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**GOR**

19<sup>TH</sup> GENERAL ONLINE RESEARCH CONFERENCE  
15 – 17 MARCH 2017 IN BERLIN

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# **19<sup>th</sup> GENERAL ONLINE RESEARCH CONFERENCE**

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GREETING FROM  
THE DGOF

WELCOME TO BERLIN!



# DEAR GUESTS OF THE GOR 2017!

It is a great pleasure for us to welcome you all to the 19th General Online Research conference.

We're proud to welcome our guests for the first time in Berlin. We are convinced that Berlin as a venue of the GOR 17 is a good decision for three reasons: we are celebrating 20 years of GOR (the first GOR conference took place in 1997) and what place could be more suitable to celebrate online research than Berlin, which is the centre of one of the largest and most diverse scientific regions in Europe and at the same time the unofficial capital of the German digital scene. Secondly, one of the main topics of this year's conference is electoral research, because it's an important election year in which the 19th Bundestag, based in Berlin, is elected. Thirdly, Berlin is simply a wonderful city full of history and stories. For these reasons, we are very happy to host this year's GOR in cooperation with Berlin's largest university of applied science HTW in the German capital.

We again have a great conference programme lined up for you which includes keynotes, presentations, posters and awards. You can choose from four different conference tracks: Track A covers Internet Surveys, Mobile Web and Online Research Methodology. Track B covers Big Data and Data Science. Track C features Electoral Research and Political Communication and Track D gives insights in 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 2017 for the best practice study from applied online research, ii) the GOR Thesis Award 2017 for the best thesis (bachelor, master and PhD) in online research and iii) the GOR Poster Award 2017 for the best poster at the conference.

We are very much looking forward to this year's keynotes: On Thursday, 16 March 2017, Patrick Sturgis (Professor of Research Methodology in the Department of Social Statistics at the University of Southampton and Director of the ESRC National Centre for Research Methods (NCRM)) will share his insights from chairing the British Polling Council's and the Market Research Society's joint inquiry into the 2015 British general election opinion polls in his keynote "The Failure of the Polls:

Lessons Learned from the 2015 UK Polling Disaster". On Friday, 17 March 2017, Prof. Dr. Bernad Batinic (head of the Department of Work, Organizational and Media Psychology (AOM) at the University of Linz, Austria, and one of the founders of DGOF as well as the GOR conference series) will give us an overview of these past 20 years of online research as well as an outlook on what is still to come in his keynote titled "Celebrating 20 years of GOR: The Past, Present and Future of Online Research".

This year's panel discussion hosted by Prof. Horst Müller-Peters will focus on the methodological challenges political opinion polling is currently facing. Experts from academia as well as polling companies will discuss this topic. Moreover, they will hopefully outline options as to how valuable research can further be done in this area.

On the pre-conference day, Wednesday, 15 March 2017, it's workshops. This year four workshops cover various topics relevant to online researchers ranging from data science to data protection.

Wednesday night's get-together is this year taking place in collaboration with The Research Club and Thursday night is party-time. The former will take place on Wednesday evening after the DGOF members meeting at the Riva Bar and the GOR Party 2017 opens its gates on Thursday from 8 pm at the Kosmetiksalon Babette.

We are particularly grateful for the enthusiastic support and collaboration of long-standing DGOF member and GOR participant Prof. Dr. Holger Lütters and his team. We would also like to thank our programme partner marktforschung.de and everyone else who helped us putting the GOR conference programme together 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 2017!



Dr. Otto Hellwig  
Chair DGOF Board and  
Conference Chair



Dr. Cathleen Stützer  
DGOF Board and Chair GOR 16  
Programme 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 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. Cathleen Stützer (Johannes Gutenberg University Mainz), deputy chairwoman; Oliver Tabino (Q | Agentur für Forschung GmbH), deputy chairman; PD Dr. Meinald Thielsch (University of Münster), deputy chairman; and Alexandra Wachenfeld-Schell (forsa), 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.gor.de](http://www.gor.de)  
[www.researchplus.de](http://www.researchplus.de)





## DR. OTTO HELLWIG

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.



## OLIVER TABINO

Oliver Tabino is 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 the "mafolution", an independent grass-roots platform for market and social researchers and initiator of the "I love Mafo"-Blog. Since March 2013, Oliver is member of the DGOF board.



## DR. CATHLEEN STÜTZER

Dr. Cathleen M. Stützer is a Post-doc at the Institute for Sociology at Johannes Gutenberg University Mainz, Germany. She earned her doctoral degree in educational sciences in the field of academic analytics and graduated in the field of industrial management and communication sciences. Her working interests are the establishment and enhancements of computational social science in academia. Her current research is related to the implementation of analytical methods for data extraction in [large scale] online networks and the construction of identities on the web. Since 2015, she is member of the DGOF board and the programme chair of the annual GOR conference.



## PD DR. MEINALD THIELSCH

PD Dr. Meinald Thielsch is a Post-doc („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](http://www.meinald.de).



## ALEXANDRA WACHENFELD-SCHELL

Alexandra Wachenfeld-Schell is managing director of forsa.main, a full-service institute specialized in market, media, social, and online research, election and political surveys. She has broad experience in the field of quantitative market and social research questions. She started as a project manager at LINK Institut 18 years ago. In her role as research director she was 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 over the past 10 years.

Her research focuses on online and methodological research, which she presents as a welcome guest speaker at online research events like M-Motionday, GOR and Research & Results.

She is member of the DGOF board since March 2013.

# WELCOME TO BERLIN, WELCOME TO HTW BERLIN!

Dear online researchers,

Welcome to Berlin, Welcome to HTW Berlin!

