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GOR

**21ST GENERAL
ONLINE RESEARCH
CONFERENCE**

6 - 8 MARCH 2019 IN COLOGNE

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21st GENERAL ONLINE RESEARCH CONFERENCE

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GREETINGS
FROM DGOF

DEAR GUESTS OF THE GOR 2019!

WELCOME TO THE 21ST EDITION OF THE GENERAL ONLINE RESEARCH CONFERENCE

AFTER ONE OF THE MOST SUCCESSFUL GOR CONFERENCES OF THE PAST YEARS IN TERMS OF BOTH CONTENT AND COMMERCIAL SUCCESS IN 2018, WE HAVE DECIDED TO ONCE MORE HOST THE GOR WHERE IT STARTED IN 1997, IN COLOGNE. THEREFORE, WE ARE VERY HAPPY TO COLLABORATE AGAIN WITH THE TH KÖLN - UNIVERSITY OF APPLIED SCIENCES AS LOCAL ORGANIZER TO WELCOME YOU IN THE WONDERFUL CITY OF COLOGNE.

As in previous years, we have a great conference programme lined up for you including keynotes, discussions, presentations, awards, posters, workshops, and much more. You can choose between 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 covers 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 2019 for the best practice study from applied online research, ii) the GOR Thesis Award 2019 for the best thesis (bachelor and master) in online research, and iii) the GOR Poster Award 2019 for the best poster of the conference. New in the series of awards is the DGOF Best Paper Award for the best paper in online research.

This year's keynotes review the digital world from different, but tremendously exciting perspectives: On Thursday, 7th of March 2019, Dr. Stefan Oglesby, entrepreneur and SMART data, consumer insights & analytics expert @data-iq.ch will share with us his view on the future of consumer insight in the digital era and on Friday, 8th of March 2019, Dr. Claudia Wagner, Assistant Professor at the University of Koblenz-Landau & interim scientific director of the Computational Social Science department at GESIS Leibniz Institute for the Social Sciences will talk about the challenges and opportunities of Computational Social Sciences.

With the Spotlight talk, we have created a new format starting this year with Olaf Hofmann, Managing Director of SKOPOS, who will give us insights into why so many companies fail despite a working business model.

Moreover, one of this year's discussions, hosted by Bernad Batinic, JKU Linz, and Horst Müller-Peters, marktforschung.de, will concentrate on discussing sample quality and representativeness in online research with experts and players from the industry such as Civey and Norstat.

On the pre-conference day, Wednesday, 6th of March 2019, five workshops will take place. This year they cover the use of dashboards in Microsoft Power BI, the Questback Data Privacy Assistant, the use of survey design to sensor data working with smartphones, the meta-analytical research process and predicting online behaviour.

Wednesday night we get together with drinks and snacks and Thursday night is party-time. The GOR Get-Together will take place after the DGOF members meeting within walking distance from the conference venue at the "Weinladen". The still famous Cologne music club "Zum Scheuen Reh" will open its gates for the GOR Party 2019 on Thursday at 8 pm.

We are particularly grateful for the enthusiastic support of and collaboration with our local partners at TH Köln: Prof. Dr. Stefan Herzig, Prof. Dr. Rüdiger Küchler, Prof. Dr. Sylvia Heuchemer, Prof. Dr. Klaus Becker, Prof. Dr. Simone Fühles-Ubach, Prof. Dr. Ursula Wiene, Prof. Dr. Tobias Galliat, Prof. Dr. Matthias Fank, Prof. Dr. Ivonne Preußner, Prof. Dr. Gernot Heisenberg, Prof. Dr. Petra Werner, Peter Slegers, Simon Brenner and their team. We would also like to thank our programme partners marktforschung.de and the International Program in Survey and Data Science (IPSDS) 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 2019!

Dr. Otto Hellwig
Chair DGOF Board and
Conference Chair

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

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



**WELCOME TO
COLOGNE!**



ABOUT DGOF

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.

DEUTSCHE GESELLSCHAFT FÜR ONLINE-FORSCHUNG E.V.

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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DGOF e. V.

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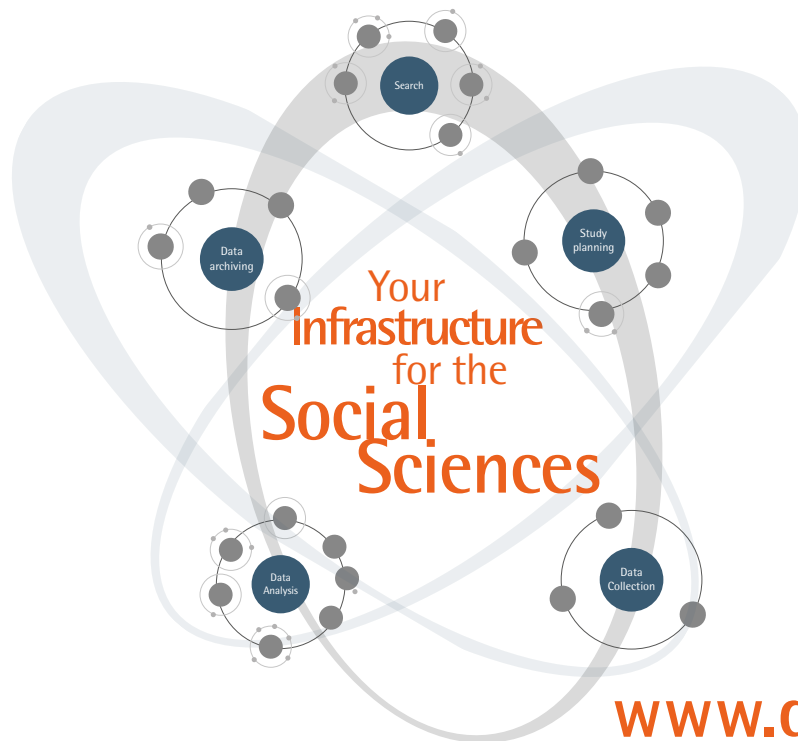


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Prof. Dr. Stefan Herzig, MME
President of TH Köln -
University of Applied Sciences

LADIES AND GENTLEMAN, DEAR PARTICIPANTS OF THE GOR 2019,

the world of digital media is changing rapidly, and our behaviors as users alike. It even seems that this development is continuing at cyber speed. These changes do not only touch our private lives but influence our communicative repertoire as scientists and our university as a scientific institution as well.

