with access for all Internet users. Nearly 50% have already reported on their own experiences and thoughts in the Social Web, about one third have referred to their emotions and fears.

Self-disclosing users behave more incautiously in the Internet than users with a lower level of self-disclosure. Moreover, their general willingness to disclose personal information is higher. Interestingly, the technical protection behavior and concerns about privacy in the Web

are only slightly associated with the level of self-disclosure. When age and sex are taken into account, it can be seen that age is the best predictor of self-disclosing behavior in the Social Web.

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## ■ EYE TRACKING AND COGNITIVE INTERVIEWING: STEPS TO IMPROVE ONLINE QUESTIONNAIRES

### Relevance & Research Question

For several years, the Federal Statistical Office (FSO) has been working on the systematic implementation of questionnaire testing. A pretest laboratory was established in 2007 and complemented by an eye tracker in 2009. Questionnaires of online surveys are now increasingly evaluated by qualitative testing methods and redesigned to reduce the burden for respondents and to increase data quality of official statistics.

### Methods & Data

Pretesting online questionnaires shall improve their usability, functionality and comprehensibility. At the FSO, a three step approach is applied: Firstly, we observe eye movements and facial expressions (in real-time), while respondents deal with the questionnaire. Secondly, we conduct cognitive interviews afterwards in order to discover the reasons why respondents proceeded the way they did. Thirdly, we evaluate the process of self-completing by eye tracking data (e. g. 'Areas of Interest') and the sequence of mouse clicks.

### Results

Each source of information has its strengths and weaknesses: Generally, it is challenging to analyze eye tracking data. It is for example difficult to assess whether a longer fixation duration indicates problems or simply a higher interest in a question. Consequently, the interpretation might be misleading without profound background knowledge.

From a different angle, results derived from cognitive interviews are of minor value if the answers of respondents seem to be determined by effects like acquiescence, social desirability or limited capacity for remembering and verbalizing cognitive processes. By linking our sources of information ("triangulation") we are able to provide more valid pretesting results and recommendations for improving online questionnaires.

## Added Value

When online questionnaires are tested at the FSO, cognitive interviews are conducted after eye tracking itself. Combining both methods has given us insights into users' behaviour when reading off screen and their expectations concerning navigation.

The analyses illustrate whether respondents perceive links to detailed explanations, skip instructions or entire lists of response options. General advice is provided on wording and design principles for improving online questionnaires. Our findings lead us directly to Steve Krug's (2006) saying: "Don't make me think!"

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## ■ TYPES OF TWITTER USERS

### Relevance & Research Question

Why do people use Twitter? How do they use it? We've chosen Twitter's fast growing micro blogging service as a prime example of web 2.0/ social media. Twitter's continuously growing social system connects all types of different web content from different sources (news sites, blogs, video and audio content etc.). As Twitter is a main intersection point in web 2.0, its user types should exemplify social media usage in general.

This study's main objective is to identify different types of (German) Twitter users in terms of different styles of user behavior and motivation. We identify different types of both private and professional users and look for differences in success (i.e. number of followers).

### Methods and Data

#### Sampling:

We've gathered a representative sample of active German Twitter users by using twitters API. Therefore we designed a tool which crawled every German tweet in short regular intervals. We identified the user names to those tweets and then took a random sample (n=500).

#### Text Analysis:

Within this sample we analyzed 30,000 tweets (60 for each user) and measured different aspects of their twitter usage (i.e. number of tweets addressed to certain other users, amount of reporting every day experiences, mood expressions etc.).

## Statistical Analysis

Finally, we used cluster analysis to group user types and connected them to Twitter's key "success" criterium: number of followers.

## Results

In our analysis, we identified and described nine different user types. The "self-promoter" has got the smallest number of followers, the "involved company (or entrepreneur)" has got the largest number of followers. (As it's work in progress we are still reviewing our statistical analysis. So we might come up with slightly different types when finished.)

## Added Value

Comparing different user types and their levels of success gives some empirical evidence to rules for successful using the web 2.0 for both private and company users.

