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GOR

20TH GENERAL ONLINE RESEARCH
CONFERENCE
28 FEBRUARY TO 2 MARCH 2018
IN COLOGNE

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20th GENERAL ONLINE RESEARCH CONFERENCE

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WELCOME TO COLOGNE!

DEAR GUESTS OF THE GOR 2018!

Welcome to the 20th edition of the General Online Research conference.

What location could be more suitable for this anniversary than Cologne, where it all began in 1997. Therefore we are very happy to collaborate for the third time with the TH Köln – University of Applied Sciences as a local organizer to welcome you again in the wonderful city of Cologne.

As in previous years, we have a great conference programme lined up for you including keynotes, presentations, awards, posters, workshops, and much more. You can choose between up to four simultaneous conference tracks: Track A covers Internet Surveys, Mobile Web and Online Research Methodology. Track B is jointly organized with the International Program in Survey and Data Science (IPSDS) and covers Big Data and Data Science. Track C features Politics and Communication, 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 2018 for the best practice study from applied online research, ii) the GOR Thesis Award 2018 for the best thesis (bachelor, master and PhD) in online research, and iii) the GOR Poster Award 2018 for the best poster of the conference.

This year's keynotes review the digital world from different, but tremendously exciting perspectives: On Thursday, 1 March 2018, Dr. Mario Callegaro, Senior Survey Research Scientist at Google UK will show us how web and mobile surveys can benefit from the usability literature. On Friday, 2 March 2018, Prof. Dr. Frauke Kreuter, Director of the Joint Program in Survey Methodology, University of Maryland, Professor of Methods and Statistics, University of Mannheim, and Head of Statistical Methods Research Department at the Institute for Employment Research (IAB) will talk about the connection between surveys and data science and what it means to be a methodologist.

This year's panel discussion with our hosts Sabine Menzel (L'Oréal) and Prof. Horst Müller-Peters (marktforschung.de) and experts from different areas will concentrate on how much innovation research needs and how to implement innovation.

On the pre-conference day, Wednesday, 28 February 2018, five concurrent workshops will take place. This year the workshops cover the use of Web Survey & Client Side Paradata, Beacons and GPS-Tracking, Cognitive Pretesting and Open source survey software. For the third time we are hosting a PhD Workshop in collaboration with the digital communication section of DGPuK (The German Communication Association), chaired by Prof. Dr. Christian Pentzold, Dr. Christian Katzenbach, Anne Reif, Susann Kohout (DGPuK) and PD Dr. Meinald T. Thielsch (DGOF).

Wednesday night we get together with drinks and snacks and Thursday night is party-time. The GOR 18 Get-Together will take place after the DGOF members meeting within walking distance from the conference venue at the "Taqueria Especial". The famous cologne music club "Zum Scheuen Reh" will open its gates for the GOR Party 2018 on Thursday at 8 pm.

We are especially grateful for the enthusiastic support of and collaboration with our local partners at TH Köln: the Vice Presidents of TH Köln, Prof. Dr. Simone Fühles-Ubach, Prof. Dr. Petra Werner, Prof. Dr. Matthias Fank, Prof. Dr. Ivonne Preusser, Prof. Dr. Gernot Heisenberg und particularly Simon Brenner and Peter Sleegers for their help with the conference logistics.

Have a great time at the General Online Research conference 2018!

Dr. Otto Hellwig
Chair DGOF Board and
Conference Chair

Assistant Prof. Dr.
Bella Struminskaya
DGOF Board and Programme Chair

Jun.-Prof. Dr. Florian Keusch
DGOF Board and Vice Programme
Chair

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

Online research is a dynamic, innovative field, with constantly emerging challenges as well as opportunities for research and practice. The German Society for Online Research (Deutsche Gesellschaft für Online Forschung) (DGOF) is a modern, innovative association, which has focused on the interests of the actors in the field of online research since its establishment in 1998. It is the association's goal to be the leader in this field. DGOF seeks to bridge different research fields (such as sociology, psychology, political science, economics, market and opinion research, data science) using online research methods and facilitates the transfer between academic research and the industry.

DGOF campaigns for the establishment and the development of online research as well as the interests of online researchers in Germany. Online research ranges from online based data collection methods (e.g., web surveys in online panels); to mobile research with smartphones, tablets, and wearables; to the collection and analysis of social media data, administrative data, data from passive measurements, and other big data sources. DGOF organizes the General Online Research (GOR) conference and the Research Plus event series which support professional and collegial exchanges between researchers and practitioners across academia and the industry. By bringing together scientific findings, commercial needs, and practical applications for best practices, DGOF provides a sustainable input for further developments in online research.

Change through innovation is a key characteristic of our research field.

DGOF is a facilitator for this change:

1. DGOF means development: Online research is more than just web surveys. We constantly expand our portfolio and our expertise with the development, encouragement, and establishment of innovative digital methods, passive measurement, and big data methods. In addition, we focus on the relationship between the Internet and society.
2. DGOF connects: We are a bridge between different research disciplines and across commercial applications.
3. DGOF is diverse: We support our members' interests, for the dissemination of knowledge, for exchange, and for discussion, as well as for the establishment and implementation of scientific standards.
4. DGOF is innovative: We are a facilitator of new issues such as big data and data science.
5. DGOF is disruptive: We support change. It is our practice to foster acceptance for new methods in research, and we are always on the lookout for new developments.

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LADIES AND GENTLEMEN, DEAR PARTICIPANTS OF THE GOR CONFERENCE 2018,

Once again we are very proud to host the annual meeting of the "Deutsche Gesellschaft für Online-Forschung" (German Society for Online Research) for the fourth time here in Cologne since 1997. As the world of digital media and therefore of online-research have rapidly and continually changed during this period, our university has changed, too: in September 2015, Cologne University of Applied Sciences became TH Köln – University of Applied Sciences. The new name is the result of an intensive university-wide process through which the self-image and strategic orientation of the institution was re-evaluated and re-adjusted: we share a common mandate – to make science relevant for business, culture, and civil society. New products, services, and technology are only sustainable, effective, and relevant if their impact on society, as well as the complex social dynamics involved, is taken into account during the developmental phase.

