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GOR

15th General Online Research Conference,
March 04-06, 2013 in Mannheim

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Lars Kaczmirek . Christoph Irmer . Otto Hellwig . Monika Taddicken (Eds.)

15th GENERAL ONLINE RESEARCH CONFERENCE

Proceedings . Mannheim 2013

15th GENERAL ONLINE RESEARCH CONFERENCE

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☐ DEAR GUESTS OF THE GOR 2013!

IT IS A GREAT PLEASURE FOR US TO WELCOME YOU ALL TO THE 15TH GENERAL ONLINE RESEARCH CONFERENCE.

Since the 2012-conference at this location was such an exciting and successful event, we took the opportunity to collaborate once again with the Baden-Wuerttemberg Cooperative State University Mannheim (DHBW) as local organizer. The result of this collaboration is a fully packed program which has something in it for every online researcher.

This year's conference program is even more extensive than the 2012 one. Firstly, the SymanO' 13, organized by Prof. Dr. Martin Kornmeier (DHBW) extends the GOR program, giving conference participants a yet wider spectrum of topics and presentations to choose from.

Secondly, Monday morning begins with our second PhD workshop which is organized in collaboration with the section "Computervermittelte Kommunikation" of DGPuK (www.dgpuk.de).

And thirdly, we extended the workshop program with more in-depth professional training to take place on Monday and Wednesday.

We also would like to draw your attention to our keynote speakers. John Kearon, ChiefJuicer at BrainJuicer, UK, and known for his insightful and fun speeches, will open the conference on Tuesday and talk about "The Need for Faster Marketing Thinking & Slower Use of Flawed Traditional Research". On Wednesday, William H. Dutton, Professor for Internet Studies at the Oxford Internet Institute, University of Oxford, UK, will examine critically the Internet's role in enabling new forms of democratic and social accountability in his keynote "The future of the Internet and the fifth estate. The Internet's Gift to Democracy."

As part of the conference mix, make sure to also consider the panel-discussion about qualitative online research or watch the competition for the Best Practice Award including presentations from Axel Springer, GIM and ISM Global Dynamics. For lively discussions and first-hand information from the authors do not miss out on the poster session on Tuesday.

Tuesday night is party-time – the GOR Party 2013 opens its gates from 8pm at the KOI club.

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

We wish you all an exciting, inspiring and fruitful General Online Research conference 2013!

Christoph Irmer
Chair DGOF Board and
Chair Organizing Committee

Dr. Lars Kaczmirek
Member DGOF Board and
Chair Program Committee

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

Who we are:

The German Society for Online Research (Deutsche Gesellschaft für Online-Forschung e.V./DGOF) is an association specializing in online research. Online research is an extremely innovative research area comprising not only the classical fields of online-research but also mobile and social media research.

We represent our members' interests by further developing guidelines to secure the quality of online research.

We share information on new methods and ideas in online research and give access to innovations in this field.

We connect people interested in online research and offer platforms for interdisciplinary dialogue and discussions on this topic.

We bring forward online research and online researchers through financial support, competitions and awards.

The DGOF board consists of four members: a chairman, two deputy chairmen, and a treasurer. It is elected for a term of two years. Distribution of responsibilities within the board: Christoph Irmer (ODC Services GmbH), chairman of the board, online market research, quality standards and sponsoring; Dr. Otto Hellwig (respondi AG), communications and DGOF regional activities; Dr. Lars Kaczmirek (GESIS - Leibniz-Institute for Social Sciences), treasurer, finances and science; and Dr. Monika Taddicken (University of Hamburg), science and members.

What we do:

- Current developments in online and mobile research are discussed at our General Online Research conference and at our local events series called Research plus.
- We give online researchers a chance to present their work and ideas to other researchers at our events and through our publications (DGOF book series and DGOF White Papers).
- We support best practice studies and research projects financially and through competitions and awards.
- We facilitate contacts between academic online researchers and those working in applied market research, so they can develop projects together. By doing this we also facilitate the critical dialogue between the worlds of academic and applied research.
- We support young online researchers by organizing PhD-workshops and financial support for dissertations. We also foster contacts between potential employers and employees.
- We develop and publish guidelines and standards for quality assurance in online research. We do this in cooperation with the other market research associations.
- We support the public awareness campaign of the Initiative für Markt- und Sozialforschung (IMSF) in its quest to inform the public about good practices in market research. We are one of the founding members of the initiative.

Who are our members?

Our members deal with online research from various perspectives. They work either in market research or at scientific institutions – or they might just be interested in online research altogether.

DGOF

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☑ THE DGOF BOARD IS MADE UP OF FOUR MEMBERS ELECTED BY THE MEMBERSHIP FOR A TERM OF TWO YEARS.

Christoph Irmer is Co-Founder and CEO of ODC Services GmbH, a Munich based provider of online data collection services and part of Norstat Group, a leading full service fieldwork supplier in Europe. In this role he is responsible for strategy, marketing and business development. Previous work experience includes positions at Ciao, Stepstone and within the Pharma Industry. Christoph has presented papers on online research at a number of events such as MRS conferences, GOR, BVM congress and ESOMAR and has published for various magazines. Since March 2011 Christoph is Chairman of the DGOF Board. He studied economies in Lahr and Stuttgart.

Dr. Lars Kaczmirek is a scientific survey researcher at GESIS - Leibniz Institute for the Social Sciences in Germany. He studied psychology in Mannheim. His research interests are fieldwork optimization strategies, visual survey design, survey errors, and open-ended questions. Current research projects focus on data quality in online access panels and cognitive interviewing in online surveys. He is DGOF treasurer and the current program chair of GOR.
A list of papers and presentations is available at http://www.tinyurl.com/gesis-kaczmirek

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

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

☐ WELCOME

TO THE 15TH GOR CONFERENCE IN MANNHEIM

Welcome to the 15th GOR Conference in Mannheim!

I welcome you to the General Online Research Conference 2013 – the second in a row – taking place at the Baden-Wuerttemberg Cooperative State University in Mannheim.
The conference takes place at our business school. The faculty with its 4400 Students and 1500 cooperating training companies graduates the largest number of business bachelors compared to all business faculties in Germany.

All our bachelor degree programs are three years programs with 210 ETCS Credits. The master programs are part-time programs designed for two years. We in Mannheim offer with the Graduate School Rhine-Neckar part-time MBA programs where we are especially responsible for the MBA's IT-Management and Health Management and Controlling.

The city of Mannheim is the center of Rhine-Neckar metropolitan region. Academic life and research in the region are concentrated at around 22 institutes of further education with a total enrolment of about 90.000 students. The Baden-Wuerttemberg cooperative state university is an institution with high practical relevance and a cooperative research approach.

We hope that all of you have a challenging conference stay at our university.

Prof. Dr. Rainer Beedgen
Prorector and Dean Business School

DHBW
Duale Hochschule
Baden-Württemberg

◉ WELCOME

TO SYMANO '13 AND GOR 13 IN MANNHEIM

I would like to cordially welcome all members contributing to or participating in SymanO '13 and the General Online Research 2013!

This year's conference is – in many respects – new and innovative. It is the first time that GOR takes place at the same location again. Therefore, we are pleased and feel honoured to be chosen once more as host of the „mother" of all German online research conferences.

Combining the advantages of two previously distinct conferences, this year's event offers a variety never seen before and an abundance of academic and business aspects of online research. While GOR is one of the most important international platforms for fundamental research, SymanO („Symposium für anwendungsorientierte Online-Forschung"; „Symposium for Application-oriented Online Research") focuses mainly on business' respective decision-makers (in marketing, market research, HR, sales, and information technology) interested in applying the available online tools.

In total, all participants will benefit from the advantages of a double conference:
- results in current research, trends and developments of online research,
- the 'state-of-the-art' of application-oriented online research,
- concrete practical relevance / best practices for work in academia and companies,
- lectures with a high degree of innovation, and
- knowledge exchange between entrepreneurs, scientists, and product providers (such as online-specific software), as well as services regarding the latest developments in online research.

SymanO '13 and GOR 13 will, therefore, be a fantastic opportunity for all groups interested in online (and mobile) research to share new empirical findings, new knowledge and ideas, practical experience, and innovative developments in theories, methods, and instruments dealing with all sorts of online research.

Again, both organization teams – DGOF and DHBW – have made great efforts to prepare an exciting, demanding, and sophisticated programme, as well as an attractive, agreeable, and pleasant environment:
- A platform for researchers and users, theoreticians and practitioners, universities and companies, customers and suppliers;
- an environment enabling all conference members to increase their knowledge and to share it with others, to establish research or business contacts, to get to know people from other cities or countries, to socialize – and to make new friends.

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

Prof. Dr. Martin Kornmeier
Head of the local organization and coordination team
Duale Hochschule Baden-Württemberg Mannheim
Baden-Wuerttemberg Cooperative State University

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WEBDATANET

PROGRAM OVERVIEW

MONDAY, 04/03/2013

8:30am	**BEGIN CHECK-IN**
9:00am – 5:00pm	**PhD-Workshop** Uwe Matzat (Eindhoven University of Technology), Christina Schumann (Technical University of Ilmenau) Monika Taddicken (University Hamburg) Joint PhD-Workshop of DGOF and CvK section of DGPuK
1:00pm – 4:30pm	**Workshop 1: Designing Web Questionnaires** Mick P. Couper, University of Michigan, USA
5:00pm – 7:30pm	**DGOF members meeting**
7:30pm – 10:30pm	**Get-Together for all conference visitors**

TUESDAY, 05/03/2013

8:30am – 9:00am	**CHECK-IN**
9:00am – 10:15am	**Opening and Keynote 1: The Need for Faster Marketing Thinking & Slower Use of Flawed Traditional Research** John Kearon, BrainJuicer
10:15am – 10:30am	**BREAK**
10:30am – 11:30am	**A2: Incentives in online panels**
	B2: Best Practice 1
	C2: Motives and motivation of social network and smartphone use
	S2: Konsumentenverhalten online
11:30am – 12:00pm	**BREAK**
12:00pm – 1:00pm	**A3: Challenges faced by probability-based panels**
	B3: Best Practice 2
	C3: Trust in social media data and ethical implications for research
	S3: Konsumentenverhalten online
1:00pm – 2:00pm	**BREAK: LUNCH**
2:00pm – 3:30pm	**Poster Session**
	S4: Ambient Intelligence
3:30pm – 3:45pm	**BREAK**
3:45pm – 4:45pm	**A5: The role of respondents' personality in data collection**
	B5: New approaches: from off- to online
	C5: Adapting methods to a social media data set
	S5: Innovative Tools für die Online-Marktforschung
4:45pm – 5:15pm	**BREAK**
5:15pm – 5:55pm	**A6: Income and working conditions**
	B6: Applications and approaches in political sciences
	C6: Hybrid media – looking into the future

5:15pm – 6:20pm	S6: Werbewirkung (Online- / Mobile-Werbeformate)
6:00pm – 6:20pm	A: Webdatanet
8:00pm	GOR – PARTY

WEDNESDAY, 06/03/2013

8:30am – 9:00am	**MORNING COFFEE/CHECK-IN**
9:00am – 10:00am	**A7: Mobile versus online surveys**
	B7: eCommerce and eMarketing
	C7: Success factors of social media communication
	S7: Innovative Tools für die Online-Marktforschung
10:00am – 10:15am	**BREAK**
10:15am – 11:00am	**Keynote 2: The future of the Internet and the 5th estate: The Internet's Gift to Democracy** William H. Dutton, Oxford Internet Institute, University of Oxford
	S8: Innovative Tools für die Online-Marktforschung
11:00am – 11:15am	**BREAK**
11:15am – 12:15pm	**A9: Preventing item non-response**
	B9: Panel discussion: Qualitative Online Research: Deeper insights – or just faster and cheaper?
	C9: Social media and elections
	S9: Werbewirkung (Online- / Mobile-Werbeformate)
12:15pm – 1:15pm	**BREAK: LUNCH**
1:15pm – 1:45pm	**Award Ceremonies**
2:00pm – 3:00pm	**A10: Interactive questionnaire design**
	B10: Research into organizational online communication
	C10: Political participation and civil society
	S10: Datenschutz / Strategische Fragen der Onlineforschung
3:00pm – 3:30pm	**BREAK**
3:30pm – 4:30pm	**A11: Motivating respondents in online surveys**
	B11: Survey participation
	C11: Crowdsourcing and motivation via social media
	S11: Strategische Fragen der Onlineforschung
4:30pm – 4:45pm	**BREAK**
4:45pm – 7:30pm	**Workshop 2: Writing a peer-review report for journal articles: insights for current and potential reviewers** Mario Callegaro, Google
	Workshop 3: Creative survey design: the art and science of designing better surveys Jon Puleston, GMI
	Workshop 4: Introduction to weighting online surveys Stephanie Steinmetz, University of Amsterdam Annamaria Bianchi, University of Bergamo

SECOND JOINT PHD-WORKSHOP OF DGOF AND DGPUK-CVK SECTION

Time: Monday, 04/03/2013: 9:00am – 5:00pm
Session Chairs: Uwe Matzat (Eindhoven University of Technology), Christina Schumann (Technical University of Ilmenau)
Monika Taddicken (University Hamburg)

For the second time the German Society for Online Research (DGOF) collaborates with the section on Computer-mediated Communication of the German Communication Association (DGPuK, CvK Section) to organize a workshop for Ph.D. students. The workshop is part of the research funding activities of the German Society for Online Research. It has the goal to facilitate the research activities of junior researchers as well as to create links between two important research associations in the field, namely the Deutsche Gesellschaft fuer Publizistik- und Kommunikationswissenschaft and the Deutsche Gesellschaft fuer Onlineforschung.

During this workshop 14 Ph.D. students present their work-in-progress research in the field of Internet Science. Usually, the presenting Ph.D. students are in the beginning phase of their Ph.D. project. They get general feedback and advice on their questions from senior researchers in the field. Topics that are covered by the Ph.D. students include

- User Generated Privacy
- Communication in Social Networking Services
- Awareness of Others in Online Communication
- Data Quality in probability-based Online Panels
- The Internet as a Space of informal Learning
- Viral Communication during Election Campaigns
- Online Fora as a Source of Social Support

and many others.

The organizing committee that was responsible for the selection of Ph.D. projects includes the following members (in alphabetical order):
Uwe Matzat (Eindhoven University of Technology)
Christina Schumann (Technical University of Ilmenau)
Monika Taddicken (University of Hamburg)
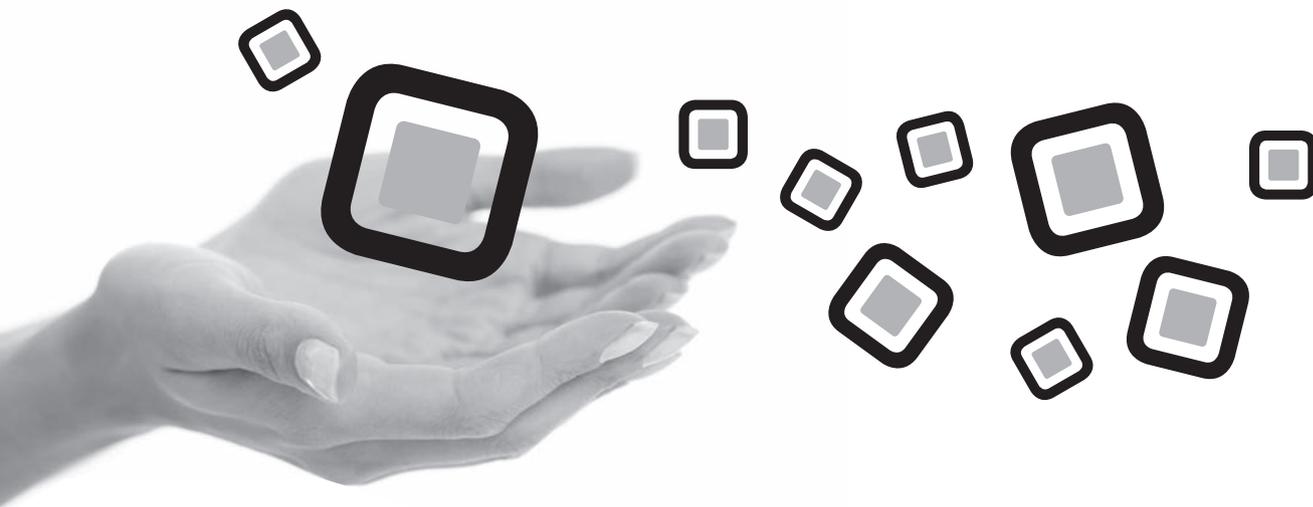
WORKSHOP 1

DESIGNING WEB QUESTIONNAIRES

Time: Monday, 04/03/2013: 1:00pm – 4:30pm
Instructor: Mick P. Couper (University of Michigan)

The workshop will cover various aspects of instrument design for Web surveys, including the appropriate use of widgets (e.g., radio buttons, check boxes, drop boxes), general formatting and layout issues (e.g., alignment, font, color), movement through the instrument (e.g., action buttons, navigation, error messages) and so on. The workshop will draw on empirical results from experiments on alternative design approaches as well as practical experience in the design and implementation of Web surveys. The workshop will not address the technical aspects of Web survey implementation (such as hardware, software or programming) and will also not focus on question wording, sampling or recruitment issues.

About the Instructor:
Dr. Couper's current research interests include survey nonresponse, design and implementation of survey data collection, effects of technology on the survey process, and computer-assisted interviewing, including both interviewer-adminstered (CATI and CAPI) and self-administered (web, audio-CASI, IVR) surveys. Many of his current projects focus on the design of web surveys.

Course Language:
English

WORKSHOP 2

WRITING A PEER-REVIEW REPORT FOR JOURNAL ARTICLES: INSIGHTS FOR CURRENT AND POTENTIAL REVIEWERS

Time: Wednesday, 06/03/2013: 4:45pm – 7:30pm
Instructor: Mario Callegaro (Google London)

It is quite often the case that researchers are invited to review a journal article. The request makes the assumption that that they know what to do. Reviewer training is still rare and very often learning how to review a paper is picked up along the way. In this workshop we will discuss where peer-reviewing takes place in the journal article publication process, how a paper should be reviewed, what are editors expecting from reviewers, what reviewers should look for, and how a reviewer's report should be written.
Concepts of single and double blind journal submissions, unethical author behaviors, plagiarism and self plagiarism, and conflict of interests will be presented as well.
Data and studies of reviewers will accompany the workshop together with a list of references in order to deepen the knowledge on the subject of peer-reviewing.

About the instructor:
Mario Callegaro is associate editor of Survey Research Methods and in the editorial board of the International Journal of Market Research and Survey Practice. Mario has published over 30 peer-reviewed papers, book chapters and encyclopedia entries and made over 100 conference presentations nationally and internationally. He reviews for numerous survey research journals with an average of 12 reviews a year.
Lately Mario is the lead editor of a forthcoming Wiley book on online panels and he is completing a book on web survey methodology forthcoming with Sage.
Mario works as survey research scientist at Google London, in the quantitative marketing team. He works on web and telephone surveys focuses on measuring advertisers' customer satisfaction. He also consults with numerous internal teams regarding survey design, sampling, questionnaire design and online survey programming and implementation.
Mario holds a Ph.D. in Survey Research and Methodology from the University of Nebraska, Lincoln. Prior to joining Google, he was working as survey research scientist for Gfk-Knowledge Networks.

Course Language:
English

WORKSHOP 3

CREATIVE SURVEY DESIGN: THE ART AND SCIENCE OF DESIGNING BETTER SURVEYS

Time: Wednesday, 06/03/2013: 4:45pm – 7:30pm
Session Chair: Jon Puleston (GMI UK)

The workshop will explore the opportunities and challenges of taking a more creative approach to survey design. It will challenge you to treat surveys as pieces of creative communication akin to advertising and demonstrate how with this mindset your surveys can be improved.

You will learn the basic principals of research gamification and how it can be applied to improve the feedback from your market research and the impact it can have on your data (both good and bad!). This workshop will also look at how behavioral science is changing how we think about asking many different types of questions in market research.

You will then have an opportunity to put some of the theory to the test by taking part in some survey design games at the end of the workshop where you will work in teams to try and design the best survey questions.

It should be FUN but this workshop has a deadly serious intent of improving the overall quality of your research albeit online, telephone, face to face or qualitative.

About the instructor:
Jon Puleston, is VP of Innovation of GMI Interactive part of the Lightspeed Research group and run a team specialising in the design of interactive surveys and developing specialist technology for conducting interactive online research. He was formerly the founding director of Media Intelligence, a research technology business that developed the industry's first interactive survey authoring software and pioneered many new online research techniques such as virtual shopping, dial testing and click testing.

Course Language:
English

WORKSHOP 4

INTRODUCTION TO WEIGHTING ONLINE SURVEYS

Time: Wednesday, 06/03/2013: 4:45pm – 7:30pm
Session Chair: Annamaria Bianchi (University of Bergamo), Stephanie Steinmetz (University of Amsterdam)

Internet surveys are becoming increasingly popular. Various branches of applied statistics, such as opinion polls, marketing and business research, as well as research in the social sciences, use data from online samples. Concerns about the representativeness of online samples, however, cast doubts on the validity of conclusions derived from internet survey data. These doubts rest on the fact that specific groups in the populations are under-represented because they have less access to the Internet. Furthermore, recruitment of respondents is often based on self-selection (access panels). As a consequence, results need to be weighted in order to be representative of the population of interest.

In this workshop, a theoretical overview of the different types of weighting for probability-based online surveys will be provided. Extension to access panels will also be discussed. The course will cover post-stratification, linear weighting, multiplicative weighting, calibration in general, and propensity score weighting. In this context, the use of a reference survey will also be examined. The application of the different weights will be explained through various examples

About the instructors:
Annamaria Bianchi is research assistant in Business Statistics at the Department of Management, Economics and Quantitative Methods at the University of Bergamo. She completed her double Ph.D. in Mathematics and Statistics for the Computational Sciences in 2007 at the University of Milan and University Paris VI. Her main research interests are problems of sampling and inference for the construction of representative panels, treatment of non-response, robust methods for small area estimation, M-quantile models, and models for the analysis of performances.

Dr. Stephanie Steinmetz is an assistant professor of Sociology at the University of Amsterdam and a senior researcher at the Erasmus Studio Rotterdam where she is involved in the project "Improving web survey methodology for social and cultural research". Her main research interests are quantitative research methods, (web) survey methodology, social stratification, gender and educational inequalities. She is vice president of the EU-founded COST Action ‚WEBDATANET: Web-based data collection – methodological challenges, solutions and implementations' and the Dutch eHumanities group, the Research Committees on ‚Social Stratification and Mobility' (RC28) and on 'Logic and Methodology in Sociology' (RC33) of the International Sociological Association.

Course Language:
English

QUALITATIVE ONLINE RESEARCH: DEEPER INSIGHTS – OR JUST FASTER AND CHEAPER?

Time: Wednesday, 06/03/2013: 11:15am – 12:15pm

Online and mobile research has bred a broad range of new methods in qualitative research. Will those methods add new fields of application for qualitative research, or do they mainly replace traditional qualitative work? Can online techniques increase the quality of results, or do they rather deliver insights "light", while saving time and money? What will be the main applications for qualitative online research in the future, and where are their limitations?

Five well known experts from the qualitative research industry will discuss these topics from different points of view in order to find out: "Would Freud rather work online today"?

John Kearon, Founder and ChiefJuicer, Brainjuicer, UK
Stephan Teuber, CEO, GIM – Gesellschaft für innovative Marktforschung, Germany
Sven Arn, CEO, Happy Thinking People, Germany
Thomas Ebenfeld, CEO, Concept M, Germany
Richard Gehling, Head of Qualitative Research, TNS infratest, Germany

Moderation: Horst Müller-Peters, editor of marktforschung.de, Germany

In cooperation with

marktforschung.de

John Kearon

Stephan Teuber

Sven Arn

Thomas Ebenfeld

Richard Gehling

Horst Müller-Peters

◨ BEST PRACTICE AWARD

The "best practice in commercial online market research" competition was introduced at the GOR in 2008 and has over the years rightly earned its reputation as an excellent and important GOR tradition.

This year's nominees come from Axel Springer, Barnes & Noble, Emmi, Mondadori and plan.net. The studies are presented by the authors in two sessions on Tuesday morning.

The winner of the award will be elected by the jury and by the audience via a mobile survey conducted by respondi. The award ceremony will be held at the GOR Party on Tuesday evening.

The prize is sponsored once again by mo'web research, Duesseldorf.

Media partner is Germany's leading web portal for the market research industry marktforschung.de.

The Jury is chaired by Herbert Höckel, Managing Director of mo'web research. Further jury members are Katrin Busemann (ZDF), Frank Heublein (M³ Services), and Horst Müller-Peters (marktforschung.de)

Former laureates include comdirect Bank, Spiegel publishing house, Porsche AG and MAM and Telekom Innovation Laboratories.

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⬚ BEST PRACTICE ABSTRACTS

■

AD APPEAL – APP-ADVERTISING PUT TO TEST: 10 INSIGHTS

Author: Moughrabi, Clarissa (1); Schmeißer, Daniel (2);
            Loose, Nicolas (1); Dähn, Patricia (1)
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Relevance & Research Question: With the tablet PCs a new medium has emerged that offers plenty of new possibilities, especially to advertisers. But how exactly do interactive adverts on the iPad work? How do users interact with the adverts? Which is the effect of interactive ads – especially in comparison to static iPad ads and print advertising? This innovative iPad study is the first iPad eye-tracking research that offers answers to the above questions both in terms of quantitative results as well as insightful analyses. It has a unique value for media sales as well as for advertisers.

Methods & Data: In order to achieve a holistic insight into the usage and effects of interactive in-app advertising we developed a multi method research design that combines different methods and levels of analysis: On the level of perception we used a non-invasive eye tracking in a specialized setup for mobile devices during the interaction with the iPad version of the car magazine AUTO BILD. On the behavioural level we recorded the (non-)verbal reactions and clicks of the users throughout the entire interaction. On the cognitive level we employed detailed retrospective interviews and the 'thinking aloud' technique with a defined set of use cases. As a stimulus we used nine interactive and nine corresponding static automobile advertisements that were presented to the test persons in the context of the AUTO BILD car magazine.