First of all, digitization opens up new ways of academic teaching. We can create learning scenarios which create novel freedom and independence regarding time and place. Also, they may help to differentiate learning processes according to the needs of the individual student. Furthermore the critical discussion of the challenges in a digitized world is a key item in the curricula of all our bachelor's and master's programs. This also reflects how fundamental the changes through digitization will be in our working environments, independent of businesses, branches, job profiles and positions.

As scientists, we recognize a dramatic change in the handling of information, too. This refers to both communication within our scientific communities and to knowledge transfer to the society. How tools and new techniques of communication should be used both in science and to serve common good has to be discussed. Access to, transparency in and reciprocity of research findings, in short: the idea of open science has to be concerned intensively. On the other hand, we have to try out new and adequate ways of knowledge transfer to the public. Especially, we have to establish and validate new formats of direct communication.

Will it be possible to describe research findings using 280 letters, being both truthful and comprehensible, both appropriately differentiated and comprehensive? Could and should the scientific community create a digitized communication space of its own? A quality assured space that will prevent malpractice of sources, data and findings? A space that, at the same time, gives access to everyone, and where, above that, the free use of material is taken for granted? Last not least, how will we benefit from our research activities in the fields of communication practices and user behavior in our own working environment, in global research networks and in our everyday life at the university?

I am particularly pleased that the „Deutsche Gesellschaft für Online-Forschung“ (German Society for Online Research) once again has chosen TH Köln - University of Applied Sciences as both its scientific partner and as the location for its international symposium. We are looking forward in sharing our scientific expertise with a wide range of partners from society, industry and research institutions. Furthermore the GOR Conference offers our students a unique opportunity to witness directly the challenges and questions that are discussed in their potential professional fields.

I would like to extend a warm welcome to all participants of the GOR 2019. May this conference be a fruitful and inspiring platform for sharing and expanding knowledge and experience.

Prof. Dr. Stefan Herzig, MME



GREETINGS FROM THE LOCAL PARTNER



Prof. Dr. Ursula Wienen

Dean of the Faculty of Information Science
and Communication Studies

WE WOULD LIKE TO WELCOME YOU TO THIS YEAR'S GOR 2019 AT TH KÖLN - UNIVERSITY OF APPLIED SCIENCES!

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

We are proud to be the host and local partner of the GOR conference for the fourth time. We consider the Institute of Information Science to be just the right place to hold a conference on online research. This is the 21st conference in a row, so we are not exaggerating when we call the GOR conference one of the most important international conferences in this dynamic field.

For us this is a unique opportunity to show you in how many ways our institute is linked to GOR issues: Following a major study reform, we have been offering three reformed Bachelor degree programs since last winter semester:

Library Studies and Digital Communication,
Data and Information Science and
Digital Journalism and Media.

All three degree programs cover different fields of market and online research in several ways. In addition, we have been offering our Master's program in Market and Media Research for many years. This programme focuses on quantitative and qualitative research, in particular on online research methods.

We hope you will all enjoy your stay in Cologne, get to listen to excellent talks and become involved 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. Ursula Wienen

CONFERENCE
LOCATION



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CONFERENCE LOCATION

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



PROGRAMME OVERVIEW

TRACK TOPICS

Track A: Internet Surveys, Mobile Web, and Online Research Methodology Sponsored by aproxima

Track B: Big Data and Data Science In cooperation with the International Program in Survey and Data Science (IPSDS)

Track C: Politics and Communication

Track D: Applied Online Research (Angewandte Online-Forschung) In cooperation with marktforschung.de




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 06/03/2019

09:00 – 10:00	BEGIN CHECK-IN	
10:00 – 01:00	WS 1: Developing Dashboards in Microsoft Power BI Gernot Heisenberg TH Köln - University of Applied Sciences, Germany	Room 158
	WS 2: The Questback Data Privacy Assistant Hannah Esser Questback GmbH, Germany	Room 149
01:00 – 02:00	LUNCH BREAK	
02:00 – 05:00	WS 3: Smartphones: From Survey Design to Sensor Data Vera Toepoel, Anne Elevelt Utrecht University, The Netherlands	Room 147
	WS 4: The Meta-Analytical Research Process Jessica Daikeler, Bernd Weiß GESIS Leibniz Institute for the Social Sciences, Germany	Room 149
	WS 5: Predicting Online Behaviour Denis Bonnay respondi & Université Paris Nanterre, France	Room 158
05:00 – 07:30	DGOF Members Meeting Chair: Otto Hellwig, respondi AG & DGOF, Germany	Room 248
07:30 – 10:30	GOR 19 Get-Together Location: Weinladen, Im Ferkulum 30, 50678 Cologne The GOR 19 Get-Together is open to anyone with a valid GOR 19 conference or workshop ticket! No tickets at the door!	