We are the proud host of this annual meeting of the German Society for Online Research. For the 19th General Online Research (GOR) conference we are hosting more than 300 researchers from more than 30 countries. It took the online research community 20 years to finally come to Berlin. Your choice of HTW Berlin is a choice for the biggest university of applied sciences in eastern Germany. With almost 14.000 students coming from all across the world we offer a broad variety of study programmes at bachelor and master level.

May HTW Berlin become the perfect place for a meeting of academic and professional researchers during the 3 days of your meeting in our premises. The spirit of modern research is one of HTW Berlin's missions. It shall inspire you and the whole GOR community to keep us in mind and return to HTW Berlin one day.



Prof. Dr. Klaus Semlinger |  
President of HTW Berlin University of Applied Sciences

htw.

Hochschule für Technik  
und Wirtschaft Berlin  
University of Applied Sciences



**PROF. DR. KLAUS SEMLINGER**  
President of HTW Berlin University of Applied Sciences

# WELCOME AND ENJOY GOR 17 @ HTW BERLIN

I personally attended my first GOR in 2001 as a PhD student. At that time the name was still German Online Research and it was a meeting of people from different academic backgrounds, who were looking for research partners in very new fields of the online research landscape. Very impressed by that rather unconventional form of exchange, I became a member of DGOR (German Society for Online Research). Since then GOR has always been a highlight in my personal academic year. After two decades of organized online research GOR is still the place that academics and professional researchers frequent to share knowledge independently from their background. You will have the chance to meet academic or professional online researchers. They all join the conference with a dedicated willingness to share their learnings in a permanently developing field of research. Hoping that GOR 17 will keep and grow the spirit of all previous General Online Research conferences here at HTW Berlin.

Welcome and enjoy GOR 17 @ HTW Berlin



Prof. Dr. Holger Lütters |  
Professor of International Marketing,  
HTW Berlin University of Applied Sciences



Hochschule für Technik  
und Wirtschaft Berlin

University of Applied Sciences



**PROF. DR. HOLGER LÜTTERS**  
Professor of International Marketing,  
HTW Berlin University of Applied  
Sciences

# CONFERENCE LOCATION

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## CONFERENCE LOCATION:

HTW – HOCHSCHULE FÜR TECHNIK UND WIRTSCHAFT BERLIN  
UNIVERSITY OF APPLIED SCIENCES  
CAMPUS TRESKOWALLEE, TRESKOWALLEE 8, 10318 BERLIN





All GOR events take place at the HTW – Hochschule für Technik und Wirtschaft Berlin/ University of Applied Sciences, Campus Treskowallee, Treskowallee 8, 10318 Berlin, unless stated otherwise in the overview.

## TRACK TOPICS

- A: Internet Surveys, Mobile Web and Online Research Methodology** sponsored by Bright Answer
- B: Big Data and Data Science** sponsored by respondi
- C: Electoral Research and Political Communication**
- D: Applied Online Research (Angewandte Online-Forschung)** in cooperation with marktforschung.de

## WEDNESDAY 15/03/2017

12:00 **BEGIN CHECK-IN**

14:00 – 17:00	<b>WS 1: Online customer journey analysis: a data science toolbox</b> Denis Bonnay   respondi SAS, France	Room A 025
	<b>WS 2: Kognitives Pretesting</b> Cornelia Neuert   GESIS, Germany	Room A 026
	<b>WS 3: Surveys vs. Web Monitoring: Web crawled Data: Opportunities for getting Market Information and User Behaviour. A replacement for classical market research methods or an addition?</b> Herbert Schuster   Innoplexia GmbH, Germany	Room A 130
	<b>WS 4: Grundzüge des Datenschutzrechts und aktuelle Datenschutzprobleme in der Markt- und Sozialforschung</b> Andrea Schweizer   Kanzlei Prof. Schweizer Rechtsanwaltsgesellschaft mbH, Germany	Room A 132
17:15 – 19:30	<b>DGOF members meeting</b> Chair: Otto Hellwig   respondi AG / DGOF, Germany	Room A 130
18:30 – 23:00	<b>The Research Club: GOR Pre-Conference Networking Reception</b> Location: Riva Bar, Dircksenstr. 142, 10178 Berlin Registration: <a href="http://theresearchclub.com">http://theresearchclub.com</a>	



## THURSDAY 16/03/2017

8:00 **BEGIN CHECK-IN**

9:00 – 10:15 **Opening & Keynote 1: The Failure of the Polls: Lessons Learned from the 2015 UK Polling Disaster** Room A 238  
Keynote Speaker: Patrick Sturgis | University of Southampton & ESRC National Centre for Research Methods, United Kingdom

10:15 – 10:45 **BREAK**

10:45 – 11:45 **A2: Adapting Online Surveys for Mobile Devices** Room A 208  
Chair: Jan Karem Höhne | University of Göttingen, Germany  
Track A sponsored by

**Data chunking for mobile web: effects on data quality**  
Peter Lugtig, Vera Toepoel | Utrecht University, The Netherlands

**The effect of horizontal and vertical scales on the response behavior when switching to a mobile first design**  
Christian Bruch, Annelies Blom, Katharina Burgdorf, Melvin John, Florian Keusch | University of Mannheim, Germany

**Predictors of nonresponse at different phases in a smartphone-only Time Use Survey.**  
Anne Elevelt, Peter Lugtig, Vera Toepoel | Utrecht University, The Netherlands

bright answer

10:45 – 11:45 **B2: Tracking and Data Collection** Room A 026  
Chair: Stefan Niebrügge | INNOFACT AG, Germany  
Track B sponsored by