Results: The study could clearly prove the higher promotional power of interactive iPad ads in comparison to their static counterparts. E.g. the duration of contacts is significantly higher, interactive ads generally have a higher appeal and we could measure significantly higher click rates. iPad ads have a functional added value for the users, stimulate a higher involvement and a positive image shift for the advertising brand.

Added Value: Among many opportunities the results of this study also showed the risks of interactive app advertising, in particular it showed issues with comprehension and orientation caused by overly complex or cluttered ads. Therefore we elaborated a set of 10 universal guidelines that can help increase the efficiency of app advertising.

■

2 IN 1 CONCEPT TEST – AN INTEGRATIVE ONLINE APPROACH FOR EMMI

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Relevance & Research Question: Emmi – the largest Swiss milk processor and one of the most innovative premium dairies in Europe – is continuously developing new products to conquer further markets. However, the development of new concepts is increasingly carried out under time constraints. As a result, it is imperative to combine methodological approaches to avoid ineffective improvement loops during the product development process. New online methods offer promising opportunities by using an integrated quantitative-qualitative research approach for rapid interweaving of both results.

Methods & Data: The methodological approach is divided in two main phases: a quantitative online concept test and a qualitative online community. First, the quantitative survey is conducted with n=300 participants to evaluate various concepts to identify the three most promising ones including its reasons for preference. Additionally – based on their answer pattern – participants for the second phase are identified according to their preferences. Afterwards, the three winning concepts are discussed in detail with n=30 participants in a qualitative online community to get an in-depth understanding of the concepts and potential for optimization. The community lasts 1 week and is mainly based on a forum, individual tasks and online focus groups.

Results: For Emmi, the results of the study give a fast and holistic basis for choosing the most promising concept – including potential for optimization. Additionally, marketing gets visual material like collages and input for further marketing actions based on consumer generated tasks. At the end, this approach leads to a clear acceleration of the concept development process.

Added Value: The methodological triangulation of quantitative and qualitative tools offers market research the option to (re)act quickly and specifically to questions coming up during the research process. Thanks to the specific recruitment and controlled mix of participants with different preferences, a maximum variety of insights lead to a best possible understanding of the quantitative results.

Moreover, consumers have the possibility for a more reflected evaluation and elaborated reaction on the test material and input of other participants. At the end, quantitative findings could be explained thoroughly whilst qualitative findings were generalizable what finally leads to reliable holistic results.

■

BRAND.IMPACT – MEASURING THE ADVERTISING EFFECT ONLINE

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Relevance & Research Question: Up to now it has not been possible to measure the effect of online-campaigns without complex and well-planned questionnaires, time-intensive surveys and substantial additional costs in ways other than studying the Clicks & Orders. The effect of an online-campaign with regard to diverse image parameters can be evaluated smoothly and in an automated manner under certain conditions by use of the "Brand.Impact Report".

Methods & Data: The "Brand.Impact Report" is an analysis tool developed by Plan.Net Media that establishes the cognitive effect of online-campaigns rapidly, efficiently and economically. Thereby it employs different sources of data, which to date have existed independently. The tool combine, on the one hand, advertising contacts with campaigns measured by the Ad-Server and, on the other hand, current data accumulated by the YouGov BrandIndex, which determines the image of 600 brands on a daily basis by way of evaluating responses of a daily random sample of 2.000 respondents. The BrandIndex tracks brand measures such as the attention, awareness, general impression, recommendation, quality, value, customer satisfaction and corporate reputation. Pre-requisites for such an evaluation are that the brand is presently available in the YouGov BrandIndex and that the brand's campaign is analyzed by Plan.Net Media's Ad-Server.

Results: With the help of an interface, data measured by the Ad-Server on running campaigns, can be used to determine what panelists have been in touch with the online campaign, in how many instances and to what extent their responses on the paneled parameters differ from responses of the group of panelists that did not experience the campaign. The diverse effects of campaigns can be established individually and can be compared across multiple campaigns.

Added Value: The strength of the tool is that it allows to draw direct conclusions on the effect of an online-campaign within a few days through the comparative evaluation of the single parameters. Another advantage is that no additional surveys are necessary. In comparison to conventional studies on the effects of advertising campaigns the incurring costs are relatively little.

■

THE CLOSER EFFECT

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Relevance & Research Question: Mondadori Pub, the advertising agency of Mondadori wanted to measure the advertising effect of women's magazine Closer in France. In the B2B-marketing, Closer is presented as a creator of desires and a highly digital brand. The Closer-App has 2 million downloads.
The objectives of the study were to demonstrate the efficiency of Closer as a purchase catalyst and to explain this efficiency. To evaluate this "Closer effect", Sorgem proposed a longitudinal approach following the readers from the magazine (lecture, inspiration, desire)€ to the shop (real purchase of beauty and fashion products).

Methods & Data: Sorgem tracked the effect of three issues of Closer from the 28th January to 11th February 2012. 300 women, readers of Closer were recruited into a 3-weeks-online-panel. The day after each issue, participants received a stationary online questionnaire to measure the purchase desires activated by Closer. Then, participants received every 2 days a mobile questionnaire to track purchases in the last 48 hours to avoid any oblivion effects. At the end of each week, they responded to a stationary online questionnaire to sum up all purchases done within the week with some deeper questioning.

At the end, a control cell with "fresh" participants was interviewed to valid the measured "Closer Effect" and to purge panel effects. Parallel to, n=60 within the 300 panel members were recruited into a MROC combining forums, blogs and chats, for a better understanding of the decision making process and the activation of desires.

Results: Sorgem measured a Closer effect of 34%. It means that 34% of purchases from Closer reading women living in big cities were influenced by Closer in the observed period. The control cell confirmed this result with 32%. 53% of purchases were beauty products, 40% fashion and 29% shoes/accessories. 13% of fashion purchases were influenced by Victoria Beckham and 9% of beauty products by Angelina Jolie.

Added Value: These results are used by the sales team of Mondadori Pub to win and to better consult clients in advertising and product placements. Mondadori won with this project the Sales Innovation Award at the annual Press Exhibition in France.

■

READ BETWEEN THE LINES – UNDERSTANDING THE POTENTIAL OF E-READING IN GERMANY

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Relevance & Research Question: E-reading is a fast moving market, still taking its first steps Germany. Furthermore, it is a complex market as E-Reading is an intricate liaison between the digital and the real, the range of potential reading devices and the classic book. Maneuvering successfully in such a market requires a lot of detail in terms of local consumer understanding. This is what nook media LLC, the biggest American bookseller, a global expert on (e-)reading, needed for Germany. Questions such as: What is unique about the German consumers' relationship between physical and digital reading? How is each type perceived? Are they driven by different values? How does this translate through to their shopping behaviours? This called for a multi-perspective, iterative research approach.

Methods & Data: The guiding thoughts in designing the methodology were:
- Cover a broad scope of targets and perspectives for a holistic perspective
- Combine individual & group methodologies to have both individual insight and cross-inspiration to explore future developments
- Allow for a close and ongoing cooperation between the institute & nook to fine tune detailed questions on the go
- Be efficient

This resulted in:
- Online n=49 participants from 6 different targets
  - Creative diaries and tasks
  - Online forum and gallery
- Off-line
  - N=12: In-home interviews
  - 12 FGDs
  - 4 IDIs with sales personal

Results: The (e-)reading landscape was mapped i.e. consumer navigation in the world of e-readers, tablets, mobile phones and last but not least – the book. In mapping the landscape and understanding the customer journey potentials and barriers for market entry were identified. This resulted in a typology of electronic book reading targets and relevant offers for them.

Added value: The project was broad and covered multiple perspectives while still offering depth and detail down to specific technical functionalities of devices. By cooperating closely with nook throughout the process all these facets could be well-translated in actionable 'must-haves' and 'don't dos'. The presentation will elaborate about this cooperation as well as on how a combination of online and offline methodologies can go hand in hand to best 'read between the lines'.

◎ JOHN KEARON

CHIEFJUICER, BRAINJUICER, LONDON, UNITED KINGDOM

THE NEED FOR FASTER MARKETING THINKING & SLOWER USE OF FLAWED TRADITIONAL RESEARCH

Time: Tuesday, 05/03/2013: 9:30am – 10:15am

Using Behavioural Science to inspire better marketing & avoid flawed research

a. System1/System2, Fast/Slow thinking of Behavioural Economics; showing we think, much less than we think we think & we use emotion to make many more decisions than we care to admit.
b. A Behavioural Model for Marketing, highlighting the enormous opportunities of adopting 'System1/Fast thinking' in Marketing & avoiding the misdirection of traditional research. Essentially it's a manifesto for embracing far more Magic and far less Logic.
c. How our current model of best-practice advertising is wrong; the most famous, commercially successful ads are almost all emotion and no message.
d. It may be the truth but how on earth do you introduce such radically new thinking into a large corporation with established beliefs, practices and norms.

John Kearon
ChiefJuicer and Founder of BrainJuicer Group PLC now regarded as one of the leading innovators in the international market research industry.

John's role in conceiving, inventing and leading BrainJuicer made him Ernst & Young's 'Emerging Entrepreneur of the Year' in 2005. BrainJuicer has been twice winner of the ESOMAR award for best Methodology in 2005 and 2007, and John was recently awarded the Advertising Research Foundation's Gold Award for Great Mind/Research Innovator of 2008.

Prior to founding BrainJuicer in 1999, and successfully listing it on the London AIM (Alternative Investment Market) in 2006, John founded innovation agency, Brand Genetics Ltd which invented new products and services for large blue-chip companies. Before starting his first business, John had been Planning Director of one of Publicis' UK advertising agencies. John started his career over 20 years ago as a graduate of Unilever's management programme rising to be a senior marketer at Elida Gibbs before moving into advertising.

John's recipe for entrepreneurial success is: creativity, resilience, determination, perseverance, stamina, drive, imagination, resourcefulness, courage, self-belief, commitment, ability to go without sleep and a touch of madness.

PROFESSOR WILLIAM H. DUTTON

OXFORD INTERNET INSTITUTE, UNIVERSITY OF OXFORD, UNITED KINGDOM

THE FUTURE OF THE INTERNET AND THE FIFTH ESTATE: THE INTERNET'S GIFT TO DEMOCRACY

Time: Wedneysday, 06/03/2013: 10:15am – 11:00am

The evolution of the press, radio, television and other mass media created an independent institution within liberal democratic societies, often called the 'Fourth Estate'. Today, the diffusion and use of the Internet and related technologies are enabling networked individuals to source their own information, and join networks of their choosing, in ways that are creating a new source of accountability not only in the media, government and politics, but also in other sectors of society. It is nothing less than the rise of a new 'Fifth Estate'. However, threats to the Fifth Estate and the future vitality of the Internet stem from other estates of the Internet realm, including governmental initiatives to regulate content, and industry efforts to exploit business models that could undermine trust in search and social networking technologies.

William H. Dutton is Professor of Internet Studies at the Oxford Internet Institute, University of Oxford, where he is a Fellow of Balliol College, and also an Emeritus Professor at the University of Southern California. In the UK, he was a Fulbright Scholar 1986-87, was National Director of the UK's Programme on Information and Communication Technologies (PICT) from 1993 to 1996, and founding director of the OII during its first decade, for which he received a Lifetime Achievement Award.

Professor Dutton has been Principal Investigator of the Oxford e-Social Science Project (OeSS), supported by the Economic and Social Research Council, and Principal Investigator of the Oxford Internet Surveys (OxIS), a key resource on the use and impact of the Internet in Britain, that is one component of the World Internet Project. His concept of the 'Fifth Estate' has created a new research theme for his work and a book in progress.

His recent publications on the social aspects of information and communication technologies include World Wide Research: Reshaping the Sciences and Humanities, co-edited with P. Jeffreys (MIT Press 2011), Freedom of Connection – Freedom of Expression: The Changing Legal and Regulatory Ecology Shaping the Internet (UNESCO 2011), and The Oxford Handbook of Internet Studies (Oxford University Press 2013).

◉ POSTER AWARD

Time: Tuesday, 05/03/2013: 2:00pm – 3:30pm

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

Posters are presented in a plenary session on Tuesday, 05 March 2013, 2:00 pm – 3:30 pm. Access to poster presentations will be possible during the whole conference. A poster may cover any topic of online research. All submissions in this category are considered for the Poster award. The poster award ceremony will take place on Wednesday, 06 March 2013 at 1:15pm.

Past winners of the Poster Award are:

- GOR 12: Dr. Meinald Thielsch (University of Muenster) and Rafael Jaron (Nordlight Research) for their poster "From first impression to recommendation – users' view on websites" and Markus Baumann, Matthias Haber and Christian H. Wältermann (University of Mannheim) for their poster "Politician's Publishing Behavior"

- GOR 11: Dr. Cornelius Puschmann, Katrin Weller and Evelyn Dröge (University Düsseldorf) for their poster "Studying Twitter conversations as (dynamic) graphs: visualization and structural comparison".

- GOR 10: Barbara Stiglbauer, Manuela Gamsjäger, Timo Gnambs, Bernad Batinic and Herbert Altrichter (Johannes Kepler University Linz) for their poster "Developing and Evaluating a Student Online Panel".

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The members of the Poster Jury are:

Prof. Dr. Edith de Leeuw,
Universiteit Utrecht

Holger Geißler,
YouGov Deutschland AG

Andrea Katz,
Institut Katz

ABSTRACTS

A2: INCENTIVES IN ONLINE PANELS

■

REWARDS – MONEY FOR NOTHING?

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Relevance & Research Question: Rewards are ubiquitous in online research. In online access panels the type and value of rewards may not be known to the client. It is generally believed that rewards boost response rates. However response rates in online research are simply poor, with or without rewards. The value to the online access panel supplier is economic not methodological. With increased price compression in online sampling it is timely to consider the methodological implications of manipulating reward levels downwards.

Methods & Data: 20 treatments were undertaken; 5 reward levels by 4 interview lengths. Two cases of zero rewards were considered – one, the reward level is simply absent, the other clearly stated 0 points would be given. Matched samples of 2000 per cell were invited to the study. The body of the questionnaire was a battery to measure altruism (Rushton et al), a series of statements relating to attitudes to survey taking and rewards along with perception questions of the rewards on offer.

Results: The results demonstrated only marginal gains in response resulted from substantial increases in rewards levels. E.g. doubling the incentive from $5 to $10 increased response by a mere 14%. This is partly due to the invisibility of rewards. Only 60% thought they knew how much reward they were getting and, of these, only 60% were correct in their estimate. At the same time sample profiles, in terms of distribution of levels of altruism, were unaffected by rewards or interview length. Whilst this holds out promise for reducing rewards spend without impacting response or sample

psychographics it does leave as an open question the problem of expectation of rewards – which is being set at the recruitment stage. We may then "get away" with reducing rewards in the short term, it may have a catastrophic long term impact unless we find new ways of recruiting respondents. That itself may have much more far reaching consequences for sample compositions.

Added Value: This paper enables researchers to make informed choices about rewards; not only the impact on response rates but also sample composition over and above demographics.

■

EFFECTS OF INCENTIVE REDUCTION AFTER A SERIES OF HIGHER INCENTIVE WAVES IN A PROBABILITY-BASED ONLINE PANEL.

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Relevance & Research Question: Positive effects of incentives in longitudinal surveys for initial participation are well-documented in the literature. Introducing or increasing an incentive amount on panels has also received scholarly attention. However, increased usage of incentives raises concerns about creating respondents' expectations of being paid for survey participation. Our research goal is to answer the question whether respondents form incentive expectations after having participated in several monthly surveys or whether they are motivated by their experience within the panel. The latter would allow saving on incentives in later waves.

Methods & Data: We analyze data from the offline-recruited probability-based online panel conducted by GESIS. Starting in February 2011, respondents were surveyed every month for 8 months. The panel implemented differential incentives: the amount was varied experimentally during recruitment, comprising groups of 0, 2, 5 and 10€. Additionally, we tested the effect of a one-time 20€ bonus payment for responding to 8 questionnaires in some groups. At the end of the 8th online survey we requested an agreement for further participation. Those respondents, who agreed, received an invitation to the 9th survey, for which the incentive was changed to 2€ (increase for 0-€-group, no change for 2€ group and a decrease for 5- and 10-€ groups).

Results: First results indicate that incentive manipulations do not affect completion rates of the wave where incentive reduction or increase was implemented. The previous response history is one of the most significant predictors for participation in the 9th wave. Measures of survey enjoyment from the previous wave can only partly predict longitudinal response.

Added Value: We report reassuring findings that respondents are not affected by possible expectations of a specific incentive. This implication may be of interest if faced with budget constraints, which make increase of incentives not affordable or even force to consider a reduction of future incentives. As large-scale panel surveys generally do not employ incentive manipulations for ethical or logistical reasons, our results can have a practical value in panel management strategies.

■

TIMING OF NONPARTICIPATION IN AN ONLINE PANEL: THE EFFECT OF INCENTIVE STRATEGIES

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Relevance & Research Question: Nonresponse in online panel surveys is problematic since it may lead to a bias. An important measure to secure respondent cooperation and the quality of responses is the use of monetary incentives. The purpose of this paper is to find out which incentive strategy is efficient for long term participation of respondents. Efficiency implies both low recruitment costs combined with high response rate after entrance in the panel.

Methods & Data: An experiment was carried out in the LISS panel (Longitudinal Internet Studies for the Social Sciences, an online panel based on a true probability sample of households) in 2007 to determine the optimal recruitment strategy for a new online household panel. The monetary incentives varied during the recruitment. The incentives were either promised or prepaid and the amount varied (10, 20 or 50 euros). More than 500 respondents were randomly

selected in the different incentive conditions. This paper takes a different approach to model the time-to-event of nonparticipation: survival analysis. The event in this case is nonparticipation. This method has two important advantages: 1) incorporates the timing of the event and 2) allows for censoring. This research will provide new evidence on the timing of nonparticipation and the influence of different incentive strategies on this timing.

Results: A pilot study was performed to evaluate the effect of the incentive strategies on the recruitment of respondents for the online panel. The highest response rate was found for the lowest prepaid incentive. Section incomplete, see remarks.

Added Value: The willingness of respondents to participate for a long term in the panel for different incentive strategies is an important topic in the literature on survey nonresponse. The innovative aspects of this study are as follows. First, the recruitment incentives are investigated to determine which strategy is optimal for both recruitment and retention of respondents for a longer term. Second, this paper will use a different method of analysis in order to look at the timing of nonparticipation in relation to incentive strategies. This helps us to define an efficient incentive strategy for an online panel.

C2: MOTIVES AND MOTIVATION OF SOCIAL NETWORK AND SMARTPHONE USE

■

DOES POSTING STATUS UPDATES INCREASE OR DECREASE LONELINESS? AN ONLINE SOCIAL NETWORKING EXPERIMENT

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Relevance & Research Question: Online social networking is a pervasive but empirically understudied phenomenon. Strong public opinions on its positive or negative consequences exist but are backed up by little empirical evidence and almost no causally-conclusive, experimental research. Furthermore, most studies in the

field of online social networking research do not differentiate among the various activities members of social networking sites can engage in. Thus, the current study assessed the psychological effects of the specific activity of posting status updates on Facebook using an experimental design.

Methods & Data: The study was an internet-based field experiment with a pre-test/ post-test control group design. The sample consisted of 102 undergraduate students at the University of Arizona. For one week, participants in the experimental condition were asked to post more than they usually do, whereas participants in the control condition received no instructions. Participants added a lab "Research Profile" as a Facebook friend allowing for the objective documentation of protocol compliance, participants' status updates, and friends' responses.

Results: Results revealed (1) that the experimentally-induced increase in status updating activity reduced loneliness, (2) that the decrease in loneliness was due to participants feeling more connected to their friends on a daily basis and (3) that the effect of posting on loneliness was independent of direct social feedback (i.e. responses) by friends.

Added Value: The present study contributes to the growing body of systematic and empirical research assessing psychological effects of online social networking which is crucial to inform the public about potential harms and benefits of online social engagement. Moreover, the study capitalized on the unique scientific opportunities of online social networking research by (1) experimentally manipulating real-world behaviors within participants' natural online environments and (2) by collecting direct observational data from participants' Facebook profiles.

■

ADDICTED TO SOCIALIZING? – AN EMPIRICAL INVESTIGATION OF COMPULSIVE FACEBOOKING WITH REGARD TO MOTIVES, PATTERNS AND NETWORK QUALITY.

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Relevance & Research Question: While the notion of Internet addiction has been discussed on many different levels, research has only recently begun to critically examine the effects of the rising popularity of social network sites. Popular social games such as Farmville or Mafia Wars have been suspected of addictive qualities, as has the concept of compulsively collecting friends. This study takes a closer look at how an inherently social platform like Facebook can produce adverts effects, such as depression or loneliness, by analyzing in detail users' online activity and network quality.

Methods & Data: An online survey was conducted among an international sample of Facebook users (N = 179). Facebook usage motivation and patterns were assessed and subjected to a factor analysis, yielding three distinct types of Facebook usage: a social, gaming-oriented, or casual approach, explaining 57.138% of the total variance. Participants reported on perceived social support, size and structure of their social network, as well as presence and quality of psychological strain. Addictive behavior was measured using a modified version of Young's Internet Addiction Test.

Results: Among the three usage approaches, social use proved the best predictor for addictive behavior, explaining 24.8% of variance (t(3) = 34.883, p < .001), followed by game-oriented (9.1%) and casual use (3.2%). The number of friends also served as a predictor (t(1) = 15.300, p < .001), while frequent communication with close friends correlated negatively with addictive behavior (r(177) = - .142, p= .029). Addictive behavior was a valid predictor for elevated psychological strain (R^2 = .036, t(1) = 6.554, p = .011). Results strongly indicate that communicating via social media for communication's sake bears the risk of developing symptoms of addiction, however, frequent communication with close friends acts as a counteragent.

Added Value: Previous research on Internet addiction has focused mainly on the amount of time spent online, or laid down a priori categories of online activities. This study comprehensively investigates motivation and usage patterns of Facebook users, as well as users' social networks and their perception thereof, allowing for a deeper understanding of the addictive qualities social network sites may harbor.

■

YOUNG EARLY SMARTPHONE ADOPTERS

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Relevance & Research Questions: Recent developments in the field of mobile communication technologies and their expansion have led scholars to a renewed interest in the usage of mobile phones (Katz & Aakhus, 2002; Rice & Katz, 2003; Katz, 2006). The research questions that guide this study are designed to map the patterns of usage and the profiles of the typical young early adopters of smartphones. The theoretical framework is the Uses and Gratifications approach that probes on the main needs that new media fulfills for its prospective audiences (Newhagen & Rafaeli, 1996; Ruggerio, 2000; Rafaeli & Ariel, 2008). The aim of this study is to explore whether and how young people use their smartphones to satisfy various personal and social needs. Accordingly, two key questions guide this study:

RQ1: What are the main uses of smartphones among young early adopters?
RQ2: To what extent do young early adopters attribute various gratifications to smartphones?

Methods & Data: Based on a survey of 550 Israeli young early adopters (ages 21-31), this study looks at the Israeli context, one of the fast-growing smartphone markets worldwide. The study focuses on a young population that is known for its early and fast adaptation processes of new technologies.

Results: Our findings suggest that although the smartphones replicate their function as a medium for voice conversation (performed daily by 85.3%), they are mainly used for Web surfing (87.3%) and for text messaging (83.5%). Five indexes of gratifications clusters were computed: (1) Cognitive index; (2) Human integrative index; (3) Environmental integrative index; (4) Emotional index and (5) Diversion index. Our results indicate that the highest gratification indexes were the Human integrative index and the Cognitive index. Furthermore, both indexes significantly correlated with the extent of applications' usage (r=24, r=.52 respectively).

Added Value: The study reveals that interaction is the keyword for smartphone usage. Young early adopters experienced the smartphones as rooted in their cognitive activities and not just as tools for amusement or diversion. This study can enhance our understanding regarding the role of contemporary communication technologies in fulfilling the needs of their prospective audiences.

S2: KONSUMENTENVERHALTEN ONLINE

■

VOM LEBENSSTIL DER ZUKUNFT: KONSEQUENZEN FÜR DEN E-COMMERCE IM JAHR 2020

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Wir befinden uns im Jahre 2020: Begleiten Sie die 24-jährige Maria Futura einen Tag lang und werfen Sie einen Blick auf die Mediennutzung der Zukunft, die gar nicht mehr weit entfernt ist! Ausgehend von fünf Thesen hinterfragen wir gemeinsam mit Ihnen alte Denkmuster und entwerfen Konzepte für die ideale Kommunikation von morgen.

• Wie wird sich der Umgang mit den Medien und der Technik in Hinblick auf E-Commerce verändern?
• Welche Möglichkeiten werden sich uns bieten?
• Welche Herausforderungen sind anzunehmen?

Die spannende Zeitreise mit Marie Futura ist nicht nur reine Fiktion. Der Vortrag wird untermauert mit Zahlen zu aktuellen und erwarteten Nutzungswerten und Studienergebnissen aus der Trendforschung. Begleiten Sie Joubin Rahimi ins Jahr 2020 und durchdenken Sie seine 5 innovativen Thesen zum E-Commerce. Make digital impact! Wir freuen uns auf Sie!