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## ■ ONLINE CUSTOMER CARE:

### HOW ORGANIZATIONS SHOULD RESPOND ON NEGATIVE CONSUMER REVIEWS

### Relevance and research question

Many consumers read product reviews before making a buying decision, and it has been shown that consumer reviews impact consumer's decisions. Consequently, more and more companies monitor electronic word-of-mouth and react to the consumer complaints. However, there is little empirical research on the effectiveness of these reactions. The present paper builds on theories of service recovery and the reparation of trust, and compares the effects of an apology and denial with a no reaction control condition.

The hypothesis was that an apology results in more positive evaluations than denial. Some review sites such as Epionions.com also display the experience of a reviewer. Therefore, the status of the reviewer has also been manipulated (unknown, low status, high status). It was expected that the reaction effects are strongest in the case of the low status reviewer. When a company responds to a high status reviewer, consumers might assume that the company does so only to minimize the damage. A reaction to a low status consumer might indicate sincere concern with customers.

### Methods and data

A web experiment with a 3{reaction: apology vs. denial vs. none} by 3 {status reviewer: low vs. unknown vs. high} design was conducted. Respondents (n = 121) should imagine that they wanted to buy a digital camera. They read a negative review of a company, and respondents in the apology or denial condition also read the respective response of the company. Dependent variables were evaluations of the product, evaluation of the company, and various possible mediators.

### Results

There was no significant effect on evaluation of the product, but the pattern was such that both reactions led to a more positive evaluation. Regardless of the status of the reviewer, reaction had a significant effect on evaluation of the company. An apology led to a more positive evaluation than no reaction or denial. The effects were mediated by communicated relational commitment and attitude towards the reaction. Evaluation of the company predicted future buying intention.

### Added value

The study contributes to the domain of online customer care and has important practical implications.

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### ■ ONLINE SOURCES AND THE PUBLIC SPHERE: AN ANALYSIS OF NEWS IN GERMAN QUALITY MEDIA

Concerning the theory of the structural transformation of the public sphere (Habermas) the Internet has created new discursive arenas. Journalists access them for their reporting. Recent surveys provide evidence that journalists spend about 20 percent of their working time online. When journalists do a good deal of their reporting online this should be mirrored in their stories, texts and reports. What is the proportion of online sources in news? And in which context do journalists make use of them?

This analysis shows a weak {but increasing} use of online sources over the years. Overall official, government-based sources were indeed rare. Non-official sources dominated. Online sources were used relatively often in foreign news (mainly in Middle East topics). Here unofficial sites of Islamic groups dominated. The findings of this paper are based on a content analysis of four kinds of media. It covers a time-span of three

and a half year {2004 until 2007} (12 days in 2004, 12 days in 2006, 6 days in 2007). Four widely used media in Germany were included: Two daily newspapers ("Frankfurter Allgemeine Zeitung", Frankfurt, and "Süddeutsche Zeitung", Munich) as well as two TV news programmes (ARD, public, and RTL, private television). In total, we analyzed 4,243 articles/reports. We studied the news sections in the newspapers and whole news broadcasts on TV ("ARD Tagesschau", eight o'clock news, and RTL evening news). How often do articles in quality media point to online sources and of what quality is the source? Overall, this paper shows that the proportion of articles with explicit Internet news sources in total is still rather low. Just 5 percent of all reviewed articles have this characteristic. This applies to both media divisions, print and TV alike. However, the proportion of internet-based sources increased significantly over time. Within three years, from 2004 to 2007, we could observe a doubling of the usage of Internet sources.

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### ■ EFFECTS OF PRIOR KNOWLEDGE AND FRAMING ON THE VALIDITY OF TRADITIONAL PRICING RESEARCH TECHNIQUES

The author has conducted an online-study with n = 507 decision makers regarding their electricity tariff, their subjective willingness to pay for electricity, and for special tariff options such as "green" power. Respondents were surveyed about the price level of their own electricity tariff (kilowatt-hour rate), and then were clustered into subgroups (specifications [a] too low, [b] too high, [c] in a correct range, but unsure and [d] in a correct range and sure). Additionally the sample was randomly split into 3 experimental groups. One group received advertisements showing high price levels, one group advertisements showing low price levels, one group (control group) received no ads at all.