**Deep Learning - Manage Online communication in the Age of Trolls**  
Hervé Flutto, Maurice Gonzenbach, Pascal de Buren | 100 Celsius, Switzerland

**Mapping the Field of Automated Data Collection in the Web. Data Types, Collection Approaches and their Research Logic**  
Jakob Jünger | University of Greifswald, Germany

**Wearable Research Technology: Tracking Tools for All Occasions?**  
Fabiola Gattringer, Manuela Schmid, Barbara Stiglbauer, Bernad Batinic | Johannes Kepler University Linz, Austria

respondi

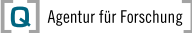



10:45 – 11:45 **C2: Dynamics of Public Opinion** Room A 025  
Chair: Alexander Wheatley | Lightspeed, United Kingdom

**#Brexit. Analyzing tweets, surveying tweeters to understand public opinion dynamics during the EU Referendum campaign**  
Heinz Brandenburg {1}, Marcel Van Egmond {2}, Robert Johns {3}  
1: Strathclyde University Glasgow, United Kingdom; 2: University of Amsterdam, The Netherlands; 3: University of Essex, United Kingdom

**Understanding right-wing populist voters – a qualitative online exploration**  
Ruth Anna Wakenhut {1}, Jana Faus {2}  
1: Kernwert GmbH; 2: pollytix strategic research gmbh, Germany

**Where They Come From – And Where They Are Going. An In-Depth Analysis of Voters of the AfD Using a Connected Data Approach.**  
Frieder Christian Schmid, Peter Mannott | YouGov Deutschland GmbH, Germany

**A: Internet Surveys, Mobile Web and Online Research Methodology** sponsored by Bright Answer  
**B: Big Data and Data Science** sponsored by respondi  
**C: Electoral Research and Political Communication**  
**D: Applied Online Research (Angewandte Online-Forschung)** in cooperation with marktforschung.de

10:45 – 11:45	<b>D2: GOR Best Practice Award 2017 Competition I</b> Chairs: Alexandra Wachenfeld-Schell   forsa/DGOF, Germany & Oliver Tabino   Q   Agentur für Forschung, Germany <b>Minority report in research communities: The 'participant' future can be seen</b> Steven Debaere {1,2}, Tom De Ruyck {1}, Sophie Van Neck {1}, Kristof Coussement {2} 1: InSites Consulting, Belgium; 2: IESEG School of Management, France <b>Innovative out of home advertising research using beacons</b> Beat Fischer {1}, Christof Hotz {2} 1: LINK Institut, Switzerland; 2: APG SGA, Allgemeine Plakatgesellschaft AG, Switzerland <b>A window into the digital economy - the Future of Business Survey</b> Martin Degen {1}, Axel Bichler {1}, Nadja Böhme {1}, Molly Jackman {2} 1: FactWorks GmbH, Germany; 2: Facebook Inc., United States of America	Room A 239 GOR Best Practice Award 2017 sponsored by  Live Voting sponsored by 
11:45 – 12:00	<b>BREAK</b>	
12:00 – 13:00	<b>A3: Representativeness of Online Panels</b> Chair: Florian Keusch   University of Mannheim, Germany <b>Assessing the efficacy of using established surveys to recruit online panel respondents</b> Ana Villar {1}, Elena Sommer {1}, Didrik Finnøy {2}, Bjørn-Ole Johannesen {2}, Mare Ainsaar {3}, Alun Humphrey {4}, Slavko Kurdija {5}, Indrek Soidla {3}, Tina Vovk {5} 1: City University London, United Kingdom; 2: Norwegian Centre for Research Data, Norway; 3: University of Tartu, Estonia; 4: NatCen Social Research, United Kingdom; 5: University of Ljubljana, Slovenia <b>Predicting Nonresponse and Attrition in a Probability-based Online Panel</b> Edith Desiree De Leeuw, Joop Hox, Benjamin Rosche   Utrecht University, The Netherlands <b>The Representativeness of Online Panels: Coverage, Sampling, and Weighting</b> Annelies G. Blom, Daniela Ackermann-Piek, Susanne C. Helmschrott, Carina Cornesse, Joseph W. Sakshaug   University of Mannheim, Germany	Room A 208 Track A sponsored by 
12:00 – 13:00	<b>B3: Monitoring, Ethics and Privacy</b> Chair: Barbara Felderer   University of Mannheim, Germany <b>Analysis of the Ad-tech Industry Using Internet Browsing Data</b> Katharina Simbeck, Birte Malzahn, Steffen Herm   HTW Berlin, Germany <b>The role of privacy concerns and computer self-efficacy in online job applications</b> Anna-Sophie Ulfert, Michael Ott, Robin Bachmann   Justus-Liebig-Universität Gießen, Germany <b>An ethical compass regarding privacy within a digital society</b> Marlis Prinzing   Hochschule Macromedia, Germany	Room A 026 Track B sponsored by 
12:00 – 13:00	<b>C3: Political Participation</b> Chair: İpek Altun   Bilkent University, Turkey <b>Contradictory Effects of Resources on Political Participation of Social Media Users in Poland</b> Kamil Filipek   University of Warsaw, Poland <b>It is not who you are or what you know: it is who you know and what you talk about. The effect of political discussion networks on political participation in Belgium</b> Emilien Paulis   Université libre de Bruxelles, Belgium <b>Ambivalence, Anxiety and the Search for Information: A Study Based on a Dynamic Information Board in the Run-Up to a German State Election</b> Thorsten Faas, Christoph Doebele   Johannes Gutenberg University of Mainz, Germany	Room A 025