■

ZUKÜNFTIGES KONSUMVERHALTEN DER HEUTIGEN "DIGITAL NATIVES": ERGEBNISSE EINER QUALITATIVEN ONLINE-STUDIE UNTER JUGENDLICHEN ZU DEREN EINSTELLUNGEN UND VERHALTEN

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In einer qualitativ-psychologischen Online-Studie auf der Plattform GfK SocioLog.dx wurden 52 "Digital Natives" im Alter von 14-18 Jahren über einen Zeitraum von fünf Tagen hinsichtlich ihres Mediennutzungs- und Konsumverhaltens untersucht. Hierbei sollte die Studie nicht nur Aufschluss über den aktuellen Status quo geben, sondern darüber hinaus erlauben, Hypothesen über das Einkaufsverhalten in der nahen Zukunft zu extrapolieren. Im Rahmen des Vortrages werden folgende drei Thesen vorgestellt, begründet und bezüglich ihrer Marketingimplikationen diskutiert:

These 1: Die noch heute erlebte Trennung in eine Offline- und Online-Welt wird es im Jahre 2020 nicht mehr geben; dann werden beide Welten sich so durchdrungen haben, dass sie als Einheit erlebt werden.

These 2: Der Konsument der Zukunft wird sich zunehmend durch die Forderung nach Jetzigkeit, Bequemlichkeit und sofortiger anstrengungsloser, individueller Bedürfnisbefriedigung auszeichnen.

These 3: Der stationäre Store der Zukunft wird primär ein Showroom sein, der Marken- und soziale Gemeinschaftserlebnisse vermittelt. Die Vermittlung von Entertainment, Faszination, sozialer Begegnung und Sinnstiftung werden die Erfolgsfaktoren der zukünftigen Stores sein.

A3: CHALLENGES FACED BY PROBABILITY—BASED PANELS

■

NONRESPONSE AND NONRESPONSE BIAS IN A PROBABILITY — BASED INTERNET PANEL

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Relevance & Research Question: We examine the question of whether a carefully recruited, probability-based online panel can be representative of the general population and is thus suitable for social and economic research.

Methods & Data: The German Internet Panel (GIP) is a new large-scale online panel based on a probability sample of individuals living within households in Germany. In 2012 households were approached offline, with a short face-to-face interview. Subsequently, all household members were invited to complete the bi-monthly GIP questionnaires. To minimize non-coverage bias, households without access to the internet were provided with the necessary hardware and/or a broadband internet connection.

Recruitment into the GIP consisted of various stages: the face-to-face household interview, mailed invitations to the online survey, reminder letters, a phone follow-up, and final mailed reminders.

We analyze the processes leading to participation and associated biases in the sample. The various stages of recruitment into the GIP are assessed, as well as the composition of the online sample.

Results: The results of the recruitment phases into the GIP show that with a decent amount of effort we were able to recruit both offline and online households into

the online survey. The overall achieved response rates were clearly higher than rates for probability-based phone-recruited online panels in Germany.

Furthermore, GIP respondents show different characteristics compared to respondents in other online panels, particularly with regards to their internet affinity. For example, while we typically find 2.5% of panel participants cannot view question formats programmed with JavaScript, in the GIP panel we find that approx. 20% of the respondents do not have JavaScript enabled.

Added Value: The probability-based face-to-face recruited online panel of the GIP is the first of its kind in Germany. Thus, our evaluation of the recruiting process and the resulting sample adds value to discussion of the suitability of online surveys as the data collection instrument of the future for social and economic research, where a high-quality sample is paramount.

■

BREAK-OFF AND ATTRITION IN THE GIP AMONGST TECHNOLOGICALLY EXPERIENCED AND INEXPERIENCED PARTICIPANTS

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Relevance & Research Question: We examine break-off and attrition in the German Internet Panel (GIP) and the role that technology place in panelists' response propensities.

Methods & Data: The GIP is a new large-scale online panel based on a probability sample of individuals living within households in Germany. In 2012 households were approached offline, with a short face-to-face interview. Subsequently, all household members were invited to participate in the online interviews. To minimize non-coverage bias, households

without access to the internet were provided with the necessary hardware and/or a broadband internet connection. Once registered online participants receive email invitations to bi-monthly GIP interviews of 20-25 minutes in length on topics ranging from political preferences to economic behavior.

As with any longitudinal survey we find break-off and attrition in our panel. We analyze the demographic and technological characteristics of respondents leaving the panel during the initial set-up phase and after the first three interviews. In addition, we assess the processes leading to break-off in the fielded interviews.

Results: First results indicate that participants from household without a computer or broadband internet prior to being recruited into the GIP have lower attrition rates in the set-up phase of the panel.

Approximately 6% of GIP panelists participate in each wave via mobile devices. This figure is comparable with mobile rates on other online panels at LINK. The completion rate in the GIP is with 95.7% (in the first interview after registration) very high and mobile participants are not more likely to break off than those completing the survey on a desktop or laptop (97% completion rate).

Added Value: The probability-based face-to-face recruited online panel of the GIP is the first of its kind in Germany. Investigating the processes leading to break-off and attrition among technologically experienced and inexperienced panelists adds to the discussion of the data quality and representativeness of online panels. The presentation will look into both statistical correlations of break-off and attrition and investigate evidence from the GIP hotline to explain why people drop out of the survey.

■

INNOVATION IN DATA COLLECTION: THE RESPONSIVE DESIGN APPROACH

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Relevance & Research Question: The aim of this research is to evaluate whether measures taken at the data collection stage could improve the estimates in on-line panels. Attention is also paid to survey costs reduction. This is a relevant question since response rates are declining and increasing effort to achieve preset response rates is required during the survey process. Optimizing the data collection effort could help in reducing the effects of the abovementioned situation.

Methods & Data: To achieve our task we propose to apply a form of responsive design in the framework of panel data collection. The main idea underlying this method is to intervene in the data collection process, in order to achieve an ultimate set of responding units "better balanced" or "more representative" than if no special effort is made. The intervention points in the data inflow are chosen by monitoring the data collection by indicators of balance and representativity. These indicators are computable from selected auxiliary variables, known for the responding units as well as for the non-responding ones. During the on-line data collection many variables on the participation process become available and let this approach feasible.

To evaluate bias changes we use data from the PAADEL panel. This is an on-going probability-based Italian household panel for the agro-food sector managed by the University of Bergamo.

Results: A tracking protocol of the recruitment process has been written up. During the recruitment process of the panel a database has been created on the basis of the abovementioned protocol. Therefore information for studying the impact of responsive design on the estimates is available. Starting from the collected data, we artificially have reproduced a set of experimental responsive designs based on alternative interventions in the data collection. We evaluate whether this method improves the estimates in terms of bias reduction; some thoughts on the consequences on the variability of the estimates are also proposed.

Added Value: A step toward the application of the abovementioned innovative approach to data collection.

The author(s) would like to acknowledge the contribution of the COST Action IS1004. www.webdatanet.eu

C3: TRUST IN SOCIAL MEDIA DATA AND ETHICAL IMPLICATIONS FOR RESEARCH

■

BEYOND METHODOLOGY – SOME ETHICAL IMPLICATIONS OF "DOING RESEARCH ONLINE"

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In the last 20 years, online methodology witnessed a growing proliferation in market research as well as in the academic field. In the course of this institutionalization, new forms and spaces of communication were studied on the net – partly by transferring "old" methods onto new fields, and partly by using new methodological tools.

While the net at first glance appears as a huge, easily accessible archive of communication and interaction, the ethical implications of online-based research are also becoming gradually apparent. Despite their relevance for the professionalization of online research, these questions have not yet been tackled empirically.

Against this background, the presented study seeks to identify potential ethical conflicts of online research. Hence, the author conducted an explorative interview study with 17 German academic online researchers with different professional backgrounds (such as methodology, thematic focus of their research or stage of their academic career). Together with additional texts from a virtual working group (http://socialwebethik.mixxt.de/), their statements were qualitatively analyzed to identify relevant arguments and overarching issues regarding online research ethics.

The analysis shows that the application of ethical standards (e.g. obtaining "informed consent") is not problematic with conventional methods, because here researchers can rely on prior experience and a methodological common sense. Instead, ethical conflicts and insecurities occur when researchers cannot (yet) refer to fixed best practices, this accounts for genuine online methods (e.g. avatar-based research), new research objects (e.g. social networks) and/or due to new user practices (e.g. social web use as publication vs. conversation). In particular,

conflicts arise due to the blurring boundaries of publicity and privacy, the de-contextualization of research, as well as the persistence of data and new possibilities for (re-)combination of data.

This led to the general assumption that ethical conflicts in online research mainly arise because of breaches with norms of online communication. Hence, an understanding of online based research as a specific form of computer-mediated communication might help us to better comprehend the occurrence of ethical conflicts while "doing online research".

Accordingly, the "hybrid" roles of online researchers as professionals, users and private persons, as well as the manifold contexts of online research (e.g. expectations with regard to specific online spaces or their technical and legal frameworks) must be discussed. Moreover, the presentation will introduce principles of online communication, which might provide ethical guidance (e.g. authenticity, reciprocity) with regard to different phases of the research process.

■

PERCEIVED AND PRESUMED TRUSTWORTHINESS OF WIKIPEDIA

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Relevance & Research Question: Wikipedia's credibility as an information source is an ongoing discussion of academic and popular discourse. The dispute about its reliability (e.g. Lucassen & Schraagen, 2011) is derived from its editorial process that is the result of continuous interchanges between its users (Leuf & Cunningham, 2001; Rahman, 2008). Following Davison's (1983) Third Person Effect theory, this study examines the gap between the personal perceived trustworthiness of Wikipedia and its presumed trustworthiness in peer groups and the media. Studies have described the Sisyphean struggle of educators to limit or prevent the use of Wikipedia, while others adopted Wikipedia as equivalent to traditional encyclopedia (Crovitz & Smoot, 2009;

Chandler & Gregory, 2010). Two hypotheses were postulated: H1: There is a difference between the degree of credibility a person attributes Wikipedia and the degree of credibility he believes others in his peer-group attribute Wikipedia; H2: There is a difference between the degree of credibility a person attributes Wikipedia and the degree of credibility he believes the mass media attributes Wikipedia.

Methods & Data: 251 undergraduate students answered a questionnaire that contained questions about their Internet usage patterns, previous exposure, uses and assessments of Wikipedia on three levels: personal, peer group and the media.

Results: The average age of respondents was 24.6 (SD = 2.1). 96% go online daily. 96.8% had used Wikipedia before, from which 80% entered Wikipedia through a search engine, and 18% thru direct access. To test H1 a chi-square test and Kendall correlation were conducted. The findings indicate a significant difference $(X2(16)=108.4, r=.429, p<0.01)$. To test H2 we performed a similar test that results also with a significant difference $(X2(16)=130.63, r=.368, p<0.01)$. Therefore, the two hypotheses were confirmed.

Added Value: Findings confirm the existence of a gap between personal perceived trustworthiness of Wikipedia and its presumed trustworthiness. Students appreciate their exposure to Wikipedia as lower than others, and differences can be found regarding trustworthiness of specific subjects in Wikipedia entries. This study contributes our understanding of the usage patterns and exposure to Wikipedia with regards to the cognitive mechanism of assessing oneself, others and the media.

■

WHO DO YOU TRUST: FACEBOOK OR YOUR FRIENDS? – ANALYZING PREDICTORS OF PRIVACY PROTECTION IN SOCIAL NETWORKS

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Relevance & Research Question: Due to the immense growth of online social networks (e.g. Facebook) and the increase in numbers of online "friends" new privacy problems arise for users of those platforms. Research already showed that users are aware of privacy risks (Bosau, Becks & Aelker, 2009; Bosau, Fischer & Koll, 2008) and that trust and general privacy concerns influence how users handle privacy issues online (Joinson, Reips, Buchanan & Paine-Schofield, 2010). Other studies named several privacy protection strategies users applied (Young & Quan-Haase, 2009). However, those studies cannot clearly explain, why mem-

bers still use social networks despite the awareness of privacy threats. In online social networks two possibly trusted agents have to be differentiated: the platform provider and the "friends" that are linked to ones profile. Since misuse of private information by "friends" poses a higher risk than misuse by the provider, it is argued that trust in "friends" is more influential than trust in Facebook in explaining privacy protection behavior.

Methods & Data: Combining several validated scales (e.g. trust: Joinson et al., 2010; privacy concerns: Buchanan, Paine, Joinson & Reips, 2006) in one single study (N=270) the influence of those factors on privacy protection behavior (Young & Quan-Haase, 2009) and information dissemination (Utz & Krämer, 2009) was analyzed. Especially the explanatory power of trust in "friends" beyond all other influential factors (additionally: number of friends, general privateness of information, etc.) was studied.

Results: First, regression analyses show that general privacy concerns have no influence on the specific privacy protection behavior of users in Facebook. Second, low trust in Facebook does not matter likewise, since it could also not explain the privacy protection behaviour. Instead, what matters is the trust in the direct interaction/communication partners, i.e. the less users trust their "friends", the more they use several kinds of privacy protection strategies.

Added Value: The study shows that different kinds of trust sources have to be differentiated. Additionally, it directly links the different research lines of trust and privacy concerns with privacy protection strategies and is therefore able to analyze direct predictors of user's privacy behavior in online social networks.

S3: KONSUMENTENVERHALTEN ONLINE

■

CUSTOMER JOURNEY: DAS ONLINE-NUTZUNGSVERHALTEN BEIM AUTOKAUF – EMPIRISCHE BEFUNDE UND KONSEQUENZEN FÜR WERBETREIBENDE

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Die Nutzung des Internets beim Autokauf hat in den letzten Jahren kontinuierlich zugenommen und ist heute fester Bestandteil bei der Entscheidungsfindung. Deutschlands größter Fahrzeugmarkt, mobile.de, hat vor diesem Hintergrund eine äußerst umfassende Studie durchgeführt, welche die "Customer Journey" des Autokaufs detailliert untersucht. Bemerkenswert ist dabei u. a. der dreistufige Aufbau der Studie:

1. Im Rahmen einer Vorbefragung wurden mehrere hundert Personen, die einen Autokauf planen, zu Status quo und geplantem Vorgehen befragt.

2. Anschließend wurden die Studienteilnehmer über mehrere Monate hinweg begleitet und ihre Aktivitäten in einem Online-Tagebuch dokumentiert.

3. Den Abschluss der Feldphase bildete eine Nachbefragung: die retrospektive Analyse des Ablaufs des Autokaufs.

Mit Hilfe des Untersuchungsdesigns konnten zahlreiche wertvolle Erkenntnisse zutage gefördert werden, die bspw. für Werbetreibende im gesamten Automobilmarkt einen großen Nutzen stiften.

Der Vortrag beantwortet u.a. Fragen zur zeitlichen Dauer eines Autokaufs, zu den genutzten Informationsquellen (im Zeitverlauf) sowie zu den beobachtbaren Unterschieden. Darüber hinaus analysiert die Studie das sog. Umentscheidungsverhalten beim Autokauf bei so wichtigen Kriterien wie etwa Marke, Modell oder Preis – mit überwiegend äußerst überraschenden Ergebnissen.

■

STELLENWERT VON QUALITÄTSSIEGELN, RANKINGS UND INTERNET-VERGLEICHSPORTALEN BEI DER AUSWAHL EINES DIENSTLEISTERS: ERGEBNISSE EINER ONLINESTUDIE

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Qualitätssiegel, Rankings und Vergleichsportale spielen bei Informationssuche und Kaufentscheidung eine immer größere Rolle.

- Aber: Sind Qualitätssiegel, Rankings und Vergleichsportale bei Dienstleistungen tatsächlich so relevant, wie ihre fast schon inflationäre Verwendung vermuten lässt?
- Unterscheiden sich Qualitätssiegel, Rankings und Vergleichsportale in ihrer Bedeutung während der Informationssuche bzw. Kaufentscheidung?
- Ist Siegel gleich Siegel? Oder gibt es – abhängig vom Siegel – Unterschiede in Wahrnehmung und Stellenwert?
- Wie stark ist das Vertrauen der Kunden in Siegel und Rankings? Und wie bewerten sie die Unabhängigkeit von Siegeln und Rankings?

Diese und weitere ebenso aktuelle wie spannende Fragen beantwortet Dr. Rodenhausen in seinem Vortrag. Basis seiner Präsentation sind die Ergebnisse zweier Studien, in denen zwischen 4. und 13. Juni 2012 jeweils über 1.000 (Mit-)Entscheider in Deutschland im Alter von 18 bis 64 Jahren zum Thema Krankenkassen- bzw. Stromanbieter-Wechsel online befragt wurden (repräsentative Gewichtung für die Gesamtbevölkerung nach Alter, Geschlecht und Bundesland).

POSTER SESSION

■

HOW THE SCREEN-OUT INFLUENCE THE DROPOUT OF A COMMERCIAL PANEL

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Intoduction: Panel web recruited online are the solution to the lack of frame population in the case of CAWI survey.

From January 2011 we started to build a panel online, recruited offline, in particular while gathering data via CATI interviews.

Relevance & Research Question: The main complaint of the subscribed is the screen-out. With this study we have tried to understand how the screen-out can produce the online panel's dropout and if this increases the panel's bias

Methods & Data: To carry out this analysis the metadata coming from the panel online Opinione.net have been analysed, in particular the information about the panelists (gender, age, education level, occupation) and the outcome of the different invitations which was available until 16th November 2012.

Furthermore, a survey on panelists satisfaction has been made to try to understand which are the critical aspects.

Results: We divide the panelists in 'actives', for those who have responded to at least one questionnaire in the last two months, and the 'inactives'. The gender-age distribution and the level of education distribution are significantly different (chi squared test) between the active panelists and the inactive panelists.

The survival analysis applied to the panel (duration measured as distance between subscription and the last answer) considering the number of screen-out on the total of 'clicks' (screen-out+complete) shows how the number of failures influences the permanence of the panelists. Analysing the joint distribution of the outcomes to the last request and the outcomes to the previous one, we note how in the majority of the cases a screen-out is followed 'unanswered'. The average of failures in the active panelists and in the inactives ones is high in both groups: ranging from 60% in the active, to 75% in the inactive that have responded more than twice. The variance analysis and the post-hoc test highlights a significant dif-

ference between the average of the actives and the average of the two groups of inactive (ANOVA: F=143,6 p=0,00). The customer satisfaction that we have conducted highlighted that the complaint increases with the increase of screen-out suffered.

■

METADATA ON THE DEMOGRAPHICS OF ONLINE RESEARCH: RESULTS FROM A FULL-RANGE STUDY OF AVAILABLE ONLINE QUESTIONNAIRES ON RECRUITMENT PORTALS.

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Relevance & Research Question: The use of web-based data collection methods is still a growing trend in the Social Sciences. However, up to now, only very little is known about the background demographics of online research, meaning the broader social, thematic and geographical context in which online research is embedded. The present study aims to fill this knowledge gap by examining all available data records (N = 3036) from five major online recruitment portals.

Methods & Data: After identifying online portal sites that are widely used by researchers to recruit participants for their online studies, information on the research areas of the listed studies, the names of the affiliated universities, and geodata (e.g., countries, cities, and coordinates of universities) was extracted. Furthermore, on the university level it was examined whether conducting online research was associated with possessing higher academic prestige (operationalized as being included in the Top 500 QS World University Rankings ® 2011/2012).

Results: The online studies in the present sample originated from a total of 481 different institutions located in 364 different cities in 29 countries all over the world. It was found that online research is not evenly distributed among all countries but carried out predominantly in Western industrialized nations (e.g., USA, Central Europe, UK) whereas there is almost no activity in Asia, South America, and Africa. In order to visualize the prevalence of online studies geographically, latitude-longitude-coordinates (n = 1964) of all institutions were illustrated on a world heat map. Furthermore, universities conducting online research were more likely to be included in the top 500 university ranking (odds-ratio: 22.7) than those that did not. The dominant research area turned out to be Social Psychology (38%), followed by Clinical and Health Psychology (16%), Cognitive Psychology (15%), and Personality and Individual Differences (13%).

Added Value: The present research provides a full population analysis of available data entries on online recruitment portals shedding considerable light on the demographical and geographical underpinnings on which online research is actually carried out.

■

WHO COMMITS WEB 2.0 SUICIDE? DIFFERENCES IN BIG FIVE PERSONALITY TRAITS, INTERNET ADDICTION AND PRIVACY CONCERNS.

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Relevance & Research Question: With more than one billion active users, Facebook is the worldwide leading social networking site. Despite steadily growing user numbers, recently a counter movement of users has formed who decided to commit so-called "Web 2.0 suicides" by quitting their Facebook accounts.

Methods & Data: Building on hypotheses derived from previous research, we examined personality traits (Big Five), Internet addiction scores, and privacy concerns in order to investigate whether Facebook quitters (n = 310) differ from Facebook users (n = 321). Furthermore, we asked Facebook quitters an open question regarding their reason(s) for quitting Facebook.

Results: We found that Facebook quitters had significantly more privacy concerns, a higher tendency for Internet addiction, and higher levels of conscientiousness than Facebook users. The main self-stated reasons for quitting Facebook were privacy concerns (49%), negative experiences with online friends (10%), and the feeling of developing a "Facebook addiction" (7%).

Added Value: The present study is the first empirical work to shed light on the phenomenon of "Web 2.0 suicide" from a psychological perspective. Although the significance of privacy in social online networks has been questioned, the present study shows that privacy is still a very important issue.

■

"SOCIAL MEDIA AS SCIENTIFIC MEDIA": THE USE OF SOCIAL MEDIA FOR SCIENCE COMMUNICATION

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Relevance & Research Question: Due to digital trends, the expansion of Internet-based communication has become necessary in several areas of everyday life. According to the ARD/ZDF online studies (2012) already about three fourths of all people are online. On average, each user spends more than two hours in the web to exchange information and to be entertained. While news is the most used content, the reception of science, education and research related information is weak.

Additionally the use of social networks is becoming increasingly popular: more than half of German Internet users have created a profile in a social community. Especially the collaborative factor of these communities is showing their strength compared to other web applications that are used more passive. For half of their users, social networks are daily companions (ARD/ZDF, 2012).

To get an insight into the area of social media as a channel for science communication we ask the following main research question: Which social media tools are suitable for which target groups to optimize external science communication?

Methods & Data: First of all a benchmark on major scientific institutions in Germany is carried out through web analysis to create a criteria catalogue. We analyze the status quo of social media communication of Max Planck Society, Helmholtz Association, Leibniz Scientific Community,German Research Foundation (DFG), Fraunhofer Society and German Aerospace Center (DLR).

Following up the benchmark analysis we conducted five semi-structured expert interviews with professionals. These professionals are responsible for communications, public relations and marketing of the named major scientific institutions in Germany.

Results: Main results show us the suitability of most social media tools. Scientific institutions do not use social media communication in a consistent way and some use social media communication more strategic than others. Target groups are – as expected – younger people of any business and social status as well as researchers worldwide.

Added Value: Our research is especially of practical relevance. We can deliver an insight into best practice examples of social media communication for scientific content, which also is suitable to be implemented in smaller research institutions.

■

WEBSITE USABILITY CANNOT BE ASSESSED ON THE BASIS OF SCREENSHOTS

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Relevance & Research Question: Usability is a main construct in human-computer-interaction and a core variable in many studies. But website usability is often tested by only showing screenshots to participants without any interaction. The aim of this study was to investigate whether ratings of apparent usability based on screenshots are comparable to ratings after actual interactions with the website. Considering that the definition of usability includes the interaction with the product, in this study we wanted to test whether the usability of websites can already be assessed on the basis of screenshots – or if it is necessary to interact with the website to be able to form an opinion about usability. To test this, ratings of usability after the presentation of screenshots were compared to ratings of usability after interacting with the website and measures of objective task performance.

Methods & Data: A total of 57 participants between 19 and 32 years (M = 23.09; SD = 2.79) took part in this study (female n = 40). They rated the usability of websites after screenshots were presented for 50ms, 500ms or 10sec (pseudo-randomised in a Latin-square design) and after interacting with the website.

Results: We found the ratings of the apparent usability after the presentation of screenshots (independent from the presentation time) were neither correlated to usability-ratings after the interaction nor the objective performance (all rs <.20 ns). Usability-ratings after the interaction were however moderately correlated to the actual performance. The apparent usability of screenshots was strongly related to ratings of visual aesthetics (all rs > .75, p < .01), whereas the usability-ratings after the interaction showed no correlation with aesthetics (r = .05, ns).

Added Value: In conclusion usability ratings given after the presentation of screenshots showed a strong correlation to aesthetics – but not to usability ratings after an interaction nor the objective performance. We surmise that usability ratings based on screenshots reflect aesthetics rather than usability. Thus, future studies need to incorporate interaction to assess website usability.

■

HTML5 AND MOBILE WEB SURVEYS: A WEB EXPERIMENT ON NEW INPUT TYPES

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Relevance & Research Question: An update of the HTML standard is approaching. HTML5 offers new possibilities for designing richer online questionnaires. Questionnaires can be enhanced without having to rely on additional client-sided technologies like JavaScript or Flash, which can lead to biases. Some of these new form elements already implemented in current Web browsers could be especially valuable for mobile Web surveys where respondents participate using a smartphone.

Methods & Data: In an experiment design we compared two different types of new HTML5 input types to standard instruments for collecting numbers and times. Using client-side paradata, smartphone users could be identified.

Results: The most general finding is, that break-off with smartphone users is about twice as high in comparison to traditional, non-mobile respondents. Analysis showed more explicit don't knows and an overall tendency for fewer complete datasets with HTML5. However, these results could either be explained by characteristics of the new input types itself or by restrictions of the questionnaire.

Added Value: First insights on the effects of HTML5 input forms on mobile data collection.

■

ONLINE SURVEY – RESEARCH WITH CHILDREN ON ADVERTISING IMPACT

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Relevance & Research Question: Children and adolescents are increasingly gaining in importance as customers as well as addressees of advertising. According to this, adapted research methods are important to measure the impact of advertising on this special young target group. The methods and indicators used for adults cannot be transferred to surveys with children without further ado. Instead, they have to be adjusted to their particular needs.

Methods & Data: In the context of a research project students of the University of Applied Sciences Cologne developed an instrument, which facilitates measuring the advertising impact on children between 8 and 14 reliably via online survey. The first step of the multi-stage research process was a qualitative preliminary study to gain general insights on the perception of advertising and brands. Based on those results it was possible to design an online questionnaire that enables standardized and continuous surveys as well as flexible modification or extension regarding specific research questions. Last but not least the instrument's suitability was verified during a pretest within an online panel for families. In total 244 persons participated in the pretest.

