



# GOR 11

13<sup>th</sup> General Online Research Conference

March 14 - 16, 2011 . Heinrich-Heine-University Düsseldorf

**PROGRAM THURSDAY**

**14/03/2011**

## MONDAY, 14/03/2011

10:30am – 1:00pm

**Workshop7: Building Online Panels in the Social Media Age**  
Chair: Christian Loeb

**Workshop8: Virtual Qualitative Group Discussions and Virtual Interviews – market and social research in virtual conference rooms**  
Chair: Peter Westebbe, Gabriela Bäuml-Westebbe

1:00pm – 2:30pm

**Break**

2:30pm – 5:00pm

**Workshop3: Online Experiments**  
Chair: Dr. Ulf-Dietrich Reips

**Workshop4: Social Media Intelligence: Listening - Engagement - Optimization!**  
Chair: Peter Gentsch

**Workshop5: Instrumente und Konzepte der Kundenzufriedenheits- und Loyalitätsmessung [Concepts of Customer Satisfaction and Loyalty measurement]**  
Chair: Ines Schöll

5:30pm – 8:00pm

**Workshop6: Qualitative Research Online – Tools, Applications, Moderation**  
Chair: Ilka Kuhagen

6:00pm

**DGOF: Meeting of DGOF Members**

8:00pm – 11:30pm

**Early Bird Meeting**

Scotti's

## TUESDAY, 15/03/2011

9:00am – 9:30am

**Opening**  
Chair: Martin Welker

9:30am – 10:15am

**Keynote 1: Social Media, Relationship Theories, and Civil Society**  
Joe Walther, Michigan State University

10:15am – 10:30am

**Break**

10:30am – 11:30am

**A1: Respondents' Answer Behavior**  
Chair: Martin Kornmeier

Track 1

Track 1 sponsored by  gesis  
Glossar der Sozialwissenschaften

**Respondent Characteristics as Explanations for Uninformative Survey Response: Sources of Nondifferentiation in a Web-Panel**  
Van Meurs, Lex; Klausch, Thomas; Schönbach, Klaus

**Effects of survey question clarity on data quality**  
Lenzner, Timo

**Speeders in Online Value Research: Cross-checking results of fast and slow respondents in two separate samples answering the 40 item „Portrait Value Questionnaire“**  
Beckers, Tilo; Siegers, Pascal; Kuntz, Anabel

Track 2

**B1: E-Commerce I**

Chair: Sabine Menzel

**The impact of different trust facets on online buying behavior**  
Müller, Beate; Paulssen, Marcel; Knoll, Julia Anna

**The Role of Authenticity in Online Reputation Management**  
Utz, Sonja; Fremponmaa, Yaa; Kerkhof, Peter; Beukeboom, Camiel

**New ways of smart community management – brand loyalty and retention in social web data**

Teichert, Thorsten; Wagenfuehrer, Daniel; Gentsch, Peter; Zahn, Anna-Maria

Track 3

**C1: Relationships and Online Etiquette**

Session Chair: Heiner Barz

**Self-disclosure Online: How social network sites socialize their users towards more openness by offering social rewards**  
Treppe, Sabine; Reinecke, Leonard

**Who's Gossip in Chief – Archaic gratifications of high tech users**

Carolus, Astrid; Schwab, Frank; Brill, Michael

**Relationship Management on Social Networking Sites: A Explorative Analysis of Students' Close Friendship Relationships.**

Bohn, Alexander; Döring, Nicola

11:30am – 12:00pm

**Break**

12:00pm – 1:00pm

**A2: Who participates in online panels?**

Chair: Otto Hellwig

Track 1

Track 1 sponsored by  gesis  
Glossar der Sozialwissenschaften

**Determinants of access-panel participation: Recent experiences from the recruitment of members for a mixed-mode access panel using random telephone samples**  
Engel, Uwe; Bartsch, Simone; Vehre, Helen

**Asking sensitive questions in a recruitment interview for an online panel: the income question**

Schaurer, Ines; Struminskaya, Bella; Kaczmirek, Lars; Bandilla, Wolfgang

**The influence of personality traits and motives for joining on participation behavior in online panels**  
Keusch, Florian