Not least against this background, we very much welcome the fact that this year's General Online Research Conference also takes a critical approach to the analysis of innovations and current developments and discusses the interdependence of society and the internet in this context.

I am therefore particularly pleased that the "Deutsche Gesellschaft für Online-Forschung" has again chosen TH Köln as both its scientific partner and as the location for its symposium. The cooperation perfectly illustrates how we combine research-oriented learning with an extensive focus on practical orientation. I hereby also wish to invite everyone to use the conference as an international platform for the lively exchange of experiences and knowledge with colleagues and students, and warmly welcome you here at the TH Köln.

Prof. Dr. Klaus Becker
Vice President for Research and Knowledge Transfer

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Klaus Becker

Prof. Dr. Klaus Becker
Vice President for Research and Knowledge Transfer

WE WOULD LIKE TO WELCOME YOU TO THIS YEAR'S GOR 2018 AT THE TH COLOGNE!

The Institute of Information Science is part of the Faculty for Information Science and Communication Studies.

We are proud to be host and local partner of GOR conference for the third time. We consider the Institute of Information Science to be just the right place to hold a conference on online research. This is the 20th 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 2007 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 we started consecutive Master's programme that focuses on market and media. The course focuses on quantitative and qualitative research, in particular online research methods.

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 for analyzing customers and user behavior. In this way we combine traditional education for market researchers with modern questions of 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

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Simone Fühles-Ubach

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

CONFERENCE LOCATION
TH KÖLN - UNIVERSITY OF APPLIED SCIENCES
CAMPUS SÜDSTADT
CLAUDIUSSTR. 1
50678 COLOGNE

TRACK TOPICS

A: Internet Surveys, Mobile Web and Online Research Methodology Sponsored by Bright Answer
B: Big Data and Data Science In cooperation with the International Program in Survey and Data Science (IPSDS)
C: Politics and Communication
D: Applied Online Research (Angewandte Online-Forschung) In cooperation with marktforschung.de
E: GOR Thesis Award 2018 Sponsored by Questback

All GOR events take place at the **TH Köln – University of Applied Sciences, Campus Südstadt, Claudiusstr. 1, 50678 Cologne,** unless stated otherwise in the overview.

WEDNESDAY 28/02/2018

09:00	**BEGIN CHECK-IN**	
10:00 – 13:00	**WS 1: An Introduction to Web Survey Paradata** Mick P. Couper I University of Michigan, United States of America	Room 158
	WS 2: Using Beacons and GPS-Tracking for Research Purposes Silvana Jud I LINK Institut, Switzerland	Room 149
11:30 – 13:00	**WS 3a: Joint PhD-Workshop of DGOF and the section digital communication (Digitale Kommunikation) of the German Communication Association (DGPuK)** Meinald T. Thielsch (1), Christian Pentzold (2), Christian Katzenbach (3), Anne Reif (4), Susann Kohout (4) 1: University of Münster, Germany; 2: Universität Bremen, Germany; 3: Alexander von Humboldt Institut für Internet und Gesellschaft, Germany; 4: Technische Universität Braunschweig, Germany	Room 147
13:00 – 14:00	**LUNCH BREAK**	
14:00 – 17:00	**WS 3b: Joint PhD-Workshop of DGOF and the section digital communication (Digitale Kommunikation) of the German Communication Association (DGPuK)** Christian Pentzold (2), Christian Katzenbach(3), Anne Reif (4), Susann Kohout (4), Meinald T. Thielsch (1) 1: University of Münster, Germany; 2: Universität Bremen, Germany; 3: Alexander von Humboldt Institut für Internet und Gesellschaft, Germany; 4: Technische Universität Braunschweig, Germany	Room 147
	WS 4: Embedded Client Side Paradata Stephan Schlosser, Jan Karem Höhne I University of Göttingen, Germany	Room 149
	WS 5: Cognitive Pretesting Cornelia Eva Neuert, Timo Lenzner I GESIS Leibniz Institute for the Social Sciences, Germany	Room 158
	WS 6: Survey Creation With LimeSurvey – A Hands-On Course Markus Flür, Carsten Schmitz I LimeSurvey GmbH, Germany	Room 154
17:00 – 19:00	**DGOF Members Meeting** Chair: Otto Hellwig, DGOF & respondi, Germany	Room 248
19:30 – 22:30	**GOR 18 Get-Together** Location: Taqueria Especial, Merowingerstraße 43, 50677 Cologne The GOR 18 Get-Together is open to anyone with a valid GOR 18 conference or workshop ticket! No tickets at the door!	

8:00	**BEGIN CHECK-IN**	
09:00 – 10:15	**Opening & Keynote 1: How can web surveys benefit from design and user experience research?** Keynotespeaker: Mario Callegaro, Google London, United Kingdom	Room 69
10:15 – 10:30	**BREAK**	

A2: Innovations for Online Surveys

10:30 – 11:30 · Chair: Randall K. Thomas, GfK Custom Research, United States of America · Room 248

Track A sponsored by
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Chatbots - It's not what they say, but how they say it
Robin Setzer [1], Florian Tress [2]
1: Norstat Deutschland, Germany; 2: Norstat Group, Germany

Effects of Speech Assistance in Online Questionnaires
Holger Lütters [1], Malte Friedrich-Freksa [2], Marc Egger [3]
1: HTW Berlin, Germany; 2: GapFish, Germany; 3: Insius, Germany

Assessing the Mobile Friendliness of an Online Survey with Paradata
Frances M. Barlas, Randall K. Thomas, Ge Tang, Jason Knight | GfK Custom Research, United States of America