Results: The qualitative preliminary study revealed some of the target group's specific characteristics. It is especially to be emphasized that the perception, reminiscence and evaluation of advertisements are highly dependent on their thematic relevance for children and adolescents. Furthermore, some prerequisites have to be considered when using specific terms such as "brand".

The pretest's analysis showed that the developed online instrument is suited to supply valid data and results regarding the impact of advertising. The examination of metadata revealed, among other things, comparatively low dropout rates, which confirms the questionnaire's understandability and usability.

Added Value: So far comparably little attention is being paid to research with children and adolescents on the impact of advertising. There are no generally accepted methods or indicators which are specifically adapted for that target group. The developed instrument and the knowledge gained beforehand facilitate an age-based survey, thus making it possible to successfully measure the advertising impact online.

■

GESIS ONLINE PANEL PILOT: RESULTS FROM A PROBABILITY-BASED ONLINE ACCESS PANEL

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Relevance & Research Question: Since 2010 GESIS - Leibniz Institute for the Social Sciences has been conducting a pilot with three studies to develop a strategy for recruiting and maintaining an online access panel based on a probability sample.

Methods & Data: The target frame were German-speaking adults living in Germany in private households who identified themselves as using the internet for private purposes. Panel members were recruited by means of a telephone interview. Samples were drawn implementing a dual frame approach (i.e., including both landline and mobile numbers). Internet-users were requested to join an online panel and to provide an email address. The online surveys replicated sample questions from ALLBUS, ESS, Eurobaromater, SOEP, including a large set of demographic variables

Results: In three studies nearly 1800 respondents were willing to join the panel. These respondents were subsequently invited to 8 online surveys. We present response rates, consent rates to join the panel, and actual participation rates for the recruitment interview and response rates for the eight online surveys.

Added Value: The data will be released to the scientific community. A first data release on family life is available in the GESIS data archive (doi:10.4232/1.11503). In addition, results from the experiments in the pilot help to understand the effects of various measures such as incentives and provide guidance in optimizing recruiting efforts.

■

E-QUESTIONNAIRE IN CROSS-SECTIONAL HOUSEHOLD SURVEYS

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In 2010, Statistics Canada launched a five-year project to introduce electronic questionnaire (e-questionnaire (EQ) or web questionnaire) as a primary collection mode for over 160 business and household surveys. While business surveys have been using EQ for the last few years, household surveys have faced a different set of implementation issues. For example, cross-sectional household surveys first collect basic household information and then administer subject-matter content to a randomly selected household member. This methodology leads to appr. 40% of cases having two respondents within a household – to complete the roster and household information, and to complete the subject-matter portion of a survey.

Relevance& Research Question: What are the options for sequential multi-mode collection strategies with the use of EQ for cross-sectional household surveys? This is very important for Statistics Canada to formulate a new collection strategy to deliver expected Internet take up rates and targeted collection costs savings. The balance has to be reached between methodological requirements, technological feasibility, respondent burden, and expected costs savings.

Methods and Data: A working group was formed to identify possible multi-mode collection strategies and proposed four possible strategies. There was no clear evidence to favor a specific strategy. As a result, the group proposed to test options to assess Internet take-up rates when using CAI for initial contact / roster or when an invitation letter is mailed to a household, respondent reaction and willingness to invite other household members to continue EQ completion, operational complexity etc.

Results: The first strategy, doing a roster via CAI and using EQ for subject-matter content, was tested with the General Social Survey in 2012. 10,006 units were sampled using RDD frame, and 5,654 were reached via CATI (66%). Out of these respondents, 3,487 accepted to do EQ (62%) and 1,349 respondents submitted a completed EQ (24% of CATI respondents). Only e-mail reminders were used to stimulate response. These results surpassed the 20% EQ response target and showed potential for this option. The other options are planned to be tested in 2013-2014.

Added Value: Develop a multi-mode collection strategy that will allow Statistics Canada achieve its strategic objectives.

■

THE EFFECT OF CHAT AS CONTINUING INTERRUPTION ON COGNITIVE PERFORMANCE

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Relevance & Research Questions: The present study examines the impact of the continuing interruption on cognitive performance quality. Miyata & Norman (1986) suggested that whereas internal interruption is a personal initiative to alter the work environment, external interruption drives situational changes in the workspace (Gonzalez & Mark, 2004). Three hypotheses were raised:

H1: A significant difference in Time Performance in order to complete a cognitive task will be found between participants who interrupted themselves via Chat in comparison to participants who didn't use the Chat.

H2: A significant difference in Quality Performance of cognitive activity will be found between participants who choose to interrupt themselves via Chat in comparison to participants who choose not to use the Chat.

H3: A correlation will be found between the participants' technology competencies and Quality Performance of cognitive activity

Methods & Data: An experimental research design utilized a computerized simulation game to measure participants' cognitive performance. Participants (n=61) were randomly assigned to one of two conditions, an online game with or without online chat. The game was a special designed version of ‚The sea trader' in which every ‚player' involved in various decisions making. All participants in the Chat group were given the choice to use the Chat during the game.

Results: Non-significant difference found in time required to complete a cognitive task in light of the presence or absence of chat alongside the task (t(59)=1.86, p>0.05). Therefore, the first hypothesis was not supported. Significant difference found in cognitive performance between participants who choose to use the Chat and participant who didn't use the Chat (t(41)=2.31, p<0.05). The average of active participants who choose not to use the Chat was low (M=21619.9, SD=16281.6) than the average of participants who didn't Chat during the game (M=90293.1, SD=156022.6). Second hypothesis was confirmed. To test the third hypothesis we conducted a Pearson correlation that results in a positive and significant correlation (r=0.27, p<0.05).

Added Value: This study focused on two different situations of continuing interruption while performing the same cognitive task in the same online environment. Results imply the importance of Chat Interruption experience in new media.

■

INFLUENCE OF MOBILE DEVICES IN ONLINE SURVEYS

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Relevance & Research Question: Since regular online-surveys via conventional links in e-mail-invitations are filled-in increasingly by mobile devices, this poster presents selected results and implications of smartphones on online surveys from

a methodological point.Researchers who send out e-mail invitations to respondents have no direct influence on the selection of end-devices which are used to complete an online-survey. With the increase of different types of devices with online-browsers which are capable of dealing with online-surveys, possible effects of method on data grow as well. In order to control those effects effectively, knowledge about them is needed.

The main methodological research question of this study is: If and how do mobile devices have an influence on data according to specific Para-data and socio-demographic varia-bles compared to conventional devices like PCs.

Methods & Data: n=894 alumni of the University of Graz completed an online survey about attitudes towards their university and their current professional situation. The invi-tation was sent to the e-mail addresses of the alumni with an embedded link to open the survey in a mail client. The data-file provided by the online-survey software EFS gives infor-mation via User Agent String about the used browsers and mobile devices which finished the survey. Therefore com-parisons of data between mobile and conventional devices have been done for the following criteria: Speed of answe-ring, average duration of completion, behavior of answering a difficult open-ended question i.e. number of responses, characters and quality of answers, number of interruptions during completion, sex and age.

Results: Share of mobile devices of total sample is 7.1%. Those devices are primarily iOS and Android smartphones. Speed of answering with mobile phones is higher than in the conven-tional group, completion of survey takes longer with smart-phones, the asked open-ended question is less often filled-in by mobile devices. Typos and false automatic corrections of entries done by mobile operating systems influence quality of data in a negative way.

Added Value: Main purpose of the poster is to create awa-reness with practitioners and academic researchers con-cerning the possible impact of mobile devices on method effects in online studies.

■

THE ROLE OF TRUST IN ONLINE SHOPPING IN THE TECHNOLOGY ACCEPTANCE MODEL – A META-ANALYSIS

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Relevance & Research Question: Trust is one of the key drivers for online shopping. By now, a set of scientific papers investigated the role of trust incorporated in the Technology Acceptance Model. Unfortunately, the investigations resulted in diffe-rent outcomes. Therefore, we used meta-analytical techniques in combination with structural equation modeling to pool the single study results. The overall results – the influences of perceived usefulness, perceived ease of use and trust on online purchase intention – will be provided in this poster.

The study addresses the following hypotheses:
• Consumer intentions to purchase online are positively related to trust
• Consumer intentions to purchase online are positively related to perceived usefulness
• Consumer intentions to purchase online are positively related to perceived ease of use
• Perceived usefulness of online purchasing is positively related to trust
• Perceived usefulness of online purchasing is positively related to perceived ease of use

Methods & Data: An extensive literature research has been conducted in the rele-vant databases. So far, 13 articles with 15 usable correlation matrices could be identified, leading to a sample size of 5,530 subjects. Pooled correlation matrix was calculated using meta-analytical techniques. In a second step structural equati-on modeling techniques were used to estimate the Technology Acceptance Model (including TRUST).

Results: The core result is that trust has a positive influence on the intention to purchase online. The effect is nearly as high as the one of perceived usefulness.
• The three key constructs perceived ease of use, perceived usefulness and trust explain 36.2% of the variance of online purchase intention.
• The influence of perceived usefulness on online purchase intention is 0.309 (standardized path coefficient).

- The influence of trust on online purchase intention is 0.274 (standardized path coefficient).
- The influence of perceived ease of use on online purchase intention is 0.130 (standardized path coefficient).
- The influence of trust on perceived usefulness is 0.245 (standardized path coefficient).
- The influence of perceived ease of use on perceived usefulness is 0.590 (standardized path coefficient).

Added Value: The results of this study, based on a large sample size using meta-analytical techniques, enable the quantification of the effect of trust on online purchase intention. The results show that the influence of trust is nearly as high as the impact of perceived usefulness. Therefore online-shop operators should focus on trust to increase the number of online purchases.

■

SEDUCING THE RESPONDENT – HOW TO OPTIMISE INVITATIONS IN ON-SITE ONLINE RESEARCH?

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Relevance & Research Question: One of the biggest challenges in online research is reaching an adequate sample and encouraging people to enter the survey. The only way to do this when using on-site recruitment is to prepare attractive and persuasive invitation. The conditions which should be met by such invitation are: being easy to display, being suitable for the target population and being distinguishable from clutter of marketing communication (i.e. commercials). The question is: what particular techniques and elements work best in terms of increasing the chance of involving respondents? Which of them should be recommended?

Methods & Data: In a series of four on-site experiments we explore the significance of various factors on invitation effectiveness: invitation type, layout and text content. The analyzed indicators are: display efficiency, invitation response rate, total response rate, time passing between invitation display and impression of the first page of the survey, profile of respondents who filled in the whole questionnaire. The average number of impressions in each experiment will amount approximately 200 thousand, with at least a few thousand of impressions of each particular experimental version.

Results: The data obtained allows us to draw conclusions about the effectiveness of various invitation type (shape, size, creative format), layout (various backgrounds, functional buttons order and colors, human and objects stimuli and their different versions) and content (formulation of the text part of the invitation).

Added Value: Participants of the conference will get knowledge regarding strong and weak sides of particulars techniques applicable in on-site invitation. Good practices in the subject will be emphasized.

■

MOTIVES FOR PLAYING BROWSER GAMES: EXPLORING A FOOTBALL MANAGER SIMULATION

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Relevance & Research Question: In recent years, especially new forms of online-games like browser games have enlarged the group of computer game players. While quite a few studies have focused on motives for playing complex games like MMORPGs (e.g. Yee 2006; Williams et al. 2008) relatively little is known about motives for playing browser games. Browser games are often less complex and can be played on any computer with internet connection without paying fees. In our study we knit these specific characteristics with findings from studies on other types of games and ask for underlying motives for playing a popular German football manager browser game. Additionally, we examine differences in motives based on demographic data.

Methods & Data: 909 players (age: M=28.38; SD=9.3) of the browser game Online-FussballManager.de participated in an online survey and answered questions about their playing motives and demographics. We used factor analysis to identify motives for playing and ANOVA to find differences in playing motives based on age and occupation.

Results: Factor analysis revealed eight different motives: Achievement / competition (M=3.96; SD= .67; α=.771) was scored highest, followed by low cost (M=3.82;

SD=1.04; α=.760), low time investment (M=3.77; SD=.85; α=.627) and mobility / flexibility (M=3.26; SD=1.17; α=.808). The motives interest in football (M=2.87; SD=1.12; α=.828), keeping in touch with friends (M=2.76; SD=1.26; α=.899), relaxation / escapism (M=2.41; SD=.95; α=.762) and soci-alizing / getting to know others (M=2.38; SD=.92; α=.850) achieved rather low ratings. The motives interest in football, low cost and socializing / getting to know others were rated higher by young players. In comparison to students and unemployed players, players with a full-time employment rated mobility / flexibility higher, while low cost was less important to them. Additionally, minimal effects were found for achievement / competition (higher ratings from young players) and low time investment (higher ratings from full-time employees).

Added Value: Our results show that browser games are attrac-tive because they combine well-known playing motives like achievement / competition with the advantages of low cost, low time investment and mobility / flexibility. This makes them attractive to young players with low financial opportuni-ties, but also to full-time employees with small time budgets.

■

COMPLEX PRODUCT DEVELOPMENT: USING A COMBINED VOC LEAD USER APPROACH FOR SMES REQUIREMENTS

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Relevance & Research Question: Nowadays, the lead user method is a state of the art method to generate breakthrough innovations. Since this method was successfully applied in generating simple products for business-to-consumer mar-kets the contribution of lead users in a complex product envi-ronment is highly controversial. This work adopts the view of small and medium-sized enterprises with limited resources to generate radical innovations in the field of complex it-secu-rity products for critical infrastructures. This practical application follows research on traditional voice-of-the-customer and lead user approaches to fit today's needs of SMEs' restrictions in time, finances and knowledge using online market research. The relevant task descirbes data collection to parameterize company's developments and to provide an early check of trend-setting product features and lead user concepts.

Methods & Data: This work focuses on actual techniques of identification and inte-gration of customers to a successful innovation process within SMEs. As a con-sequence of limited resources traditional approaches and formal procedures fail and are now combined to a) identify lead users, b) reveal lead users' and non-lead users' needs and very own solutions and c) evaluate lead user concepts to boost the efficiency of subsequent steps employing self-explicated measurement. The study was hosted within the Chinese market of it-security products following a lead market approach and lasted 30 days in online discussion boards.

Results: The study generated 152 questionnaires leading to a lead user ratio of 27% and provided satisfactory validity. Relevant problems with current Unified-Threat-Management systems for several application fields were identified, e.g. for industrial appliance. The new approach pointed out challenges of today's systems, revealed significant differences between user segments for product related needs, gathered innovative conceptional solutions and provided reliable and verified input for development parameterization.

Added Value: The empirical finding led to an adaptive lead user approach to increase the effectiveness of product development for SMEs. Thus, the new concept pre-vents a dangerous niche product development and increases the flexibility of small project teams to deal with 'extreme' lead user needs by fast and cheap VoC integra-tion and market validation. It further highlights today's research on the screening approach.

■

ETHICS, PRIVACY AND DATA SECURITY IN WEB-BASED COURSE EVALUATION

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Relevance & Research Question: When developing web-based course evaluation tools (for evaluating teaching e.g. in university or secondary schools), researchers and practitioners put much effort into reaching high psychometric properties of the instruments, realizing high participation rates, suitable and useful reports of the results, and the drawing of consequences (see Thielsch & Hirschfeld, 2011). However, there are three more vital aspects not to be overlooked, especially when using technology to aid collection, processing, and presentation of data: privacy, data security, and the ethical dimension of our actions. To account for these aspects is critical not only from a judicial point of view (European Union Data Protection Directive, 95/46/EC or, for Germany, Bundesdatenschutzgesetz, BDSG); considering them will arguably also foster acceptance of course evaluations among evaluators and evaluatees. This presentation therefore aims at discussing issues of privacy, data security and its ethical dimension when conducting online course evaluations.

Methods & Data: A review of the literature on the mentioned issues of course evaluations was conducted and paralleled to existing practice. Additional theoretical and practical aspects were examined. The following are key aspects being discussed: (1) carefully selecting (and limiting) the variables to assess; (2) securing assessment and storage of data via access control and encryption; (3) anonymized or pseudonymized archiving of data; (4) ethical aspects such as using non-reactive data and reporting of negative results.

Results: Online course evaluations show potential for very high data quality and benefits over traditional paper-pencil evaluations, in part due to the facilitated way to collect and process large data sets. However, the risks accompanying these facilitations are discussed, and recommendations for researchers and practitioners are given on how to control or even avoid them altogether.

Added Value: The study raises awareness for aspects of course evaluations that are often taken for granted or neglected, but may endanger data integrity as well as acceptance when not paid attention to. The study gives recommendations for conductors of web-based course evaluations on how to handle these aspects.

■

MEASURING MEDIA HABITS IN A SELF-ADMINISTERED ONLINE QUESTIONNAIRE

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Relevance & Research Question: Media companies profit from knowledge about media habits as aligning media schedules and online content with daily habits guarantees a continuous audience and high user loyalty. Habits are defined as cognitive scripts allowing for an efficient and automatic choice. Measuring media habits most scholars rely on retrospective self-reports. These deliberate self-reports about automatic behavior lack validity. Thus, there is a need for an implicit measure of habit strength for media research. Within this paper, we present the newly developed Response-Frequency Measure of Media Habit (RFMMH, building on a measure applied in transportation choice) suitable for self-administered online questionnaires.

Methods & Data: Participants (n=617) were recruited via a comprehensive list of student associations and faculties of German universities. They were presented with 16 imaginary media use situations covering different goal dimensions. Participants chose a media device (television set, radio set, newspaper, computer, mobile device) which they would use in the situation. To foster script-based instead of deliberate choices, time pressure was imposed on the respondents by including a countdown of seven seconds after which the questionnaire automatically switched to the next question. It is suggested that the more often respondents selected the same media device across situations, the stronger their habit. Thus, habit strength of each device is indexed by the number of choices across the 16 items. To validate the RFMMH, alternative measures of habit strength were included for television and computer use habits.

Results: Computer habits measured by the RFMMH show a significantly higher mean compared to television (m(computer)=7.36(sd=3.60);m(television)=2.55(sd=2.23);t(486)=21.03,p<.001). This, however, might be specific for the student sample. The descriptive statistics of the television and computer RFMMHs demonstrate adequate distributions (skewness and kurtosis) of the variables that allow for their use in further analyses. The results confirm that RFMMH correlates positively with other habit measures indicating high construct validity.

Added Value: RFMMH may add a valuable instrument to habit research. It can be administered easily and quickly (the procedure takes a maximum of two minutes) and is suitable for self-administered online interviewing. Valid knowledge about media habits is important for media practitioners and the RFMMH may be integrated in future studies.

■

EMPLOYED GAMERS' MOTIVATIONS AND BEHAVIOR TO PLAY IN THE INTERNET

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Relevance & Research Question: Video gaming in general and gaming in the Internet becomes more popular from year to year (ESA, 2012). In some socio-demographic groups gaming is more important than any other media reception. Because of its economic potential and social impact many studies on gamers were conducted. Usually typical "game related" target groups (males between 16 and 30) are examined and other socio-demographic groups are often ignored.

To close this gap in research we decided to examine the motivations and usage behavior of employed gamers in different types of video games. We ask two research questions:

1. How use employed people different types of video games in the Internet?
2. What motivates employed gamers to play in the Internet?

Methods & Data: To answer our research question we identified three types of games in the Internet: Persistent client games, persistent browser-based games and casual games. We collected data of N = 762 employed gamers using an online survey. We asked for their favorite games (game type and name), their usage behavior (frequency, usage time and places of usage) and playing motivations (scales by Yee, 2006). Data analysis was conducted using descriptive statistics and factor analyses. Finally we compared our results with existing knowledge on gaming behavior and motivations.

Results: Our results indicate that there are slight differences in usage behavior and motivations between employed gamers and mixed samples about gamers. We could find out that employed gamers play less complex and more casual games, which also can be used at work or in breaks. Employed gamers seem to be less immersed into the game, are less motivated to dominate others and more motivated by escapism.

Added Value: While studies on gamers typically concentrate on a supposed main target group, many other very important socio-demographic groups of gamers are not researched very well. Our study starts closing this gap and delivers a deeper insight into an economic important and active playing group of gamers: employed gamers.

■

FITSPIRATION AS A KIND OF LIFESTYLE: A MIXED METHODS STUDY ABOUT FITNESS BLOGS ON TUMBLR

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Relevance & Research Question: In addition to the empirically well-studied area of thinspiration as inspiration on several kinds of websites and blogs ("pro-ana", "pro-mia") (e.g. Overbeke, 2008; Newby, 2011), another form of inspiration has developed: fitspiration. Fitspiration includes mantras and images on fitness blogs, expressing a healthy lifestyle with a sufficient quantity of sport, sleep and a varied diet. The purpose of fitspiration (fitness) is not only a temporary condition, but a conscious choice of lifestyle. Thus, fitness blogs may form a positive counter-trend to thinspiration.

In the mixed methods study presented, we identified characteristics of fitness blogs and blog entries on Tumblr. Further, we explored if bloggers follow a health- and fitness-related lifestyle and their motivation to operate the blogs.

Methods & Data: To analyze characteristics of fitness blogs, a quantitative content analysis was conducted. Of a total sample of 857 fitness blogs (listed on thefitblrdirectory and fitblrdirectory), we included a randomly selected sample of n=119 fitness blogs on Tumblr for analysis. Based on the sample of the content analysis, n=14 fitness bloggers were invited subsequently to take part in a semi-structured e-mail survey on fitspiration as a lifestyle and their motivation to operate the blogs.

Results: Fitspiration was identified as the key of component of the blog entries. The subjects' workout, diet, perseverance, school, college and career as well as blogging dominated text-based entries. The focus was – similar to thinspiration research – on beautiful and slender, but not on muscular and athletic bodies. Described contents didn´t promote eating disorders, but healthy habits. Results also show that bloggers were mainly motivated to run a fitness blog to support the improvement of their own body, health and happiness.

Added Value: Fitness blogs and fitspiration offer a wide range of further research possibilities. Until now, research focus was previously on unhealthy pro-ana and pro-mia websites and thinspiration, whereas the field of fitness blogs is still relatively unexplored. In the present study we identified characteristics of such blogs and motives of bloggers. Therefore, the study provides a first contribution in the area of lifestyle research regarding to fitness blogs and fitspiration.

■

MEASURING OCCUPATIONS AND OTHER LONG-LIST QUESTIONS WORLDWIDE – AN APPLICATION PROGRAMMING INTERFACE

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Survey questions with many response categories (so-called long-list variables) are typically asked in open-ended questions with field- or office-recoding. For face-to-face interviews show cards can be used, offering a choice of at most 50 categories. For telephone or postal surveys the number of categories is at most 10 respectively 20. Web-surveys however allow for a choice of thousand or more categories, implying that closed survey questions become a viable option. A closed survey question requires a lookup database with a search tree for navigating the database. Text string matching allows navigating the database as an open-ended question with instant coding. For measuring occupations, the lookup database cannot cover all possible responses, because the number of response categories is not known, as for many countries the stock of job titles may exceed 100,000 and the occupational distribution has a very long tail, thereby challenging the number of categories in the lookup database.

For its worldwide WageIndicator web survey on work and wages, the University of Amsterdam and the WageIndicator Foudation have jointly developed an API (Application Programming Interface) for a range of long-list variables for use in multi-country surveys. These provide lookup tables for survey questions about occupation, industry, religion, language spoken at home, education, trade union, ethnic group, region and cities within regions, employment contract, and alike. All lookup tables include English source labels as well as translations in the national language(s), and they include the classification codes relevant to the field. Hence, these lookup tables facilitate cross-national research.

The API-lookup tables provide search trees as well as text string matching for relevant variables, all posted on one survey page. In addition, where relevant at each step the search tree is sorted alphabetically and where relevant an option 'other' with a text box is provided at the end of each step. By mid January 2013 the API has been taken to production. The first experiences show that response times have reduced substantially compared to the previous version with a 2-3 page filtering search tree, and that the API provides a user-friendly web-interface for these long-list variables. This poster session aims to detail the first findings with respect to response times and drop-out rates of the API, as well as comments from respondents, emailed to the WageIndicator web managers.

■

RESEARCH DESIGN AS AN INFLUENCING FACTOR FOR RELIABILITY IN ONLINE MARKET RESEARCH

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Relevance & Research Question: In the first computer-based survey by Bartram and Bayliss (1984, 221 ff.) was already recognized that "…it is probably easier to produce a slick-looking and interesting online test than it is to produce one which is valid and reliable".

This contribution deals with the disclosure of reliability-influencing factors in online market research. In the offline market research, the influence on the research design to the reliability of a test has already been confirmed by several authors.

Closely linked with the results of offline research by Churchill Jr. and Peter (1984, 334 ff.) and Wilson (1995, 361 ff.) , the dependence of the following reliability factors such as the number of items, the sampling method in particular, and of the other offline factors in general was analyzed.

Methods & Data: Using desk research seven empirical studies were examined, of which there were four published studies and three were student projects.
In the first step, the reliability of each was determined. In the second step the dependencies were examined based on the determinants of reliability using correlation and regression analysis.

Results: The analyzed online studies showed a significant correlation between number of items and the reliability analogous to offline research. Regarding the sampling methods, especially for online panels, no correlation could be detected. Based on the already known offline results concerning different strength of the analyzed factors influencing reliability, a similar situation line could be detected.

Added Value: Despite any criticism of the classical test theory and its quality criteria in the field, the currently known offline factors that influence reliability are sufficiently applicable to determine the quality of the online survey. "Avoiding inverse phrased items" or "Using a constant scale level" are just two examples to improve the quality.

The manipulability of the level of reliability using the factor "number of items" should be judged critically. In general the level of reliability measured by Cronbach's alpha is an appropriate tool for on-going review and improvement of tests. Further research is needed to verify and to improve the method of measurement.