**B2: E- and Mobile Commerce II**

Chair: Sören Scholz

**From multilingual focus group interviews to a multilingual online survey: Understanding cross-cultural differences in social network sites usage**

Rohn, Ulrike

**Mobile Commerce Insights – figures and success factors for the new mobile market**

Woletz, Julie; Schmeißer, Daniel

**Mobile Research Apps – Adding New Capabilities to Market Research**

Rieber, Daniel

Track 3

**C2: Social Media in Marketing and Communications**

Chair: Maren Heltsche

**The impact of facebook communication on brand perception**

Trump, Thilo; Busse, Matthias

**Social Media as a Chance for Credible Communication in Times of Crisis: a Comparison between Lufthansa and airBaltic during the Ash Cloud Crisis in 2010**

Linke, Anne; Abelniece, Baiba

**Characteristics of Popular Brand Facebook Pages**

Buffardi, Laura E.

1:00pm – 2:15pm

**Break: Lunch**

2:15pm – 3:15pm

Track 1

**A3: Panel Quality**

Chair: Florian Keusch

Track 1 sponsored by 

**Who are leaving our panel: panel attrition and personality traits**

Marchand, Miquelle

**Rich Profiles – Or: What's the problem with self-disclosure data?**

Tress, Florian

**Quota Controls: Science or merely Sciencey?**

Cape, Peter John

Track 2

**BP1: Best Practice Award I**

Chair: Holger Geißler

Best Practice Award sponsored by 

Live Voting sponsored by 

**1 Telekom Austria usability case studies using Living Lab framework**

Maxl, Emanuel; Schwab, Harald; Tarkus, Astrid

**Best Practice: Ford FanAward - Social Media Engagement**

Krömer, Jan

**Out of sight, out of soul**

Gadeib, Andera; Vogel, Frank

Track 2

**C3: Social Media, gendered / GOR**

Chair: Ulf Tranow

**On the Role of Gender-Stereotypes in Blog Reception**

Eimler, Sabrina C.; Krämer, Nicole C.

**Motivation and Self-Presentation on Social Networking Sites**

Papadakis, Anna-Margarita; Kruck, Jana; Haferkamp, Nina

**From „Web Questions“ to „Propensity Score Weighting“: An Evaluation of Topics and Authors of the Conference Series „General Online Research“ from 1997 to 2009**

Welker, Martin; Taddicken, Monika

3:15pm – 4:00pm

**Break**

4:00pm – 5:00pm

Track 1

**A4: Visual & Interaction Design**

Chair: Frederik Funke

Track 1 sponsored by 

**Should we use the progress bar in online surveys? A meta-analysis of experiments manipulating progress indicators**

Callegaro, Mario; Yang, Yongwei; Villar, Ana

**Slider Scales Causing Serious Problems With Less Educated Respondents**

Funke, Frederik; Reips, Ulf-Dietrich; Thomas, Randal K.

**Drop-out rates during completion of an occupation search tree in web-surveys**

Tijdens, Kea

Track 2

**BP2: Best Practice Award II**

Chair: Holger Geißler

Best Practice Award sponsored by 

Live Voting sponsored by 

**Insight Mining & Insight News: Using Web 2.0 Analytic Methods for Data Management Systems and News Providing**

Althoff, Stefan; Gentsch, Peter

**Quick and clever – creating an automated facebook monitoring tool for MAM**

Woppmann, Andreas; Ledermüller, Karl

Track 3

**C4: Social Media in Politics**

Chair: Jan Schmidt

**Development of Municipal E-Government and E-Democracy: Testing the Usefulness and Limitations of Stage Models**

Matzat, Uwe; Rooks, Gerrit

**Social Media Potential in Forecasting Presidential Election Results in Poland 2010**

Kuczma, Pawel; Gogolek, Wlodzimierz

**#EkitiElection: The Acts and Facts of Twittering the Final Judicial Proceedings in Nigeria**


Ifukor, Presley

5:00pm – 5:30pm

**Break**

5:30pm – 6:30pm  
Track 1

**A5: Data Quality in Surveys**  
Chair: Heiner Barz

Track 1 sponsored by 

**Response Quantity, Response Quality, and Costs of Building an Online Panel via Social Contacts**

Toepoel, Vera

**The effect of monetary prepaid incentives on completion rate and data quality in internet surveys – A comparison of 5 different incentive modes**

van Veen, Floris; Sattler, Sebastian; Göritz, Anja S.