B2: Using Big Data Tools in „Small" Surveys

10:30 – 11:30 · Chair: Cathleen M. Stuetzer, TU Dresden, Germany · Room 149

Programme Partner

IPSDS
INTERNATIONAL PROGRAM
IN SURVEY & DATA SCIENCE

"Worth a thousand words": Analyzing the impact of image recognition in surveys
Oriol J. Bosch [1], Ezequiel Paura [2]
1: Pompeu Fabra University-RECSM, Spain; 2: Netquest, Spain

Learning From All Answers: Embedding-based Topic Modeling for Open-Ended Questions
Christopher Harms [1,2], Sebastian Schmidt [1]
1: SKOPOS, Germany; 2: Rheinische Friedrich-Wilhelms-Universität Bonn, Germany

Coding Surveys efficiently using Natural Language Processing
Maurice Gonzenbach | Caplena GmbH, Switzerland

C2: New Media and Elections

10:30 – 11:30 · Chair: Sebastian Stier, GESIS Leibniz Institute for the Social Sciences, Germany · Room 147

Systematically Monitoring Social Media During Election Campaigns: The Case of the German Federal Election 2017
Sebastian Stier, Arnim Bleier | GESIS Leibniz Institute for the Social Sciences, Germany

#BTW2017: Analyzing Tweeters and Tweets During the 2017 German Federal Election
Simon Kühne [1], Yannick Rieder [2]
1: SOEP/DIW Berlin, Germany; 2: Q | Agentur für Forschung, Germany

Too close to call: Hybrid Media System Approach to News Topics' Salience during Election Campaign
Yaron Ariel, Vered Elishar-Malka, Dana Weimann-Saks, Ruth Avidar | The Max Stern Yezreel Valley College, Israel

D2: GOR Best Practice Award 2018 Competition I

10:30 – 11:30 · Chair: Otto Hellwig, DGOF & respondi, Germany (This session will be in English) · Room 154

GOR Best Practice Award
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360 Degree Innovation
Tom De Ruyck [1], Mathilde Levy [2] | 1: InSites Consulting, Belgium; 2: Reckitt Benckiser, France
Better Cross-Channel Campaign Planning Thanks to Market Research with IoT and Cookie-Tracking
Silvana Jud [1], Christian-Kumar Meier [2] | 1: LINK Institut, Switzerland; 2: Mediaschneider Bern AG, Switzerland

We have seen the future... Fast-forward to more contextual, more agile and smarter qualitative research
Annelies Verhaeghe (1), Sophie Van Neck (1), Marlon Rinoza Plazo (2)
1: InSites Consulting, Belgium; 2: Heineken Global Innovation, The Netherlands

10:30 – 11:30	**E2: GOR Thesis Award 2018 Competition I: Dissertation**	Room 158

Chair: Meinald T. Thielsch, University of Münster, Germany

GOR Thesis Award 2018
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Representativeness and Response Quality of Survey Data
Carina Cornesse
University of Mannheim; GESIS Leibniz Institute for the Social Sciences, Germany

questback

Multilevel Modeling for Data Streams with Dependent Observations
Lianne Ippel (1), Maurits Kaptein (2), Jeroen Vermunt (2)
1: University of Liège, Belgium; 2: Tilburg University, The Netherlands

Recruitment strategies for a probability-based online panel: Effects of interview length, question sensitivity, incentives and interviewers
Ines Schaurer | GESIS Leibniz Institute for the Social Sciences, Germany

11:30– 11:45	**LUNCH BREAK**

11:45 – 13:00	**Panel Discussion: Evolution or Revolution? How Much Innovation Does Research Need - And How to Implement It?**	Room 69

Chairs: Horst Müller-Peters, marktforschung.de, Germany | Sabine Menzel, L'Oréal Deutschland GmbH, Germany
Panellists:

Programme Partner

Edward Appleton (HappyThinkingPeople),
Mario Callegaro (Google UK),
Anja Diekmann (GfK Verein),
Lorenz Gräf (Startplatz),
Thomas Schäfer (Ipsos)

marktforschung.de

11:45 – 13:00	**POSTER SESSION**

„Fake News", Public Opinion, and the Political Use of Online Social Media
Yaron Ariel, Vered Elishar-Malka | The Max Stern Yezreel Valley College, Israel

Videos for show, text for a pro? Different ways to instruct a cognitive ability test and their influence on performance, acceptance, and user experience
Robin Bachmann, Carolin Palmer, Matthieu Holzer | Justus-Liebig-Universität Gießen, Germany

Cologners buy Cologne products? The influence of consumers' identity on the product evaluation in regional online-advertising
Melanie Bender, Christian Bosau | Rheinische Fachhochschule Köln, Germany

On-device and off-device multitasking and their effects on web and mobile web survey completion
Florian Berens, Stephan Schlosser, Jan Karem Höhne | University of Goettingen, Germany

Facebook and Instagram, alike or not alike? - Contrasting and comparing the users of both social networks and their characteristics
Christian Bosau, Else Eberz | Rheinische Fachhochschule Köln, Germany
Using emojis in surveys targeting millennials
Oriol J. Bosch, Melanie Revilla | Pompeu Fabra University-RECSM, Spain

Sociodemographic, attitudinal and behavioral differences between the online and offline population: A comparative analysis of three probability-based surveys
Hannah Bucher | GESIS Leibniz Institute for the Social Sciences, Germany

A story of Love and Hate: College Students and the Role of Smartphones in their Lives
Vered Elishar-Malka, Yaron Ariel, Ruth Avidar | The Max Stern Yezreel Valley College, Israel

Representativeness of Survey Samples: Mixing Modes and Sampling Frames
Beatrice Bartoli (1), Chiara Respi (2), Marco Fornea (1) | 1: Demetra Opinioni.net, Italy; 2: University of Milano-Bicocca, Italy

The Trump Media Index – An Index Based Way of Visualizing the Impact of Trump Related News
Malte Wattenberg, Marcel Gemander | Bielefeld University of Applied Sciences, Germany