12:00 – 13:00 **D3: GOR Best Practice Award 2017 Competition II**

Chairs: Oliver Tabino | Q | Agentur für Forschung, Germany & Alexandra Wachenfeld-Schell | forsa/DGOF, Germany

### **Real-time-behavioral in sampling field work: Emotional state of the respondent**

Malte Friedrich-Freksa {1}, Holger Lütters {2}, Sandra Vitt {3}

1: GapFish, Germany; 2: pangea labs, Germany; 3: Mediengruppe RTL, Germany

### **Mobility behaviour and smartphone usage of Millennials - capturing the moment-of-truth**

Julia Anna Sauermann, Martin Einhorn, Michael Löffler | Porsche AG, Germany

### **Using In-Context-Testing to drive success of online display marketing**

Stefan Schoenherr {1}, Martyna Lochstet {1}, Sebastian Glenz {2}, Jan Sommer {1}

1: eye square GmbH, Germany; 2: Aktion Mensch e.V., Germany

Room A 239

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13:00 – 14:00 **BREAK: LUNCH**

14:00 – 15:30 **Panel Discussion: What's the matter with political polling?**

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

Room A 208

### **Panellists:**

- Prof. Dr. Annelies Blom (University of Mannheim, Germany)
- Richard Hilmer (policy matters, Germany)
- Dr. Peter Matuschek (forsa, Germany)
- Jon Puleston (Lightspeed, United Kingdom)
- Prof. Dr. Patrick Sturgis (University of Southampton & ESRC National Centre for Research Methods, United Kingdom)
- Joe Twyman (YouGov, United Kingdom)

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14:00 – 15:30 **POSTER SESSION**

### **ONLINE RESEARCH METHODOLOGY**

### **Comparing cross-cultural cognitive interviews and online probing for the assessment of cross-cultural measurement equivalence**

Jule Adriaans, Michael Weinhardt | Bielefeld University, Germany

### **Effects of additional reminders on survey participation and panel unsubscribing**

Maria Andreasson, Johan Martinsson, Elias Markstedt | University of Gothenburg, Sweden

### **Read It From My Fingertips – Can Typing Behaviour Help Us to Predict Motivation and Answer Quality in Online Surveys?**

Markus Hörmann, Maria Bannert | TU Munich, Germany

### **How much does the mode of response matter? A comparison of web-based and mail-based response when examining sensitive issues in social surveys**

Aki Koivula, Pekka Räsänen, Outi Sarpila | University of Turku, Finland

### **Online Fragmented Interruptions and Online Continuous Interruptions**

Eilat Chen Levy {1}, Sheizaf Rafaeli {1}, Yaron Ariel {2} | The University of Haifa, Israel; 2: Yezreel Valley College, Israel

### **Mediatized ideologies: Relevance, credibility and ideology of the Spanish media.**

Jose M. Pavia {1,2}, Alfredo Rubio {1,2}, Guillermo López-García {1,3}, Dolors Palau {1,3} | 1: Universitat de Valencia, Spain; 2: GIPEyOP, Spain; 3: Mediaflows, Spain

### **Impact of using profiling or passive data to select the sample of web surveys**

Melanie Revilla {1}, Carlos Ochoa {2} | 1: RECSM-Universitat Pompeu Fabra, Spain; 2: Netquest, Spain

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### **Bayesian Combining of Web Survey Data from Probability- and Non-Probability Samples for Survey Estimation**

Joseph Sakshaug [1], Arkadiusz Wisniowski [1], Diego Perez-Ruiz [1], Annelies Blom [2] | 1: University of Manchester, United Kingdom;  
 2: University of Mannheim, Germany

### **Pictures in Online Surveys: To Greet or Avoid?**

Manuela Schmid, Bernad Batinic | Johannes Kepler University, Austria

### **The influence of Forced Answering on response behavior in Online Surveys: A reactance effect?**

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

### **Using smartphone sensors for data collection: towards a research synthesis**

Bella Struminskaya, Peter Lugtig | Utrecht University, The Netherlands

## **SOCIAL MEDIA RESEARCH AND BIG DATA**

### **The role of conspiracy beliefs and privacy concerns in online banking and shopping**

Robin Bachmann, Anna-Sophie Ulfert, Michael Ott | Justus-Liebig-Universität Gießen, Germany

### **Balancing Twitter data with survey information to predict electoral outcomes**

Shira Fano, Debora Slanzi | Ca' Foscari University of Venice, Italy

### **Asking for Consent to the Collection of Geographical Information**

Barbara Felderer, Annelies Blom | University of Mannheim, Germany

### **Coordination of Gender Equality Policy Resources on Twitter - A Specific Case for Political Communication**

Laura Getz, Anke Lipinsky | GESIS, Germany

### **How does Twitter connect politicians with each other? A social network analysis of the Finnish parliament members**

Ilkka Koironen, Aki Koivula, Arttu Saarinen | University of Turku, Finland

### **How online gaming affects social capital and social support: a survey study on World of Warcraft**

Felix Reer | University of Muenster, Germany

### **Racism and Sexism approached with „Purpose“: Serious Games as a low-threshold way to increase Awareness**

Birgit Ursula Stetina [1], Natalie Rodax [1], Armin Klaps [1], Zuzana Kovacovsky [1], Serkan Sertkan [2], Helmut Hlavacs [2] | 1: Sigmund Freud University Vienna, Austria; 2: University of Vienna, Austria

### **The Key Factors of Success of Corporate Communications on Facebook: Results of a Quantitative Content Analysis**

Malte Wattenberg, Hans Brandt-Pook | Bielefeld University of Applied Sciences, Germany