**Social desirability and self-reported health risk behaviors in web-based research: three longitudinal studies**

Crutzen, Rik; Göritz, Anja

Track 2

**BC1: Alternatives to Established Frameworks**

Chair: Sonja Utz

**Will Wikis substitute newspapers and YouTube replace TV? Social Web Applications as Functional Alternatives for Traditional Media**

Jers, Cornelia; Schenk, Michael

**Twitter Monitoring as a television research method**

Jungnickel, Katrin; Schweiger, Wolfgang

**Twitter as a data source for official statistics: first results**

Daas, Piet; Ven, Mark van de; Roos, Marko

Track 3

**C5: Science and Public online (DFG SPP1409)**

Chair: Monika Taddicken

**Both Sides of the Story? – How Information Complexity Influences the Selection of Online Science Articles**

Winter, Stephan; Krämer, Nicole C.; Appel, Jana; Neubaum, German

**The role of plausibility and coherence in evaluating competing explanations on the internet**

Wittwer, Joerg; Wahl, Natalie

**Making Sense out of Scientific Information: How Laypersons Develop Conceptual Understanding in Online Forums**

Paus, Elisabeth; Jucks, Regina

8:00pm

**GOR-Party**

Berolina Bay

The Best Practice Award Ceremony will begin around 10 pm  
The Best Practice Award is sponsored by mo'web [bitte Logo einfügen]  
Drinks and Food included. This event is not open to the public. Please make sure to bring your party-ticket, which you will have received with your conference bag at the Check-in. You need the ticket in order to be allowed into the club.

**WEDNESDAY, 16/03/2011**

9:30am – 10:15am

**Keynote 2: The Future of Online Market Research**

George Terhanian, Toluna

10:15am – 10:30am

**Break**

10:30am – 11:30am  
Track 1

**A6: Election Studies and Respondent Behavior**  
Chair: Sören Scholz

Track 1 sponsored by 

**Tracking the decision-making process – Findings from an Online Rolling Cross-Section Panel Study**

Faas, Thorsten; Blumenberg, Johannes N.; Geißler, Holger; Tewes, Felix

**A new approach to the analysis of survey drop-out. Results from Follow-up Surveys in the German Longitudinal Election Study (GLES).**

Rossmann, Joss; Blumenstiel, Jan Eric; Steinbrecher, Markus

**Measuring Political Deliberation on Twitter: Forms and Functions of Digital Interaction through Microblogging**

Thimm, Caja C.; Einspänner, Jessica; Dang-Anh, Mark

**B3: Applying Social Communities in Market Research**

Chair: Wolfgang Ziniel

**Use and Utility of Semantic Web Research in Measurement and Prediction of Customer Behavior**

Bischof, Roland; Ahlers, Mareike

**Co-Creation with Lead Users on the Digital Research Platform www.dieNEONauten.de**

Loose, Nicolas

**Online Experiments Examining the Influence of Third-Party Product Reviews on Key Constructs in Consumer Behaviour**

Ziniel, Wolfgang

**C6: Virtual Actions, Real Feelings**

Chair: Benedikt Köhler

**Roundtable: Qualitative Online Research – Status quo and quality criteria**

Neundorfer, Lisa; Hellwig, Otto; Kuhagen, Ilka; Keim, Gerhard; Lüttschwager, Frank; Woppmann, Andreas

11:30am – 12:30pm

**P: Poster Presentations**

**“Me, myself and my Avatar?” - Cultural differences of character attachment and usage motivation in MMORPGs**

Schultheiss, Daniel; Bowman, Nicholas David; Schumann, Christina

**“What a girl wants” – Female playing patterns in Internet-based games**

Schultheiss, Daniel

**Screening for Perceived Website Usability: The PWU-g-Scale**

Buhl, Caroline; Thielsch, Meinald

**Determinants of Social Business Network Usage Behavior – Applying the Technology Acceptance Model and it's Extensions**

Moeser, Guido; Schwenk, Gero; Moryson, Heiko

**Does the computer know better, who are you looking for? Case study of introduction of a behavior-based recommendation system on an online dating site**

Lorincz, Laszlo; Dozsa, Gyorgy

**User Generated Content on News Websites: What makes users comment on news?**

Weber, Patrick

**LeLeCon Research project: Cost-benefit calculation of blended-learning vs. teaching in higher education**

Schwickerath, Anna K.