Phubbing Concerns Us All. How the Mere Observation of Smartphone Use in Others' Social Interactions Generates Negative Emotions and Attitudes in Observers
Tania Roxana Nunez, Alina Grewe, Lisa-Marie Trienens, Christopher Kowalczyk, Dano Nitschke, Ba Tue Freddy Tran, Sabrina Cornelia Eimler
University of Applied Sciences Ruhr West, Institute of Positive Computing, Germany

Sensor data: Exploring respondents' motion levels in mobile web surveys using paradata SurveyMotion
Jan Karem Höhne, Stephan Schlosser | University of Göttingen, Germany

Using process data for item analyses - what can participants' response behaviour tell about survey quality?
Markus Hörmann, Maria Bannert | Technical University of Munich, Germany

The (Lost) Art of Asking Questions: Online Questionnaires in Market Research
Wojciech Jablonski | Utrecht University, The Netherlands

"I need to know what is going on" - Motivation for using social media and its relation to distraction by social media
Christina Kößmeier, Oliver B. Büttner | Universität Duisburg-Essen, Germany

Getting inside a troll's heart: The influence of trolling behavior and norms on the experience of eudaimonic videos
Mayla Kühle, Lena Kirchknopf, Nicole Kareta, Markus Appel | University of Würzburg, Germany

A framework toward understanding mobile survey mode effects
Ellen Laupper, Lars Balzer | Swiss Federal Institute for Vocational Education and Training SFIVET, Switzerland

User focused development of an online tool for psychological risk assessment at work
Martin Mädler, Cord Spreckelsen, Isabell Schneider, Jessica Lang | RWTH Aachen University, Germany

Emoji, Emoji on the Wall, Show Me One I Show You All - An Exploratory Study on the Connection Between Traits and Emoji Usage
Moritz Meyer (1), Lars Bollen (2), Sabrina C. Eimler (1) | 1: Hochschule Ruhr West, Germany; 2: Schenker AG, Germany

Turning the Tables - Investigating Political Stress of Election Candidates as an Explanatory Variable for Online Activity in Social Media
Uwe Serdült (1,2), Thomas Milic (1), Adiya Abisheva (3)
1: University of Zurich, Switzerland; 2: Ritsumeikan University, Japan; 3: ETH Zurich, Switzerland

When to cross the bridge? Preferences for old and new data collection modes.
Marika Annukka de Bruijne, Joris Mulder | CentERdata, The Netherlands

What if I Lost it? When the Mere Imagination of Smartphone Absence Causes Anxiety
Tania Roxana Nunez, Sabrina Cornelia Eimler | University of Applied Sciences Ruhr West, Germany

Between feminism and body positivity: an analysis of #bodyhairdontcare posts on Instagram
Mareike Oehrl | Q | Agentur für Forschung, Germany

The relationship between psychosocial well-being, fear of missing out, social comparison orientation, and social media engagement
Felix Reer, Wai Yen Tang, Thorsten Quandt | University of Münster, Germany

Scrolling behavior and its influence on completion times and data quality in (mobile) web surveys
Andreas Rogalski, Stephan Schlosser, Jan Karem Höhne | University of Göttingen, Germany

Improving Scientific Web Surveys using Unscientific Data Sources
Joseph Sakshaug (1), Arkadiusz Wisniowski (2), Diego Perez-Ruiz (2), Annelies Blom (3)
1: German Institute for Employment Research, Germany; 2: University of Manchester, United Kingdom; 3: University of Mannheim, Germany

Sensor data: Measuring acceleration of smartphones in mobile web surveys
Stephan Schlosser, Jan Karem Höhne | Georg-August-Universität Göttingen, Germany

Shall We Ask Survey Respondents for their Device, Operating System and Browser? Data Quality and Validity of Subjective Paradata among Two Samples of University Students – Results from the National Educational Panel Study and HISBUS Online Access Panel
Gritt Fehring, Nadin Kastirke, Swetlana Sudheimer, Janka Willige | DZHW, Germany

Content Virality and popularity on Facebook
Vlad Vasiliu | University of Haifa, Israel

Tell me how you date and I tell you who you are - Personality perception through language patterns in online dating
Maximilian Thilo Philipp von Andrian-Werburg, Dorothea Cosima Adler, Benjamin Philip Lange | Julius-Maximilians-Universität Würzburg, Germany

User's Perception of Virtual- and Augmented Reality Applications in Future Workplaces
Malte Wattenberg (1), Achim Stumpf (2) | 1: Bielefeld University of Applied Sciences, Germany; 2: Lemgo University of Applied Sciences, Germany

Social Comparison Behavior on Social Media: The influence of cognitive re-evaluations
Silvana Weber, Tanja Messingschlager, Nina Oszfolk | Universität Würzburg, Germany

Intimacy and Sharing among Closed Women's Facebook Groups
Dana Weimann-Saks, Vered Elishar-Malka, Yaron Ariel | The Max Stern Yezreel Valley College, Israel

Searching for Health-Related Information on the Internet: Habits and Repercussions of Internet Use
Dana Weimann-Saks | The Max Stern Yezreel Valley College, Israel

13:00 – 14:15	**BREAK**

14:15 – 15:15   **A4: Increasing Response and Data Quality**   Room 248
Chair: Alex Wheatley | Lightspeed, United Kingdom

Track A sponsored by
bright answer

How to run long web surveys: a real-life experiment with the European Values Study
Alexandre Pollien (1), Michèle Ernst Stähli (1), Michael Ochsner (1), Patricia Milbert (1), Dominique Joye (2)
1: FORS (Swiss Centre of Expertise in the Social Sciences), Switzerland; 2: Université de Lausanne, Switzerland

A method for optimizing data collection efficiency in an online panel: A case study
Jessica Herzing (1,2), Caroline Vandenplas (3)
1: University of Mannheim, Germany; 2: FORS, University of Lausanne, Switzerland; 3: University of Leuven, Belgium