### **Automated Mechanisms to Discover and Integrate Data from Web-based Tabular Collections**

Edwin Yaqub [1], David Arnau [1], Ralf Klinkenberg [1], Annalisa Gentile [2], Chris Bizer [2], Heiko Paulheim [2] | 1: RapidMiner, Germany;  
 2: University of Mannheim, Germany

## **APPLIED ONLINE RESEARCH**

### **Where the line blurs between online advertising and editorial content: credibility of sponsored content**

İpek Altun | Bilkent University, Turkey

### Digitalization of health: Examining the business potential of a medical self-diagnosis app using an experimental online research approach

Dirk Frank, Manuela Richter | ISM GLOBAL DYNAMICS, Germany

### Internet of Things – Corporate Requirements and Framework of Competencies

Swetlana Franken, Nina Mauritz, Lotte Prädikow, Malte Wattenberg, Miriam Zurmühlen | Bielefeld University of Applied Sciences, Germany

### Digital location marketing in stationary trade. Inquiry of retailers in the digital district of Cologne Sülz/Klettenberg.

Moritz Alexander Kolb | Cologne University of Applied Sciences, Germany

### What is going on in Science? - Reducing the Scientist-Practitioner Gap with more efficient Online Learning

Stefan Roeseler, Meinald T. Thielsch | University Muenster, Germany

15:30 – 15:45 **BREAK**

15:45 – 16:45 **A5: Measurement in Mobile Web Surveys**

Chair: Daniele Toninelli | University of Bergamo, Italy

Room A 208

Track A sponsored by

### Mobile-Friendly Grid Questions: The Accordion Grid as an Alternative to the Traditional Grid

Frances M. Barlas, Randall K. Thomas, Nicole Buttermore | GfK Custom Research, United States of America

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### Adapting Questionnaires for Smartphones: An Experiment on Grid Format Questions

Tim Hanson | Kantar Public, United Kingdom

### The Effects on Data Quality of Horizontal and Vertical Question Orientation and Scales of Different Length for Respondents Using Smartphones, Tablets and PCs

Johan Martinsson {1}, Delia Dumitrescu {2}, Elias Markstedt {1} | 1: University of Gothenburg, Sweden; 2: University of East Anglia, United Kingdom

15:45 – 16:45 **B5: GOR Thesis Award 2017 Competition: Dissertation**

Chair: Meinald T. Thielsch | University of Muenster, Germany

Room A 026

GOR Thesis Award 2017  
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### Alignment and Spoken Dialogue Systems – Influences on Trustworthiness and User Satisfaction

Gesa Alena Linnemann | University of Muenster, Germany

**questback**

### Searching for Equivalence: An Exploration of the Potential of Online Probing with Examples from National Identity

Katharina Meitinger | GESIS & University of Mannheim, Germany

### Monitoring and Expressing Opinions on Social Networking Sites – Empirical Investigations based on the Spiral of Silence Theory

German Neubaum | University of Duisburg-Essen, Germany

15:45 – 16:45 **C5: Campaign Strategies**

Chair: Emilien Paulis | Université libre de Bruxelles, Belgium

Room A 025

### Pseudo-discursive, mobilizing, emotional, and entertaining: Identifying four successful communication styles of political actors on social media during the Swiss national elections 2015

Tobias R. Keller {1}, Katharina Kleinen-von Königslöw {2} | 1: University of Zurich, Switzerland; 2: University of Hamburg, Germany

### Political Advertising on the Wikipedia Marketplace of Information

Sascha Goebel {1}, Simon Munzert {2}



1: University of Konstanz, Germany; 2: University of Mannheim, Germany

### “Like of the same”: Facebook like-network of the 2016 Hong Kong Legislative Council Election

Justin Chun-ting Ho | University of Edinburgh, United Kingdom



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15:45 – 16:45	<b>D5: AI, Virtual Reality &amp; Big Data Analytics – Research Innovation in Belgium</b> Chair: Tom De Ruyck   President of the Belgian Association for Consumer & Data Driven Marketing (BAQMaR) <b>Artificial Intelligence in Market Research: hype or tomorrow's business-as-usual?</b> Tom De Ruyck   InSites Compages NV, Belgium <b>Virtual reality meets sensory research</b> Ludovic Depoortere   Haystack International, Belgium <b>Big Insights through Big Data Analytics</b> Nicole Huyghe   boobook, Belgium	Room A 239
16:45 – 17:00	<b>BREAK</b>	
17:00 – 18:20	<b>A6: Satisficing in Web Surveys</b> Chair: Edith Desiree de Leeuw   Utrecht University, The Netherlands <b>The good, the bad and the ugly data: using indicators to get high quality survey respondents from online access panels</b> Daniel Althaus   Splendid Research, Germany <b>Is Clean Data Good Data?: Data Cleaning and Bias Reduction</b> Randall K. Thomas, France M. Barlas, Nicole R. Buttermore   GfK Custom Research, United States of America <b>How Stable is Satisficing in Online Panel Surveys?</b> Joss Roßmann   GESIS, Germany <b>Does the Exposure to an Instructed Response Item Attention Check Affect Response Behavior?</b> Tobias Gummer, Joss Roßmann, Henning Silber   GESIS, Germany	Room A 208 Track A sponsored by 
17:00 – 18:00	<b>B6: GOR Thesis Award 2017 Competition: Bachelor/Master</b> Chair: Meinald T. Thielsch   University of Muenster, Germany <b>Determinants of Item Nonresponse in the German Internet Panel</b> Katharina Burgdorf   University of Mannheim, Germany <b>Browsing vs. Searching – Exploring the influence of consumers' goal directedness on website evaluation</b> Hannah Dames   Westfälische Wilhelms-Universität Münster, Germany <b>Attention Dynamics of Scientists on the Web</b> Tatiana Sennikova {1,2}, Claudia Wagner {1,2}, Fariba Karimi {1}, Anna Samoilenko {1} 1: GESIS, Germany; 2: University of Koblenz-Landau, Germany	Room A 026 GOR Thesis Award 2017 sponsored by 