**The Perception of Online Media's Relevance in the Context of Elections**

Dohle, Marco; Vowe, Gerhard

**Going beyond the click. Combining behavioural and declarative data in measuring on-line advertising effectiveness.**

Krug, Barbara; Pótorak, Małgorzata

**Using Amazon's Mechanical Turk for the recruitment of participants in Internet-based research**

Reips, Ulf-Dietrich; Buffardi, Laura; Kuhlmann, Tim

**Media trust, social capital and institutional trust in Europe**

Carradore, Marco

**Studying Twitter conversations as (dynamic) graphs: visualization and structural comparison**

Puschmann, Cornelius; Weller, Katrin; Dröge, Evelyn

**The Attitudes of Potential Patients Toward Internet Based Information and Intervention Supplies**

Eichenberg, Christiane; Blokus, Georg; Braehler, Elmar

**Effectiveness and consequences of various recruitment methods in psychological research: case study.**

Pótorak, Małgorzata

**Internet source trustworthiness and its impact on political evaluations**

Fuchslocher, Alberto; Krämer, Nicole

**Using online interviews with young people**

Ortiz de Gortari, Angelica B.; Mark D., Griffiths

**Sampling v. Scale: An investigation the tension between convenience sampling, response rates, probability and coverage**

Garland, Phillip

**Educational Beliefs - wordfield and relations to social software**

van Treeck, Timo

**The influence of the direction of Likert-type scales in web surveys on response behavior in different respondent groups**

Keusch, Florian

12:30pm – 1:45pm


**Break: Lunch**

1:45pm – 2:45m

*Track 1*

**A7: Instruments and User Profiles**

Chair: Olaf Wenzel

*Track 1 sponsored by* 

**VisAWI - Assessing visual aesthetics of websites**

Thielsch, Meinold T.; Moshagen, Morten

**The acceptance of the online self-assessment tool CPSM by principals**

Huber, Stephan Gerhard; Kaufmann, Esther; Schwander, Marius

**Methodological innovations in the identification and modeling of Internet user profiles**

Lang, Volker; Hillmert, Steffen; Han, Meike

*Track 2*

**B4: New Challenges in Applied Research**

Chair: Lars Kaczmirek

**Using mobile phone data for statistics**

Pelt, van, Merijn; Jonge, de, Edwin; Marko, Roos

**Improved cost-effectiveness in mobile surveys using HLR-Lookup**

Struminskaya, Bella; Schaurer, Ines; Bandilla, Wolfgang; Gabler, Siegfried; Häder, Sabine; Kaczmirek, Lars

**Combining Quantitative and Qualitative Approaches**

Harde, Gunnar

**C7: Money or Love – Trust and Attractiveness in Social Media**

Chair: Martin Welker

*Track 3*

**Information acquisition and trustworthiness on auction sites: Combining conjoint analysis and process tracing.**

Bober, Marcin; Snijders, Chris; Willemsen, Martijn; Matzat, Uwe

**All the Single Ladies – Relationship Status and its Relation to Self-Presentation on Social Networking Sites**

Winter, Stephan; Haferkamp, Nina; Stock, Yvonne; Krämer, Nicole C.

2:45pm – 3:15pm

**Break**

3:15pm – 4:15pm

**Panel Discussion: From Hype to Game Changer – Does Social Media turn the Research World upside-down?**

Session Chair: Holger Geissler

Fank, Matthias; Gibowski, Wolfgang G.; Hück, Steffen; Stratmann, Christoph; Terhanian, George

4:15pm – 4:45pm

**Poster Award Ceremony, Outlook on the Next Conference, Farewell**