The Impact of Incentives on Data Quality in a Representative National Health Survey
Johannes Lemcke, Patrick Schmich, Stefan Albrecht | Robert Koch Institut, Germany

14:15 – 15:15	**B4: Sensors and Apps - Using Smartphones for More than Just Surveys**	Room 149

Chair: Wojciech Jablonski | Utrecht University, The Netherlands

Programme Partner

Willingness to collect smartphone sensor data in a Dutch probability-based general population panel
Bella Struminskaya [1], Vera Toepoel [1], Peter Lugtig [1], Barry Schouten [2], Marieke Haan [1], Annemieke Luiten [2]
1: Utrecht University, The Netherlands; 2: Statistics Netherlands, The Netherlands

Declared and observed willingness of participating in different tasks than answering surveys on an online opt in panel
Ezequiel Paura [2], Oriol J. Bosch [1], Melanie Revilla [1]
1: Pompeu Fabra University-RECSM, Spain; 2: Netquest, Spain

Quality of Expenditure Data Collected with a Mobile Receipt Scanning App in a Probability Household Panel
Alexander Wenz, Annette Jäckle | University of Essex, United Kingdom

14:15 – 15:15	**C4: Elite Communication**	Room 147

Chair: Bruno Wueest, University of Zurich, Switzerland

The Effect of Social Media on the Russian Elite Perceptions of Security Threats
Olesya Tkacheva | Vesalius College, Belgium

Elite and Conspiracy Cueing in Authoritarian Contexts: Findings from Saudi Arabia and Jordan
Mujtaba Ali Isani, Bernd Schlipphak | University of Muenster, Germany

The networked campaign. Organizational and programmatic unity of Swiss parties on Twitter
Bruno Wueest [1], Christian Mueller [2]
1: University of Zurich, Switzerland; 2: London School of Economics and Political Science, United Kingdom

14:15 – 15:15	**D4: GOR Best Practice Award 2018 Competition II**	Room 154

Chair: Henner Förstel, MANUFACTS Research & Dialog, Germany (This session will be in German)

GOR Best Practice Award 2018
sponsored by

From Research to Content: How We Exploit the Web like a Goldmine for Editors and Content Producers
Yannick Rieder [1], Thomas Perry [1], Sabine Feierabend [2]
1: Q | Agentur für Forschung GmbH, Germany; 2: SWR Südwestrundfunk, Germany

Constructing open-source social milieus to explain purchase behavior
Daniel Althaus [1], Nadine Corleis [1], Sascha von Rutkowski [2]
1: SPLENDID RESEARCH GmbH, Germany; 2: OTTO GmbH & Co. KG, Germany

Why the market research department of the Deutsche Post DHL Group offers a survey tool to its departments
Christian Hyka [1], Rüdiger Ruhl [2]
1: Survalyzer AG, Switzerland; 2: Deutsche Post DHL Research & Innovation, Germany

	E4: GOR Thesis Award 2018 Competition II: Bachelor/Master	Room 158

Chair: Meinald T. Thielsch, University of Münster, Germany

GOR Thesis Award 2018
sponsored by

Web and mobile surveys: Innovations, Issues and Mode effects
Angelica Maria Maineri | Tilburg University, The Netherlands

Presentation of Menstruation: a Quantitative Content Analysis of YouTube Videos
Lara Yasmin Rieger | Ilmenau University of Technology, Germany

Analysing the systematics of search engine autocompletion functions by means of data mining methods
Anastasiia Samokhina | TH Köln, Germany

15:15 – 15:30	**BREAK**	

| 15:30 – 16:30 | **A5: Use of Auxiliary Data and Administrative Data** | Room 248 |

Chair: Ines Schaurer | GESIS Leibniz Institute for the Social Sciences, Germany

Track A sponsored by

The utility of auxiliary data for survey response modeling: Evidence from the German Internet Panel
Carina Cornesse
University of Mannheim, Germany; GESIS Leibniz Institute for the Social Sciences, Germany

bright answer

Can Response Behavior Predict Breakoff in Web Surveys?
Felicitas Mittereder, Brady West | University of Michigan, United States of America

Entrepreneurship data collection modes: a Comparison of Web Surveys and Telephone Surveys with Registers data.
Cesare Antonio Fabio Riillo | STATEC, Luxembourg

| 15:30 – 16:30 | **B5: Managing and Using Databases** | Room 149 |

Chair: Frank Heublein | INFOnline GmbH, Germany

Programme Partner

A Case Study in Large Scale Variable Harmonization
Kristi Winters (1), Inga Brentel (2)
1: GESIS Leibniz Institute for the Social Sciences, Germany; 2: Universität Düsseldorf, Germany

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TIPD -- Taiwan Indigenous Peoples Open Research Data
Ji-Ping Lin | Academia Sinica, Taiwan

CRM-Data-supported Interviewing: How CRM-data Can Make Empirical Research More Effective and Efficient
Andreas Krämer | exeo Strategic Consulting AG / University of Applied Sciences Europe, Fachbereich BiTS in Iserlohn, Germany

| 15:30 – 16:30 | **C5: Opinion Formation in Election Campaigns** | Room 147 |

Chair: Gema M. García-Albacete | Universidad Carlos III de Madrid, Spain

What and How Do Citizens Learn from Voting Advice Applications? Experimental Evidence from Germany
Simon Munzert (1), Pablo Barberá (2), Andrew Guess (3), JungHwan Yang (4)
1: Hertie School of Governance, Germany; 2: London School of Economics, United Kingdom; 3: Princeton University, United States of America;
4: University of Illinois, United States of America

Do vote intention polls influence voters' electoral decisions?
Patrick Sturgis, Will Jennings, Marzieh Mussavi Rizi | University of Southampton, United Kingdom

