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Fachhochschule Köln
Cologne University of Applied Sciences

SHAPING. ONLINE. RESEARCH.



GOR

17th GENERAL ONLINE RESEARCH CONFERENCE
18 – 20 MARCH 2015 IN COLOGNE

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17th GENERAL ONLINE RESEARCH CONFERENCE

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Andreas Woppmann, advise
Cornelia Züll, GESIS

GREETING FROM THE DGOF

CONFERENCE LOCATION:

FACHHOCHSCHULE KÖLN/
COLOGNE UNIVERSITY OF APPLIED SCIENCES
CLAUDIUSSTR. 1, 50678 COLOGNE



DEAR GUESTS OF THE GOR 2015!

It is a great pleasure for us to welcome you all to the 17th General Online Research conference.

Since last year's conference in Cologne was such a great success, we are glad to have the opportunity to collaborate once again with the Cologne University of Applied Sciences as local organizer and are very pleased to welcome you in the wonderful city of Cologne.

We have a great conference programme lined up for you which includes keynotes, presentations, awards and posters. You can choose between up to four simultaneous conference tracks: Track A covers online research methodology and Internet surveys. Track B covers the relation between Internet and society and is jointly organized with the Alexander von Humboldt Institute for Internet and Society (HIIG). Track C features social media research and track D informs us about advances in applied online research and is jointly organized with marktforschung.de. In addition, we have three award competitions: i) the GOR Best Practice Award 2015 for the best practice study from applied online research, ii) the GOR Thesis Award 2015 for the best thesis (bachelor, master and PhD) in online research and iii) the GOR Poster Award 2015 for the best poster at the conference.

Our keynotes will pick up two major and topical discussions: On Thursday, 19 March 2015, Jon Puleston from Lightspeed GMI, UK, will enlighten the audience with "What can advertising teach us about effective survey design?" On Friday, 20 March 2015, Suzy Moat from the University of Warwick, UK, will present astonishing results from her studies which can be summarized as "Quantifying human behaviour with Internet data".

This year we introduce a new format to the GOR. Headlined "Demos: Showcasing new technical developments" this session will include inspiring innovations which tap into what might become common practice in the future.

On the pre-conference day, Wednesday, 18 March 2015, it's workshops. This year they'll cover network analysis, the open source statistics software R and designing online surveys.

Wednesday night we get together with drinks and snacks and Thursday night is party-time. The GOR-Get-Together will take place on Wednesday evening after the DGOF members meeting at the "Schnörres", a cosy bar near the conference location, and the GOR Party 2015 opens its gates on Thursday from 8 pm at the Gewölbe club in the city centre of Cologne.

We are especially grateful for the enthusiastic support and collaboration of Prof. Dr. Christoph Seeßelberg, Prof. Dr. Rüdiger Küchler, Prof. Dr. Sylvia Heuchemer, Prof. Dr. Klaus Becker and Prof. Dr. Simone Fühles-Ubach, Prof. Dr. Petra Werner, Prof. Dr. Matthias Fank and their team. We would also like to thank our programme partners marktforschung.de and Alexander von Humboldt Institute for Internet and Society as well as our sponsors and media partners. And, of course, a big THANKS to you, the conference participants, presenters and speakers at this event!

Have a great time at the General Online Research conference 2015!



Dr. Otto Hellwig
Chair DGOF Board and
Conference Chair



Dr. Lars Kaczmirek
DGOF Board and
Chair GOR 15 Programme Committee

ABOUT DGOF



DGOF

THE DGOF BOARD CONSISTS OF FIVE MEMBERS
ELECTED BY THE MEMBERSHIP FOR A TERM OF
TWO YEARS

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 methods but also mobile and social media research.

We represent our members' interests by further developing guidelines in order to secure the quality of such 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 where interdisciplinary dialogue and discussion on this topic can take place.

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

The DGOF board consists of five members and is elected for a term of two years: Dr. Otto Hellwig (respondi AG), chairman of the board; Dr. Lars Kaczmirek (GESIS - Leibniz Institute for Social Sciences), deputy chairman; Oliver Tabino (Q | Agentur für Forschung GmbH), deputy chairman; PD Dr. Meinold Thielsch (University Muenster), deputy chairman; and Alexandra Wachenfeld (LINK Institut für Markt- und Sozialforschung GmbH), deputy chairwoman.

What we do:

- Current developments in online and mobile research are discussed at our General Online Research conference and at our local events 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 contact between academic online-researchers and those working in applied market research, so they can develop projects together. By doing this we also foster a critical dialogue between academic and applied research.
- We support young online researchers by organizing PhD-workshops and financial support for dissertations and facilitate contact 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 citizens about good practices in market and social research. We are one of the founding members of the initiative.

Who are our members?

Our members work either in market research or at scientific institutions – or they might just be interested in online research without working in this field.



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www.researchplus.de

PORTRAITS OF THE BOARD



PD DR. MEINALD THIELSCH

is a Postdoc ("Akademischer Rat") at the Westfälische Wilhelms-University Münster, Department of Psychology, Germany. He accomplished his Ph.D. and his habilitation in psychology in Münster. His main working and research interest are in the areas of human-computer interaction and user experience as well as applied research, science-practice-transfer and online research. Meinald Thielsch is member of the DGOF board since 2014. Further information can be found at www.meinald.de.



ALEXANDRA WACHENFELD

is Research Director of LINK Institut for market and social research GmbH, a full-service institute with focus on online, CATI and quality research methods. In her role as research director she is responsible for the development of strategy, marketing and business development in terms of online research and the methodical monitoring of the completely active recruited (by representative telephone interviews) LINK online Panel. She worked as a researcher for more than 15 years and has presented papers with focus on online research at a number of events such as Research & Results, M-Motionday, GOR and market research events in Switzerland. Furthermore she has published articles for various magazines.