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S4: AMBIENT INTELLIGENCE

■

SPRACHERKENNUNG IN APPS: EINSATZGEBIETE, NUTZUNGSMÖGLICHKEITEN UND RISIKEN

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Spracherkennung, obwohl seit Jahren auf dem Markt, ist seit der Einführung von Siri wieder als Eingabemöglichkeit in den Vordergrund gerückt. Insbesondere im mobilen Umfeld bietet Sprache in vielen Fällen eine natürlichere und einfachere Schnittstelle zur Anwendung als beispielsweise im Vergleich zur Eingabe von Texten mit Hilfe einer – oftmals kleinen – Bildschirmtastatur. Spracherkennung solcher sog. freier Texte (z. B. das Diktieren einer Email) erfordern auch heute mehr Ressourcen als auf Mobiltelefonen zur Verfügung steht. Deswegen werden diese Dienste derzeit meist "in die Cloud" ausgelagert.

Eine Integration solcher Services in die eigene Anwendung birgt deshalb Gefahren. Die besonderen Bedürfnisse firmeneigener Apps, insbesondere im Hinblick auf den Datenschutz, werden leicht ausgehebelt, indem Mitarbeiter die Spracheingabe eines Fremdanbieters nutzen. Dieser speichert und analysiert die Daten – oftmals im nicht-europäischen Ausland. Dies bedroht nicht nur die Privatsphäre des Benutzers; weitaus schwerer wiegt, dass dieses Verhalten auch die Firmengeheimnisse gefährdet, die im wörtlichen Sinne Gefahr laufen, einfach "ausgeplaudert" zu werden. Abhilfe bietet eine "on premise" Installation des Spracherkennungsdienstes innerhalb des Firmennetzwerkes. Die Daten der Nutzer und der Firma verbleiben sicher innerhalb der Firma.

■

KOLLABORATIVE AMBIENT SYSTEMS: VON EINFACHEN STEUERUNGEN ZU KOMPLEXEN VERNETZTEN UND INTERAKTIVEN SYSTEMEN

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Der enorme Fortschritt auf den Gebieten der Mikroelektronik, Kommunikationstechnik, Sensorik und Prozessoren ermöglicht es, dass heutzutage Objekte unserer täglichen Umwelt miteinander verknüpft werden und eine kollaborative Aggregation von Informationen ermöglichen. Zum weiteren wird eine zunehmend differenzierte Wahrnehmung und direkte, proaktive Interaktion mit unserer Umwelt möglich. Dies ermöglicht die Steuerung großflächiger physikalischer Anwendungen, sogenannter "Cyber Physical Systems (CPS)" wie Smart Grids oder Smart Cities. Dieser Vortrag gibt einen Überblick über diese technologischen Entwicklungen, diskutiert zukünftige Herausforderungen und zeigt anhand ausgewählter Anwendungsbeispiele das große Potential von kollaborativen ambienten Systemen.

■

UBQUITOUS COMPUTING: HOW COMPUTING IS CHANGING THE WAY WE LIVE

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Over the last 20 years ubiquitous computing has become reality. Phones, household appliances, TVs, and cars have essentially become computers. Many of them are networked and offer specific capabilities for human-computer interaction. Computing technologies become an integral part of our life and they shape more and more how we perceive the world and how we interact with each other. By creating ubiquitous computing technologies we essentially have the means to change the way people live and hence the stakes are high!

Developing ubiquitous computing systems raises again many engineering challenges and we have to fundamentally re-think all steps in the design and development process. In the talk, some of the technology trends that enable a new generation of computing systems will be highlighted. Examples of interactive ubiquitous computing and ambient intelligence will be discussed to outline key challenges. Furthermore an outlook of upcoming modalities and user interface concepts is presented. The talk concludes with a vision that suggests computing systems that enable perception and interaction without temporal and spatial boundaries. With this example the fundamental tension between what is feasible and what is desirable is raised.

A5: THE ROLE OF RESPONDENTS' PERSONALITY IN DATA COLLECTION

■

PROPENSITY SCORE WEIGHTING – CAN PERSONALITY ADJUST FOR SELECTIVITY?

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Relevance & Research Question: The use of propensity score weighting to reduce selection bias in nonprobability online panels has increased considerably in recent years. Previous research shows that marginal distributions can quite well be adjusted to a representative reference study using both socio-demographic variables and variables that are closely related to the survey topic. But studies that used propensity score weighting to provide estimates of bivariate and multivariate relationships produced mixed results.

Another drawback using survey specific covariates is that the corresponding variables have to be selected anew for each research area. We argue for the use of more basic personality traits as covariates, which are likely to explain the self-selection

in nonprobability online panels and that allow the general construction of propensity scores across research areas. In the present study we explore the potential role of 'Big Five' personality traits to improve propensity score adjustments.

Methods & Data: We conducted two parallel surveys on voting behavior with identical questions administered via computer-assisted personal interviewing (CAPI) to a probability sample and via internet to a nonprobability sample drawn from a commercial online panel. In a three step adjustment design, we first adjusted the online survey for demographics. In a second and third step we sequentially added personality traits and political attitudes as covariates. After each step we compared univariate, bivariate and multivariate results between the web survey and the representative reference study to test the adjustment performance.

Results: Preliminary analyses suggest that considering the 'Big Five' personality dimensions as covariates in calculating propensity scores leads to a significant improvement in adjusting data from nonprobability online panels. Marginal distributions of vote intentions as well as relationships between vote intentions and various determinants of voter decision-making are more similar between the two samples using personality traits as covariates.

Added Value: The present study makes a contribution to the greater problem of biased data through selectivity in nonprobability online panels. Through improvement of the adjustment procedures, disadvantages of nonprobability online panels can be reduced.

■

WHY ARE YOU LEAVING ME? – PERSONALITY PREDICTORS OF ANSWERING DROP OUT IN AN ONLINE-STUDY

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Relevance & Research Question: Drop outs – people leaving a survey before completing it – are a very common problem in online studies. Whereas, some design-related measures to reduce drop out-rates have been implemented (for an overview see Fan & Yan, 2010), it is to date unclear what kind of internal factors of participants (e.g., personality, motivation) affect drop out. In the present study we analyzed whether the Big Five personality factors and participant's choice of reimbursement has an effect of respondents motivation to continue filling out a web survey.

Methods & Data: N = 3,013 individuals (71.6% women, mean age M = 23.4 years, SD = 3.9 years) took part in an online-study. After choosing the preferred kind of reimbursement (deciding to be paid by participating in a lottery or through a personality feedback), participants filled out a brief measure of the Big Five. To provoke drop out, several large personality questionnaires followed divided into eight blocks of 40-60 items each. Completing all 460 questions of the whole study took participants on average 63.0 minutes (SD = 21.4 minutes). Using discrete-time survival analysis, the effect of the five personality dispositions and choice of reimbursement on drop out was investigated.

Results: Only 736 participants (24.4%) completed the whole online-survey. We found that drop out was influenced by individual's openness, their agreeableness and the their choice of reimbursement: People who were more open to experiences, more agreeable, as well as those who chose to get personality feedback instead of participating in a lottery were less likely to quit participation. Importantly, the effect of all three variables was mediated by satisfaction with the questionnaire in the previous questions block. That is, all three variables lead to a higher satisfaction which in turn lowered the probability to quit the survey.

Added Value: While we have good knowledge which design-related measures helps us to reduce drop out, little is known about personality aspects that could lead to survey non-response. Our study shows which Big Five personality aspects moderate drop out. Thus, relevant personality aspects are identified and should thus be additionally considered in future studies.

■

COMPARISON OF PSYCHOMETRIC PROPERTIES OF INTERNET VERSIONS OF THE MARLOWE-CROWNE SOCIAL DESIRABILITY SCALE BETWEEN TWO EUROPEAN COUNTRIES

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Relevance & Research Question: The Marlowe-Crowne Social Desirability Scale (MC-SDS, Crowne & Marlowe, 1960) is the most widely used tool for measuring social desirability (SD). It was originally developed as a paper-and-pencil questionnaire using a student sample. Since its publication in 1960, most studies of the MC-SDS and its short forms have used paper-and-pencil versions and relied on student samples.
The only study (known to the authors) specifically aimed at testing the psychometric properties of the scale in internet format was conducted on an Icelandic snowball sample. The analysis produced compatible results to prior paper-and-pencil studies, in spite of differences in language, mode and sample (Vésteinsdóttir, Reips, Joinson & Þórsdóttir, 2012).

Although this can be taken as evidence that the psychometric properties of the scale are fairly stable across modes, this evidence is limited to an Icelandic nonprobability sample. To assess the generalizability of the results obtained on the Icelandic sample, the current research evaluates the psychometric properties of a MC-SDS short form in a Dutch internet sample.

Methods & Data: Use was made of data from all five waves of the Personality study of the LISS panel, administered by CentERdata, which contains a 10 item version of the MC-SDS. The LISS panel is based on a probability sample and is therefore a more representative internet sample than has been used before.

Results: Confirmatory factor analysis (CFA) and reliability analysis were used to evaluate the psychometric properties of the MC-SDS short form. Reliability estimates were low but little higher for the five waves of the Dutch sample (.48-.54) than for the Icelandic sample (.43). Using CFA an adequate fit was obtained for the scale in all waves of the Dutch sample and the Icelandic sample. Moreover, measurement invariance was established between the Icelandic and the Dutch samples. Measurements obtained with this short form of MC-SDS are however not reliable enough and the validity of some of the items is questionable.

Added Value: Examining the psychometric properties of the MC-SDS in internet format is an important step in the process of finding suitable ways of dealing with SD in internet surveys.

B5: NEW APPROACHES: FROM OFF – TO ONLINE

■

ONLINE SHELF VS. REAL SHELF – ARE THERE ANY DIFFERENCES?

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Relevance & Research Question: An ongoing discussion between online and offline test settings is the influence of the used test material. Two-dimensional stimuli have of course some minor impact regarding special features compared to three-dimensional stimuli. But how important is this difference? And is it big enough to legitimate the higher costs for an offline test with real mock-ups? To evaluate this question several online and offline studies have been conducted.

Methods & Data: To compare the influence of different stimulus material on the likeability and purchase intention for a product, a comparable setting was chosen. So

on one hand the attention for participants regarding the offline shelf was tracked by using mobile eye tracking devices and the purchase intention by choosing a product (n=100). On the other an online shelf with the same product setting was programmed and the response of the participants was measured by interest in the product and purchase intention (n=150). Additional KPIs have been observed by some comparable studies within the same product category and with the same type of stimulus material.

Results: Offline and online presentation of stimuli have some influence on the purchase intention and interest in consumer products. But this is not true for all products, there are differences regarding the type of the stimulus. Products with an important feature within the three-dimensional environment, like a special dosage device or other haptic features are treated unequally in an online or offline test respectively. Therefore some rules have to be considered when choosing the right setting for a test situation.

Added Value: The decision to test offline instead of online includes sometimes extraordinary additional costs. In some cases these additional costs are needed, in some other cases they are not. Within these studies an empirical based assumption can be offered, when an offline test is really indispensable and when an online test is sufficient for getting valid results. The additional information by using mobile eye tracking devices for 100 participants underlines the explanation of the results.

■

PRISON BREAK: RELEASING OFFLINE EXPERIMENTS FROM METHODOLOGICAL CONSTRAINTS BY TRANSFORMING THEM INTO PLAYFUL ONLINE SURVEYS

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Relevance & Research Question: Economic experiments which are conducted offline in the academic world suffer from several shortcomings like the artificial setting, a small number of cases and the fact that the test persons are usually students who know that they are part of an experiment.
In online market research academic experiments are comparatively rare. The University of Cologne in cooperation with the Technical University of Munich (TUM) and MANUFACTS developed an experiment which gets rid of the aforementioned deficits by using the advantages of online research. Our study asks the question to what extent the offline findings of economic experiments can be confirmed by using a more diverse target group as well as a more realistic and iterative scenario.

Methods & Data: In this economic experiment we investigate how individuals perceive wage cuts or wage increases measuring their reaction in terms of work performance. Using a design with repeated online survey sessions we simulate the conditions of a long-term work-relationship. Hence, we can examine the influence of the individual's loss aversion over time. Participants are recruited from online panels.

Results: The fieldwork just started and will be finished in early 2013.

Added Value: The primary contributions include generally the introduction of experiments to online research and specifically a more realistic implementation of offline experiments. Another benefit is the more diverse sample: online experiments are not limited to students or any other specific groups anymore but to a wide range of target groups. Furthermore, by using an online economic experiment we are able to boost the N to considerably higher numbers.

And, last but not least: Online survey tools open new doors for technically innovative experimental designs that could not be done so far due to technological constraints. From our perspective the whole online research world can profit from experimental designs, because by definition they are more playful and exciting as most usual online surveys (a higher motivation of panel participants as positive side-effect).

So it's just the next logic step to transfer these study designs to marketing related topics such as brand usage, purchase decisions etc.

■

MAY I HAVE YOUR ATTENTION, PLEASE: THE MARKET MICROSTRUCTURE OF INVESTOR ATTENTION

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Relevance & Research Question: We analyse whether a stock's liquidity and returns are influenced by short term fluctuations in investor attention attached to the stock.

Results: Both returns and liquidity increase in times of high attention.

Methods & Data: We identify attention grabbing stocks by their Google search volume. In contrast to the existing literature as Da et al. (2011), we measure daily changes in attention and are able to retrieve a timeline of daily Google search volume. Furthermore, we use the category filters offered by Google insights to get a more reliable estimate of investor attention. The attention – liquidity relation is tested in a structural market microstructure model. We correct for possible endogeneity in the relation with the exogenous event of stock index inclusions and deletions.

Added Value: Daily Google Search Volume gives a new / direct measure for investor attention/recognition of a stock and enables us to analyse how this attention influences the liquidity of a stock.

C5: ADAPTING METHODS TO A SOCIAL MEDIA DATA SET

■

SAMPLING ONLINE COMMUNITIES: USING TRIPLETS AS BASIS FOR A (SEMI-) AUTOMATED HYPERLINK WEB CRAWLER.

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Relevance & Research Question: Blogs and opinion sites have now become a highly surveyed object of the social sciences. However sampling problems quickly arise when one tries to include in the sample pages from the long tail or from a specific online community. New tools are thus needed to overcome these sampling problems.

We propose here a conditional (semi-) automated algorithm based on hyperlink analysis, using the Holland and Leinhardt's triad census for sampling online communities. Triplets are used as proxies of the network entire clustering when one only has partial knowledge of that network.

Methods & Data: Different methods have been used to sample blogs from the French speaking 'political ecology' blogs community. Fourteen blogs of ecological candidates running for the 2009 regional election have been selected. Different tools have been run on the same set of 14 original blogs. The results are compared on two elements: how many new blogs have been retrieved? What proportion of them is relevant?

Results: The results show significant differences between the methods. Using an unconditional web crawler is problematic tool because the sample becomes very quickly overwhelming and most of the included webpages cannot be considered as similar to the original set of blogs. A 'conditional (semi-) automated tool' return different results given the triads included in the model. Triplets seem to be the most effective way to sample online communities given their conservativeness, even if the number of new actors remains low.

Added Value: The algorithm we have proposed here has shown its effectiveness in sampling an online community. This algorithm has been developed and written in

the open source statistical environment "R" and can thus be implemented by anyone interested in sampling online community with an adaptive and rigorous tool.

■

ANALYZING TOURISM BEHAVIOR USING GEOTAGED PHOTOGRAPHS

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Relevance & Research Question: Flickr is a popular photo sharing website, where users can upload and share their photos with the public. In addition, Flickr offers the possibility to place the photograph on a map to assign longitude and latitude to the picture, which identifies the geolocation of the photo taken. Individuals also upload and share their travel photos on Flickr. This data is a good source of information regarding tourist behaviour such as identifying places visited and the multi-destination trip patterns. The purpose of this study is to show how geolocation data from Flickr can be used to identify tourist behaviour. The results of this study are beneficial for destination management organizations for creating joint marketing campaigns with others.

Methods & Data: Using the public available Flickr API the metadata of 1.183.095 photos taken in Austria in the period between January 2007 and December 2011 has been retrieved. The metadata included the assigned geolocation, the time when the photo has been taken and the user id. To distinguish tourists and residents, for each user the time span between the first and the last picture taken was calculated. Users with a time span below 30 days are defined as tourists and used in the study.

Results: To identify the places being visited by the users the geolocations of the photos are projected on a map. In a following step a hierarchical cluster analysis is applied to group similar places. The results show that the main cities in Austria can be divided into two main groups. One group encompasses the eastern part of Austria including regions like Lower Austria, Vienna, Burgenland and Styria. The other group covers the more mountainous area in the western part of Austria with the regions of Tyrol, Salzburg and Vorarlberg.

Added Value: This work demonstrates the usage of user generated content for market research purposes within the field of tourism. To gain deeper insights in the travel pattern of tourists a cluster analysis can be performed for the winter and the summer season separately.

■

HYPERLINK NETWORK STRUCTURE OF DIGITAL COLLECTIVES

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The need to analyze the wealth of communicative interactions on the Web opens up the way to contributions observing the phenomenon of construction of collective meanings. Firstly, our project is part of a debate on the role of media to promote the construction of knowledge in a collective environment; secondly, on the study the digital reality in an epistemological perspective that considers the Web as an instrument to understand culture at large and, finally, on computer-mediated communications which evaluate patterns of ties in digital collective through an ecological perspective, emphasizing the importance of context. In such a frame, questions are the following: which are the hyperlink network structures developed through webpage's hyperlinks? And what is the level of connectivity and synergy among the different components of the collective?

To investigate these questions we focused on Trentino as a brand from the point of view of tourism and the construction of its meaning through the use of hyperlinks among webpages. To do that, we used Hyperlinks Networks Analysis (HNA) approach, that applies the study of Social Network Analysis in the context of connections on the Web. We developed a webcrawler to capture hyperlinks that are located in the main part of webpages referring to Trentino.

Analyzing the formal properties of the network structure and flows of information, we found that the hyperlink network structure of Trentino is a polycentric structure and is formed by disconnected components and some clusters of users that define the debate, according to the small-word phenomena. Every cluster corresponds to a different category of users (travelers, bikers etc.), performing particular meanings starting from their points of view. We can reasonably argue that they constitute different social worlds.

Through this type of analysis is possible to identify the panorama that surrounds a certain topic of conversation, as it is catalogued by the users themselves and to understand the structural logic of power behind the construction of collective meanings. Moreover, these results can help refining the promotional strategy of the territory, through the understanding of the best representative contents and of the unrepresented ones.

S5: INNOVATIVE TOOLS FÜR DIE ONLINE-MARKTFORSCHUNG

■

NUTZENPOTENTIAL VON MOBILE CROWDSOURCING-COMMUNITIES FÜR DIE MARKTFORSCHUNG: MÖGLICHKEITEN UND GRENZEN

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Mobile Marktforschung liegt im Trend und wird künftig noch bedeutsamer werden. Immer mehr Deutsche besitzen ein internetfähiges Mobiltelefon und sind nur noch mobil erreichbar. Diese Entwicklung stellt Marktforscher vor zahlreiche Herausforderungen, die sich indes auch als Chance begreifen lassen, um so neue Möglichkeiten der Datenerhebung zu erschließen.

Eine Option ist in der Nutzung sog. Mobile Crowdsourcing Communities zu sehen. Zusammen mit der Mobile Crowdsourcing Community Streetspotr, die seit März 2012 über 140.000 User gewinnen konnte, hat Blauw Research ein Testprojekt durchgeführt. Dieses umfasst vier Cases, welche die Vorteile dieser Erhebungsmethode gezielt nutzen und ein breites Spektrum an Anwendungsmöglichkeiten abdecken sollten:

• ein Store Check,
• eine Befragung direkt am POS im "Moment of Truth",
• eine ethnographische Befragung im eigenen Lebensumfeld sowie
• eine Trendanalyse, mit der dem Rätsel des Trendgetränks Hugo auf den Grund gegangen wurde.

Der Vortrag gibt Einblicke in dieses Testprojekt und verdeutlicht das inhärente Nutzenpotenzial; hinzu kommt ein Ausblick auf mögliche Einsatzfelder von Mobile Crowdsourcing.

■

AVATARE IN DER MARKTFORSCHUNG: EFFEKTE KÜNSTLICHER INTERVIEWER IM ONLINE-INTERVIEW

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Die Teilnahmebereitschaft bei selbstadministrierten Online-Interviews ist seit Jahren abnehmend. Eine Lösungsmöglichkeit könnte sich durch den Einsatz künstlicher Repräsentationen des Interviewers (Avatar) ergeben, die den Respondenten durch den Fragebogen geleiten und dabei Fragen und/oder Anweisungen verbal in gesprochener Form zum Ausdruck bringen. Ein inhaltlich identischer Fragebogen wurde in einer Standardbefragung mit zwei Avatar-Kontrollgruppen zum Einsatz gebracht. Als Effekte wurden die Teilnahmebereitschaft, die tatsächlich benötigte und subjektiv empfundene Zeit, das Verständnis komplexer Erklärungen, die Konsistenz der Antwortmuster, sowie die Bewertung des Fragebogens betrachtet.

Die Avatar-Studie wurde von Holger Lütters (Hochschule für Technik und Wirtschaft Berlin) mit Unterstützung von panelbiz unter Einbeziehung von 640 vollständigen Interviews durchgeführt. Der Vortrag stellte die Erkenntnisse dieser Studie mit künstlichen Interviewern vor und stellt die Möglichkeiten und Grenzen dieser Idee im Rahmen der Marktforschung zur Diskussion.

A6: INCOME AND WORKING CONDITIONS

IS MY INCOME FAIR? THE RELEVANCE OF THE SOCIAL CONTEXT FOR JUSTICE SENTIMENTS – AN EXPERIMENTAL STUDY

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Relevance & Research Question: In my experimental study I examine the relevance of the social context for reflexive income justice evaluations. Based on "A New Theory of Distributive Justice" (Jasso 1980), the social context, first, encompasses the influence of the income inequality within a social group on the justice sentiments of the group members. Second, the social context includes the impact of the average income of the group members on their justice evaluations. This follows the "Status-Value Theory" of Berger et al. (1972), according to which individuals derive their ideas about a just income for themselves from the comparison with the generalized other. The results of this study might be of interest for enterprises and for the scientific community. Beside this, the online experiment provides an innovative survey design.

Methods & Data: The analysis is based on an experimental study with a pretest-posttest design. Against this background, the hypotheses are tested by applying a difference-in-difference estimation. The data were collected in an internet based survey in 2012. 906 respondents participated in the survey.

Results: Respondents based their income justice evaluations on the average income of people with the same professional qualification. Income inequality, however, was only relevant when it was sufficiently high and the respondents were ranked at the lower end of the income scale.

Added Value: In addition to the insights of this study for justice research, a promising experimental design is provided to explore the choice of reference groups.

MEASURING WORKING CONDITIONS IN A VOLUNTEER WEB SURVEY

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Life satisfaction question in a Volunteer Web Survey

International comparability of wages, labour conditions and life and job satisfaction are becoming more and more relevant. Continuous Volunteer Surveys allow for homogeneous international comparable questionnaires. This is the case of the Wage Indicator already present in 70 countries.

Methods & Data: This paper explores the bias in the volunteer WageIndicator web survey by comparing a range of variables on working conditions, wages and satisfaction in different realms of life present in the representative European Social Survey and the World Values Survey with the same variables in the WageIndicator Survey for 15 European countries from 2006 to 2011. Survey question wording and response categories are largely comparable across the three surveys. They differ however with respect the survey mode (web versus face-to-face) and they differ with respect to the sampling strategy (representative sample with substantial non-response versus volunteer web survey).

Results: The comparison leads to the conclusion that whereas differences in the socio-demographic distributions are noticed, the statistical characteristics of the satisfaction question do not differ largely between the two surveys.

Added Value: Wage Indicator offer the possibility of increasing the sample size at very low cost. The European Social Survey can be use for weighting the sample and testing the efficiency of weights. The paper also opens new research lines because the Wage Indicator can be use as a laboratory to test several important issues and relevant issues regarding web surveys methodology.

B6: APPLICATIONS AND APPROACHES IN POLITICAL SCIENCES

WHO RESPONDS TO WEBSITE VISITOR SATISFACTION SURVEYS?

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Relevance & Research Question: A lot of websites use web based exit surveys in order to measure the satisfaction of their visitors. The related literature includes user satisfaction studies of library, health related and other more commercial-oriented websites. Usually the response rate to these web surveys is very low. This low response rate raises questions about the quality of the data collected by the web survey. In this paper I try to provide some answers to the question if the sample is representative of the total population of website visitors.

Methods & Data: The findings presented in this paper are based on the analysis of data collected by the Greek voting advice application HelpMeVote and the analysis of data collected by the corresponding exit survey. The setting of Help-MeVote is perfect for the comparison between the total set of visitors and the subset of people who have responded to the web survey. The only reason someone visits a voting advice application is to answer to a series of questions in order to get his/her proximity with the political parties. Before giving the output I ask users to fill-in a form with their personal information. Although it is not mandatory (users can click "continue" and move on to the output without answering the questions of the form) the vast majority responds to these questions. As a result I have the distribution of the population and I can compare it with the distribution of the sample.

Results: Logistic regression analysis shows that the probability to respond to the website exit survey is larger for male,

younger and more educated visitors, but the most significant predictor of responding to the web survey is the level of satisfaction. As a result, satisfied users are over-represented and unsatisfied users are under-represented in the sample.

Added Value: The findings of this paper demonstrate that visitor satisfaction estimated by a web-based exit survey will be higher than the visitor satisfaction we would measure if non-respondents would be included in the calculation.

FORECASTING GENERAL ELECTION RESULTS IN POLAND 2011 ON THE BASIS OF SOCIAL MEDIA CONTENT

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Relevance & Research Question: The purpose of this study was to define factors allowing prediction of the outcome of the general election in Poland in October 2011 basing on big data resources from Social Media websites in pre-election period in, what we call, data refining process.

The research problem was: Is it possible to predict the action (cast a vote for a political party in general election) on the basis of quantitative (number of content related to the subject of the research) and qualitative (the contexts in which they appear and their emotional values) content analysis on Social Media? This is a second one from the series of studies after 2010 research on presidential election, which results were presented on GOR 2011 conference, but now even more detailed and deepened in results and conclusions.