Head or Heart - The conflict of Australia's Same Sex Marriage Vote
Alex Wheatley | Lightspeed, United Kingdom

| 15:30 – 16:30 | **D5: Data Visualization – From relevant insights to meaningful stories** | Room 154 |

Chairs: Oliver Tabino, Q I Agentur für Forschung GmbH, Germany | Florian Tress, Norstat Group, Germany

Programme Partner

Datavisualization - Bridge from Data to Insights
Christin Schäfer | acs plus UG, Germany

Dataviz-Storytelling
Christina Elmer | SPIEGEL ONLINE, Germany

marktforschungde

A comparative information visualization approach to physically-based rendering
Martin Eisemann | TH Köln - University of Applied Sciences, Germany

| 16:30 – 16:45 | **BREAK** | |

16:45 – 17:45	**A6: Paradata in Online and Mobile Web Surveys**	Room 248

Chair: Katharina Meitinger, GESIS Leibniz Institute for the Social Sciences, Germany

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Do response times get shorter in the long term?
A longitudinal analysis of response times to recurring items in a probability online panel
Vlad Achimescu, Florian Keusch | University of Mannheim, Germany

Window switching when answering knowledge questions in web surveys
Tobias Gummer, Tanja Kunz | GESIS Leibniz Institute for the Social Sciences, Germany

What does time measure?
François Erner, Denis Bonnay | respondi, France

16:45 – 17:45	**B6: Data about Online and Mobile Behaviour**	Room 149

Chair: Olaf Wenzel, Wenzel Marktforschung, Germany

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Integrating and Augmenting Mobile Log Data with Survey Data: Findings from a National Study of Canadian Adults
Jeffrey Alan Boase | University of Toronto, Canada

Emojis are ineffective in online reviews: An experimental study in the context of consumer goods
Melanie Bender, Roman Schmank, Uwe Neugebauer | Rheinische Fachhochschule Köln, Germany

The Design Based Comparison Between Websites Regarding Culture and Industry
Marcel Gemander, Malte Wattenberg | Bielefeld University of Applied Sciences, Germany

16:45 – 17:45	**C6: Media Exposure**	Room 147

Chair: Simon Munzert | Hertie School of Governance, Germany

Online Real-Time-Response Measurement in Real Life Settings: The Debat-O-Meter
Uwe Wagschal, Thomas Metz, Thomas Waldvogel, Bernd Becker, Linus Feiten, Samuel Weishaupt | University of Freiburg, Germany

Televised Debates, Second Screen, Filter Bubbles: Evidence from a German Lab and Survey Experiment
Simon Richter (1), Thorsten Faas (2)
1: Johannes Gutenberg-Universität Mainz, Germany; 2: Freie Universität Berlin, Germany

Echo chambers and the impact of media diversity: Political opinion formation and government policy
Grant Blank (1), Elizabeth Dubois (2)
1: University of Oxford, United Kingdom; 2: University of Ottawa, Canada

16:45 – 17:45	**D6: Implicit Methods - Telling Stories that Consumers Can't Tell**	Room 154

Chair: Anke Müller-Peters, marktforschung.de, Germany

Programme Partner

marktforschung.de

Unspoken™ - New implicit technology that blends an engaging mobile interface with system 1&2
Julia Görnandt | SKIM, The Netherlands

The Art of Body Reading
Markus Küppers | September Strategie & Forschung GmbH, Germany

Brain Branded: Subconscious Brand Positioning using AI
Dr. Jonathan T. Mall | Neuro Flash, Germany

If you can't tell – let's play! A smart way to measure brand positioning
Henner Förstel | MANUFACTS Research & Dialog, Germany

20:00	**GOR Party**

Location: Zum scheuen Reh, Hans-Böckler-Platz 2, 50672 Cologne
The GOR Best Practice Award 2018 will be awarded at the party!
You need a ticket for the party. Drinks and streetfood included. Party tickets are included in conference tickets for all days and Thursday day tickets!
No tickets at the door.

FRIDAY 02/03/2018

8:30	**BEGIN CHECK-IN**

9:00 – 10:00 **A7: Improving Survey Questions** Room 248
Chair: Trine Dale, Kantar TNS Norway, Norway

Track A sponsored by

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Doing as told? – The effect of instructions on depth of processing in online surveys
Patricia Hadler [1], Menold Natalja [1], Neuert Cornelia [1], Bless Herbert [2]
1: GESIS Leibniz Institute for the Social Sciences, Germany; 2: Universität Mannheim, Germany

Effects of the Number of Open Probing Questions on Response Quality in Cognitive Online Pretests
Timo Lenzner, Cornelia Eva Neuert | GESIS Leibniz Institute for the Social Sciences, Germany

Re-examining the „left and top means first" heuristic using eye-tracking methodology
Jan Karem Höhne [1], Timo Lenzner [2], Cornelia Neuert [2], Ting Yan [3]
1: University of Göttingen, Germany; 2: GESIS Leibniz Institute for the Social Sciences, Germany; 3: Westat, United States of America

9:00 – 10:00 **B7: Tools for Online Research** Room 149
Chair: Kristi Winters, GESIS Leibniz Institut für Sozialwissenschaften, Germany

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Website Evaluation with a Survey Toolbox for Research and Practice
Meinald T. Thielsch [1], Martin Salaschek [2]
1: University of Münster, Germany; 2: German Federal Centre for Health Education (BZgA), Germany

VR – Powerful Tool or Illusion: Inconclusive Results from a Psychological Experiment
Birgit U. Stetina, Jan Aden, Anastasiya Bunina, Niklas Käfer, Zuzana Kovacovsky, David Meckfessel, Armin Klaps |
Sigmund Freud University, Austria

Dataviz and behavioural sampling for managing online communities
François Erner, Bengül Robillard | respondi, Germany & France

9:00 – 10:00 **C7: Extremism, Disclosure and Judiciary Systems** Room 147
Chair: Oliver Czulo, Universität Leipzig, Germany