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. Since March 2013 Otto Hellwig is Chairman of the DGOF Board.



DR. LARS KACZMIREK

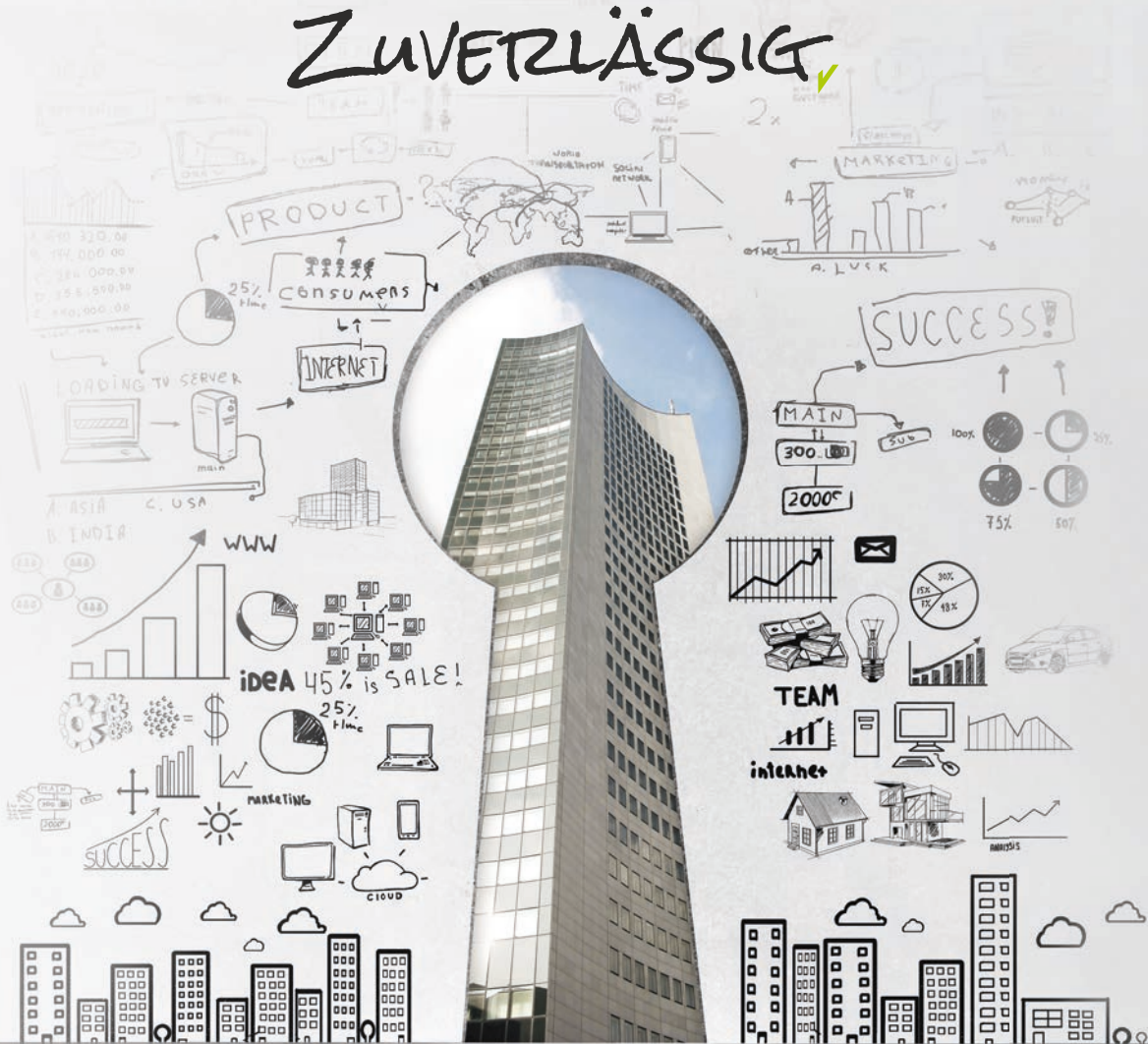
is team leader for survey programmes (ALLBUS, CSES, GLES, ISSP) in the department Monitoring Society and Social Change and deputy department head at GESIS - Leibniz Institute for the Social Sciences, Germany. He received his Ph.D. in psychology from the University of Mannheim. His publications address topics in survey methodology, especially sources of error, eyetracking, open-ended questions, softwaretools, and social media data. His research interests are at the intersections of psychology, computer science and sociology. He is head of the GOR program since 2012, member of the DGOF board since 2009 and served as DGOF treasurer between 2010-2013.



OLIVER TABINO

CEO of linkfluence Germany and CEO of Q | Agentur für Forschung GmbH, Mannheim and Paris based market research and social media research specialists. He is lecturer for Social Media Research at the AACSB accredited Pforzheim University and published several articles about market research and social media. He is co-founder of "mafolution", an independent grassroots platform for market and social researchers and initiator of the "I love Mafo"-Blog. Since March 2013 Oliver is member of the DGOF board.

PERSÖNLICH, PARTNERSCHAFTLICH, ZUVERLÄSSIG



DAMIT AUS DATEN FAKTEN WERDEN!

Egal welche Fragen Sie haben oder wen Sie befragen wollen, wir stellen sicher, dass Sie genau jene Informationen bekommen, die Sie brauchen.

Wie wir das machen? Dank unseres qualitativ hochwertigen Online-Panels und unseres Anspruches, mehr für Sie zu sein als nur ein Panellieferant. Denn für uns steht der Kunde im Zentrum des Geschehens.