## 17:00 – 18:20 **C6: Mobile Web Surveys: Device Effects**

Room A 025

Chair: Andreas Krämer | BiTS (Business and Information Technology School) / exeo Strategic Consulting, Germany

### **Smartphones as digital companions**

Astrid Carolus {1}, Florian Schneider {1}, Ricardo Münch {1}, Catharina Schmidt {1}, Jens Binder {2}

1: Julius-Maximilians-University of Wuerzburg, Germany; 2: Nottingham Trent University, United Kingdom

### **Device effects on behaviour and participation in mobile-optimised online diaries**

Annika Heeck, Christian Holdt | Schmiedl Marktforschung GmbH, Germany

### **The Role Played by the Device Screen Size and by the Questionnaire Optimization within the Mobile Survey Participation**

Daniele Toninelli {1}, Melanie Revilla {2}

1: University of Bergamo, Italy; 2: RECSM – Universitat Pompeu Fabra, Spain

### **Focus on mobile surveys: Do the number of scale points and scale order affect rating scale results?**

Andreas Krämer | BiTS (Business and Information Technology School) / exeo Strategic Consulting, Germany

## 17:00 – 18:00 **D6: Bitte anschnallen! Agiles Projektmanagement beschleunigt die Marktforschung**

Room A 239

Chair: Dorothee Ragg | marktforschung.de, Germany

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### **Agile first?!? – ein kurzer Impuls zu agilen Methoden im Projektmanagement**

Markus Toschläger | myconsult GmbH, Germany

### **Agile Innovation - im Spannungsfeld zwischen agilem Design Thinking und dem Qualitätsanspruch der Marktforschung**

Steffen Engelhardt | Blauw Research GmbH, Germany

### **UX Research im agilen Arbeitsumfeld - Unsere Erfahrungen, unsere Empfehlungen**

Till Winkler, Sebastian Schmidt | SKOPOS GmbH & Co. KG, Germany



## 20:00 **GOR 17 Party**

Location: Kosmetiksalon Babette, Karl-Marx-Allee 36, 10178 Berlin

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## FRIDAY 17/03/2017

8:30 **BEGIN CHECK-IN**

9:00 – 10:00 **A7: Measurement in Web Surveys**

Chair: Peter Lugtig | Utrecht University, The Netherlands

**Clarification features in close ended questions and their impact on scale effects**

Anke Metzler, Marek Fuchs | TU Darmstadt, Germany

**Is Higher Endorsement in Yes-No Grids Due to Acquiescence Bias vs. Salience in Response?**

Randall K. Thomas {1}, Frances M. Barlas {1}, Nicole R. Buttermore {1}, Jolene D. Smyth {2}

1: GfK Custom Research, United States of America; 2: University of Nebraska at Lincoln, United States of America

**Evaluation of Agree-Disagree Versus Construct-Specific Scales in a Multi-Device Web Survey**

Tanja Kunz | TU Darmstadt, Germany

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9:00 – 10:00 **B7: Consumer Perception Analysis**

Chair: Andreas Krämer | BiTS (Business and Information Technology School) / exeo Strategic Consulting, Germany

**Mapping Consumer Perception Networks From User-generated Content Using Text Mining**

Marc Egger, André Lang | Insius, Germany

**Analyzing three popular effects to influence consumers' price perception: left-digit-effect, scarcity-effect and pennies-a-day-effect**

Andreas Krämer | BiTS (Business and Information Technology School) / exeo Strategic Consulting, Germany

**Measuring perceptions of website content**

Meinold T. Thielsch {1}, Gerrit Hirschfeld {2}

1: University of Muenster, Germany; 2: University of Applied Sciences Osnabrueck, Germany

Room A 026

Track B sponsored by

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9:00 – 10:00 **C7: Predicting Electoral Behaviour and Electoral Outcomes**

Chair: Shira Fano | Ca' Foscari University of Venice, Italy

**How to Predict an Election**

Alexander Wheatley, Jon Puleston | Lightspeed, United Kingdom

**Overcoming the Hurdle of Indecision, Refusal and Distortion in Electoral Online Research**

Sebastian Berger | surveytain.me, Austria

**Election polls: emotions / indecision to the rescue!**

François Erner, Denis Bonnay, Gabrielle Florin | respondi SAS, France

Room A 025

9:00 – 10:00 **D7: Von Big Data bis zur e-Partizipation: Innovative Online-Methoden in der Stadt- und Verkehrsforschung**