Methods & Data: The study was conducted on the basis of the content published between March and October 2011 on Social Media sites (such as social networking sites, forums, blogs and microblogs) and from websites with content written by professionals (information portals) for sake of comparison.

The following indicators of content were studied: the amount of content about the political party, dynamics of changes in the amount of content, qualitative assessment (content topics, sentiment).

Results: This study confirms that content from Social Media is valuable source of information reflecting political preferences of internet users, which finds its expression in voting for candidates from certain political party during the election. Results show that the research hypothesis was generally proven. Thanks to that analysis there was possible to predict names of political parties which dominated the parliament after the election and predicted that a new party would get to the parliament for the first time.

Added Value: This research is a next step in strengthening the method created in series of researches allowing prediction of election results by analyzing data created by Social Media users. Although the method still needs some improvement, it allows prediction of the election results and can be used to influence political campaigns.

C6: HYBRID MEDIA – LOOKING INTO THE FUTURE

■

1. BLACKBOX WEBRADIO: THE USAGE OF WEBRADIO IN GERMANY – PROGRAM AND CONTENT IN SAXONY.

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Relevance & Research Question: Webradio usage is a popular form of media usage in germany. Nevertheless, there are no current studies neither focusing on single federal states nor comparing certain regions with each other. Accordingly, in the field of traditional media research no standardized procedures have been emerged to research the usage and the acceptance of this kind of program. The aim of the study was to look decidedly on the design and structure of this programs as well as to analyze the specific journalistic achievements. Therefore, data of program offers and program content was collected for the state of Saxony as an example of this growing field.

Methods & Data: The famous Lasswell formula was the guideline for data collection: First, 11 webradio providers in Saxony were interviewed. Second, a content analysis of the program was conducted with a total of 245 hours. Third, 2000 saxonian webradio listeners aged 16 and older were surveyed with a representative telephone interview (CATI). Fourth, an online survey with 700 saxonian webradio listeners was linked directly on the providers websites.

Results: Most webradio stations have an uncertain financing and unfavorable advertising tactics. The number of listeners is increasing as well as the level of professionalization in the field of journalistic competencies.
The webradio usage in saxony ranges between amateur radio stations and stations with a journalistic claim: in general, the programs seek the proximity to traditional FM services regarding its structure and issues. The listeners of webradios are young, male, highly educated, and technology enthusiastic. They are looking not only for "conventional" alternatives but also for entertainment and information. Webradio usage is depending from moods and interests as well as traditional media.

Added Value: We will give concrete recommendations for a successful start of an internet based radio-station. For example, a new webradio station should try to reach the best quality in transmission and reception. New stations should take care of easy handling regarding the latest web-technology. Webradio startups have to know their audience and should do some efforts in market research. The program structure should be manageable for the listeners and the program should offer at least one unique feature for the audience.

■

SOCIAL TV – WHERE TV MEETS SOCIAL MEDIA. CONSEQUENCES AND OPPORTUNITIES FOR VIEWER PARTICIPATION IN ONLINE AND OFFLINE MEDIA.

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Relevance and Research Question: The presented paper addresses the question how computer-mediated communication can offer media users new opportuni-

ties for active participation in media communication. Social TV stands for a new crossmedial experience that transfers traditional follow-up communication during and after TV consumption from the private "living room" to the public internet. Due to globalization and increasing mobilization of TV audience it can be seen as a new trend that people who do not need to know each other and do not need to live at the same place watch TV programs "together", exchange their thoughts about what they have seen on screen via social network sites like Facebook, micro blogging-tools like Twitter or on online networks that are specialized on the exchange of mutual TV experience. This study should give a first insight in the possibilities and characteristics of such new online communities that are formed around specific TV contents.

Methods and Data: The empirical part is based on an analysis of the Social TV experiment "Rundshow" that was broadcasted during May/June 2012 on "Bayrischer Rundfunk". All 14 shows and the contents of the corresponding Facebook page are analyzed with a content analysis to measure the interaction level in the social network group as well as the participation of the (online) audience through various social media channels (Facebook, Twitter, Google+, blog, app) in the TV-show.

Results: The findings of the TV analysis indicate a high user's acceptance of specialized apps that can be used to interact with the show´s editors and to exchange opinions about currently seen topics online. Additionally, it appears that Twitter is more likely to be used for active show participation while Facebook is more used to stimulate a community feeling between the group of the viewers respectively between the viewers and the editors of the show.

Added Value: The study adds new insights in the booming field of Social TV and the increasing importance of crossmedia formats that combine traditional information transfer on TV screen with corresponding discussions and social interactions on the internet.

S6: WERBEWIRKUNG (ONLINE–/MOBILE WERBEFORMATE)

■

MOBILE REVOLUTION: EINE BEWEISFÜHRUNG IN ZAHLEN

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Die M-Commerce DNA ist entschlüsselt – "and ready to business"

Mobile Commerce wird seit mehr als zehn Jahren regelmäßig als "the next big thing" angekündigt. Für jedes neue Kalenderjahr wurde seit dem der endgültige Ausbruch der M-Commerce Revolution vorher gesagt. Doch ebenso lange stehen Unternehmen vor der strategischen Frage: Sind die neuen mobilen Endgeräte ernst zu nehmende Absatzkanäle? Lässt sich über Handy, Smartphone und Tablet jenseits von Apps, Musik-Downloads und virtuellen Spielen überhaupt Geld verdienen? Welche M-Commerce Strategien versprechen dabei den größten Erfolg?
Um die Entwicklung des M-Commerce messbar zu machen und einen entsprechenden Mehrwert für die Kunden liefern zu können, hat zanox – Europa's führendes Performance Advertising Netzwerk – im Jahre 2011 das "zanox Mobile Performance Barometer" ins Leben gerufen. Das Barometer analysiert für sieben europäische Märkte E-Commerce Transaktionen im jährlich zweistelligen Millionenbereich auf ihre mobile Relevanz. Die Analyseergebnisse liefern entscheidende Hinweise auf Entwicklungen, Veränderungen von Marktanteilen und von Nutzergewohnheiten im Bereich E- und M-Commerce. Das Barometer ist damit ein echter Gradmesser für die Entwicklungen im M-Commerce, der nicht auf Hochrechnungen, Umfragen oder Experteneinschätzungen basiert, sondern einzig auf tatsächlich getätigten Transaktionen.

Der Vortrag von Michael Hartwig, CMO ZANOX.de AG, belegt anhand aktueller Zahlen, wo und wie sich im vergangenen Jahr 2012 die M-Commerce Revolution in Europa entwickelt hat.

■

WIRKUNG VON TV UND ONLINE-BEWEGTBILDFORMATEN: STATUS QUO DER CROSSMEDIA-FORSCHUNG UND KONSEQUENZEN FÜR DEN MEDIAMIX

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In Zeiten knapper Mediabudgets stellt sich immer öfter die Frage, wie man die verfügbaren Mittel optimal auf die immer höher werdende Flut an Online- und Offline "Touch Points" verteilt. Neben der reinen Messbarkeit eines Erfolgs pro Media Kanal und Platzierung spielt die ideale Kombination aller eingesetzten Mediengattungen dabei eine entscheidende Rolle; denn in der Mediaplanung geht es weniger um die Substitution einer Mediengattungen durch eine andere als vielmehr um die intelligente Verknüpfung der eingesetzten Varianten. Das zentrale Ziel der durchgeführten Studien bestand deshalb darin, folgende Hypothese zu prüfen:

Online + TV > TV + TV

In einem experimentellen Untersuchungsansatz wurde dabei speziell auf die Mediengattungen TV und das Online-Bewegtbild PreRoll fokussiert.

Bei dem gewählten technischen und methodischen Mess- und Befragungsansatz stand die realitätsnahe Ausspielung einer Simulation von fiktiven Werbekampagnen oder Unterdrückung von realen Werbekampagnen jeweils im Fokus der Untersuchung. Der jeweilige Werbemittelkontakt findet dabei immer innerhalb einer realen Online-Session der teilnehmenden Panelmitglieder statt.

Das GfK Connected Life Panel, welches mit dem LEOtrace® Browser Add-on ausgestattet ist, wurde ursprünglich als digitaler Testmarkt entwickelt; unter diesem Gesichtspunkt entfaltet es auch eines seiner größten Forschungspotenziale: Das Aufsetzen von Simulationsstudien für kundenrelevante Kampagnenszenarien. Analog zur Spieltheorie werden Entscheidungssituationen, z.B. Minimum-Budget versus erhöhten Investmenteinsatz durch höhere Frequenz oder Premium-Platzierungen modelliert. Durch das beobachtete Verhalten der Nutzer wird aufgezeigt, in welcher Art sich die unterschiedlichen Faktoren (z.B. Search vs. Display oder TV vs. Video-Ads) bedingen.

Die dargestellten Ergebnisse zeigen einen Ausschnitt einer Metaanalyse mehrerer identischer Untersuchungen über Kampagnen aus unterschiedlichen Branchen (FMCG, Mobilfunk, Entertainment, Automotive). Alle Ergebnisse basieren auf insgesamt n=15.102 Interviews – aggregiert dargestellt auf Basis von 9 Studien.

A: INTRODUCTION TO THE WEBDATANET NETWORK

■

WEBDATANET: MULTIDISCIPLINARY EUROPEAN NETWORK UNDER COST ACTION IS1004

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Introduction to the planned activities of the commencing Webdatanet meeting by the action vice-chair (Stephanie Steinmetz), and the local organizer (Lars Kaczmirek).

Presentation by the action chair (Pablo de Pedraza) on the cornerstones of the network activities.

For more information about the COST action visit: www.webdatanet.eu

A7: MOBILE VERSUS ONLINE SURVEYS

■

MOBILE RESEARCH PERFORMANCE: HOW MOBILE RESPONDENTS DIFFER FROM PC USERS CONCERNING INTERVIEW QUALITY, DROP-OUT RATES AND SAMPLE STRUCTURE.

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Relevance & Research Question: Starting several years ago Mobile Research evolved from the basic idea of conducting surveys via a mobile phone instead of a PC or Laptop to nowadays a wide range of devices, methods, and approaches like location based research or "moment of truth" surveys. However, in a world with an undoubtedly trend towards mobile usage of the internet (Gartner forecasts 821 million sold mobile devices in 2012) one should examine how digital surveys are affected in terms of data quality and sample structure. Taking this into account, there is a need to scrutinize the amount of current usage of online surveys via mobile devices and to analyze differences, threats and opportunities.

Methods & Data: The authors conducted a post-hoc analysis with a huge amount of datasets from recent online surveys. To get a widespread view surveys with manifold target groups were examined as well as multiple data sources like online-access-panel samples and customer based samples.

The analysis focused on how often online questionnaires are being accessed and completed by users of mobile devices, and whether and to what extent those users differ from average PC/Laptop users. Therefore, the authors take a closer look at performance related indicators like average length of interview time, consistency measures, detailedness of open-

ended answers and drop-out rate on the one hand. On the other hand demographic criteria were analyzed in order to draw a coherent picture of the current mobile user.

Results: A pool of more than 40 projects will be examined according to the criteria mentioned above.

Added Value: The authors will illustrate the current status of mobile usage in online surveys and highlight differences not only about PC vs. Mobile Users but also among different target groups and different sample sources.

Furthermore, the authors will present implications for the future setup of digital surveys and provide recommendations how to adapt surveys to integrate Mobile Research as an integral part of digital research as opposed to an artificial and often not helpful schism between mobile and non-mobile research.

■

SENSITIVE TOPICS IN PC AND MOBILE WEB SURVEYS

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Relevance & Research Question: With the proliferation of mobile Web browsers, there is growing interest in the effects that using such devices to complete Web surveys may have on survey responses.
Little research has focused on the possible social context in which respondents may complete survey on mobile devices relative to standard PC-based browsers. Our research focuses on the effect of the device used to complete Web surveys on the answers to sensitive questions.

Methods & Data: We conducted a two-wave cross-over design among members of a volunteer online access panel in Russia. Respondents were randomly assigned either to a mobile or PC Web survey in the first wave. In the second wave we changed the survey mode for those who completed the first wave: those who filled out the questionnaire via PC in the first wave were invited to complete the survey via mobile phone, and vice versa. A total of 884 respondents completed both waves of the experiment.

Results: We hypothesized that surveys completed on mobile phones may show higher rates of social desirability bias than those completed on a PC-based brow-

ser. Our findings offer rather limited support to the main hypothesis, however, we suggest that differences between PC and mobile-based Web surveys depend on the questions being compared. Some differences seem to be found in certain types of questions mostly with higher level of dispersion in the possible answers, particularly in the behavioral open-ended questions with the interval scale and closed-ended questions with the ordinal scale. If there would be differences, PC Web survey seems to produce more honest responses in sensitive items.

Added Value: The results could help survey practitioners to design and improve data quality in Web surveys completed on different devices.

■

ONLINE MIXED MODE SURVEYING USING A RESPONSIVE DESIGN

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Not long ago survey methodologists focused on the «new» possibility of introducing the online mode to the existing telephone, paper & pencil or face-to-face modes of surveying. In the meantime mixed-mode approaches have gone a step further: The «online» mode has become more differentiated, covering a variety of devices used to access the Internet: mobile or desktop, small screen or large screen, touch screen, stylus or joystick etc. A part from the technical aspects, not only the usage of the Internet in general but the situation when taking part in an online survey differs. This must also be taken into account when designing current online or even online mixed mode surveys.

As part of our methodology to determine the official reach of Swiss websites, we recently converted the original online survey to an online mixed mode survey using a responsive design. In the presentation we will report from the process of this methodological adaption as well as from the results of the survey conducted in 2012 with over 15'000 participants.

We will both give an overview of the broad spectrum of issues that need to be taken into account when surveying using this increasingly diverse online mode and present our experience adapting "traditional" online surveys to the mobile and especially small screen environment: Specifically we will cover the challenges that exist when converting layout, question types, scales, answer categories or the presentation of images. Additionally, we will discuss the effects of using a responsive design that automatically adapts the survey delivered depending on the device used on the concept of "mixed mode" designs and provide insights into results we achieved using this design.

B7: ECOMMERCE AND EMARKETING

■

PREDICTING PURCHASING BEHAVIOR THROUGHOUT THE CLICKSTREAM

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Relevance & Research Question: Our study examines whether, how, and how well anonymous purchasing behavior on an e-commerce website can be predicted on the basis of clickstream data. Clickstream data provide a detailed record of visitors' actions on a website and have been found useful in predicting online behavior before. However, virtually all research uses data based on completed visits – effectively comparing which kinds of *completed* visits have lead to a sale. Instead, we use data at the level of the "click-event" and construct visitors' clickstreams to analyze whether it is possible to predict purchasing behavior throughout the clickstream.

Methods & Data: We use disaggregate anonymous clickstream data from the website of a major retailer of lingerie, nightwear, and bathing fashion in The Netherlands. Data were collected over a 4-month period, containing 4.8 million pageviews during 460,000 visits (which is a high data volume compared to most previous studies).

Results: First, it turns out that the clicking characteristics can be meaningfully divided into six categories (session stickiness, loyalty, historical purchase behavior, focused search, product interest, and non-purchasing intentions).

In addition, we show that it is possible, at some cost to accuracy, to predict buying behavior early on in the clickstream, and are able to specify that cost to accuracy. Surprisingly, we found that using clickstream data of previous visits only marginally improved the model's predictive capacity.

Added value: [1] We provide a typology of clicking behaviors that encompasses those available in the literature. [2] Our results support that using cookies to track returning visitors is not bringing much in terms of improved accuracy, [3] We show that using data at the page level is superior to the standard approach of using data at the visit level, and [4] We show how the predictive value of different clickstream characteristics change as a visit progresses.

■

RE-BUILDING TRUST IN ONLINE SHOPS ON CONSUMER REVIEW SITES: WHY ONLINE SHOPS CANNOT DENY WHAT THEY HAVE NOT DONE

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Relevance & Research Question: The study examines how online shops can re-build trust on consumer review sites after customers have accused them of misbehaving. Theories of trust-rebuilding in face-to-face interaction argue that the best way to re-build trust depends on the type of accusation. Experimental research on the effects of trust-rebuilding on eBay, however, indicates that an apology is always a better reaction than a denial for a seller after being accused by a customer, independent of the type of accusation. In this study we offer a potential explanation why traditional theories of trust re-building failed and test it.

In a nutshell, we argue that customers are skeptical about web shops, making denials implausible and ineffective in rebuilding trust. A good reputation of a shop may mitigate customers' doubts, thereby making its denials more believable and restoring trust.

Methods & Data: In a randomized field experiment on trust-rebuilding of web shops on consumer review sites we use mock-ups of consumer review sites including different forms of consumers' complaints (morality- vs. competence based accusations) and shops' responses (none, apology, denial). Among 289 users of review sites, we test our hypotheses about how trustworthy they consider the different shops to be.

Results: Reputable online shops are judged as more trustworthy. Nevertheless, even for them results show that denials tend not to be believed and do not re-build trust. Apologies re-build trust much more independently of the type of accusation and the shop reputation.

Added Value: The findings demonstrate that online shops can re-build trust, but only if they react adequately (apologize) to a complaint. Moreover, they suggest that shops may run into difficulties when they apologize for something they have not done if it later turns out to be a lie.

For negative incidents that are not under the direct control of the shop, e.g. problems with the carrier of an ordered product, it may be wise for the web shop to accept responsibility without admitting that the incident was under its direct control. In this way, web shops may maintain their authenticity towards customers.

■

HOW TO MEASURE THE SUCCESS OF ONLINE BRANDING CAMPAIGNS

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Relevance & Research Question: Since the click-through-rate is an insufficient measure to explain the effects of branding communication, experts suggest new approaches (Drèze/ Hussherr,2003:Journal Of Interactive Marketing,17,4, pp.8-23). Visibility has become an important factor of online branding campaigns. But how relevant is the fixation duration for branding effects and does the way of perceiving the campaign matter? This study's aim is to find out whether unconscious retrieval and processing of online advertising play a role in branding and how they

influence traditional branding factors. To meet the challenge of testing new approaches, an automotive and a FMCG brand, were reviewed.

Methods & Data: For this study an eye tracking experiment combined with an online questionnaire, that retrieved conscious and unconscious information, was most suitable. This method enables finding out, if and for how long a subject looks at a stimulus.

The participating 74 subjects were asked to surf on the start page of a news website and look for interesting articles. This task ensured a browsing behavior, which is very close to the manner in which consumers look at news websites in general. To retrieve the unconsciously processed information a word stem completion test (wsct) according to Yoo was used (Yoo,2008: Journal Of Interactive Marketing, 22, 2, pp.2-18). For the conscious memory examination traditional branding factors were applied.

Results: The results indicate a positive impact of unconscious memory on the brand. Even online branding campaigns that are fixated shortly and remembered only unconsciously have a positive impact on the brand. Results also showed a brand uplift due to a longer fixation duration. Eye tracking turned out to be a significant measure in online brand research. Results also show correlations between visibility, unconscious memory and classical branding dimensions.

Added Value: The results point out the importance of visibility and unconscious measures for online branding campaigns. Yoo´s approach was applied to a practical example using brands from two different industries. On the basis of this study, recommendations for the design of online branding campaigns can be made. The study results show fundamental indicators for further research in online branding communication measurement.

C7: SUCCESS FACTORS OF SOCIAL MEDIA COMMUNICATION

■

HOW TO TWEET TO GET RETWEETED? EXPLORING THE SUCCESS FACTORS OF TWITTER ACCOUNTS OF RETAILERS

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Relevance & Research Question: To date growing numbers of companies are using social media for the purpose of improving customer service, increasing sales, and enhancing customer loyalty. As firms devote more and more time and money to this customer contact channel, the question arises what value social media activities hold for companies. So far, little attention is paid to the return-on-investment (ROI) of commercial use of social media in the academic literature. This paper investigates the factors that influence the probability that Twitter messages (tweets) from retailers are being shared (retweeted) by other Twitter users. Retweets are viewed as a metric for the social media performance objective 'word-of-mouth' (WOM) (Hoffman & Fodor, 2010).

Methods & Data: We investigated both the content of tweets (e.g., topic and length of messages, use of hashtags (keywords), embedded pictures/movies, and links) and general characteristics of Twitter accounts (e.g., number and frequency of tweets, types and number of followers) of large online retailers in the Netherlands. More than 17,250 tweets have been analyzed in December 2011 by two trained coders. (Logistic) regression analysis was applied to determine the extent to which content and account characteristics influence both the retweet chance and retweet volume, while controlling for firm characteristics.

Results: Retailers currently tweet frequently about web care, sales/promotions, news, and events. About 60% of retailers' Twitter accounts are mainly used for a specific goal, such as web care or recruitment, while 40% can be labeled as 'mixed purpose accounts'. Results further indicate that tweets about contests and company news have a much higher retweet rate than messages concerning web care

and product offers. Also, use of hashtags, length and number of tweets, and characteristics of followers significantly influence the retweet probability.

Added Value: The paper contributes to the growing body of literature about the success factors of social media efforts by, amongst other things, scrutinizing the influence of the subject of tweets on the online WOM probability (retweet chance) from an industry perspective. It provides practical guidelines for marketing and social media managers within the retail industry about how to optimize their Twitter activities.

■

DESIGN AND EMBEDDING OF ONLINE VIDEOS AND THEIR EFFECTS ON CONVERSION RATES OF A WEBSITE

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Relevance & Research Question: The amount of video content has risen rapidly in the last years and it has become quite common to directly integrate videos as important elements of websites. This is difficult for the field of conversion optimization, because indeed a web designer can easily change the appearance of the website but not of the integrated video. This study analyses the impact of design characteristics and technical specifications of on-page videos on the conversion rate of a website. The underlying question is how videos may be optimized to intentionally influence the page visitors' behavior, independently of the content of the video.

Methods & Data: We elaborated six relevant factors to be investigated in this study. Four of them are properties of videos itself: (1) the video length, (2) the application of graphical illustrations, (3) the setting of the recorded scene, and (4) the inclusion of a 'call to action'. Additionally, two further properties of the videos' embedding in a website are investigated: (5) the provision of an auto start as well as

(6) a navigation bar. For this study we produced videos (showing a person talking about the benefits of an innovative entrepreneurial approach) with different combinations of the four shown properties. We provided these videos to 5.000 visitors of a website by varying the properties of their embedding and tested their conversion rate in respect to the amount of visitors subscribing a newsletter on the page.

Results: Our main findings are that videos recorded in front of a plain white background clearly perform better compared to ones recorded in a realistic office-setting. The shorter versions of videos as well as the ones consisting graphic illustrations performed somewhat better than their counterparts. The applications of call to action, auto-play features, as well as navigation bars showed positive effects of different magnitude. Additionally, we investigated more complex patterns and found some conflicting effects in the combination of the factors.

Added Value: The application of our results may help conversion oriented publishers of web content like web shops and newsletter marketers to improve the conversion rates of their websites.

S7: INNOVATIVE TOOLS FOR DIE ONLINE-MARKT-FORSCHUNG I

■

NUTZENPOTENTIAL DER INTERAKTION MIT KUNDEN ÜBER ONLINE-DISKUSSIONSFOREN: ERGEBNISSE EINER EMPIRISCHEN UNTERSUCHUNG

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Eine steigende Anzahl an Konsumenten verlässt sich bei Kaufentscheidungen auf Weiterempfehlungen und Beurteilungen anderer Konsumenten. Dies ist vor allem

auf die steigende Popularität und Nutzung des Internet zurückzuführen, wo die Meinungen anderer Konsumenten leicht zugänglich und in großer Anzahl verfügbar sind. So weisen bereits zahlreiche Studien auf die zunehmende Bedeutung des in Online Communities, Foren und sozialen Netzwerken entstehenden Online-Word-of-Mouth (Online-WOM) hin. Entsprechend müssen Firmen Strategien entwickeln, um die Consumer-to-Consumer-Interaktion im Internet im Rahmen eines gezielten Weiterempfehlungs-, Kundenbeziehungs- und Markenmanagements zu nutzen. Hierbei können Unternehmen eine direkte und offene Interaktion mit (potenziellen) Kunden in Online Communities pflegen, das sog. Community Engagement. Bisher ist allerdings wenig bekannt, wie sich eine solche Strategie auf die Mitglieder der Community auswirkt und ob das Online-WOM positiv beeinflusst werden kann.

Die vorliegende Studie untersucht daher, welchen Einfluss das Community Engagement auf die Stimmung der Konsumentenbeiträge und damit das Online-WOM hat und inwiefern dieser Zusammenhang zusätzlich durch das der Diskussion zugrundeliegende Thema beeinflusst wird.

Hierzu werden zehn verschiedene Online-Diskussionsforen mittels Sentiment- und Regressionsanalysen untersucht, in denen eine aktive Moderation durch Firmenvertreter stattfindet. Die Ergebnisse zeigen einen nicht-linearen, umgekehrt u-förmigen Zusammenhang zwischen Community Engagement und resultierender Stimmung der Konsumentenbeiträge. Jedoch kann gezeigt werden, dass diese Beziehung nur für funktional-orientierte Online-Diskussionen gilt, in denen z.B. konkrete Fragen zur Produktnutzung im Vordergrund stehen. Kein signifikanter Zusammenhang besteht für sozial-orientierte Online-Diskussionen, in denen der soziale Austausch unter Konsumenten dominiert. Die Ergebnisse stellen die oft gängige Marketingpraxis in Frage, dass Firmen auf alle Online-Konsumentenbeiträge gleichermaßen reagieren sollten und impliziert stattdessen, dass es sinnvoll ist, sich auf die Beantwortung funktional-orientierter Konsumentenbeiträge zu konzentrieren.