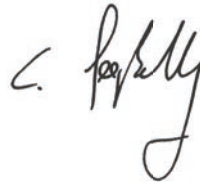
WELCOME TO THE 17th GOR CONFERENCE IN COLOGNE

Ladies and Gentleman,
Dear Participants of the GOR 2015,

the world of digital media and our behavior as users are continually and rapidly changing. It even seems that the changes are taking place at cyberspeed while the volume of data we create day by day is growing exponentially. Innovations, specified as "the Internet of things" or the growing market of applications for mobile devices are in the focus of public awareness. Last but not least the shift of the World Wide Web from an information and B2B or B2C channel to a social network's platform has given our professional as well as our private life a new structure. As a result, researchers in markets, academia and media will find broad new perspectives and business opportunities.

Change creates demand - including the demand for experts with a command of the new tools, both in terms of technical expertise as well as in applications and analyses. Experts of this kind are trained at the Cologne University of Applied Sciences - to a high scientific level and with a distinct practical focus. I am therefore particularly pleased that the "Deutsche Gesellschaft für Online-Forschung" [German Society for Online Research] once again has chosen the Cologne University of Applied Sciences as both its sci-

entific partner and as the location for its international symposium. This cooperation illustrates perfectly how we combine research-oriented learning with an extensive focus on practical orientation. I hereby also cordially invite you to use the conference as a platform for networking with our scientists and students, and extend a warm welcome to you here at the Cologne University of Applied Sciences.



Prof. Dr. Christoph Seeßelberg
President of the Cologne University of Applied Sciences



Fachhochschule Köln
Cologne University of Applied Sciences

PROF. DR. CHRISTOPH SEEßELBERG

PRESIDENT OF THE COLOGNE
UNIVERSITY OF APPLIED SCIENCES



WELCOME TO THE GENERAL ONLINE RESEARCH CONFERENCE 2015 IN COLOGNE

We would like to welcome you to the University of Applied Sciences in Cologne to the General Online Research Conference 2015. We belong to the Faculty of Information and Communication Studies, to be more precise: to the Institute of Information Science.

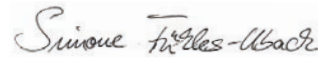
We are proud to be host and local partner of GOR conference for the second time this year, and we consider the Institute of Information Science to be just the right place for a conference with the subject relating to online research. This is the 17th conference in a row, so we are not exaggerating if we call the GOR conference one of the most important international conferences in this dynamic field.

For us this is the unique opportunity to show you in how many ways our institute is linked to GOR issues: Since quite a few years we offer three Bachelor courses: One in Applied Information Science, the second in Online-Editing and, last but not least, in Library Science all covering different fields of market and online research in several ways. In addition to that we started to offer a constitutive Master course that focuses on market and media research four years ago. This course concentrates on methods of quantitative and qualitative research, especially methods of online research.

In fact online communication is relevant to this course in two aspects: On the one hand it covers the subject of market and media research, on the

other hand it is used as a research tool to analyze user and consumer behavior. In this way we combine traditional education for market researchers with modern questions on web research.

We hope you will all enjoy your stay in Cologne, get to listen to excellent talks and get engaged in interesting discussions, meet familiar faces as well as new people, and remember the Institute of Information Science as an inspiring place for online research!



Prof. Dr. Simone Fühles-Ubach
Dean of the Faculty of Information Science and Communication Studies



Prof. Dr. Petra Werner
Managing Director of the Institute of Information Science



PROF. DR. SIMONE FÜHLES-UBACH

DEAN OF THE FACULTY OF INFORMATION SCIENCE
AND COMMUNICATION STUDIES

PROF. DR. PETRA WERNER

MANAGING DIRECTOR OF THE
INSTITUTE OF INFORMATION SCIENCE



9:00	BEGIN CHECK-IN	
11:30 – 13:00	WS 1: Introduction to Network Analytics Chair: Cathleen M. Stuetzer TU Dresden, Germany Location: Room 158	
13:00 – 13:30	BREAK	
13:30 – 16:30	WS 2: R 101: Introduction to R, an open-source software for statistical computing Chair: Frederik Funke LINK Institut; datamethods.net, Germany Location: Room 149	
	WS 3: The art of asking questions Chair: Jon Puleston Lightspeed GMI, United Kingdom Location: Room 158	
16:30 – 17:00	BREAK	
17:00 – 19:00	DGOF members meeting Chair: Otto Hellwig respondi AG Location: Room 248	
19:00 – 19:30	BREAK	
19:30	GOR Get-Together Location: Im Schnörres (Ferkulum 30, 50678 Cologne) The GOR 15 Get-Together is open to everyone with a valid conference or workshop ticket!	

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respondi

THURSDAY 19/03/2015

8:00	BEGIN CHECK-IN	
9:00 – 10:15	Opening & Keynote 1: What can advertising teach us about effective survey design? Keynote Speaker: Jon Puleston Lightspeed GMI, United Kingdom Location: Aula (Mainzer Str. 5)	
10:15 – 10:45	BREAK	
10:45 – 11:45	A2: Measurement Chair: Oliver Bastian Tristan Franken TU Dresden Location: Room 248 Click, Touch, Slide: Impact of the Implementation of Graphical Rating Scales on Data Quality in Mobile and Desktop Settings Frederik Funke [1,2], Vera Toepoel [3] 1: datamethods.net, Germany; 2: LINK Institut, Germany; 3: Utrecht University, The Netherlands Dynamic Drag-and-Drop Rating Scales in Web Surveys Tanja Kunz Darmstadt University of Technology, Germany Positioning of Clarification Features in Open Frequency and Open Narrative Questions Metzler Anke, Marek Fuchs Darmstadt University of Technology, Germany	
10:45 – 11:45	B2: Citizen Science Chair: Martin Welker Technische Universität Braunschweig Location: Room 147 Get Them Involved: Motivational Strategies of Citizen Science Platforms Kaja Scheliga [1], Benedikt Fecher [1,2], Sascha Friesike [1,4], Cornelius Puschmann [1,3] 1: HIIG, Germany; 2: DIW, Germany; 3: Zeppelin Universität, Germany; 4: Universität Würzburg, Germany Creating deliberation online: Developing a Citizen Science Strategy 2020 for Germany Lisa Pettibone Museum für Naturkunde Berlin, Germany	