THURSDAY 07/03/2019

08:00 – 09:00	BEGIN CHECK-IN	
09:00 – 10:15	Opening & Keynote 1: The Future of Consumer Insight in the Digital Era Keynote Speaker: Stefan Oglesby data IQ AG, Switzerland	Room 69
10:15 – 10:45	BREAK	
10:45 – 11:45	A02: New Technologies and Human-like Interviewing Chair: Oliver Tabino 0 Agentur für Forschung GmbH, Germany Adapting surveys to the modern world: comparing a researchmessenger design to a regular responsive design for online surveys Vera Toepoel, Peter Lugtig, Marieke Haan, Bella Struminskaya, Anne Elevelt Utrecht University, The Netherlands Voice Recording in Mobile Web Surveys - Evidence From an Experiment on Open-Ended Responses to the "Final Comment" Konstantin Leonardo Gavras University of Mannheim, Germany How well is remote webcam eye tracking working? - An empirical validation of Sticky and Eyes Decide against Tobii Michael Wörmann Facit Digital GmbH, Germany	Room Z28 Track A sponsored by 
10:45 – 11:45	A12: Understanding Consumer Behaviour Chair: Lisa Dust, Facts and Stories GmbH, Germany In search of inspiration – Exploring the product category Sophie Vogt Kernwert GmbH, Germany Recreational gaming – dependence and social problems as outdated concepts in a new world of gaming? Birgit Ursula Stetina, Jan Aden, Anastasiya Bunina, Carolin Griehsler, Zuzana Kovacovsky, Reinhard Ohnutek, Armin Klaps Sigmund Freud University, Austria Believing in social proof or personal experience? - Contrasting and comparing the effect of different kinds of eWOM in online shops Christian Bosau, Levi Meyer Rheinische Fachhochschule Köln, Germany	Room 154 Track A sponsored by 
10:45 – 11:45	B02: Text Mining and NLP Chair: Florian Keusch, University of Mannheim & DGOF, Germany Towards the Human-Machine-Symbiosis: Artificial Intelligence as a Support for Natural Language Clustering Marc Egger, André Lang Insius, Germany Impact evaluation by using text mining and sentiment analysis Cathleen M. Stuetzer, Marcel Jablonka, Stephanie Gaaw TU Dresden, Germany What to expect from open-ends? Eva Wittmann, Sara Wilkinson, Cecile Carre Ipsos, Germany	Room 158 Programme Partner 
10:45 – 11:45	C02: Fake News, Fake Users Chair: Simon Munzert, Hertie School of Governance, Germany Integrating Artificial intelligence (AI) and the Human Crowd to Tackle 'Fake News': A Design Proposal Tim Schumacher (2), Claudia Loebbecke (1) 1: University of Cologne, Germany; 2: EYEO GmbH, Germany Fact or Fake? A mediapsychological perspective on children judging credibility of news Astrid Carolus, Catharina Münch, Raphaela Sammueller, Michelle Schwing Universität Würzburg, Germany Fake it till they take it? Pseudo user effects and pseudo user literacy Niels Göran Mede University Zurich, Switzerland	Room 149



PROGRAMME OVERVIEW

10:45 – 11:45	Do2: GOR Best Practice Award 2019 Competition I Chair: Alexandra Wachenfeld-Schell, GIM Gesellschaft für Innovative Marktforschung & DGOF, Germany Chair: Otto Hellwig, respondi AG & DGOF, Germany The Innovation Research Game Changer: tuning research to Henkel's agile fuzzy front end of innovation Anita Peerdeman-Janssen [1], Vera Diel [2] 1: InSites Consulting, Germany; 2: Henkel AG, Germany The Online Overload: Predicting consumer choice in a digital world Julia Görnandt [1], Sander Noorman [1], Kris Compiet [2] 1: SKIM, Germany; 2: Vodafone Ziggo, The Netherlands How to allocate resources best – case study of a nationwide newspaper Annika Gröne [1], Patricia Kehm [1], Mario Lauer [2] 1: DCORE GmbH, Germany; 2: Süddeutsche Zeitung GmbH, Germany	Room Z48 GOR Best Practice Award 2019 sponsored by 
11:45 – 12:00	LUNCH BREAK	
12:00 – 01:00	A03: Recruitment of Respondents and Participants Chair: Jan Karem Höhne, University of Mannheim, Germany Using Cash Bonuses for Early Participation to Improve Postal Recruitment of a Probability-Based Online Panel Barbara Felderer, Ulrich Krieger University of Mannheim, Germany Text Message Invitations as a new way to conduct population wide online surveys? – Biases and Coverage Issues Christoph Beuthner, Matthias Sand, Henning Silber GESIS Leibniz Institute for the Social Sciences, Germany Participant Recruitment Methods can Affect Research Outcomes: Personality Biases in Different Types of 'Online Sample'. Tom Buchanan University of Westminster, United Kingdom	Room Z28 Track A sponsored by  Frische Forschung
12:00 – 01:00	A13: Data Quality in (Mobile) Web Surveys Chair: Olga Maslovskaya, University of Southampton, United Kingdom Out of sight, Out of mind? Survey Modes Effect in objective and subjective questions Joachim Schork [2], Cesare Antonio Fabio Riillo [1], Johann Neumayr [2] 1: STATEC research, Luxembourg; 2: STATEC, Luxembourg Attention checks in web surveys: The issue of false positives due to non-compliance Henning Silber, Joss Roßmann, Tobias Gummer GESIS Leibniz Institute for the Social Sciences, Germany Effects of Survey Design and Smartphone Use on Response Quality: Evidence from a Web Survey Experiment Joss Roßmann GESIS Leibniz Institute for the Social Sciences, Germany	Room 154 Track A sponsored by  Frische Forschung
12:00 – 01:00	B03: Data from Video and Music Platforms Chair: Simon Kühne, University Bielefeld, Germany Why not to use popularity scores from platforms. The hidden biases of YouTube data Merja Mahrt Heinrich-Heine-Universität Düsseldorf, Germany Rank eater versus Muggle: The impact of the two consumer orientations on the ranking in the digital music market Junmo Song, Eehyun Kim Yonsei University, Korea, Republic of [South Korea] Methods and Tools for the Automatic Sampling and Analysis of YouTube Comments M. Rohangis Mohseni [1], Johannes Breuer [2], Julian Kohne [2] 1: TU Ilmenau, Germany; 2: GESIS Leibniz Institute for the Social Sciences, Germany	Room 158 Programme Partner 