### Relevance & Research Question

The research focuses on the effects of prior knowledge and framing on the validity of traditional pricing research techniques, such as the price sensitivity measurement known as the Van-Westendorp-Approach and the price-feature-trade-off-measurement derived from conjoint measurement. It was assumed that both, prior knowledge, and framing, have a substantial impact on the outcomes of both measures. Results are especially important for pricing research in fields where respondents are not aware, or at least, not very sure of actual price levels. This holds true e.g. for the kilowatt-hour rate (electricity tariff).

## Methods & Data

Online-Sample (drawn from an online panel), n = 507 decision makers regarding the electricity tariff, experimental design to investigate framing effects.

## Results

Results indicate that prior knowledge has a huge impact on the validity of both pricing research techniques under investigation, regarding the mean accepted price-level as well as the variance of measures within the subgroups. The effect of framing is noticeable, too, but not that huge. Nevertheless the absence of framing leads to a higher variance of measures in the subgroups of those respondents who were not very sure about the real prices.

## Added Value

Results indicate: 1. Always make sure to survey prior knowledge of respondents when conducting pricing research. 2. Think about using (simple) framing techniques, such as categorized questions instead of open ended questions, when prior knowledge about the actual price level is presumably low.

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## ■ USING PROPENSITY SCORE WEIGHTING TO REDUCE BIAS OF A SWISS MARKET RESEARCH WEB PANEL

### Relevance & Research Question

Swiss based market and social research institute LINK and the University of Applied Sciences Northwestern Switzerland collaborated on a two year project to develop methods to measure and reduce the bias of surveys, accomplished with the LINK web-panel, the largest Swiss panel with random selection.

### Methods & Data

The bias shall be reduced by applying a weighting scheme based on propensity scores. The success depends mainly on the choice of cova-

riates. To determine which variables serve best to model the response propensity we have conducted an experimental survey. In a CATI survey, people were asked questions concerning psychological characteristics (Big Five Scale), about their set of values (Schwartz Scale), about the perceived costs and benefits from surveys and their internet behavior. Simultaneously, the CATI served as a recruitment interview for the web-panel.

After checking which of the willing CATI respondents actually did react to their first online survey invitation, we developed a model to predict the response behavior. This model allowed us to boil down the set of possible explaining variables, to a few. These variables are the basis for calculating the propensity scores. To allow a thorough study of the resulting estimators and their variances we conduct Monte-Carlo-simulations. Observed missing value mechanisms have been implemented and modified to compare estimations with propensity-score weighted data with the universe.

### Results

The experimental survey has been conducted so far and could be analyzed. The response behavior has been modeled and some crucial variables have been identified. We can show the explanatory power of the proposed scales. The next step is to start the simulations. First results are expected by the end of the year.

### Added Value

Our project is a comprehensive study about applying propensity scores as a method to reduce bias in a well established web panel. We are able to implement easy to use methods in every day web-panel research.



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## ■ WHO'S AN EXPERT IN THE WEB? SOURCE EFFECTS ON THE SELECTION OF ONLINE SCIENCE INFORMATION IN BLOGS

### Relevance & Research Question

Since the World Wide Web is rapidly developing towards user-generated content, one can increasingly find information that has been provided by laypersons instead of experts or professional journalists and therefore may be less reliable.

This raises the question of how Internet users perceive credibility of online authors and which information on the source influences the users' selection and processing of information. Our study investigated the effect of expertise, community rating and age of weblog authors. According to persuasion research and previous findings on selective exposure and social comparison, these cues are likely to serve as heuristics that are relevant for the evaluation of credibility.

### Methods & Data

In a laboratory experiment, information seeking behavior of 60 participants on a science weblog was analyzed. As an exemplary scenario, the discussion on the effects of violent media contents was chosen. On the overview page of the blog, which was created as stimulus material, 16 summaries of articles (with a headline, short description and information on the author) were shown. As independent measures, the information on the author – self-reported expertise (profession), rating, age – was systematically varied as within-subject factors. As dependent measures, information selection, rating of the information and the source, and the number of remembered information units were assessed.

### Results

The results showed that authors with a high level of self-reported expertise were rated as more credible and their texts were chosen for further reading more frequently. However, there was only partial evidence for the importance of community ratings: Texts of authors with a high rating were chosen more often if only the authors with a low expertise were taken into account. Furthermore, we found that older authors were generally perceived as more credible – independent of the age of the user.