Track A sponsored by
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 **ALEXANDER VON HUMBOLDT
INSTITUT FÜR INTERNET
UND GESELLSCHAFT**

10:45 – 11:45 **C2: Business Analytics with Social Media I**

Chair: Axel Maireder | GfK Location: Room 149

Combining Survey and Social Media Monitoring in an Airline Customer Satisfaction Study

Charlotte Nau, Melanie Arens | TNS Infratest, Germany

Social ratings as the new currency of marketers? – A comparison of influences from Likes and test seals on product ratings

Christian Bosau [1], Liesa Henriette Pöppel [1], Ulrich Rieger [2] | 1: Rheinische Fachhochschule Köln (RFH), Germany; 2: MW Research GmbH, Germany

Brand Engagement Topologies on Instagram

Simeona Petkova | Amsterdam University of Applied Science, The Netherlands

10:45 – 11:45 **D2: GOR Best Practice Award 2015 Competition I**

Chair: Alexandra Wachenfeld | LINK Institut Location: Room 158

Climbing down from the conscious tip of the iceberg – Discovering the unconscious mind of crossdigital consumers

Lisa-Charlotte Wolter [1], Maik Schönbach [1], Sonja Knab [2] | 1: Hamburg Media School, Germany;
2: TOMORROW FOCUS Media GmbH, Germany

Creating New Grounds for Insight Generation in the Healthcare Market

Juliane Berek [1], Claudio Hasler [2] | 1: EARSandEYES GmbH, Germany; 2: MCM Klosterfrau Vertriebsgesellschaft mbH, Germany

Exploring the Web of Sustainability – Understanding Consumer and Stakeholder Groups

Yannick Rieder [1], Manuela Wille [2], Elke Euler-Horn [2] | 1: Linkfluence Germany GmbH, Germany; 2: Eckes-Granini Group GmbH, Germany

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11:45 – 12:00 **BREAK**

12:00 – 13:00 **A3: Mobile Web Surveys**

Chair: Bella Struminskaya | GESIS - Leibniz Institute for the Social Sciences Location: Room 248

Exploring Why Mobile Web Surveys Take Longer

Mick P. Couper [1,2], Gregg Peterson [1] | 1: University of Michigan, United States of America; 2: University of Maryland, United States of America

Device choice in web surveys: The effect of differential incentives

Aigul Mavletova [1], Mick P. Couper [2] | 1: NRU Higher School of Economics; 2: Institute for Social Research, University of Michigan

Responsive Questionnaire Design for Higher Data Quality in Mobile Surveys

Frederik Funke, Carmen Borger | LINK Institut, Germany

Track A sponsored by



12:00 – 13:00 **B3: Online Participation**

Chair: Carol Scovotti | University of Wisconsin-Whitewater Location: Room 147

Skill Divide in Online Participation: The Case of Wikipedia

Aaron Shaw, Eszter Hargittai | Northwestern University, United States of America

Open Education and Online Participation: Exchanging Practices inside a Research Project

Francisco Freitas | Centro de Estudos Sociais, Portugal

Programme Partner



12:00 – 13:00 **C3: Business Analytics with Social Media II**

Chair: Christian Bosau | Rheinische Fachhochschule Köln (RFH) Location: Room 149

A Longitudinal Perspective on the Social Media Usage by Retailers

Rianne van Lambalgen, Jesse Weltevreden | 1: Amsterdam University of Applied Sciences, The Netherlands

“Can Internet Searches Forecast Tourism Inflows?”

Concha Artola [1], Pablo de Pedraza [2], Fernando Pinto [3] | 1: Central Bank of Spain, Spain; 2: University of Amsterdam The Netherlands;
3: University of Salamanca, Spain

Phubbing because of FoMO? – “Fear of Missing Out” as a predictor for problematic mobile phone use – when being alone and in company

Christian Bosau, Max Kühn | Rheinische Fachhochschule Köln (RFH), Germany

12:00 – 13:00 **D3: GOR Best Practice Award 2015 Competition II**

Chair: Oliver Tabino | linkfluence Germany & Q Agentur für Forschung Location: Room 158

Native Ads - Ad Content in Context

Kerstin Hammen {1}, Michael Wörmann {2}, Eva Herzog {1} | 1: Yahoo! Germany; 2: Facit Digital GmbH, Germany

Screen types - representative typologies of smartphone- and tablet-users

Anja Manouchehri {1}, Wolfgang Dittrich {2} | 1: Axel Springer Media Impact GmbH & Co. KG, Germany; 2: d.core GmbH, Germany

Using Online Real-Time-Measurement for a Deeper Understanding of TV-Spot Impact

Angelina Brandenburg {1}, Michael Lenz {2} | 1: YouGov Deutschland AG, Germany; 2: InnoGames GmbH, Germany

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13:00 – 14:00 **BREAK: LUNCH**