12:00 – 01:00	<p>Co3: Tracking Political Behaviour</p> <p>Chair: Sebastian Stier, GESIS Leibniz Institute for the Social Sciences, Germany</p> <p>Predicting Political Behavior & Preferences Using Digital Trace Data</p> <p>Ruben Bach [1], Christoph Kern [1], Ashley Amaya [2], Florian Keusch [1], Frauke Kreuter [1], Jan Hecht [3], Jonathan Heinemann [4]</p> <p>1: University of Mannheim, Germany; 2: RTI International, USA; 3: Sinus Institut, Germany; 4: respondi AG, Germany</p> <p>The ideological dimension of vote choice response latency in referendum surveys</p> <p>Uwe Serdült [1,3], Thomas Milic [1,2], Salim Brüggemann [1]</p> <p>1: Center for Democracy Studies Aarau (ZDA), Switzerland; 2: University of Zurich, Switzerland; 3: Ritsumeikan University, Japan</p> <p>How Nudges Can (De)polarize America: A Field Experiment on the Effects of Online Media Exposure</p> <p>Pablo Barberá [1], Andrew Guess [2], Simon Munzert [3], JungHwan Yang [4] 1: Hertie School of Governance, Germany; 2: London School of Economics, United Kingdom; 3: Princeton University, USA; 4: University of Illinois at Urbana-Champaign, USA</p>	Room 149
12:00 – 01:00	<p>Do3: GOR Best Practice Award 2019 Competition II</p> <p>Chair: Otto Hellwig, respondi AG & DGOF, Germany</p> <p>Chair: Alexandra Wachenfeld-Schell, GIM Gesellschaft für Innovative Marktforschung & DGOF, Germany</p> <p>Impact of subscription and discount cards on mobility decision-making:</p> <p>The example of BahnCard in the NRW tariff</p> <p>Andreas Krämer [1], Till Ponath [2], Hans Dethlefsen [3]</p> <p>1: University of Applied Sciences Europe, Germany; 2: Kompetenzzentrum Marketing NRW, Germany; 3: DB Fernverkehr AG, Germany</p> <p>Automation of the Real Voice of the Customer. Use of massive audio and video interaction in online interviews</p> <p>Holger Lütters [1], Malte Friedrich-Freksa [2], Dmitrij Feller [3], Marc Egger [4], Mark Wolff [2]</p> <p>1: HTW Berlin, Germany; 2: GapFish GmbH, Germany; 3: pangea labs GmbH, Germany; 4: Insius UG, Germany</p> <p>Revolution of the VW customer journey</p> <p>Nina Bethmann [1], Artur Kryzan [2] 1: InSites Consulting, Germany; 2: Volkswagen Poland, Poland</p>	<p>Room 248</p> <p>GOR Best Practice Award 2019 sponsored by</p> <p>respondi</p>
01:00 - 02:00	<p>DGOF Workshop: Repräsentativität in der Online-Forschung – Wie kann das gelingen?</p> <p>Chair: Alexandra Wachenfeld-Schell, GIM Gesellschaft für Innovative Marktforschung & DGOF, Germany</p> <p>Chair: Holger Geißler, DCORE & DataLion, Germany</p>	Room 147
01:00 – 02:15	LUNCH BREAK	
02:15 – 03:00	<p>E: Spotlight Global Research Quality Standard ISO 20252</p> <p>Why do so many companies and institutions fail despite a working business model?</p> <p>Olaf Hofmann SKOPOS, Germany</p>	Room 69
02:15 – 03:30	<p>Poster Session</p> <p>Finding the trolls lurking beneath the news. A two-step approach to identify perceived propaganda through machine learning.</p> <p>Vlad Achimescu University of Mannheim, Germany</p> <p>Do We Blame it for Its Gender? How Specific Gender Cues Affect the Evaluation of Virtual Online Assistants</p> <p>Carolin Straßmann, Annika Arndt, Anna Dahm, Dennis Nissen, Björn Zwickler, Bijko Regy, Melissa Güven, Simon Schulz, Sabrina Eimler, Hochschule Ruhr West, Germany</p> <p>Teaching Practical Tasks with Virtual Reality and Augmented Reality: An Experimental Study Comparing Learning Outcomes</p> <p>Alexander Arntz, Sabrina Eimler, Uwe Handmann Hochschule Ruhr West, Germany</p> <p>Web Survey on e-grocery consumers' attitudes – An efficient design experiment that mixes stated preference and rating conjoint tasks</p> <p>Orlando Marco Belcore [1], Luigi Dell'Olio [2], Massimo Di Gangi [1]</p> <p>1: Università degli Studi di Messina, Italy; 2: Universidad de Cantabria, Santander, Spain</p> <p>When Gender-Bias Meets Fake-News – Results of Two Experimental Online-Studies</p> <p>Sarah Bludau [1], Gabriel Brandenberg [2], Lukas Erle [2], Sabrina Eimler [2]</p> <p>1: University of Duisburg-Essen, Germany; 2: University of Applied Science Ruhr West, Germany</p>	Gallery



PROGRAMME OVERVIEW

02:15 – 03:30

Making Online Research Findable, Accessible, Interoperable and Reusable (FAIR)

Ines Drefs | GO FAIR International Support & Coordination Office, Germany

Fightclub – Market research vs. UX research

Lisa Dust (1), Christian Graf (2) | 1: Facts and Stories GmbH, Germany; 2: UXessible GbR, Germany

Survey Attitude Scale (SAS): Are Measurements Comparable Among Different Samples of Students from German Higher Education Institutions?

Isabelle Fiedler, Ulrike Schwabe, Swetlana Sudheimer, Nadin Kastirke, Gritt Fehring
German Centre for Higher Education Research and Science Studies (DZHW), Germany

Embedding the first question in the e-mail invitation: the effect on web survey response

Marco Fornea (1), Chiara Respi (2) | 1: Demetra Opinioni.net srl, Italy; 2: University of Milano-Bicocca, Italy

Selection Bias and Representativeness of Survey Samples: the Effectiveness of Mixing Modes and Sampling Frames

Beatrice Bartoli (1), Chiara Respi (2), Marco Fornea (1), Manuela Ravagnan (1) | 1: Demetra Opinioni.net, Italy; 2: University of Milano-Bicocca, Italy

“Ok google” – The role of digital Voice Assistants in the lifeworlds of users –

An empirical study on relationship types between Voice Assistants and users

Anna Kaiser (2), Ivonne Preusser (1), Janine Bunzeck (1) | 1: TH Koeln, Germany; 2: Skopos Connect, Germany

What Predicts the Validity of Self-Reported Paradata? Results from the German HISBUS Online Access Panel

Nadin Kastirke, Swetlana Sudheimer, Gritt Fehring, Ulrike Schwabe
German Centre for Higher Education Research and Science Studies (DZHW), Germany

Working towards understanding and enhancing Enterprise Social Network use

Lena S. Kegel (1), Martin Salaschek (2), Meinold T. Thielsch (1)
1: Westfälische Wilhelms-Universität Münster, Germany; 2: Federal Centre for Health Education (BZgA), Germany

Developing Podcasts that Inspire Listeners and Facilitate Learning

Lars König | University of Münster, Germany

„Eggs“-plaining Differences in Market Share and Optimal Pricing – a Comparison of Online Methods

Carina Krämer, Daniel Althaus, Kolja Turkiewicz, Luise Neumann | SPLENDID RESEARCH GmbH, Germany

The impact of a mobile option in a migration survey on sample composition and data quality. Results from a multilingual feasibility study.