### Added value

In summary, self-reported expertise of the authors emerged as a strong cue for the perception of online scientific information. This demonstrates that the "information scent" of articles is not restricted to its actual content or formal features (position or layout): Information on the author – especially expertise – must also be taken into account.

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## ■ QUALITATIVE ONLINE MARKET RESEARCH – FAD OR MODEL FOR THE FUTURE?

The digital tools of the online market researchers comprise an array of reactive methods. E-groups or chats replace synchronous discussions and online forums replace asynchronous all-to-all communication. Subjects describe products and opinions in weblogs or online diaries instead of in an artificial studio environment.

In this study, online forums have been selected to represent qualitative online methods.

The research is carried out with members of an online-access-panel, as panels are an appropriate recruiting source for participants in qualitative market research:

1. There is no systematic loss in the participant structure of an online forum.
2. Active participation over a prolonged period of time promotes openness and authenticity in an online forum.

The study is divided into two phases: in the first phase we survey the willingness of respondents to participate in an online forum. Hypothesis 1 is investigated using socio-demographic variables, personality features, Internet usage and market research experience. The second part of the study is the implementation phase which is intended to prove Hypothesis 2. Active participation in this study takes the form of respondents writing contributions and reacting to questions from the moderator or other participants.

We are operating four online forums on the topic of Hartz IV reforms parallel to one another. In Forum I, the moderator and participants are anonymized. In Forum II, the moderator and participants are persona-

lized. In Forum III, the moderator is anonymized and the participants are personalized. In Forum IV this is reversed. The duration of the field period for the forum is seven days.

The outcome shows that in a well-managed online access panel there is no systematic drop out in the willingness to take part in an online forum. A moderator introducing him/herself in person creates trust. This motivates respondents to make more personal statements instead of those of a general nature. If the participants themselves remain anonymous, we notice the willingness to participate is greater but the authenticity of their replies is lower and vice versa.

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#### ■ DARK SIDE OF THE BLOGOSPHERE: AN EXPEDITION INTO SQUALID CORNERS OF WEB 2.0

##### Relevance & Research Question

Web 2.0 services, and among others blogging, enable previously unknown people to gain attention and popularity. Well-known blogs are visited by thousands of people a day and cited on the Internet and in the mainstream media. Those popular weblogs and bloggers are the most visible for both readers and social scientists. However, we lack knowledge about much less popular users and their productions. As our results suggest, this dark matter is prevailing in the blogosphere. A vast majority of weblogs attracts no readers and are abandoned by their authors.

##### Methods & Data

In this study we use complete data on hyperlinks networks and number of readers obtained directly from a large blogging platform (the whole population of 135,000 weblogs, measured on a daily basis over 2 months). Thanks to this method of data collection we avoided sampling biases. Consequently, content analysis of a random sample of 498 weblogs was conducted, allowing for insights about users' behaviour and patterns of activity.

##### Results

The results reveal the range of unpopular weblogs: 90% of existing blogs are not linked to any other blogs, and only less than 20% regularly attract at least 1 visitor a week. Other aspects of the dark side are discussed too, in terms of network structure and readership dynamics.

Moreover, content analysis enabled to classify weblogs according to their activity, with extinct weblogs (authors ceased to blog soon after beginning) being the most popular type. As both quantitative and qualitative data prove, in most situations the first days after setting a weblog are decisive, and receiving feedback from readers, especially through comments, seems to be a crucial predictor of bloggers activity. These results are explained in terms of social mechanisms of blogging as an activity and seem to be common also for other blogging platforms.

##### Added Value

These findings light the apparently insignificant periphery of Web 2.0. We argue it cannot be neglected, being an essential part of the social system. We deem the dark side of the blogosphere to be an existing, yet often hardly visible documentation of social activity.

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#### ■ DERIVING CUSTOMERS' PRODUCT PERCEPTION SPACES FROM FORUM POSTINGS

##### Relevance & Research Question

One central endeavour of marketing science is the measurement of product positioning as it is perceived by the customers, i.e. the relative position of a product relative to the competitors. Usually such problems are approached by reactive data gathering procedures like interviews. However, validity and reliability might be threatened as interviewer effects and social desirability matters come up quite regularly.

##### Methods & Data

Such limitations can be avoided by non-reactive methods like blog analysis. As mass usage turned the internet into a new social space, human behaviour can be observed online, too.