Chair: Henner Förstel | MANUFACTS Research & Dialog GmbH, Germany

**Nächste Haltestelle Big Data: Digitale Messverfahren in der Mobilitätsforschung**

Stefan Weigle | civity Management Consultants GmbH & Co. KG, Germany

**Aktivieren und moderieren: Digitale Bürgerbeteiligung in der Praxis**

Katja Fitschen | ZebraLog GmbH & Co KG, Germany

Room A 239




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10:00 – 10:15 **BREAK**

10:15 – 11:00	<b>Keynote 2: Celebrating 20 years of GOR: The Past, Present and Future of Online Research</b> Keynote Speaker: Bernad Batinic   Johannes Kepler University Linz, Austria	Room A 238
11:00 – 11:30	<b>AWARD CEREMONIES</b>	Room A 238
11:30 – 11:40	<b>BREAK</b>	
11:40 – 13:00	<b>Ag: Interactive Features and Innovations in Web Surveys</b> Chair: Stefan Niebrügge   INNOFACT AG, Germany  <b>Conversational Survey Frontends: How Can Chatbots Improve Online Surveys?</b> Christopher Harms, Sebastian Schmidt   SKOPOS GmbH & Co. KG, Huerth, Germany  <b>Willingness of online panelists to perform additional tasks</b> Melanie Revilla [1], Mick Couper [2] 1: RECSM-Universitat Pompeu Fabra, Spain; 2: University of Michigan, United States of America  <b>Automatic versus Manual Forwarding in Web Surveys</b> Arto Tapani Selkälä [1], Mick P. Couper [2] 1: University of Lapland, Finland; 2: University of Michigan, United States of America  <b>Learning from Mouse Movements: Improving Web Questionnaire and Respondents' User Experience through Passive Data Collection</b> Florian Keusch [1,2], Sarah Brockhaus [1,3], Felix Henninger [1], Rachel Horwitz [4], Pascal Kieslich [1], Frauke Kreuter [1,2,5], Malte Schierholz [1,5] 1: University of Mannheim, Germany; 2: University of Maryland, United States of America; 3: LMU Munich, Germany; 4: U.S. Census Bureau, United States of America; 5: Institute for Employment Research, Germany	Room A 208 Track A sponsored by  <b>bright answer</b>
11:40 – 13:00	<b>Bg: Online Indicators of Real-World Behaviour</b> Chair: Rieke Osthus   Zalando SE, Germany  <b>Geospatial Analysis of Social Media Data – A Bridge between Two Worlds</b> Yannick Rieder [1], Simon Kühne [2] 1: Q   Agentur für Forschung GmbH, Germany; 2: Socio-Economic Panel (SOEP) @ DIW Berlin, Germany  <b>The Importance of Foreign Language Skills in the Labour Markets of Central and Eastern Europe: Assessment based on data from online job portals</b> Brian Fabo [1,2], Miroslav Beblavy [2], Karolien Lenaerts [2] 1: Central European University, Hungary; 2: Centre for European Policy Studies, Belgium  <b>Fantasy Worlds Lost - Competitive Gaming on the Rise</b> Birgit Ursula Stetina, Armin Klaps, Zuzana Kovacovsky, Mario Lehenbauer, Jan Aden   Sigmund Freud University, Austria  <b>Social networking sites as sampling tools – An example from migration research</b> Steffen Pötzschke, Michael Braun   GESIS, Germany	Room A 026 Track B sponsored by  <b>respondi</b>
11:40 – 12:40	<b>Cg: Political Online Communication</b> Moran Yarchi   IDC, Israel  <b>Journalists and Politicians Relationships in the Twitter Environment: A new Game Changer?</b> Vered Elishar-Malka, Yaron Ariel   Yezreel Valley College, Israel  <b>Equalization Versus Normalization on Social Media: Citizens' Conversations on Facebook Pages During the 2015 Israeli Elections</b> Tal Samuel Azran, Moran Yarchi   Interdisciplinary Center (IDC) Herzliya, Israel  <b>Researching Agenda-Setting Online: Theoretical and Empirical Challenges</b> Yaron Ariel, Vered Elishar-Malka, Dana Weimann Saks, Ruth Avidar   Yezreel Valley College, Israel	Room A 025



11:40 – 12:40	<b>Dg: Miteinander oder nur nebeneinander? Das Verhältnis von akademischer zu angewandter Markt- und Sozialforschung</b> Chair: Horst Mueller-Peters   marktforschung.de, Germany <b>Teilnehmer:</b> <ul style="list-style-type: none"> <li>• Dr. Florian Bauer (Vorstand Vocatus)</li> <li>• Prof. Dr. Bernad Batinic (Vorstand des Instituts für Pädagogik und Psychologie, Johannes Kepler Universität Linz)</li> <li>• Prof. Dr. Holger Lütters (Professor für International Marketing, Hochschule für Technik und Wirtschaft Berlin &amp; Gastgeber der diesjährigen GOR)</li> <li>• Michael Schiessl (Geschäftsführer &amp; Partner, eye square)</li> </ul>	Room A 239 Programme Partner 
13:00 – 14:00	<b>BREAK: LUNCH</b>	
14:00 – 15:00	<b>A10: Smartphone trends</b> Chair: Bella Struminskaya   Utrecht University, The Netherlands <b>Smartphones Uses Trends 2013-2016: A Digital Divide Perspective</b> Yaron Ariel [1], Eilat Chen Levy [2] 1: Yezreel Valley College, Israel; 2: The University of Haifa, Israel <b>Understanding mobile respondents and their importance for representative samples: attitudes, behavior, demographics and survey-taking</b> Diana Livadic, Mara Badita   Ipsos GmbH, Germany <b>What do we know about mixed-device online surveys and mobile device use in the UK?</b> Olga Maslovskaya, Gabriele Durrant, Peter Smith   University of Southampton, United Kingdom	Room A 208 Track A sponsored by 
14:00 – 15:00	<b>B10: Innovations in Market Research</b> Chair: Lisa Dust   facts and stories, Germany <b>Making Conjoint questionnaires more realistic: the effect of random noise and visual presentation on data quality and survey evaluation</b> Saul Martin Dobney [1], Carlos Ochoa [2], Melanie Revilla [3] 1: dobney.com market research, United Kingdom; 2: Netquest, Spain; 3: RECSM, Universitat Pompeu Fabra, Spain <b>Measuring Attention to Digital Ads: Are Native Ads a Solution to Ad Blocking?</b> Sebastian Berger [1], Moritz Kisselbach [2] 1: surveytain.me, Austria; 2: mo'web research, Germany <b>Shopping Motives and Consumer Segments in Online-Shopping</b> Silvia Zaharia   Hochschule Niederrhein, Germany	Room A 026 Track B sponsored by 
14:00 – 15:00	<b>C10: Televised Debates</b> Chair: Holger Geißler   YouGov, Germany <b>Real-time evaluation of political debates at home and abroad with the Debat-O-Meter</b> Uwe Wagschal, Bernd Becker, Thomas Metz, Thomas Waldvogel, Linus Feiten   University of Freiburg, Germany <b>Second screen effects on candidate performance evaluations during the 2013 televised German candidate debate</b> Thorsten Faas [1], Dominic Nyhuis [2] 1: Johannes Gutenberg University of Mainz, Germany; 2: University of Frankfurt, Germany <b>The Content of Live-Tweeting during Two Televised Electoral Debates</b> Pekka Isotalus   University of Tampere, Finland	Room A 025