■

INNOVATIVE TOOLS FOR PRODUCT AND SERVICE EVALUATION: OPTIONS AND PROBLEMS TAKING ONLINE FILM RATINGS AS AN EXAMPLE

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Frustrated with trying to interpret what 3 and a half star reviews actually mean? This is the story of my journey to try and invent a better way of rating and evaluating films, replacing the almost universally used but nearly completely useless 5 star rating process, and how it lead to a complete re-evaluation of how we measure and evaluate products & brands in market research.
The 5 star film rating process encapsulates the problem we face with so many pieces of market research we conduct: How to effectively rate things. Nearly every single market research survey relies on similar rating processes and so do nearly all forms of consumer product evaluation. However, rating processes like these do not deliver adequate levels of differentiation. In the case of film star reviews, nearly 80% of film rating scores are clustered between 3 and 4.5. Exactly the same is true with Likert scales in traditional research – they are often clustered around the slightly agree/slightly like/slightly appealing points.

The journey to discover a better methodology started with an exploration of the philosophical question "what is a good film". It has involved the analysis of hundreds of film reviews, interviews with film critics, directors and editors; trips to my local cinema to talk to real film goers to explore the language they use to evaluate films and a large scale establishment study amongst 1,000 people to catalogue and quantify this language.

Using all this information, we have devised and tested more than 20 alternative ways of evaluating films. They include a range of creative techniques, involving both traditional research and a hybrid form of natural language processing inspired by social media data analysis as well as some new gamification inspired methodologies.
Since initiating this project, it has rapidly expanded and we have started to apply the same thinking to testing music & books and to evaluate brands. We are now

exploring how these techniques could be used to reshape traditional market research tracking studies.

S8: INNOVATIVE TOOLS FÜR DIE ONLINE MARKTFORSCHUNG II

■

MÖGLICHKEITEN ZUR IMPLIZITEN MESSUNG VON EMOTIONEN AM BEISPIEL WEBCAMBASIERTER GESICHTSAUSDRUCKSERKENNUNG

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Der Vortrag stellt eine neue Methode zur Erfassung von Emotionen, die auf einen Stimulus hin, z.B. eine Werbekampagne, ausgelöst wurden vor. Die neuesten Erkenntnisse der Neurowissenschaft belegen, dass Entscheidungsfindungsprozesse beim Menschen sehr schnell, emotional und unterbewusst ablaufen, d.h. Entscheidungen sind deutlich weniger rational als wir annehmen. Schätzungen gehen davon aus, dass das Gehirn 400 Milliarden Bytes pro Sekunde an Informationen aufnimmt, davon jedoch nur 2.000 Bytes bewusst verarbeitet.

Werbung ist heute allgegenwärtig. Emotionen übernehmen die Aufgabe als Signalgeber für Relevanz und helfen die Informationsflut auf das Entscheidende zu filtern. Daraus folgend muss Werbung Bilder erzeugen, die relevant sind und die der Verbraucher tief in sich aufnimmt.

Ob ein Bild, eine Botschaft oder ein Versprechen tatsächlich aufgenommen wird, hängt also davon ab, ob es ihm gelingt aus der Flut an Informationen "aufzutauchen" und relevant zu werden. Will man diesen Prozess mit Fragen oder Skalen abbilden, so sieht man sich den Schwierigkeiten der kognitiven Nachrationalisierung, der sozialen Erwünschtheit und auch dem unterschiedlichen Ausdrucksvermögen von Menschen gegenüber. Mit der Gesichtsausdruckserkennung als implizite Messmethode umgeht man diese Problematik – oder um es mit Billy Wilder zusagen "Wir haben keinen Dialog gebraucht, wir hatten Gesichter".

Grundlage dieses impliziten Verfahrens ist die präzise Zuordnung von Muskelbewegungen zu Emotionen. Die Veränderung der Muskelbewegung bei Konfrontation mit einem Stimulus wird exakt ermittelt und gibt Aufschluss über die ausgelöste Emotion – sequenzgenau zur Betrachtung des Werbemittels. Damit lassen sich Fragen nach den ausgelösten Emotionen ebenso beantworten wie Fragen nach dem Transfer der emotionalen Reaktionen auf die Marke.

Ein Vorteil dieses Verfahrens ist u. a. darin zu sehen, dass durch die Integration in eine Onlinebefragung eine höhere Fallzahl realisiert werden kann als bei anderen impliziten Verfahren; dies wiederum ermöglicht eine Differenzierung nach Zielgruppen sowie das Aufdecken gruppenspezifischer Reaktionsmuster.

A9: PREVENTING ITEM NON-RESPONSE

■

DOES ONE REALLY KNOW?: AVOIDING NONINFORMATIVE ANSWERS IN A RELIABLE WAY.

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Relevance & Research Question: When designing questionnaires, an important decision to make is whether or not to include a 'do-not-know-option'. In interviews this dilemma is solved by not explicitly offering 'do-not-know', but accepting it when it occurs. Interviewers are instructed to accept a non-substantive answer only after a gentle probe.

Online surveys, being self-administered, lack an interviewer. Therefore, web survey designers are hesitant to offer an explicit do-not-know option and 'required answer' is often default standard software. However survey methodologist strongly advice against this forced-answer strategy. Requiring an answer does not necessarily ensure that the right answer is given and may lead to irritation and more break-offs or to guessing and less valid answers, thereby reducing data quality.

Methods and Data: The data were collected among members of the LISS panel, a probability based panel of the Dutch population. The questionnaire contained questions, which in previous self-administered surveys showed a high percentage of item-nonresponse. A three by two experimental design was used. Factor A manipulated no explicit offering vs offering do-not-know in two different ways, visually separating do-not know and offering do-not know as a special button. Factor B manipulated accepting a do-not-know vs. only accepting it after a friendly probe. Respondents were randomly assigned to experimental conditions.

Results: We found clear effects of offering 'do-not-know' and of probing. Not explicitly offering do-not-know (but allowing to skip) followed by a friendly probe resulted in the lowest amount of missing information. Respondent evaluations showed that when do-not-know was offered explicitly the questions were experienced as less difficult. When a probe was offered, respondents indicated that the questions made them think more (about the topic). These results suggest that offering a d-not-know without probing gives respondents an easy escape, while probing stimulates the question-answer process. The scale reliabilities support this.

Added Value: This study adds an empirical basis to the debate on whether or not to offer do-not-know options in web surveys. We show that explicitly offering a do-not-know option in a web survey is not advisable. Allowing respondents to skip a question and programming in friendly probes is a good alternative.

■

IDENTIFYING AND MITIGATING SATISFICING IN WEB SURVEYS: SOME EXPERIMENTAL EVIDENCE

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Relevance & Research Question: Satisficing behavior is a widespread hazard in Web surveys because interview supervision is limited in absence of a human interviewer. Therefore, it is important to devise methods which help to identify and to mitigate satisficing. The paper examines whether innovative questionnaire design can be an efficient means to reduce non-substantial answers, non-differentiation in matrix questions, and speeding. We analyze to what extent these types of satisficing can be reduced through three tools suggested in recent research. First, several studies used prompts to reduce the incidence of non-substantial answers. Second, some authors proposed alternative designs for matrix questions (so-called scrolling matrix questions) to mitigate response non-differentiation. Third, control questions (or instructional manipulation checks) are intended to identify inattentive respondents. Our contribution provides further evidence on how these tools are suited to reduce satisficing response behavior and to increase the quality of the respondents' answers.

Methods & Data: For our analyses, we use data from two Web surveys with 1,000 and 2,000 respondents, respectively. In the first sample, drawn from a probability-based online panel, half of the respondents were prompted when providing non-substantial answers. In the second survey, drawn from a non-probability online panel, each of the design innovations is randomly assigned to half of the sample. The experimental groups are compared with the control groups using t-tests or chi^2-tests. A multivariate regression model for satisficing behavior is estimated to test whether the design innovations contribute to the explanation of satisficing if we control for respondent characteristics which are predictive of satisficing.

Results: Preliminary analyses show that prompts are a well-suited tool to reduce item nonresponse in Web surveys. However, this might come at the expense of increased survey breakoff. Since the second survey fields in end of December 2012, further results will be available by end of January 2013.

Added Value: Satisficing response behavior is a major concern in Web surveys. We assess the potentials of three easily implementable tools to increase data quality and discuss their advantages and pitfalls. To the extent that satisficing varies between survey modes, mixed-mode survey can particularly benefit from these measures.

■

MEASURING WAGES VIA A VOLUNTEER WEB SURVEY – A CROSS-NATIONAL ANALYSIS OF ITEM NONRESPONSE

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Relevance & Research Question: Item nonresponse (INR) is a common phenomenon in surveys and particularly income questions are characterized by higher INR rates. INR not only reduces the sample size but might also produce non-ignorable missing data, i.e. when INR differs systematically between non responders and responders with regard to the variables of interest. In this case it is as problematic for sample representativeness as total respondent dropout.

As cross-national comparisons of income using micro data have become more attractive in recent years, it is important to assess the extent to which such comparisons are meaningful. This paper examines determinants and mechanisms underlying INR on the income question in different countries.

Methods & Data: The analysis is based on the WageIndicator survey in 2011 and 2012. The WageIndicator is a unique database for the abovementioned purpose, since it offers a large number of observations in a large number of countries. To study the comparability across countries, first cross-national INR rates are described by differentiating also core socio-demographic characteristics. Second, multi-level analysis is applied to examine determinants of the probability of INR of the wage measures by simultaneously controlling for differences within and between countries.

Results: The study enhances knowledge by offering insights into cross-national INR differences and introducing country-level explanations for differences in INR. As data collection will be completed by end of the year, the paper will present fresh results unavailable so far.

Added Value: So far, research has revealed that INR is related to age and education and that INR on income is concentrated in the lower income tail. A limitation of this research is that most studies have focused on mainly exploring within-country differences. Only with a better understanding of the underlying determinants and mechanisms of INR, tools and techniques can be developed to reduce INR and thereby improving data quality.

C9: SOCIAL MEDIA AND ELECTIONS

■

US ELECTORAL COMPASS AND LOOKING TOWARDS THE GERMAN FEDERAL ELECTION 2013

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Relevance & Research Question: Social media has stepped up to play a large role in shaping the coverage and deciding the winners and losers of the presidential debate series. By monitoring discussions posted online in the US, we were able to analyse the true thoughts of voters, rather than opinions solicited by traditional surveys, as a means of gauging the electoral issues that matter and where they are deemed relevant. To help aid media insights, we have launched a new data-visualisation tool (http://labs.brandwatch.com/uselection/) which has been aggregating both all relevant US presidential Twitter, as well as press conversation since the beginning of July 2012. Analysed according to candidate, source and policy area, the US Electoral Compass allows users to quickly and easily navigate political buzz through the interactive time line, showcasing the evolution of real-time issues in each state and the variations in coverage each candidate is attracting on both Twitter and in the local press up until election data.

Methods & Data: In the run up to the US presidential election, Brandwatch monitored Twitter and press discussion since the beginning of July 2012 with its own Social Media Monitoring Tool. These conversations have been captured and categorised, where applicable, according to 30 policy areas in each state.

Results: We are planning a final analysis on the US election but it is not finsihed. We can give one example according to one week's coverage on Ohio, a crucial

battleground state: Military issues were more likely to be discussed by the press in the state than any other issue, in connection with both candidates. / The military policy area constituted the largest share of tweets linking the President to an issue in Ohio, with employment and the broader economy close behind. etc.

Added Value: The media and analysts alike value the visibility of candid, unstructured thoughts of real voters as opposed to the sometimes limited insight solicited by opinion polling. Having real-time access to these views offers a powerful means of gauging the electoral issues that matter most to the US public and where they are deemed most relevant.

■

PARTICIPATION IN POLITICAL DEBATES THROUGH BLOGGING IN GERMANY: A TIME-SERIES ANALYSIS OF THE RELATIONSHIP BETWEEN POLITICAL BLOGS AND MASS MEDIA

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Relevance & Research Question: Enabling citizens to raise their voices, the online public sphere is likely to change power relations in political communication (Rössler, 1997; Chaffee & Metzger, 2001). Correspondingly, studies in the USA found a bidirectional relationship between political blogs and mass media in agenda-setting processes (Wallsten, 2007; Meraz, 2011). This presentation aims to examine the temporal patterns of participation in political debates through blogging in Germany.

Methods & Data: During a three-month period from April 1 to June 30, 2011, the relationship between the daily number of news items on four political issues (nuclear energy, international terrorism, Eurozone crisis, Arab Spring) in five German evening news shows on television (N = 8778 news items) and ten political blogs sampled from the ‚German Blogcharts‘ (N = 6181) was analyzed through cross-correlational tests

with time lags ranging from 1 to 7 days – both for original times series and for their white-noise components identified through ARIMA modeling. TV news data were obtained through a secondary analysis of a dataset provided by Media Tenor; blog data were collected through an original quantitative content analysis.

Results: Analyses of original time series indicate that blog discussions and TV news coverage were related across a range of daily time lags for all four issues. Facilitating a closer look at the temporal patterns of relationships, analyses of the white-noise components of times series indicate no positive relationship at any time lag for ‚nuclear energy‘, a synchronous relationship for ‚international terrorism‘ ($r = .61$, $p < .05$) and a leadership position of TV news in relation to blogs for ‚Eurozone crisis‘ ($r = .30$, $p < .05$, after 1 day; $r = .23$, $p < .05$, after 2 days) and ‚Arab Spring‘ ($r = .23$, $p < .05$, after 1 day; $r = .23$, $p < .05$, after 7 days).

Added Value: In contrast to findings in the USA, this study does not suggest a leading position of the political blogosphere in relation to mass media in agenda-setting processes in Germany. Potential explanations from differences in political contexts, the structure of the blogosphere and journalists' practices will be discussed.

■

GERMAN PARTIES AND SOCIAL MEDIA: EVENT-DEPENDENT COMMUNICATION ON STATE ELECTIONS

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Relevance & Research Questions: Web 2.0 communication in theory opens up the possibility of establishing new, deliberative forms of democracy. To which extent did the German state parties make use of this chance in 2011?
In order to find an answer to this question, the dialogue between parties and population via Web 2.0 needed to be quantified:
How frequently did parties "speak" with interested users and potential voters there? Is Web 2.0 communication between parties and citizens just event-related as part of the election campaign or developing to a long-term dialog?

Methods & Data: Focus was consciously laid on parties' official offer on Facebook and Twitter. The research design followed quantifiable criteria. Step A) examined the Web 2.0 channels relevant to the parties. Step B) then measured the quantity of communication on the various channels. How many entries were to be found on parties Facebook and Twitter profiles? The present study's material consisted of more than ten thousand posts and tweets for the seven state elections in 2011 (n=10,044). The two weeks before the election and two weeks after were exa-

mined. So it was possible to track how often posts were written during each week of the study.

Results: All political parties are especially active immediately prior to the election (second week of the study), and also receive the greatest response during this period. However, no trend towards developing any longer-term dialogue with voters on Web 2.0 can be observed. Event-dependent communication plays a far greater role than longer-term communication. Thus parties' communication on Facebook and Twitter can be seen as issue-driven. These cases also produced the highest user reaction rate, which leads to distortions in the study.

Added Value: The present study examines post-2009 developments on state level. While case studies of parties' Web 2.0 offer – particularly politicians' blogs – already exist, studies that go beyond this, focusing on a broader cross-section and also including the new channels Facebook and Twitter, are new territory for research as far as Germany is concerned. This study aims to fill this gap at least partially.

S9: WERBEWIRKUNG (ONLINE-/MOBILE WERBEFORMATE)

■

DIGITAL ADVERTISING: DIE WIRKUNG VON ONLINE- UND MOBILE-WERBEFORMATEN IM VERGLEICH

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Zur Wirkung von Online-Werbung liegen mittlerweile zahlreiche Studienergebnisse vor. Auch TOMORROW FOCUS Media beschäftigt sich seit vielen Jahren intensiv mit diesem Thema. Beispielsweise werden in der Studienreihe "AdEffects" jährlich verschiedene Online-Werbeformate hinsichtlich ihrer Werbewirkung untersucht. In der Studie "AdEffects Mobile" wurden 2012 erstmals auch mobile Werbeformate analysiert: die große Wirkung der kleinen Ads.

- Welches mobile Werbeformat kann am besten bei der Werbeerinnerung punkten?
- Welche Werbeform gefällt den Befragten besonders gut?
- Welches Format kann die höchste Aktivierungsleistung erzielen?

Besonders bedeutsam ist dabei die Frage, inwiefern sich die Ergebnisse bei mobilen Werbemitteln von jenen im Online-Bereich unterscheiden. Wann ist der Einsatz mobiler Werbeformate vorteilhaft? Wann sind Online-Werbeformate besser geeignet? Wie ergänzen sich beide in idealer Weise, um so die Werbewirkung im Digital Advertising Markt zu optimieren?

Die Präsentation "Digital Advertising: Die Wirkung von Online- und Mobile-Werbeformaten im Vergleich" beleuchtet die zentralen Befunde beider Studien, die aus einer umfangreichen Onsite- und Mobile-Befragung im Netzwerk der TOMORROW FOCUS Media hervorgegangen sind.

■

AUSWIRKUNGEN DES SECOND SCREEN AUF DIE WIRKSAMKEIT VON TV-WERBUNG: WENN KONSUMENTEN IN DER WERBEPAUSE ZUM TABLET GREIFEN

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A10: INTERACTIVE QUESTIONNAIRE DESIGN

■

SLIDE TO RUIN DATA: HOW SLIDER SCALES MAY NEGATIVELY AFFECT DATA QUALITY AND WHAT TO DO ABOUT IT

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Relevance & Research Question: Slider scales – made from a horizontal line and a handle being moved to give an answer – are frequently used rating scales in Web surveys. In contrast to simple radio buttons – where answers are given by (1) move the mouse to the answer option and (2) click – the use of sliders is more demanding: respondents have to (1) move the mouse to the slider, (2) click the handle, (3) hold the mouse button, (4) drag the handle to the answer option, and (5) release the mouse button. The research presented focuses on how slider scales influence the process of data collection.

Methods & Data: After a quite extensive study (median response time 14 minutes) respondents (N = 1067) were asked three items about the study. In a 2 X 3 design, the rating scale (radio button vs. slider) was experimentally modified between respondents as well as the number of response options (3 vs. 5 vs. 7).

Results: Break-off was about three times higher with slider scales, especially for respondents with lower cognitive abilities. Furthermore, response times were considerably higher with slider scales. The most serious finding is that the distribution of values considerably differed between both scales. Regardless of the number of response options, there is evidence that a large share of respondents does not see the initial position of the slider being a valid response option. Thus, n-point slider scales are actually used as n-1-point scales.

Added Value: Slider scales are part of most Web survey software. This study provides evidence that this type of rating scale may not only increase respondent burden but also may seriously harm data quality as well as bias sample composition. The present results strongly advice against using this type of rating scale. Standard, low-tech radio buttons should be preferred. Further research on the impact of different implementations of sliders (e.g., initial position of slider, number of response options, and design) will be discussed.

■

REDUCING RESPONSE ORDER EFFECTS IN CHECK-ALL-THAT-APPLY QUESTIONS BY USE OF DYNAMIC TOOLTIP INSTRUCTIONS

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Relevance & Research Question: When asking respondents questions with long lists of response options allowing multiple answers response order effects may occur. In Web surveys, primacy effects are to be expected due to their self-administered nature since the respondents' attention declines when reading long lists of response options. Instructions asking respondents to process all response options to the same extent have only limited effect. Web surveys offer the opportunity to make use of dynamic tools that have the potential to increase the respondents' attention to such instructions. Among others, tooltips are an effective method to direct the respondents' attention to specific elements of a question, in particular to instructions.

Methods & Data: The effect of tooltip instructions was tested in a randomized 2x4 between-subjects experiment embedded in a survey among university applicants (n=6.000). Factor 1 included the order in which a long list of 13 response options was presented (original vs. reversed order). Factor 2 referred to four different ways of presenting the instruction (control condition without instruction, static instruction displayed underneath the question, dynamic tooltip instruction appearing each time a respondent hovered the mouse pointer over a response option, and a combined condition integrating both a static and a dynamic tooltip instruction). For each condition we computed response order effects and compared their magnitude in order to assess the effectiveness of the instruction as compared to the control condition.

Results: Findings indicate that the average response order effect as well as the number of significant effects can be reduced using dynamic tooltip instructions. The reduction is about the same as compared to the effect achieved by a static instruction. When combining the two means of presenting the instruction (static and dynamic) the reduction in response order effects is even more pronounced.

Added Value: The study demonstrates the benefits of using dynamic feedback to respondents in Web surveys. Using tooltip technology works as a continuous stimulus throughout the question-answer process. However, dynamic instructions are not a substitute for static instructions, instead, findings suggest a particular effectiveness of using dynamic instructions jointly with conventional instructions.

■

USING INTERACTIVE FEEDBACK TO ENHANCE RESPONSE QUALITY IN WEB SURVEYS. THE CASE OF OPEN-ENDED QUESTIONS

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Relevance & Research Question: Several studies have demonstrated that respondents react to the size and design of the answer box offered with an open-ended question in web surveys. Larger answer boxes seem to pose an additional burden and yield higher rates of item-nonresponse as compared to smaller answer boxes.

At the same time larger answer boxes work as a stimulus that increases the length of the response provided by those respondents who actually answer the question. In this study we aim to demonstrate the effectiveness of a counter associated with the answer box that continuously indicates the number of characters left to type. We assume that the counter allows researcher to limit the size of the answer box in order to reduce item-nonresponse without harming the length of the responses provided.

Methods & Data: The effect of the counter as a means of interactive feedback was tested in a 3x4 between-subjects design. Factor 1 was the size of the answer box and had 3 levels (small, medium, and large). Factor 2 had 4 levels (no counter, counter with a start value of about the number of characters that fit the answer box, counters with a higher or lower initial value). The experiment was embedded in a large scale survey among university applicants (n=6.100).

Results: Findings confirm previous studies according to which smaller boxes pose a lower burden to respondents as compared to middle-sized and large boxes. Accordingly more respondents actually provided an answer to a small answer box. At the same time larger boxes yield longer answers and more characters. Using a counter has no negative effect of item-nonresponse, however, it has the potential to increase the number of characters – particularly together with a medium sized answer box.

Added Value: The study demonstrates the benefits of providing interactive feedback to respondents in Web surveys. In addition, interaction effects between the answer box size and the presence of a counter suggest that the optimal design of an answer box to an open-ended question needs to be carefully chosen.

B10: RESEARCH INTO ORGANIZATIONAL ONLINE COMMUNICATION

■

THE CHANGE OF ORGANIZATIONAL COMMUNICATION STRATEGIES IN THE ONLINE MEDIA AGE – IDENTIFYING PUBLICS AND THEIR RECEPTION HEURISTICS

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Relevance & Research Question: The internet is changing many of the existing assumptions of communication practices in organizations. In dealing with online publics, two main aspects can be recognized: the development of personal and the diversification of professional publics (Schmidt 2008). The challenge for organisations is to identify relevant publics and to create effective address strategies, e.g. in crisis communication and CSR-topics.

Based on the involvement in and knowledge about an issue, four types of publics can be defined: active, aware, aroused and inactive publics (Hallahan 2000). What they have in common is the use of heuristics when processing persuasive messages from organizations (Gilovich/Griffin/Kahnemann 2008; Gigerenzer et al. 1999; Chen et al. 1999; Chaiken/Maheswaran 1994; Chaiken 1980). The main goal is to identify and label the relevant publics and set of heuristics being used, especially in online communication settings.

Methods & Data: Following the grounded theory approach (Glaser/Strauss 2009), qualitative, guidelined-based interviews with communication experts of a special enterprise sector mark the first step in identifying relevant publics and making first assumptions about used heuristics respectively. By including either qualitative and quantitative data ressources, these assumptions can be tested in a quantitive survey later (triangulation).

Results: A qualitative content analysis of the interview transcripts showed similarities between the expert statements which allows the determination of temporary main categories. These categories are separated in relevant publics which mark next intensive interview possiblities (e.g. NGOs, journalists) as well as indicators which influence the reception of persuasive organizational messages (e.g. source credibility, organization history). Furthermore the relevant publics can be described through their characteristics and special dimensions. This makes it easier to refer to heuristic cues and heuristics being used.

Added Value: The results of this research will lead to a better understanding for publics, their interests and needs and therefore to better concepts of organizational communication strategies. In terms of methodology, the work will emphasize the largely overlooked importance of qualitative research methods and their contribution to quantitative approaches in the field of public relations studies and online communication.

■

WEBCARE ON SOCIAL NETWORK SITES: ATTENTIVE CUSTOMER CARE OR PRIVACY INFRINGEMENT?

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Relevance & Research Question: Relying on relationship marketing literature and empowered by web crawling technologies, firms are increasingly monitoring and intervening with word of mouth on social network sites (SNS). Empirical evidence for the effectiveness of these webcare activities is mixed for negative word of mouth (NWOM) and lacking altogether for positive word of mouth (PWOM).

This study investigates the effects of content and context characteristics of the consumer-generated comments and the firm's subsequent response on webcare effectiveness. Drawing on reactance theory, it is hypothesized that perceived privacy infringement (PPI) explains these effects.

Methods & Data: In May 2012, 1,267 Dutch consumers (Mage = 43.8, 50.8% female) participated in an online experiment. Respondents were exposed to a description of a service encounter (positive vs negative), a consumer comment (posted on a customer vs corporate account; addressing vs mentioning the firm), and the firm's webcare response (generic vs personalized).

A factorial ANOVA was applied to scrutinize the effects of the independent variables on customer satisfaction and purchase intentions. Preacher and Hayes' bootstrapping procedure was used to analyze the mediating effects of PPI.

Results: Results show that a webcare response can mitigate the adverse effects of a negative service encounter, but cannot enlarge – and sometimes even discounts – the positive effects of a positive service encounter.
Results also indicate that, in contrast with conventional beliefs, a generic webcare response is more effective than a personalized response, and that an unsolicited response is only effective for NWOM and always less effective than a solicited response. As hypothesized, these effects are mediated by customers' feelings of privacy infringement resulting from the firm's webcare response.