The effect of terror-related events on the framing of extremism in mediated public discourse
Oliver Czulo [1], Dominic Nyhuis [2], Adam Weyell [1] | 1: Universität Leipzig, Germany; 2: Universität Frankfurt, Germany

Using Online Crowdsourcing to Measure Judicial Attitudes of Domestic Courts toward the Court of Justice of the European Union
Arthur Dyevre, Angelina Atanasova, Nicolas Lampach | KU Leuven, Belgium

9:00 – 10:00 **D7: Den digitalen Datenschatz nutzbar machen – 3 Anleitungen** Room 154
Chair: Henner Förstel, MANUFACTS Research & Dialog, Germany

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#makeopinionsmatter - Wie wir in 24h 500.000 Leser zum TV-Duell befragt haben
Lukas Beisteiner | Opinary GmbH, Germany

Big Data meets Smart Data: intelligente Verknüpfung von internen und externen Daten
Herbert Schuster | Innoplexia GmbH, Germany

Wo liegen die digitalen Datenadern? Diskutiert am Beispiel des Smart Home Marktes
Markus Schaffrin | eco — Verband der Internetwirtschaft e.V., Germany

10:00 – 10: 15	**BREAK**

| 10:15 – 11:00 | **Keynote 2:** Surveys and Data Science: What it means to be a methodologist | Room 69 |

Keynotespeaker: Frauke Kreuter, University of Maryland, USA; University of Mannheim, Germany;
Institute for Employment Research of the German Federal Employment Agency, Germany

| 11:00 – 11:45 | **AWARD CEREMONIES** | Room 69 |

| 11:45 – 12:00 | **BREAK** | |

| 12:00 – 13:15 | **Ag: Survey Scales and Survey Questions** | Room 248 |

Chair: Silke Schneider, GESIS Leibniz Institute for the Social Sciences, Germany

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**How Good is "Good?" Experimental Studies of Individual Interpretations of Response Options
in Likert-Type Scales using VAS as Evaluation Tool**
Elias Markstedt, Elina Lindgren, Johan Martinsson | University of Gothenburg, Sweden

Clarification features in Web surveys. A meta-analysis
Anke Metzler, Marek Fuchs | Darmstadt University of Technology, Germany

Are Differences in Check-All vs. Forced-Choice Answer Formats caused by Deeper Cognitive Engagement? An Eye-Tracking Study
Cornelia Eva Neuert | GESIS Leibniz Institute for the Social Sciences, Germany

Comparing vague quantifiers and open-format numerical responses
Hans Haraldsson, Vaka Vésteinsdóttir, Fanney Thorsdottir | University of Iceland, Iceland

| 12:00 – 13:00 | **Bg: Device Preference and Device Effects** | Room 149 |

Chair: Florian Keusch, University of Mannheim & DGOF, Germany

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Situational effects in online surveys: Sometimes self-selection is not a bad thing
Nina Pöhlmann [1], Ronald Frank [2], Birgit Müller [3], Benjamin Helmer [3]
1: GfK Marketing & Data Sciences, Germany; 2: GfK Verein, Germany; 3: GfK Consumer Insights, Germany

Device use in two probability based online panels: Demographic and psychographic predictors of device preference
Edith Desiree de Leeuw, Joop Hox, Tycho Juta | Utrecht University, The Netherlands

We need to talk: Reproducibility in Online Research
Christopher Harms
Rheinische Friedrich-Wilhelms-Universität Bonn, Germany; SKOPOS, Germany

| 12:00 – 13:00 | **Cg: Political Participation** | Room 147 |

Chair: Simon Munzert, Hertie School of Governance, Germany

Gender gap in online political participation
Simone Abendschön [1], Gema M. García-Albacete [2]
1: Justus-Liebig-Universität Gießen, Germany; 2: Universidad Carlos III de Madrid, Spain

Motivations for Engaging in Social and Political Online Campaigns
Anabel Quan-Haase [1], Chandell Gosse [1], Christoph Lutz [2], Zak Bronson [1], Alyssa McDougall [3]
1: Western University, Canada; 2: BI Norwegian Business School, Norway; 3: Carleton University, Canada

Understanding Online Petitions Through Social Experiments
Afife Idil Akin [1], Arnout van de Rijt [1,2], Michael Schwartz [1], Juhi Tyagi [1], Gabriela Gonzalez Vaillant [1], Fernanda Page Poma [1]
1: State University of New York at Stony Brook, United States of America; 2: Utrecht University, The Netherlands

| 12:00 – 13:00 | **Dg: ePrivacy - was bedeutet die Verordnung für die Branche und die Entwicklung bestehender und neuer Geschäftsfelder?** | Room 154 |

Chair: Alexandra Wachenfeld-Schell, DGOF, Germany

Programme Partner

Mögliche Auswirkungen der E-Privacy-Verordnung auf die Onlinebranche

Jasmina Campara | Wirtschaftsjuristin LL.M Schwerpunkt Datenschutz und IT-Sicherheit, Germany

Gut gemeint vs. Gut gemacht – Was die ePrivacy Verordnung für die digitale Marktforschung bedeutet

Claudia Dubrau | AGOF e.V., Germany

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| 13:00 – 14:15 | **LUNCH BREAK** |

| 14:15 – 15:15 | **A10: Device Effects** | Room 248 |

Chair: Anke Metzler, Darmstadt University of Technology, Germany

Track A sponsored by

Survey Response Device In A Time Of Changing Behaviors – A Panel Study

Johan Martinsson (1,2), Elias Markstedt (1,2) | 1: SOM Institute, Sweden; 2: LORE, Sweden

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Uptake and Data Quality in UK Mixed-Device Online Surveys: Results from an Experiment in the ONS Online Household Study

Gabriele Durrant, Olga Maslovskaya, Peter W.F. Smith | University of Southampton, United Kingdom