İlter Öztürk, Johannes Lemcke, Marie-Luise Zeisler, Patrick Schmich, Claudia Santos-Hövenner
Robert Koch Institut, Germany

Using kinship big network data to overcome mistrust in recruiting the hard-to-reach populations:

The case of Formosan endangered language survey

Ji-Ping Lin | Academia Sinica, Taiwan

Linguistic Properties of Echo Chambers and Hate Groups on Reddit

Robert Luzsa, Susanne Mayr | Universität Passau, Germany

Style for Success? A Study on the Impact of Avatars' Styling on Perceived Competence and Warmth.

Katja Markewitz, Patricia Glinski, Marius Herold, Carolin Straßmann, Annika Arndt, Sabrina Eimler
Hochschule Ruhr West, Germany

Fake News: On the Influence of Warnings and Personality

Tanja Messingschlager, Fabian Prietzel, Stefan Krause, Julia Winkler, Markus Appel
University of Würzburg, Germany

Looking back. Moving forward. 20 years of GOR.

Marie-Luise Nau, Florian Tress | Norstat Group, Germany

Respondents behavior in web surveys: Comparing positioning effects of a scale on impulsive behavior

Cornelia E. Neuert | GESIS Leibniz Institute for the Social Sciences, Germany

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leibniz-psychology.org



Fit for Industry 4.0? – Results of an Empirical Study

Swetlana Franken, Lotte Prädikow, Miriam Vandieken, Malte Wattenberg
Bielefeld University of Applied Sciences, Germany

How to catch an online survey cheater

Manuela Ravagnan, Marco Fornea | Demetra opinioni.net s.r.l., Italy

How Much Text Is Too Much? Assessing Respondent Attention to Instruction Texts Depending on Text Length

Tobias Rettig | University of Mannheim, Germany

PC versus mobile survey modes: are people's life evaluations comparable?

Francesco Sarracino {1}, Cesare Antonio Fabio Riillo {1}, Malgorzata Mikucka {2}

1: STATEC research, Luxembourg; 2: University of Mannheim, Germany

Optimizing Response Rates in Web Surveys of Establishments: The Effects of Contact Mode

Joseph Sakshaug {1,2}, Basha Vicari {1}, Mick Couper {3}

1: Institute for Employment Research, Germany; 2: University of Mannheim, Germany; 3: University of Michigan, USA

Brand Relationship Quality on YouTube: The emergence and impact of strong between recipient and creator relationships

Lucas Scheller | Trimexa GmbH, Germany

SurveyMaps: A sensor-based supplement to GPS in mobile web surveys

Stephan Schlosser {1}, Jan Karem Höhne {2}, Daniel Qureshi {3}

1: University of Göttingen, Germany; 2: University of Mannheim, Germany; 3: University of Frankfurt, Germany

Integrating web tracking and surveys to investigate selective exposure in news consumption

Sebastian Stier, Johannes Breuer, Pascal Siegers, Tobias Gummer, Arnim Bleier | GESIS Leibniz Institute for the Social Sciences, Germany

Benchmarks for E-Health Evaluations

Meinold T. Thielsch {1}, David M. Kahre {1}, Carolin Thielsch {1}, Gerrit Hirschfeld {2}

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

Online recruiting methods from the perspective of job candidates

Dilara Erdal, Meinold T. Thielsch | University of Muenster, Germany

The Relevance of IT-Competencies in a Digitalized Work Environment

Carina Groth, Malte Wattenberg, Miriam Vandieken

Bielefeld University of Applied Sciences, Germany

A selection bias of Facebook respondents, which need to be taken into account

Daniela Wetzelhütter {1}, Dimitri Prandner {2}, Sebastian Martin {1}

1: University of Applied Sciences, Upper Austria, Austria; 2: Johannes Kepler University, Linz, Austria

03:30 – 03:45

BREAK

03:45 – 04:45

A05: Mixing the Modes

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

Online, Face-to-Face or Mixed-Mode? Findings from a Methodological Experiment in the GGP Context

Almut Schumann {1}, Detlev Lück {1}, Robert Naderi {1}, Martin Bujard {1}, Norbert Schneider {1}, Susana Cabaço {2}, Tom Emery {2}, Peter Lugtig {3}, Vera Toepoel {3}

1: Federal Institute of Population Research (BiB), Germany; 2: Netherlands Interdisciplinary Demographic Institute (NIDI), The Netherlands;

3: Utrecht University, The Netherlands

Design and Implementation of a Mixed Mode Time Use Diary in the Age 14 Survey of the Millennium Cohort Study