Generally, blog analysis belongs to text mining procedures. The focus of this work aims at extracting sensible information from unstructured postings and thus it follows Hearst's (1999) paradigm of "using of large online text collections to discover new facts and trends about the world itself". Data collection took place in the context of windsurfing sails. Firstly, postings from relevant forums (i.e. German windsurfing magazine Surf, <http://forum.surf-magazin.de>, about 200.000 entries and [www.windsurfing-test.de](http://www.windsurfing-test.de)) that deal with product attributes and

quality matters were chosen. Secondly, they were converted into a semi structured format by pre-processing steps like stemming and stopword removal. By analysing word correlations on the basis of co-occurrence and by examining word frequencies, synonyms were replaced.

Subsequently, the main analysis employed hierarchical clustering (Hartigan 1975) in order to structure the products' attributes and to discover patterns in the product attributes. Finally, Multidimensional Scaling (MDS) (de Leeuw 2008) was applied to create a perceptual map that visualizes the attributes and the products based on their distances.

### Results

The text mining tasks were applied within the tm package (Feinerer 2007) in R (<http://www.r-project.org>). The results of the MDS gives strong evidence that this approach and the tool tm are suited to derive perceptual maps from blog entries, not only in the field of windsurfing sails.

### Added Value

This work broadens the applicability of text mining methods within the field of marketing science. Apart from that, such studies might help to gain a deeper understanding of the quality as it is perceived by the customer.

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## ■ GERMAN LANGUAGE A-LIST-BLOGS: REINFORCEMENT OF THE MAINSTREAM MEDIA AGENDA OR CHALLENGE TO IT?

### Relevance & Research Question

In the blogosphere there is a vast majority of "small blogs" with just a few links and only some blogs with numerous links – called A-List-Blogs. Of importance is what role the A-List-Blogs play in the agenda-setting process. By many scholars the A-List-Blogs are referred as a reinforcement of the mainstream media agenda because they tend to rely primarily on established media outlets for their information. On the contrary, colleagues state that A-List-Blogs are focal points for the blogosphere. This means that the A-List-Blogs emphasize the remarkable information in the blogosphere by linking to posts of small blogs. Hence A-List-Blogs are challenging the dominance of mainstream media by linking to alternative news providers.

This paper therefore investigates whether A-List-Blogs reinforce the mainstream media agenda or whether they challenge it. On evaluating the role of the A-List-Blogs it is necessary to look at the audience – the small blogs. If they do not react to the posts of the A-List-Blogs, the diffusion of issues, regardless of belonging to the mainstream media or alternative agenda – is meaningless. So we ask: Do small blogs respond more often to mainstream media or alternative issues?

### Methods & Data

To answer the first question, a content analysis of eleven German language A-List-Blogs was carried out during a period of four weeks, in August and September 2008. To prove the second question a hyperlink analysis was used, to measure the reactions of the small blogs. The empirical investigations were based on data of blog posts, which were made available by the ICWSMog in California.

### Results

German language A-List-Blogs adopt fewer issues from the mainstream media compared to those of alternative news providers; however, the reaction of the small blogs is significantly larger on the mainstream issues.

### Added Value

The results show that it is important to look for the reactions of the audience to decide which role the A-List-Blogs play. The hyperlink analysis shows that they function as an enforcement of the mainstream media agenda. This suggests that the audience is more interested in commenting on mainstream media issues than discussing alternative subjects.





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Hinter dem Begriff ›Online-Inhalte‹ verbergen sich zudem zahlreiche und z.T. stark heterogene Angebote, aber auch Strukturen netzwerkbasierter Kommunikation. Dazu gehören u.a. Äußerungen in Weblogs, Kommunikation in Foren, www-Angebote oder auch der Austausch in sozialen Netzwerken. Aufgrund der Offenheit und der stetigen Weiter- und Neuentwicklungen netzbasierter Kommunikation kommen kontinuierlich neue Untersuchungsgegenstände für die Online-Inhaltsanalyse hinzu, andere verlieren hingegen an Bedeutung. Dennoch: Das theoretische Grundgerüst bei der Analyse von Online-Inhalten bleibt relativ stabil und gleicht prinzipiell dem der klassischen Inhaltsanalyse.



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