Added value: Theoretical contributions are 1) that content and context characteristics of WOM and the subsequent webcare response affect PPI, 2) that PPI, through its effect on customer satisfaction and purchase intention, can account for mixed results concerning webcare intervention effectiveness in previous studies, and 3) that corporate interference with PWOM discounts rather than enhances customer satisfaction. For marketers, the results provide practical guidelines concerning appropriate response strategies and emphasize the importance of privacy concerns that may result from firms' activities on SNS from a consumer behavior perspective.

◼

LITTLE BIG DATA. AN EVALUATION OF THE SERVICEABILITY OF AUTOMATED DATA COLLECTION FOR THE ANALYSIS OF ORGANIZATIONAL ONLINE-COMMUNICATION.

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Relevance & Research Question: The question how organizations integrate online media in their communication repertoires and how they communicate online has become of great relevance for political communication scholars as well as for marketing research practioners. Given the large scale availability of "activity-data", online research is confronted with the question how these data may be automatically exploited. Therefore, using automated methods we analyzed whether the engagement of organizations is a predictor for success in terms of user engagement. Based on this issue we adress the following research questions: With which limitations can publicly accessible data about the online-communication of organizations automatically be surveyed and analyzed? Can computer-based data collection help to sample political organizations, which are underrepresented in traditionally compiled samples?

Methods & Data: Based on a scientific sample consisting of over 5.500 political organizations, Facebook profiles were sampled in two ways. Firstly, names of organizations were automatically fed into the Facebook search engine and the results were semiautomatically evaluated. Secondly, the sample was compared with organizations listed on Pluragraph, a wiki-like directory of over 7.000 organizations and their social media profiles. Subsequently Facebook metrics were downloaded and calculated for all identified profiles. The different samples were then compared regarding indicators for user vs. organizational activity and characteristics of organizations.

Results: First results show a correlation between primary organizational activity and primary user activity. Primary user activity in turn correlates with reactive user activity: the more frequently organizations post online and the bigger the public, the more user engagement can be expected. Though structural relationships are apparent content matters obviously. Ongoing investigation evaluates the consequences of different sampling strategies. Although organizations in the Pluragraph sample are more regional and liked higher, there is little impact on the overall relations on an aggregated level.

Added Value: The comparison of different sampling strategies in conjunction with large scaled, automated data collection, foremost serves answering the prevalent question, how user generated content and automated methods may be utilized in scientific research. Moreover our study provides insights into the distribution of user attention.

C10: POLITICAL PARTICIPATION AND CIVIL SOCIETY

◼

CIVIL SOCIETY IN A NETWORKED WORLD: COMPARING OFFLINE AND ONLINE ASSOCIATION NETWORKS IN GERMANY AND JAPAN

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Civil society's relationship with traditional political systems has evolved dramatically since the late 1990s and early 2000s. In Japan and Germany, civil society groups acting as environmental policy actors, have demonstrated distinct characteristics and relationships, as well as involvement in policy processes and governance. Prior to the 1990s, civil society in Japan has been characterized by the iron triangle of politics, bureaucracy and business (Pekkanen, 2003). This "iron triangle" has dominated relationships, particularly in terms of policy formation and implementation. In contrast, CSOs in Germany have constructed a cooperative and integrated network in global environmental politics (Jost and Jacob, 2004).

Increased access to ICTs (information communication technologies) in both countries has led civil society organizations and associations to potentially expand their existing network of offline relationships. But this has given rise to the research question: Are civil society organizations' self-reported offline networks, including formal and informal relationships, reflected in website hyperlink structures?

Our methods answer this question by utilizing the response data from the 2007-8 G-JIGS (Germany Interest Group Survey) of 780 associations (391 in Berlin) and the 2006-7 J-JIGS (Japan Interest Group Survey) of 15,791 associations (1,803 in Tokyo) (Tsujinaka and Pekkanen, 2007). To investigate the nature of their offline and online connections, we compared the relationships, information exchange, and frequency of communications with other political actors, as self reported in the two surveys, to their online relationships, as shown through a network analysis of their website hyperlinks.

Our preliminary results for these normative networks from the survey data suggest that the governmental sector is situated in the center core of relationships among various organizations. However, patterns of CSO cooperation differ. In Germany, CSOs being cooperative with labor have formed close relationships with economic and welfare-oriented groups. However, in Japan, labor groups are distant from economic

groups, which bridge the span between the governmental sector and welfare. As Japanese labor groups are more cooperative with welfare, they also have formed relationships with professional, educational, and other types of CSOs. Our hyperlink analysis also identifies the relationships between specific CSOs, and we demonstrate the similarities and differences of online relationships to offline networks.

Combining research methodologies provides added value of available data that is complementary in terms of informational relationships, cross-national comparisons, and evaluations of their offline and online associational representation. The implications of this research may reveal new insights into modelling formations of civil society influence and relationships.

■

POLITICIANS IN THE VIRTUAL SPHERE — THE IMPACT OF THE ICT ON THE LOCAL DEMOCRACY IN POLAND.

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The main issue is to present electronic governance initiatives in Poland which can present the role of ICT in the effort to improve local democracy which results in creating active public sphere. The following questions were analysed: Whether and how ICT have changed the functioning of local public sphere? Do ICT support political communication and local democracy? Is ICT used as platform for local debate? Is ICT used mainly as a tool for transmitting information from the dominant one-sided communication? The paper is divided into two parts. Firstly there are discussed theoretical aspects of building digital public sphere and e-democracy in local communities. Secondly the author describes ICT usage in selected municipalities (e.g.: ICT and local administration/politicians: e-commune/e-consultation; regional/information portals; blogs etc.). For comparison a survey has been carried out in different parts of Poland (urbanized; semi-urbanized; rural). It was analysed the case of the following regions: Lower Silesia; Podkarpacie, Lodz. To achieve goals mentioned above there were used: descriptive methods; in depth interview; content analysis. Followed research proved Internet to be for majority of Polish municipalities mainly a tool for conveying information and providing services on the appropriate level, rarely used as a platform for debate. It can be noticed that still important role in building local democracy and identity plays local newspaper (in printed and electronic version), where readers can find both information and also have the opportunity to participate in the debate however, local news sites are becoming even more popular (e.g.: commercial initiative). Local politicians are scarcely "visible" on the Internet. It is rather difficult to find information about local parties which do not provide up-to-date information to their constituency. Poles are

rather not looking for information about local politicians/politics on the Internet because they show little interest in this area. They are more active in the field of sport, education or culture. The strengthen of the two sided communication for building up the local debate seems to be an important issue for Polish municipalities especially if the aforementioned 'strong dimension of democracy' is to be further strengthened, consensus and cooperation need future detailed analysis.

■

THE NEW DIVIDE? POLITICAL PARTICIPATION OF ONLINE AND OFFLINE POPULATIONS IN EUROPE

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Relevance & Research Question: For more than a decade scholars have been arguing about how Internet use may influence political participation. Notwithstanding ambiguous theoretical speculations, the empirical evidence has predominantly demonstrated the positive effect. I argue that when the Internet becomes more embedded in social and political life, the discrepancy between those, who offline and online increases.

Departing from the well-established resource model, I assume that online population is more involved in politics than offline one and conjecture that these difference increase in the more "internetized" societies due to the stronger information inequality between these two groups.

Methods & Data: I use the data on 25 countries from the last fifth wave of European Social Survey (2010). The major particularity of these countries is that they are almost similarly democratic and economically developed (log of GDP varies from 8.8 to 10.9), whereas the Internet penetration rate considerably varies across them (from 43 to 93 points).

DV is Participation Index, difference in participation between offline and online populations. Main IV is Internet usage + control variables. Due to the cross-country nature of the data

(individuals are nested within countries) and the particularity of the main hypothesis (cross-level interaction), I employed multilevel regression modeling.

Results: The results show that in some countries the Internet has indeed almost no effect on participation, but it strongly contributes to participation in others. The explanations with regard to political system and economic development seem reasonable, but insufficient. Using multilevel modeling, I show that the level of internetization can really explain why in some countries the difference between online and offline populations in political participation is greater than in others.

Added Value: I conclude that in the era of everyday digital media, when citizens get the opportunity to supersede costly temporal and spatial restrictions (that might have impeded their civic participation before) and significant part of social and political life correspondingly goes online, the penalty of being offline be- comes unprecedentedly high. If my results are valid, there appears the question of bridging the information gap between online and offline populations.

S10: DATENSCHUTZ / STRATEGISCHE FRAGEN DER ONLINE-FORSCHUNG I

■

DATENSCHUTZ ALS HERAUSFORDERUNG IM ONLINE-MARKETING: ERGEBNISSE EINER EMPIRISCHEN STUDIE

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Datenschutz im Online Marketing wird zu einer wichtigen Aufgabe für Unternehmen. Sie müssen nicht nur die gesetzlichen Vorschriften beachten, sondern auch das Vertrauen der Nutzer gewinnen und ihr Marketing im Kontext der Rechtslage strategisch aufstellen. Dabei steigt der Bedarf an Daten im Marketing gleichzeitig mit der öffentlichen Wahrnehmung von Datenschutz und der Forderung nach Transparenz und Kontrolle.

Diese Entwicklung fordert Unternehmen auf, sich mit dem Thema des Datenschutz für Werbezwecke (Dialogmarketing) intensiv auseinanderzusetzen.

Im Rahmen der Studie "Datenschutz im Dialogmarketing – Studie zu den Kennt-

nissen und Einschätzungen von Unternehmens- und Marketingverantwortlichen" wurden branchenübergreifend Unternehmens- und Marketingverantwortliche aus über 500 Unternehmen befragt. Untersucht wurden die allgemeine Einschätzung der Befragten zum aktuellen Stand des Datenschutzes, die Situation bezüglich Datenschutz im eigenen Unternehmen sowie die Kenntnisse der betreffenden Rechtslage. Die wichtigsten Ergebnisse der Studie sowie eine Einschätzung zu den Aufgaben im Marketing von Unternehmen stellt Stefan von Lieven, CEO des Online-CRM Dienstleisters artegic AG, vor.

■

STRATEGISCHES SOCIAL MEDIA MARKETING: RAHMENBEDINGUNGEN, ERFOLGSFAKTOREN, EMPIRISCHE ERKENNTNISSE

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Kaum ein Thema wird in der gegenwärtigen Unternehmenspraxis so heiß diskutiert wie Social Media. Die neuen Kommunikationsmechanismen zwingen Manager zum Umdenken – oder sollten dies zumindest – und bestehende Paradigmen müssen hinterfragt werden. Beispielfälle zeigen, dass auch Angestellte aus augenscheinlich "marketingfremden" Positionen – zum Beispiel Aushilfen im Verkauf oder das Reinigungspersonal – durch ihre privaten und möglicherweise gut gemeinten Social Media Aktivitäten Markenimages drastisch beeinflussen können. Andere Fallstudien zeigen, dass die Analyse von Nutzeraktivitäten in Sozialen Medien die eine oder andere Markenkrise hätte vermeiden können.

Wie aber sollte Social Media Strategisch genutzt werden? Auf Basis mehrerer Studien wurde in den letzten zwei Jahren das "Bamberger Strategiemodell Social Media" entwickelt, welches die Komplexität von Social Media verdeutlicht. Empirische Erkenntnisse weisen auf die Herausforderungen der neuen Medien im Unternehmenskontext hin und zeigen, dass

klassische Managementmodelle den Ansprüchen der aktuellen Marktbedingungen häufig nicht mehr genügen. Die Erkenntnisse zeigen, dass jedes Unternehmen Social Media in die strategische Planung einbeziehen muss – auch dann, wenn ein eigener Auftritt (oft berechtigterweise) nicht sinnvoll erscheint.

A11: MOTIVATING RESPONDENTS IN ONLINE SURVEYS

■

PROS AND CONS OF VIRTUAL INTERVIEWERS – VOTE IN THE DISCUSSION ABOUT SURVEYTAINMENT

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Relevance & Research Question: Research market faces increasing problems with respondents' availability. This issue is especially important in online researches where there is no motivational role of interviewer and withdrawal from filling in the questionnaire is facilitated. It is believed that a remedy to this issue may be various surveytainment techniques aiming at increasing participants fun and engagement during answering the questionnaire. One of the promising stimuli seems to be implementing in an interview a character of virtual interlocutor (avatar).

Important questions that still need to be answered are:
- Whether and to what extend do virtual interviewers inherit the good and bad features of real human interviewers?
- How effective they are compared to an ordinary online survey design?
- Are they similarly persuasive for different groups of respondents and what influence consequently it may have on sample structure?
- Whether and how may they have impact on the quality of the answers?
- How do the effects differ depending on the type and place of appearance of the avatar in the survey?
- Are there differences caused by different types of virtual interviewers (i.e. pictures vs cartoon)?

Methods & Data: To answer the above questions we conducted a survey in experimental design, using on-site recruitment. We obtained in total 3177 filled up questionnaires. The analysed factors were: invitation response rate, drop-out rate, various indices of respondents engagement and quality of answers depending on the type (animated vs static, cartoon vs picture, male vs female) and place of appearance (invitation only vs a part of the survey vs the whole survey) of virtual interviewer. The data was analysed both in total and in various profile groups separately.

Results: We will show how various types of avatars help to engage the respondents and what are the biggest advantages of using them. We will also uncover their disadvantages.

Added Value: The audience of our presentation will get knowledge on how to use avatars in online surveys in such way, that exploits their advantages and avoids drawbacks.

■

TECHNICAL AND METHODOLOGICAL META-INFORMATION ON CURRENT PRACTICES IN ONLINE RESEARCH: A FULL POPULATION STUDY OF ONLINE QUESTIONNAIRES FROM RECRUITMENT PORTALS.

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Relevance & Research Question: The use of web-based data collection methods is still a growing trend in the Social Sciences. However, up to now, only very little is known about which features online researchers are actually using in their online questionnaires. The present study aims to fill this knowledge gap by examining all available active online questionnaires from five major online recruitment portals.

Methods & Data: After identifying online portal sites that are widely used by researchers to recruit participants for their online studies, we extracted objectively identifiable informa-

tion regarding the use of technical features from all available online questionnaires on these portal sites (N = 720 online questionnaires). Online questionnaires were evaluated according to quality standards recommended in the methodological literature.

Results: Online questionnaires complied well with the avoidance of disadvantageous features (e.g., using pre-answered item options, using non-standard technologies), but failed to comply with standards pertaining to the implementation of advantageous features (e.g., using progress indicators, keeping expected duration short).

Added Value: Regarding the compliance with methodological standards of online questionnaires, online researchers are quite successful in avoiding the use of disadvantageous features in their questionnaires. However, online researchers should also consider the implementation of advantageous features that are beneficial for both participants' motivation and data quality.

■

THE MONETARY VALUE OF GOOD QUESTIONNAIRE DESIGN

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Relevance & Research Question: Currently the research industry has to deal with a decreasing cost per interview whilst having to handle declining response rates at the same time. Therefore a major challenge consists in finding other motivators than monetary incentives to maintain or even increase the motivation to participate in studies. Against this backdrop a good, surveytaining questionnaire design might motivate sufficiently to be able to reduce the monetary incentive. The question is how to assess the monetary value of a good questionnaire design.

Methods & Data: This paper combines different studies to address the monetary value of a good survey design. The first study was designed to determine the elasticity of survey satisfaction in regards to different incentives and different lengths of interview. The second study determines the impact of a surveytaining questionnaire design on the respondents' satisfaction with a survey. Both studies together underpin an expectation about the amount of monetary incentive needed to level out the overall satisfaction between a normal and a surveytaining study. Finally a third study was conducted to assess the substance of this expectation.

Results: The first study replicates the known fact that incentives do not have a strong impact on the overall satisfaction with a single survey. However there are strong indications of thresholds that call into question any linear correlation bet-

ween incentives, length of interview and the overall satisfaction. The second study shows that the impact of a good questionnaire design on the satisfaction of participants is high. Respondents are significantly more satisfied when they get a better questionnaire. From this perspective, the monetary incentive has to do a lot to get the same level of satisfaction. Finally the third study to confirm the expected value of a good survey layout sheds some light on the thresholds of survey satisfaction.

Added Value: Our study helps to benchmark the quality of a survey from a respondents perspective against the incentive. It can be shown that the amount of an incentive does not have to correlate solely with the length of interview, but might be affected by a huge amount of other factors.

B11: SURVEY PARTICIPATION

◼

INTERVIEW DURATION IN WEB SURVEYS: INTEGRATING DIFFERENT LEVELS OF EXPLANATION

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Relevance & Research Question: Interview duration is a central variable in Web survey design. For example, previous research shows that survey breakoff rates increase the longer a Web survey takes to be completed. Given the crucial role of duration, this paper addresses the question of which factors determine the interview duration in Web surveys. Several factors on different conceptual levels contribute to interview length. First, on the level of survey and questionnaire design, overall length of the questionnaire, i.e. the number of questions, use of graphical elements, complex designs, and software choice contribute to this central characteristic. Second, different types of questions, e.g. open-ended questions, closed questions, questions arranged in grids etc., influence the time a respondent needs to respond. Finally, on the level of the individual, personal characteristics of the respondents have an impact on response speed. For example, previous research shows that older and lower educated respondents answer questions at lower speed. Also, the respondent's motivation might affect response speed.

Methods & Data: In this paper we apply a broad methodological approach. First, we bring together the levels of survey design and individual explanations of interview duration. Second, we use data from 18 Web surveys on political attitudes and behavior of German Internet users conducted between 2009 and 2012. For each of these surveys we collected information on interview duration, survey and questionnaire design as well as on question and respondent characteristics. Data structure and theoretical approach require application of multilevel modeling.

Results: Preliminary analyses show that all levels explain parts of the variance in interview duration but that not all levels are of equal importance. Particularly, duration is influenced by questionnaire design as well as question and respondent characteristics. Among the latter, age and education stand out. Also, types of questions and their frequency affect interview duration.

Added Value: Enhanced knowledge of the factors explaining interview duration allows us to make informed design decisions and to further improve the quality of Web surveys. The multilevel method enables us to fit all explanatory variables in a single model and discuss respective results under control of the other parameters.

◼

THE FISH MODEL: WHAT FACTORS AFFECT PARTICIPANTS WHILE FILLING IN AN ONLINE QUESTIONNAIRE?

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Relevance & Research Question: The intensive use of online survey management tools becomes a common method for data collection. This research identifies key aspects influencing the process of filling in an online questionnaire in order to define what motivates participants to take part in a survey.

Methods & Data: Our metadata is provided by the survey management system Unipark (http://www.unipark.info/). It was collected via online questionnaires of two main related projects (Survey A, n1=140 & Survey B, n2=250) that are running in the frame of the "eScience – Research Network Saxony" project (http://www.escience-sachsen.de/) as well as within a survey run by the central coordination of the project (Survey C n3=765). All projects investigate the usage of Web 2.0 services in terms of an academic task. As a conceptual framework for understanding the scientists' behaviors, we use the fish model in 4 main dual-related factors as described below (Mohamed, B.; Pscheida, D. & Koehler, T. (2012). The Fish Model: a conceptual framework for enhancing e-research collaboration. (Under reviewing)).

Results: (a) Task-time factor, the main task of filling in an online survey can be splitted into multiple sub tasks (e.g. reading, writing, searching...), these tasks regarding estimated time of filling in, should be considered. (b) Activities-believes: The decision whether or not to take part in and finish an online survey excrete different activities (e.g. communication, breaking up ε) which strongly influenced by participants' beliefs. (c) Support-context: what cultures of disciplines are more aware of Web 2.0 technologies? The disciplines of mathematics-natural science and engineers are clearly winning the subject race for participation. (d) Finally for the Incentive-ethics of what incentives should be provided for participants and protected by ethical research issue? Therefore, the intrinsic motivation of participants was the reason of contribution. Furthermore, the trust issue could drive the process of delivery.

Added Value: The use of the fish model assists our understanding for observing online behaviors of junior and senior scientists during taking part in an online questionnaire. In addition, it provides an approach for how to use meta-data of an online survey to analyze response behavior.

C11: CROWDSOURCING AND MOTIVATION VIA SOCIAL MEDIA

■

MOTIVATE THE CROWD: A QUALITATIVE ANALYSIS OF MOTIVATION MANAGEMENT ON CROWDSOURCING PLATFORMS

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Relevance & Research Question: The integration of a vast number of people (crowd) into the innovation process of a company seems to be a profitable business. The internet makes it possible to easily make an open call and wait for new and useful ideas to come. Since the crowd is huge, having at least some lead users among them, there would consequently be no urgent need to manage their creative processes. However providers of crowdsourcing platforms set obvious benefits for their users to participate. Hence they try to influence the crowd's motivation, one core component of creative processes. Social motivation seems to be an important factor in this respect, though creativity researchers have proclaimed that creative processes are said to be driven rather by intrinsic motivation (Amabile 1996, Csikszentmihalyi 1997). Thus the questions arise, how relevant extrinsic and intrinsic motivation in crowdsourcing for new product development (npd) really are and how they can help to enhance creativity.

Methods & Data: Developing the theoretical framework motivation has been identified as one crucial component within the complex field of creativity (e.g. Amabile 1996, Hennessey 2010). Since creativity and crowdsourcing research have not yet been connected in a structured manner, an explorative design has been chosen to develop and expand the empirical frame of reference. For this purpose semi-structured interviews with providers of popular crowdsourcing platforms for npd are currently carried out.

Results: Being part of a multi-method design that has been set up to analyze creativity processes in crowdsourcing this study helps to develop an empiric frame of reference. Since the analysis is still in progress, there are no final results available yet.

Added Value: The upcoming results will show how practical experts for crowdsourcing value extrinsic and intrinsic motivation. Furthermore possible ways to manage creativity with means of motivation are discussed. The developed frame will be the first one to illustrate the crowdsourcing-creativity-motivation connection that forms the basis for further qualitative and quantitative research.

■

CREATIVE CROWDS: A META-ANALYSIS OF CREATIVITY PROCESSES IN CROWDSOURCING

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Relevance & Research Question: Innovations are the engine of our economy and an important success factor for companies. However with the pressure to innovate there comes a remarkable risk of failure: Up to 80 percent of the supposed innovations turn out to be flops. Innovations in the field of fast moving consumer goods fail in an estimated rate of 70 percent of all cases, representing billions of dollars in bad investments (GfK 2006). A lack of alignment of the products on customer values and demands is said to be the main reason (GfK 2006).

As a possible solution for those problems models like crowdsourcing appear representing the democratization of idea management. Today the Internet enables organizations to give a task to an open online community (crowd), which then solves the problem (outsourcing).The outcome is said to serve customer needs much better. For new product development this means novel and useful ideas, in other words creative and innovative ones.

Methods & Data: Based on a component model of creativity by Amabile (1996), Amabile and Mueller (2009) and enlarged by various approaches of creativity research we examine the research field of online crowdsourcing. The three factors expertise (1), creativity skills (2) and task motivation (3) are surrounded by a social, economic and political environment. In several qualitative (expert interviews, customer interviews) and quantitative (online surveys) studies we started to evaluate the complex field of crowdsourcing and the process of creativity to deliver helpful innovations.

Results: Core results show, that expertise does not play such a big role as motivation and creativity skills do. Intrinsic motivation dominates the process of crowdsourcing, even though companies mainly offer benefits to fulfill extrinsic motivation. Additionally we found out that the inclusion of crowdsourcing into the companies' innovation process is able to positively influence their value creation chain.

Added Value: Our study delivers a meta-insight into a relatively complex research field: online crowdsourcing. We are able to deliver a first more generalizable and also practical relevant overview of the process of crowdsourcing, necessary creativity, existing motivations and their economic as well as social influences.

S11: STRATEGISCHE FRAGEN DER ONLINE-FORSCHUNG II

■

ERFOLGSFAKTOREN VON PRODUKTINNOVATIONEN: ERGEBNISSE EINER META-ANALYSE VON ONLINE-KONZEPTTESTS

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Eine zentrale Frage im Innovationsprozess ist, wie gut das neue Produkt oder der neue Service nach Einführung am Markt angenommen wird. Daher sind Indikatoren wichtig, die bereits in der frühen Phase der Produktentstehung die Erfolgsaussichten zuverlässig abschätzen und die richtigen Ideen in die nächsten Stufen des Innovationsprozesses befördern. Der hohe Innovationsdruck im schnelldrehenden FMCG-Markt (Fast Moving Consumer Goods) fordert besonders zügige Prozesse. Je früher geeignete Ideen aussondiert werden, desto effektiver kann der Weg von der Idee zum Launch bestritten werden.

Das vorliegende Paper extrahiert aus über 100 Praxis-Tests die bestimmenden Treiber für erfolgversprechende Produktideen im FMCG-Markt. Die Meta-Analyse über Testergebnisse aus der Frühphase vielfältiger Ideen liefert ein eindeutiges Ergebnis: In der Tat reichen einzelne Key Performance Indikatoren, um die Zukunftsaussichten eines Neuprodukts zu bestimmen.

■

INTERNATIONALISIERUNG IM E-COMMERCE: INTERNATIONALE UND INTERKULTURELLE UNTERSCHIEDE ALS CHANCE FÜR DEUTSCHE ONLINEHÄNDLER

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Nicht nur für Unternehmen wie Amazon, Zalando oder Otto wird Internationalisierung immer mehr zum zentralen Erfolgsfaktor. Aufgrund sinkender Margen und Preise – bei gleichzeitig wachsenden Marketingkosten – stoßen viele deutsche Online-Händler national zunehmend an ihre Umsatzgrenzen. Neben der Option, ihre Produktpalette zu erweitern, streben Online-Shops verstärkt nach Internationalisierung: Indem sie ihr bestehendes Sortiment auf dem internationalen Markt anbieten, versuchen sie, ihren Umsatz signifikant auszuweiten.

In seinem Vortrag verdeutlicht Henning Heesen, dass nicht in erster Linie das Wachstum ausländischer Märkte den internationalen Erfolg determiniert; entscheidend ist vielmehr, inwieweit deutsche Online-Händler länderspezifische Faktoren (z.B. Preisdifferenzen oder unterschiedliche Marketingkosten) gewinnbringend nutzen können.

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