E: Präsentation der Auftaktstudie zur Tour der Marktforschung 2015

Chairs: Raimund Wildner, Daniel Förtsch | Initiative Markt- und Sozialforschung e.V. Location: Room 248

14:00 – 15:30 **C4: Demos: Showcasing new technical developments**

Chair: Alexander Wenz | University of Essex Location: Room 158

nodeGame: a tool for real-time on-line behavioral experiments

Stefano Baliotti | ETH Zurich, Switzerland

Automatic analysis of open questions in market research

Johannes Hercher, Joao Filipe Baigger | Rogator AG, Germany

A Near Real-Time Application for Twitter Data Analysis

Zinayida Petrushyna {1}, Alexandra Chueva {1,2}, Ralf Klamma {1}, Joachim Lanfermann {2} | 1: RWTH Aachen University, Germany; 2: e-dynamics GmbH, Germany;

The design for an advanced, multi-country, web-based survey and coding tool for occupations in ISCO-08

Kea Tijdens | University of Amsterdam, The Netherlands

Getting closer to the moment of truth with qualitative online and mobile diaries

Zacharias de Groote | LiveLoop GmbH, Germany

14:00 – 15:30 **D4: Panel Discussion: Behavioural Economics: A new idea of man – a need for new methods?**

Chair: Horst Müller-Peters | marktforschung.de, Germany Location: Room 248

Panelists include:

- Dr. Florian Bauer (Member of the Board, Vocatus AG, Germany)
- Prof. Dirk Frank (Managing Director, ISM Global Dynamics, Germany)
- Jon Puleston (VP of Innovation, Lightspeed GMI, United Kingdom)
- Orlando Wood (Managing Director, BrainJuicer Labs, United Kingdom)

Programme Partner
marktforschung

14:00 – 15:30 **Poster Session I: Online Methodology and Applied Online Research**

Presentations and discussions with the authors

Virtual Teams at Work: Do Attractive Interfaces Improve Performance?

Maria Douneva {1}, Russell Haines {2}, Meinold T. Thielsch {1} | 1: University of Muenster, Germany; 2: Old Dominion University, USA

Connecting Offline and Online Surveys: Reconsidering Respondent Determinants in Attribute Bias

Sae Okura {1}, Yohei Kobashi {1}, Leslie Tkach-Kawasaki {1}, Manuela Hartwig {2}, Yutaka Tsujinaka {1} | 1: University of Tsukuba, Japan; 2: Free University of Berlin, Germany

Higher response rates at the expense of validity? Consequences of the implementation of the "forced response" option within online surveys

Jean Philippe Décieux {2}, Alexandra Mergener {1}, Kristina Neufang {3}, Philipp Sischka {2} | 1: Federal Institute for Vocational Education and Training (BIBB), Germany; 2: University of Luxembourg, Luxembourg; 3: University of Trier, Germany

A comparison of two eye-tracking supported cognitive pretesting techniques

Cornelia Neuert, Timo Lenzner | Gesis - Leibniz Institute for the Social Sciences, Germany

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Development and Validation of the “Participatory Market Communication Scale” (PMCS)

Stefan Beckert, Alena Kirchenbauer, Julia Niemann, Alexander Schulze | Universität Hohenheim, Germany

webdatanet & webdatametrics

Pablo de Pedraza | Univerity of Amsterdam, The Netherlands

Who is Your Customer? A Data-Driven Approach to B2B Customer & Competitive Analysis

Carol Scovotti [1], Ross Scovotti [2] | 1: University of Wisconsin-Whitewater, United States of America; 2: NueMedia, LLC, United States of America

Research on Pilot Survey for Mixed Mode Effects: Face to Face Survey and Internet Survey

KyuHo Shim, KyungEun Lim | Statistics Korea, Republic of South Korea

Not to Be Considered Harmful: Mobile Users Do Not Spoil Data Quality in Web Surveys

Jana Sommer, Birk Diedenhofen, Jochen Musch | University of Duesseldorf, Germany

14:00 – 15:30 **Poster Session II: Social Media and Internet Research**

Presentations and discussions with the authors

The social network analysis of a public debate about the present referendum in Slovakia

Martin Boroš | Masaryk university, Czech Republic

Open Science in Practice — Sharing Research Data in Academia

Benedikt Fecher, Marcel Hebing, Dr. Sascha Friesike, Dr. Stephanie Linek | HIIG, Germany

Facilitating Lifelong Learning by Social Media Tools

Oliver Bastian Tristan Franken, Matthias Heinz, Helge Fischer, Thomas Köhler | Dresden University of Technology, Germany

Functions and vulnerability of political sphere in the Internet

Alexander Kosenkov | Freelance security analyst, Ukraine

Lucky Users on Cloud Nine? Applying the Unified Theory of Acceptance and Use of New Technology (UTAUT) on Cloud Computing Usage Behavior with Focus on Perceived Trust and Security Risks

Heiko Moryson [1], Guido Moeser [2] | 1: University of Giessen, Germany; 2: masem research institute GmbH, Germany

Maintaining the Audience through Relationship Marketing on Facebook: The Case of Berlin – Tag & Nacht and Köln 50667

Julia Niemann, Michaela Streicher, Michael Schenk | Universität Hohenheim, Germany

„Germans about Ebola“

Martha Posthofen, Alana Knode, Anna Schneider | YouGov, Germany

Understanding Scientific Conference Tweets

Steffen Lemke, Athanasios Mazarakis, Isabella Peters | Kiel University - ZBW, Germany

Digital Strategy: Development of a concept how companies should implement stakeholder's perception and web research behaviour within their online communication

Tobias Looschelders | Deutsches Medieninstitut, Germany

15:30 – 15:45 **BREAK**

15:45 – 16:45 **A5: Response Quality & Fraudulent Respondent Behaviour**

Chair: Ines Schaurer, GESIS - Leibniz Institute for the Social Sciences Location: Room 248

Are professional respondents a threat to probability-based online panels?