Emily Gilbert, Lisa Calderwood | University College London, United Kingdom

Understanding mode switching and non-response patterns

Alexandru Cernat | University of Manchester, United Kingdom

Room Z28

Track A sponsored by





PROGRAMME OVERVIEW

03:45 – 04:45	A15: Online Survey Experiments Chair: Diana Steger, Ulm University, Germany On the Transportability of Experimental Results Felix Bader University of Mannheim, Germany Price setting in a VUCA world: a simple approach to re-interpret the van-Westendorp-approach (PSM) Andreas Krämer University of Applied Sciences Europe, Germany	Room 154 Track A sponsored by  Frische Forschung
03:45 – 04:45	B05: Images and Virtual Reality in Market Research Chair: Ruben Bach, University of Mannheim, Germany If I can virtually touch it, I'll buy it? Analysing the influence of (non) interactive product presentations in the online-grocery sector Melanie Bender, Christian Bosau Rheinische Fachhochschule Köln, Germany Revealing consumer-brand-interactions from social media pictures - a case study from the fast-moving consumer goods industry Carolin Kaiser, René Schallner, Vladimir Manewitsch GfK Verein, Germany Mobile Detection of Visual Brand Touchpoints René Schallner, Carolin Kaiser GfK Verein, Germany	Room 158 Programme Partner 
03:45 – 04:45	C05: GOR Thesis Award 2019 Competition: Bachelor/Master Chair: Meinold Thielsch, University of Muenster & DGOF, Germany Interactions on Twitter conducted at a cMOOC – Results of a mixed-methods study Jasmin Lehmann Technische Universität Ilmenau, Germany Can these stars lie? Online reviews as a basis for measuring customer satisfaction Nadja Sigle Hochschule für Technik Stuttgart, Germany Comparing the Portrayal of German Politicians in Bing News and Google News Search Results Marius Becker Technische Universität Ilmenau, Germany	Room 149 GOR Thesis Award 2019 sponsored by 
03:45 – 04:45	D05: Stichprobenqualität und Repräsentativität in der Online-Forschung Chair: Bernad Batinic, JKU Linz, Austria Chair: Horst Müller-Peters, marktforschung.de, Germany Warum gute Online-Forschung nur mit guten Stichproben möglich ist Thorsten Thierhoff forsa GmbH, Germany Gut gewichtet ist repräsentativ genug? – Ergebnisse einer Eigenstudie zur schwedischen Parlamentswahl 2018 Florian Tress Norstat Group, Germany MRP und Variablenselektion in einer Echtzeit-Anwendung – Eine Fallstudie Janina Mütze, Tobias Wolfram Civey GmbH, Germany	Room 248 Programme Partner 
04:45 – 05:00	BREAK	
05:00 – 06:00	A06: Push-to-web and Recruitment Chair: Jessica Daikeler, GESIS Leibniz Institute for the Social Sciences, Germany Web-push experiment in a mixed-mode probability-based panel survey David Bretsch, Ines Schaurer GESIS Leibniz Institute for the Social Sciences, Germany Push-to-web recruitment of a probability-based online panel: Experimental evidence Ulrich Krieger, Annelies Blom, Carina Cornesse, Barbara Felderer, Marina Fikel University of Mannheim, Germany Timing your web survey: Effects of variations in time of contact, respondent's completion behaviour and data quality outcomes in a course evaluation setting Ellen Laupper, Lars Balzer Swiss Federal Institute for Vocational Education and Training SFIVET, Switzerland	Room 228 Track A sponsored by  Frische Forschung



05:00 – 06:00	A16: Activities in Online Communities Chair: Hannah Bucher, GESIS Leibniz Institute for the Social Sciences, Germany FemalePathways to Online Pornography – Less Addiction – more Play Armin Klaps, Lukas Kloss, Jan Aden, Anastasiya Bunina, Zuzana Kovacovsky, Reinhard Ohnutek, Birgit Ursula Stetina Sigmund Freud Private University, Austria Branching Out the Babytree: The Effects of Dual Peer Group Membership on Social Support During Pregnancy in Online Communities Lingqing Jiang [2], Zhen Zhu [1] 1: University of Greenwich, United Kingdom; 2: University of Essex, United Kingdom	Room 154 Track A sponsored by 
05:00 – 06:00	Bo6: Social Media and Online Communities Chair: René Schallner, GfK Verein, Germany Optimized Strategies for Enhancing the Territorial Coverage in Twitter Data Collection Stephan Schlosser [1], Michela Cameletti [2], Daniele Toninelli [2] 1: University of Göttingen, Germany; 2: University of Bergamo, Italy Exploring Instagram Data: What's in Instagram for Market Research and Social Sciences? Yannick Rieder [1], Simon Kühne [2], Daniel Jörgens [3] 1: Janssen-Cilag GmbH, Germany; 2: Universität Bielefeld, Germany; 3: KTH Royal Institute of Technology, Sweden The keyboard is the key—Language cues in online dating Dorothea C. Adler [1], Maximilian T. P. Freiherr von Andrian-Werburg [1], Frank Schwab [1], Sascha Schwarz [2], Benjamin P. Lange [1] 1: Julius-Maximilians-Universität Würzburg, Germany; 2: Bergische Universität Wuppertal, Germany	Room 158 Programme Partner 
05:00 – 06:00	Co6: Communication on Social Media Chair: Simon Munzert, Hertie School of Governance, Germany Finnish CEOs in Twitter: Online communication strategies of CEOs with a successful Twitter presence Laura Liisa Helena Paatelainen [1], Pekka Isotalus [1], Sanna Ala-Kortesmaa [1], Johanna Kujala [1], Jari Jussila [2] 1: University of Tampere, Finland; 2: Häme University of Applied Sciences, Finland Insights from mapping the Twitter network of the German Bundestag Harald Meier, Arber Ceni Social Media Research Foundation, USA/Germany/Albania Spreading disinformation on Facebook: Do message source or recipient characteristics affect the propagation of 'fake news'? Tom Buchanan [1], Vladlena Benson [2] 1: University of Westminster, United Kingdom; 2: University of West London, United Kingdom	Room 149
05:00 – 06:00	Do6: Data Visualization – From Relevant Insights to Meaningful Stories Chair: Florian Tress, Norstat Group, Germany Chair: Oliver Tabino, Q Agentur für Forschung GmbH, Germany Shiny for interactive data visualization: a case study Paul Simmering, Q Agentur für Forschung GmbH, Germany Donald Says – Visualizing the impact of Donald Trump's statements and actions on the news Marcel Gemander Bielefeld University, Germany Visualisation of Data – Then and Now Nina Corradini, Paolo Guadagni The Visual Agency, Italy	Room 248 Programme Partner 
06:00 – 07:00	D16: 4-to-the-floor: text analytics Chair: Holger Lütters, HTW Berlin, Germany Chair: Cathleen M. Stuetzer, TU Dresden & DGOF, Germany	Room 248 Programme Partner 
08:00	GOR Party Location: Zum Scheuen Reh, Hans-Böckler-Platz 2, 50672 Cologne The GOR Best Practice Award 2019 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.	

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FRIDAY 08/03/2019

08:30 – 09:00 **BEGIN CHECK-IN**

09:00 – 10:00 **A07: Mobile Surveys**

Room Z28

Chair: Joss Roßmann, GESIS Leibniz Institute for the Social Sciences, Germany

How Do Different Device Specifications Affect Data Collection Using Mobile Devices?