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### 14:00 – 15:00 **D10: Mobile Research im Kontext der digitalen Transformation**

Chair: Malte Friedrich-Frekxa | GapFish, Germany

#### **Neue mobile Mediennutzung verändert die Marktforschung**

Matthias Kampmann | Interrogare GmbH, Germany

#### **Das MEmo-Prinzip: Mobile Ethnografie im Moment**

Judith Schmelz | STURM und DRANG GmbH, Germany

#### **Forschung mit App-Sofort-Wirkung**

Sandra Vitt | Mediengruppe RTL Deutschland GmbH, Germany

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### 15:00 – 15:15 **BREAK**

### 15:15 – 16:15 **A11: Increasing Response in Web Surveys**

Chair: Alexander Wheatley | Lightspeed, United Kingdom

#### **Day of the week and time of the day for survey dispatch. Two large-scale randomized experiments.**

Maria Andreasson, Johan Martinsson, Elias Markstedt | University of Gothenburg, Sweden

#### **No pay, no gain. The relationship between monetary and non-monetary motivation to participate in web surveys and data quality in an international context.**

Vlad Achimescu [1], Florian Keusch [1], Mingnan Liu [2]

1: Universität Mannheim, Germany; 2: Facebook Inc., United States of America

#### **Personalized Feedback in Web Surveys: Does It Affect Respondent Motivation and Data Quality?**

Simon Kühne, Martin Kroh | Socio-Economic Panel (SOEP) @ DIW Berlin, Germany

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### 15:15 – 16:15 **B11: Data Science in Online Marketing**

Chair: Dirk Engel | Akademie für Marketing-Kommunikation e.V., Germany

#### **The Key Factors of Successful Viral Marketing on Facebook From Users' Perspective**

Laura Woytal, Malte Wattenberg | Bielefeld University of Applied Sciences, Germany

#### **Explaining the FoMO-Phenomenon – What are the correlates and predictors of this fear-of-missing-out?**

Christian Bosau, Nina Bito, Yvonne Götze | Rheinische Fachhochschule Köln, Germany

#### **Measure the brand impact of Facebook video advertising**

Daria Arkhipova | Ipsos GmbH, Germany

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### 15:15 – 16:15 **C11: Respondent Motivation**

Chairs: Jean Philippe Décieux & Philipp Sischka | University of Luxembourg, Luxembourg

#### **Exploring the Influence of Respondents' IT Affinity on Nonresponse in an Online Survey**

Jessica M. E. Herzing, Annelies G. Blom | University of Mannheim, Germany

#### **Implications of disposition codes for monitoring breakoffs in web surveys**

Gregor Čehovin, Vasja Vehovar | University of Ljubljana, Slovenia

#### **Continuity of Web-Survey Completion and Response Behavior**

Jan Karem Höhne, Stephan Schlosser | University of Göttingen, Germany

Room A 025

### 15:15 – 16:15 **D11: Predicting Psychological Traits through Digital Footprints**

Chair: Otto Hellwig | respondi AG/DGOF, Germany

#### **Practical and ethical considerations on the use of digital footprint predictions**

Vesselin Popov | University of Cambridge, United Kingdom

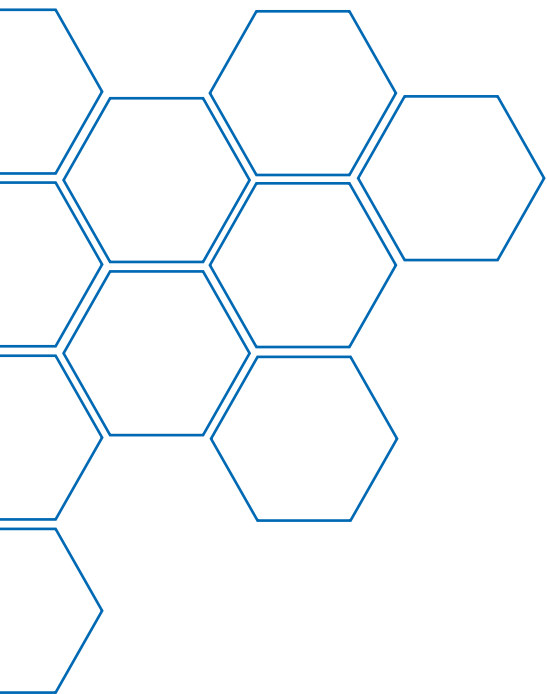
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# Wer groß werden will

muss klein  
anfangen.



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, 20 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.