Joop J. Hox, Edith D. de Leeuw | Utrecht University, The Netherlands

PageFocus: Using Paradata to Detect and Prevent Cheating in Online Achievement Tests

Birk Diedenhofen, Stefan Trost, Jochen Musch | University of Duesseldorf, Germany

Counting confusion: The role of attitude importance and item clarity in extreme responding

Anton Örn Karlsson [1], Vaka Vésteinsdóttir [1], Fanney Thorsdottir [1], Nick Allum [2] | 1: University of Iceland, Iceland; 2: University of Essex, United Kingdom

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15:45 – 16:45 **B5: Social Media & Society**

Chair: Katharina Kinder-Kurlanda | GESIS - Leibniz Institute for the Social Sciences Location: Room 147

Social network sites and smartphone's news alerts as an alternative means for news consumption in Israel

Yaron Ariel, Vered Malka | Yezreel Valley College

Social media in election campaigns: Different channels, different patterns?

Stephen Quinlan, Tobias Gummer, Joss Roßmann, Christof Wolf | GESIS Leibniz Institute for the Social Sciences, Germany

Users' best friend during a national crisis? WhatsApp and its roles in the lives of Israeli citizens in wartime

Vered Malka, Yaron Ariel, Ruth Avidar | Yezreel Valley College, Israel

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15:45 – 16:45 **C5: GOR Thesis Award 2015 Competition I: Dissertation**

Chair: Meinald T. Thielsch [1], Frederik Funke [2,3] | 1: University of Muenster; 2: LINK Institut; 3: datamethods.net Location: Room 154

The GOR Thesis Award 2015 is sponsored by



Open-ended questions in Web surveys – Using visual and adaptive questionnaire design to improve narrative responses

Matthias Emde | Universität Hamburg, Germany

Data quality in probability-based online panels: Nonresponse, attrition, and panel conditioning

Bella Struminskaya | GESIS - Leibniz Institute for the Social Sciences, Germany

Structure, change over time, and outcomes of research collaboration networks: the case of GRAND

Zack Hayat | The Interdisciplinary center, Herzliya, Israel

15:45 – 16:45 **D5: No borders, no limits? Experiences in multinational market research**

Chair: Holger Geißler | YouGov Location: Room 158

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The rise of online market research – experiences and challenges in global projects

Martin Marganus | formerly Allianz SE, Germany

Measuring brands globally - It's all about operational excellence!

Simon Kluge | YouGov Deutschland, Germany

16:45 – 17:00 **BREAK**

17:00 – 18:00 **A6: Enhancing Survey Response**

Chair: Anton Örn Karlsson | University of Iceland Location: Room 248

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How the Timing of Informed Consent on Paradata Use Affects Response Behavior

Sabine Sattelberger | Johannes Gutenberg University Mainz, Germany

A quasi-experiment on effects of prepaid versus promised incentives on participation in a probability-based mixed-mode panel

Ines Schaurer [1], Michael Bosnjak [1,2] | 1: GESIS - Leibniz Institute for the Social Sciences, Germany; 2: Free University of Bozen-Bolzano, Italy

On the Impact of the Presentation Form of Vignettes and the Choice of Response Scales on the Answering Behavior in Vignette Studies

Hawal Shamon | University of Cologne, Germany

17:00 – 18:00 **B6: e-Commerce**

Chair: Rianne van Lambalgen | Hogeschool van Amsterdam Location: Room 147

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Investment, Purchase or Alms – The Motivation of Investors in Reward-Based Crowd-funding in the Video Gaming Industry

Norbert Steigenberger | University of Cologne, Germany

The Online Cross-border Shopping Experience

Sjoukje Goldman [1], Rick Heldoorn [2], Hester Van Herk [2] | 1: Amsterdam University of Applied Sciences; 2: VU University Amsterdam

17:00 – 18:00 **C6: GOR Thesis Award 2015 Competition II: Bachelor/Master**

Chair: Meinald T. Thielsch [1], Frederik Funke [2,3] | 1: University of Muenster; 2: LINK Institut; 3: datamethods.net Location: Room 154

Sexist Comments in Online Social Networks. How the Degrees of Interpersonal Familiarity and Social Costs Affect the Targets' Private and Public Responses

Anja Katrin Munder | Westfälische Wilhelms-Universität Münster, Germany

Predicting Response Times in Web Surveys

Alexander Wenz | University of Essex, United Kingdom

Website Evaluation at Different Phases of Website Use

Leonie Flacke | Westfälische Wilhelms-Universität Münster, Germany

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2015 is sponsored by17:00 – 18:00 **D6: Instant Research: Quick without dirty?**

Chair: Olaf Hofmann | SKOPUS Institut für Markt- und Kommunikationsforschung GmbH & Co. KG Location: Room 158

Speed-Up! Tailor made solutions for urgent decisions

Andreas Woppmann | advise research gmbh, Germany

Market Research on the Fly – A Contradiction in Terms?

Oliver Trabert | Questback GmbH, Germany

Demanding Better – Not Just Faster – Research in the Digital Age

Barbara Garau, Ipsos InnoQuest, France

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20:00 **GOR Party**

Location: Gewölbe (Hans-Böckler-Platz 2, 50672 Cologne)

The GOR Best Practice Award 2015 will be awarded at the Party!

Drinks and fingerfood included in the ticket price.