Brendan Read | University of Essex, United Kingdom

Does the layout make a difference? An experiment on effects of online survey layout and device on data quality

Ines Schaurer, David Bretsch, Isabella Minderop, Mirjan Schulz

GESIS Leibniz Institute for the Social Sciences, Germany

Dispelling Smartphone Data Collection Myths:

Uptake and Data Quality in the UK Office for National Statistics (ONS) Large Random Probability Mixed-Device Online Survey Experiments

Olga Maslovskaya, Gabriele Durrant, Peter WF Smith | University of Southampton, United Kingdom

Track A sponsored by



09:00 – 10:00 **B07: Opportunities and Challenges of Digitalization**

Room 158

Chair: Cathleen M. Stuetzer, TU Dresden & DGOF, Germany

The Variable Harmonization Hub: A case study in Big Data and digital documentation

Kristi Winters [1], Inga Brentel [2], Martin Friedrichs [1]

1: GESIS Leibniz Institute for the Social Sciences, Germany; 2: Heinrich-Heine-Universität Düsseldorf, Germany

Data Literacy in the Age of Insight Democratization

Angelika Satz, Dominik Racké | Norstat Deutschland GmbH, Germany

Using Publicly Available Data to Examine Potential Cultural Influence on Concussion Risk in American Football Players

Heidi A. Wayment, Ann H. Huffman, Brian A. Eiler, Patrick C. Doyle

Northern Arizona University, United States of America

Programme Partner



09:00 – 10:00 **C07: Citizens on Social Media**

Room 149

Chair: Julian Bernauer, University of Mannheim, Germany

Political Fandoms as Networks on Twitter: Language-Blind Analysis of Polarized Communication

Oul Han, Sarah de Nigris, Matteo Morini

University of Koblenz-Landau, Germany

Straight Into the Echo Chamber? How Others' Political Stance Influences Tie Formation in Social Media

Manuel Cargnino [1], German Neubaum [1], Stephan Winter [2]

1: University of Duisburg-Essen, Germany; 2: University of Koblenz-Landau, Germany

09:00 – 10:00 **D07: Data Systems instead of Ad Hoc Research?**

Room 248

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

Go beyond ad hoc research: Get inside the mind of consumers

Mathias Friedrichs | GfK, Germany

Plan & Track: Using connected single source data for Campaign planning and performance tracking

Felix Leindecker | YouGov Deutschland GmbH, Germany

Analyzing Budget Data with Market Research Tools: How Efficient Systems Can Provide More Insights

Holger Geißler [1,2], Benedikt Droste [3]

1: DCORE, Germany; 2: Datalion GmbH, Germany; 3: MSR Consulting Group GmbH, Germany

Programme Partner






10:00 – 10:30 **BREAK**



PROGRAMME OVERVIEW

10:30 – 11:15	Keynote 2: Computational Social Science – Challenges and Opportunities Keynote Speaker: Claudia Wagner University of Koblenz-Landau & GESIS Leibniz Institute for the Social Sciences, Germany	Room 69
11:15 – 11:40	AWARD CEREMONY The following awards will be presented: - GOR Thesis Award 2019 - GOR Poster Award 2019 - DGOF Best Paper Award 2019	Room 69
11:40 – 12:00	BREAK	
12:00 – 01:00	Aog: Scales and Don't Know Answers [This session ends at 1:20.] Chair: Katharina Meitinger, Utrecht University, The Netherlands When Don't Know is not an Option: The Motivations behind Choosing the Midpoint in Five-Point Likert Type Scales Johan Martinsson, Elina Lindgren, Sebastian Lundmark University of Gothenburg, Sweden Effects of using numeric instead of semantic labels in rating scales Tobias Gummer, Tanja Kunz GESIS Leibniz Institute for the Social Sciences, Germany Do we know what to do with "Don't Know"? Luke Taylor, Tim Hanson, Alice McGee Kantar Public, United Kingdom The Presentation of Don't Know Answer Options in Web Surveys: an Experiment with the NatCen Panel Bernard Steen, Curtis Jessop, Ruxandra Comanaru, Marta Mezzanzanica NatCen Social Research, United Kingdom	Room Z28 Track A sponsored by 
12:00 – 01:00	Bog: Using Smartphone Data for Social Science Research Chair: Anne Elevelt, Utrecht University, The Netherlands Process Quality and Adherence in a Mobile App Study to Collect Expenditure Data within a Probability Household Longitudinal Study Carli Lessof {1}, Annette Jäckle {2}, Mick Couper {3}, Thomas F Crossley {2} 1: Southampton University, United Kingdom; 2: University of Essex, United Kingdom; 3: University of Michigan, United States The Appiness project – How do (un)happy people behave online? François Erner respondi, France Enriching an Ongoing Panel Survey with Mobile Phone Measures: The IAB-SMART App Georg-Christoph Haas {1,2}, Frauke Kreuter {1,2,4}, Sebastian Bähr {1}, Florian Keusch {2}, Mark Trappmann {1,3} 1: Institute for Employment Research, Germany; 2: University of Mannheim, Germany; 3: University of Bamberg, Germany; 4: University of Maryland, USA	Room 158 Programme Partner 
12:00 – 01:00	Cog: Political Communication and Text Chair: Simon Munzert, Hertie School of Governance, Germany Does the Tail Wag the Dog? The Effect of ECB Communication on Deflation Expectation Falko Fecht {1}, Malik Hebbat {2}, Amirhossein Sadoghi {3}, Michael Scharnagl {2} 1: Frankfurt School of Finance & Management, Germany; 2: Deutsche Bundesbank, Germany; 3: Frankfurt School of Finance & Management, Hohenheim University, Germany Cross-Lingual Topical Scaling of Political Text using Word Embeddings Julian Bernauer, Federico Nanni University of Mannheim, Germany	Room 149
12:00 – 01:00	Dog: Digitalization in Qualitative Research: Opportunities, Limitations Chair: Edward Appleton, Happy Thinking People GmbH, Germany Using VR for Focus Groups: Risks and Rewards Michael Björn Ericsson ConsumerLab, Sweden Out With Words: Are Pictures the New Black? Anton Kozka, Sarah Jin Happy Thinking People GmbH, Germany {Wo}man vs. Machine: If, how, and when to automate Qualitative Research Julia Görnandt SKIM, Germany	Room 248