Mobile Devices in online surveys: Drivers for participation on mobile devices and effects on data quality in using propensity score matching

Patrick Schlickmann, Sebastian Schmidt | SKOPOS GmbH & Co. KG, Germany

| 14:15 – 15:15 | **B10: Applied Online Research** | Room 149 |

Chair: Frank Heublein, INFOnline GmbH, Germany

Programme Partner

Online Insight Community - Learnings for Research Practitioners

Claudia Urschbach | Süddeutsche Zeitung Digitale Medien GmbH, Germany

Remote Workers – exploring the world of New Work

Ruth Wakenhut, Sophie Vogt | KERNWERT GmbH, Germany

Applying online user research for continuous product development - User generated content to improve the hard- and software of an induction hub

Alexandra Tanner (1), Julia Klammer (1), Fred van den Anker (1), Zacharias de Groote (2)
1: University of Applied Sciences and Arts Northwestern Switzerland, Switzerland; 2: Liveloop GmbH, Germany

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| 14:15 – 15:15 | **C10: Response and Measurement** | Room 147 |

Chair: Bella Struminskaya, Utrecht University & DGOF, The Netherlands

When Less is More: Improving Respondent Experience with the Sociometric Framework

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

Is it possible to select respondents at random in push-to-web surveys when using address-based samples and postal contact?

Andrew Cleary (1), Alex Cernat (2), Peter Lynn (3), Gerry Nicolaas (1)
1: Ipsos MORI, United Kingdom; 2: University of Manchester, United Kingdom; 3: University of Essex, United Kingdom

Solving the "Satisfaction Paradox": Advances in Measuring Satisfaction

Hubertus Hofkirchner | Prediki Prognosedienste GmbH, Austria

| 14:15 – 15:15 | **D10: Künstliche Intelligenz in der Marktforschung** | Room 154 |

Chair: Maike Alvarado, marktforschung.de, Germany

Programme Partner

Gefühle auf Knopfdruck: Über die Wirkung von empathischen Maschinen

Michael Bartl | HYVE AG, Germany

Keine Angst vor Ihrem neuen Kollegen, der Maschine!

Christopher Harms | SKOPOS, Germany

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Beyond the Obvious. Mit Text Analytics und Advanced Statistics mehr aus Kundenbewertungen herausholen

Stefan Maas | Ipsos GmbH, Germany

15:15 – 15:30	**BREAK**	

15:30 – 16:45	**A11: Open-ended Questions**	Room 248

Chair: Cornelia Eva Neuert, GESIS Leibniz Institute for the Social Sciences, Germany

Track A sponsored by

Computer-Assisted Measurement and Coding of Education in Surveys (CAMCES): Experiences from the LISS Panel
Silke Schneider, Roberto Briceno-Rosas, Verena Ortmanns | GESIS Leibniz Institute for the Social Sciences, Germany

Using interactive feedback to enhance response quality in Web surveys. The case of open-ended questions
Tobias Baier, Marek Fuchs | Darmstadt University of Technology, Germany

Does Quantity Come at the Expense of Quality? Considering the Relevance of Themes Mentioned in Open-Ended Questions
Katharina Meitinger, Tanja Kunz | GESIS Leibniz Institute for the Social Sciences, Germany

Using Placeholder Text in Narrative Open-Ended Questions in Web Surveys
Tanja Kunz, Tobias Gummer | GESIS Leibniz Institute for the Social Sciences, Germany

15:30 – 16:45	**B11: Scales and Grids in Surveys**	Room 149

Chair: Bella Struminskaya, Utrecht University & DGOF, The Netherlands

Programme Partner

Evaluation of methods for assessing socially desirable responding in internet administered personality items
Vaka Vésteinsdóttir (1,2), Hilma Ros Omarsdottir (1), Fanney Thorsdottir (1,2)
1: University of Iceland, Iceland; 2: RAHI, Iceland

Do modifications to the traditional grid question design reduce the respondents' burden and increase response quality?
Joss Roßmann, Tobias Gummer | GESIS Leibniz Institute for the Social Sciences, Germany

The role of rating scale design in reducing item nonresponse in web surveys
Fanney Thorsdottir, Ragnhildur Lilja Asgeirsdottir | University of Iceland, Iceland

We've Got Your Number: Can Numeric Labels Replace Semantic Labels in Scales?
Randall K. Thomas, Frances M. Barlas | GfK Custom Research, United States of America

15:30 – 16:30	**C11: Smartphone Data Collection in Surveys**	Room 147

Chair: Alexander Wenz, University of Essex, United Kingdom

Response quality in mixed-device online survey: Evidence from the Understanding Society Innovation Panel data
Olga Maslovskaya, Gabriele Durrant, Peter WF Smith | University of Southampton, United Kingdom

Coverage Error in Smartphone Data Collection
Florian Keusch (1,2), Georg-Christoph Haas (1,3), Frauke Kreuter (1,2,3), Sebastian Bähr (3), Mark Trappmann (3)
1: University of Mannheim, Germany; 2: University of Maryland, USA; 3: Institute for Employment Research, Germany

Login on Smartphones: A triviality?
Johannes Volk | Statistisches Bundesamt, Germany

15:30 – 16:45	**D11: Digitale Erhebungsmethoden für ein besseres Verständnis des Verbrauchers**	Room 154

Chair: Alexandra Wachenfeld-Schell, DGOF, Germany

Programme Partner

Neue digitale Daten in der amtlichen Statistik
Natalie Rosenski | Statistisches Bundesamt, Germany

Beobachten um zu verstehen: wie Trackingdaten klassische Befragungen ergänzen können
Jan Hecht | SINUS-Institut, Germany

Wie Online-Verhaltensdaten zur Segmentierung von Customer Journeys genutzt werden können
Bengül Robillard | respondi, Germany

Massiv passiv: Wie die reale Welt mit Smartphone-Daten messbar wird
Jan Rettel | Locarta GmbH, Germany

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