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FRIDAY 20/03/2015

8:30 **BEGIN CHECK-IN**9:00 – 10:00 **A7: Consumer Research**

Chair: Holger Nowak | YouGov Deutschland Location: Room 248

Online Consumer Search Behaviour: An International, Cross-Sector AnalysisJulia A Jacobs [1], Christopher P Holland [2,1], Stefan Klein [1] | 1: University of Muenster, Germany;
2: University of Manchester, United Kingdom**Modeling Online Hotel Choice: Conjoint analysis as a multivariate alternative to A/B-testing**

Christine Hübner, Paolo Cordella | SKIM, The Netherlands

The role of market research online communities in qualitative market research: Increased situational validity for customer journey measurement concerning low-interest products

Stephan Groll [1], Torben Tietz [1], Zacharias De Groote [2] | 1: MSR Consulting Group GmbH, Germany; 2: Liveloop GmbH, Germany

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9:00 – 10:00 **B7: Technology Acceptance**

Chair: Birgit U. Stetina | Sigmund Freud University Location: Room 147

The reciprocity effect: how corporate transparency leads to voluntary sharing of personal data

Joris Demmers, Rosanne de Vos | University of Amsterdam, The Netherlands

Evaluation of Technology Acceptance of Data glasses based on an application for Smart Ski Goggles

Bernhard Klaus, Daniela Glatz, Astrid Tarkus | evolaris next level, Austria

Debunking the Diagnosis Internet Gaming Disorder: Motivational differences between high engagement and addiction in a German sample of World of Warcraft players

Mario Lehenbauer-Baum [1,2], Zuzana Kovacovsky [1], Armin Klaps [1], Birgit U. Stetina [1] | 1: Sigmund Freud University, Austria;
2: Vanderbilt University, Nashville/Tennessee, United States of America

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9:00 – 10:00 **C7: Social Theory in Social Networks**

Chair: Katharina Kinder-Kurlanda | GESIS - Leibniz Institute for the Social Sciences Location: Room 149

Minority Status and the strength of Facebook Ties: A test of Social Diversification perspective in the US

Gustavo S. Mesch | University of Haifa, Israel

Self-disclosure on Facebook: Social capital and the match between appropriate media channel and type of disclosed information

Uwe Matzat [1], Ruoyun Lin [2] | 1: Eindhoven University of Technology, The Netherlands; 2: University of Tübingen, Germany

9:00 – 10:00 **D 7: Mit dem Kunden statt über den Kunden: Customer Feedback und Customer Integration**

Chair: Horst Müller-Peters | marktforschung.de Location: Room 158

Kulturwandel Kunde – wie man mit „Customer Feedback Management“ Unternehmen zu kundenzentrierten Organisationen transformiert

Daniela Klos | TNS Infratest, Germany

Customer Feedback Management hat zum Ziel, Unternehmenswerte zu stabilisieren und ausbauen. Der Weg dorthin: den Kunden in den Mittelpunkt des Handelns stellen.

Bernhard Keller | MaritzCX, Germany

Die neuen Anforderungen an die Marktforschung oder warum sich die Branche ein Stück weit neu erfinden muss.

Martin Grupe | ehemals Vision Critical GmbH, Germany

Programme Partner



10:00 – 10:15 **BREAK**

10:15 – 11:15 **A 8: Innovative Topics in Web Surveys**

Chair: Henner Förstel | MANUFACTS Research & Dialog GmbH Location: Room 248

Teacher judgments in an online virtual classroom environment: the impact of gender-stereotyping on judgment validity

Markus Hörmann | PH Freiburg, Germany

Using video to re-invigorate the open question

Pete Cape | SSL, United Kingdom

New survey recruiting strategies: Online Panel vs. Mobile Advertising

Holger Lütters | HTW Berlin, Germany

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10:15 – 11:15 **B 8: Representation Online / Offline**

Chair: Bernhard Keller | MaritzCX Location: Room 147

Parliamentarians online – Members of the European Parliament and national parliamentarians in comparison

Jessica Kunert | Leuphana University Lüneburg, Germany

The Influence of Urban vs. Rural Residence on the Use of Online Social Networks

Vlad Vasiliu | Haifa University, Israel

Using Evidence from Vote Advice Applications to Estimate Issue Preferences of German Federal Electoral Districts

Dominic Nyhuis | University of Mannheim, Germany

Programme Partner



10:15 – 11:15 **C 8: Social Media Research & Methodology**

Chair: Brian Fabo | Centre For European Policy Studies Location: Room 149

Development and Validation of a Scale for Social Exhibitionism on the Internet (SEXI)

Max Vetter {1}, Constanze Eib {2}, Sonja Hill-Kloß {1}, Philip Wollscheid {1}, Dirk Hagemann {1} | 1: Heidelberg University, Germany; 2: Stockholm University, Sweden

Hijacking the Hashtag: A Case Study of #BreakTheInternet on Twitter

Ognjan Seizov | University of Bremen, Germany

Social Map of Scientific Activities and Collaborations. A Network Study about Social Organizational Structures in Online and Offline Scientific Communities.

Cathleen M. Stuetzer {1,2}, Thomas Koehler {1}, Gerhard Thiem {2} | 1: TU Dresden, Germany; 2: HS Mittweida, Germany

10:15 – 11:15 **D 8: Social Media Research - Potenziale und Grenzen für die Marktforschung**

Chair: Claas Lübbert | marktforschung.de Location: Room 158

#socialmedia_lovers vs. #socialmedia_haters

Oliver Tabino | linkfluence Germany & Q Agentur für Forschung, Germany

Social Media Research – ein überschätzte Methode?