01:00 – 02:15	LUNCH BREAK	
02:15 – 03:15	<p>A10: Learning Effects, Recall, and Panel Conditioning Chair: Bella Struminskaya, Utrecht University & DGOFF, The Netherlands</p> <p>Dynamics and moderators of panel conditioning effects. A meta-analysis. Tanja Burgard [1], Michael Bosnjak [1], Nadine Kasten [2] 1: ZPID - Leibniz Institute for Psychology Information, Germany; 2: University of Trier, Germany</p> <p>Investigating Respondents' Ability to Recall Previous Responses to Different Types of Questions in a Probability-Based Online Panel Tobias Rettig [1], Jan Karem Höhne [1,2], Annelies Blom [1] 1: University of Mannheim, Germany; 2: RECSM-Universitat Pompeu Fabra, Spain</p> <p>Looking up the right answer: Errors of optimization when answering political knowledge questions in web surveys Jan Karem Höhne [1,2], Carina Cornesse [1], Stephan Schlosser [3], Mick P. Couper [4], Annelies Blom [1] 1: University of Mannheim, Germany; 2: RECSM-Universitat Pompeu Fabra, Spain; 3: University of Göttingen, Germany; 4: University of Michigan, USA</p>	<p>Room Z28</p> <p>Track A sponsored by</p> <p> aproxima Gesellschaft für Marktforschung und Sozialforschung <i>Frühe Forschung</i></p>
02:15 – 03:15	<p>B10: Mobility and Activity Data from Smartphones Chair: Emily Gilbert, University College London, United Kingdom</p> <p>What Really Makes You Move? Identifying Relationships between Physical Activity and Health through Applying Machine Learning Techniques on High Frequency Accelerometer and Survey Data. Joris Mulder, Natalia Kieruj, Seyit Höcük, Pradeep Kumar CentERdata - Tilburg University, The Netherlands</p> <p>Squats in surveys: the use of accelerometers for fitness tasks in surveys Anne Elevelt [1], Jan Karem Höhne [2,3], Annelies Blom [2] 1: Utrecht University, The Netherlands; 2: University of Mannheim, Germany; 3: RECSM-Universitat Pompeu Fabra, Spain</p> <p>Marienthal 2.0: Research into the subtle effects of unemployment using smartphones Sebastian Bähr Institute for Employment Research (IAB), Germany</p>	<p>Room 158</p> <p>Programme Partner</p> <p></p>
02:15 – 03:15	<p>C10: Privacy and Trust Chair: Manuel Günter Cargnino, University of Duisburg-Essen, Germany</p> <p>The impact of GDPR on political research Luke Taylor Kantar Public, United Kingdom</p> <p>Linking survey data with social media data and the importance of informed consent Johannes Breuer, Sebastian Stier, Pascal Siegers, Tobias Gummer, Arnim Bleier GESIS Leibniz Institute for the Social Sciences, Germany</p> <p>When Passion Meets Technology: Enthusiasm Influences Credibility and Trustworthiness in Online Health Forums Lars König, Regina Jucks University of Münster, Germany</p>	<p>Room 149</p>
02:15 – 03:15	<p>D10: Data Science: Bringing Data to Life – Three Applicable and Inspiring Approaches Chair: Yannick Rieder, Janssen-Cilag GmbH, Germany</p> <p>Network Analysis – A Neglected, but Highly Predictive Source for Consumer Insight Stefan Oglesby data IQ AG, Switzerland</p> <p>Deep Learning – Decision Making Made Easy? Daniel Jörgens KTH Royal Institute of Technology, Sweden</p> <p>Do German job advertisements differentiate between men and women? How gender-specific language consolidates gender inequality. Daniel Spitzer 100 Worte Sprachanalyse GmbH, Germany</p>	<p>Room 248</p> <p>Programme Partner</p> <p></p>
03:15 – 03:30	BREAK	



PROGRAMME OVERVIEW

03:30 – 04:30	<p>A1.1: Methods to Improve Questionnaires Chair: Stephanie Gaaw, TU Dresden, Germany</p> <p>Context Effects in Online Probing of Sensitive Topics – Explorations Using Survey Data and Paradata Patricia Hadler GESIS Leibniz Institute for the Social Sciences, Germany</p> <p>Taking Respondents Seriously: Feedback in Mixed-Device Studies Katharina Meitinger [1], Henning Silber [2], Jessica Daikeler [2], Christoph Beuthner [2] 1: Utrecht University, The Netherlands; 2: GESIS Leibniz Institute for the Social Sciences, Germany</p> <p>List-style open-ended questions in Web surveys: A comparison of three visual layouts Tanja Kunz [1], Katharina Meitinger [2] 1: GESIS Leibniz Institute for the Social Sciences, Germany; 2: Utrecht University, The Netherlands</p>	Room Z28
03:30 – 04:30	<p>B1.1: Online Reputation and Influencer Marketing Chair: Christian Kämper, Interrogare GmbH, Germany</p> <p>The effectiveness of reputation effects in C2C online markets: a meta-analysis Ruohuang Jiao, Wojtek Przepiorka, Vincent Buskens Utrecht University, The Netherlands</p> <p>Is influencer marketing overpromising? François Erner [2], Jonathan Heinemann [1] 1: respondi, Germany; 2: respondi, France</p> <p>AI Pack Screening Model - Applying Data, Expertise & Artificial Intelligence to Screen Packaging Concepts Christian Dössel, Hervé Turpault PRS IN VIVO Germany GmbH, Germany</p>	Room 158
03:30 – 04:30	<p>C1.1: Mixed-Modes and Mixed-Devices Chair: Tobias Rettig, University of Mannheim, Germany</p> <p>Coverage Error in Smartphone Surveys Across European Countries Tobias Baier, Anke Metzler, Marek Fuchs Darmstadt University of Technology, Germany</p> <p>Data quality in mixed-mode mixed-device general population UK social survey: Evidence from the Understanding Society Wave 8 Olga Maslovskaya, Gabriele Durrant, Peter WF Smith University of Southampton, United Kingdom</p> <p>Survey recruitment in 160 characters: Composition and Quality of a new mobile sampling strategy Hannah Bucher, Matthias Sand GESIS Leibniz Institute for the Social Sciences, Germany</p>	Room 149
03:30	<p>D1.1: Alumni Get-Together des Masterstudiengangs Markt- und Medienforschung Eine Veranstaltung des Studiengangs Markt- und Medienforschung der TH Köln Das Get-Together ist offen für alle Konferenzbesucher.</p>	Room 400

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