Johannes Mirus, Sabine Haas | result gmbh, Germany

Kunden zu zu hören ist unser Geschäft!

Hans-Werner Klein | Twenty54Labs, Germany

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11:15 – 11:45 **BREAK**

11:45 – 12:30 **Keynote 2: Quantifying human behaviour with Internet data**

Keynote Speaker: Suzy Moat | University of Warwick, United Kingdom
Location: Aula (Mainzer Str. 5)

12:30 – 12:50 **AWARD CEREMONY**

Location: Aula (Mainzer Str. 5)

12:50 – 14:00 **BREAK: LUNCH**

14:00 – 15:00 **A 10: Improving Questionnaires**

Chair: Daniela Wetzelhütter | Johannes Kepler University Location: Room 248

Coding Surveys on their Item Characteristics: Reliability Diagnostics

Frank Bais {1}, Barry Schouten {1,2}, Vera Toepoel {1} | 1: Utrecht University, The Netherlands; 2: Statistics Netherlands, The Netherlands

Approaches for Evaluating Online Survey Response Quality

Nils Glück | Cologne University of Applied Sciences, Germany; QuestBack GmbH, Germany

Deep impact or no impact, evaluating opportunities for a new question type: Statement allocation on importance-performance-grid

Sebastian Schmidt | SKOPOS GmbH & Co. KG, Germany

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14:00 – 15:00 **B 10: Bridging Generations**

Chair: Birgit U. Stetina, Sigmund Freud University Location: Room 147

Understanding Differentiated Internet Skills among the Elderly

Eszter Hargittai {1}, Merrie Ringel Morris {2}, Anne Marie Piper {1} | 1: Northwestern University, United States of America;
2: Microsoft Research, United States of America

Parent-Child Connections on Facebook and Cyberbullying

Gustavo S. Mesch | University of Haifa, Israel

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 **ALEXANDER VON HUMBOLDT
INSTITUT FÜR INTERNET
UND GESELLSCHAFT**

14:00 – 15:00 **C 10: Corporate Social Media**

Chair: Anna Schneider | YouGov Deutschland AG Location: Room 149

Social media and co-creation with the crowd – Success factors of idea contests in the consumer goods industry

Fabian A. Geise | Unitymedia KabelBW GmbH, Germany

Social media as a driver of brand transparency: the effects of proactive disclosure on consumer behavior

Joris Demmers, Anne Sophie Erbé, Jet van Strijp, Claire Wientjes | University of Amsterdam, The Netherlands

14:00 – 15:00 **D 10: Die Sicht der betrieblichen Marktforschung: Online, Mobile und Co. im Methodenmix**

Chair: Marco Ottawa | Telekom Deutschland GmbH Location: Room 158

Online Surveys und (sozio)demographischer Wandel: Erste Ergebnisse auf der Basis von t-online.de Beta Labs

Ik-Sun Kim-Backmann | Deutsche Telekom AG, Germany

Von PaPi über CATI zu Online und Mobile – die Geschichte der Kundenzufriedenheitsforschung im Schienenpersonenverkehr bei der Deutschen Bahn

Kerstin Tober | Deutsche Bahn AG, Germany

Vom Forschungsgegenstand zum Forschungsinstrument – Wie lassen sich Smartphones sinnvoll und effektiv in der betrieblichen Marktforschung einsetzen?

Ricardo Rubio González | SevenOne Media GmbH, Germany

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15:00 – 15:15 **BREAK**

15:15 – 16:15 **A 11: Respondent Behaviour and Data Quality**

Chair: Stephan Groll | MSR Consulting Group GmbH Location: Room 248

Media Diary Reloaded: Deep Dive into Multiscreen Behavior

Diana Livadic, Alexander Bohn | Ipsos GmbH, Germany

Deficient data quality as a consequence of respondents' mobility? Response strategies according to mobility in terms of smart-phone usage and location

Daniela Wetzelhütter | Johannes Kepler University, Austria

Online Eye-Tracking of Dynamic Advertising Content in (Mobile) Web-Surveys

Sebastian Berger | Dr. Berger Consult, Austria

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15:15 – 16:15 **B 11: Global ICT Challenges**

Chair: Olaf Wenzel | IPF Wenzel Location: Room 147

Online health information and use of online health services: A test of the digital divide paradigm among the chronically ill in Israel

Rita Mano | University of Haifa, Israel

The Social and Institutional Context of ICT Startups in Indonesia: a study on Bandung Digital Valley

Miftah Farid Hanggawan | University of Indonesia, Indonesia

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15:15 – 16:15 **D 11: Berufsbilder Marktforschung 2020 - Sozialforscher, Marketingberater oder Big-Data-Analyst?**

Chair: Matthias Fank | Cologne University of Applied Sciences Location: Room 158

Location: Room 158 **marktforschung** 

Redner:

- Marco Ottawa (Marktforschung Telekom Deutschland)
- Tilman Rotberg (Global Lead Technology; Technology Key Account Manager Group, GfK)
- Henner Förstel (Geschäftsführer Manufacts)
- Patrizia Trolese (Inhaberin pt profession)



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Als wir und die Onlineforschung noch in den Kinderschuhen steckten. Und vielleicht nicht jeder daran geglaubt hat, wuchs die Überzeugung in uns, dass dieser Forschungsbereich ein ganz großer werden wird. Heute, viele engagierte Jahre später sind wir beide erwachsen. Fest etabliert und reichlich erfahren. Geblieben aber ist unsere kindliche Neugierde und der Antrieb Marktforschung und ihre Methoden kritisch zu hinterfragen, um sie und uns noch besser zu machen. Denn wir alle wachsen mit unseren Erkenntnissen.

