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GOR 12

14th General Online Research Conference
Duale Hochschule Baden-Württenberg,
Mannheim

PROGRAM

05/03/2012 – 07/03/2012

MONDAY, 05/03/2012

9:00am	**Begin check-in**	
10:30am – 1:00pm	**Short Course 2: Qualität und Qualitätssicherung in der Onlineforschung unter Berücksichtigung neuester Erkenntnisse speziell im Bereich Mobile Research [Quality and quality assurance in online research]** Chair: Ron Degen Chair: Alexandra Wachenfeld	
10:30am – 1:30pm	**Short Course 1: 'Every Jack has its Jill' or a contrast of online and offline methods in an applied research setting** Chair: Gerhard Keim Chair: Eva von Rennenkampff	
1:00pm – 2:30pm	**Break**	
2:30pm – 5:00pm	**Short Course 3: Online Experiments** Chair: Dr. Ulf-Dietrich Reips	
	Short Course 4: Open Innovation and Co-Creation Chair: Gregor Jawecki Chair: Dorothée Stadler	
	Short Course 5: Stakeholder Relationship Management goes Social Media: A practice-oriented introduction Chair: Dr. Thomas Rodenhausen	
5:00pm – 7:30pm	**DGOF: Meeting of DGOF Members**	Großer Senatssaal (DHBW building C, 4th floor)
7:30pm	**Get-together for all conference visitors**	DGOF -Lounge (DHBW building E, 1st floor)

TUESDAY, 06/03/2012

8:30am	**Begin check-in and coffee**	
9:00am – 10:15am	**Opening: and Keynote 1: Practices of internet use – revisited** Chair: Christoph Irmer Chair: Lars Kaczmirek Keynote speaker is Prof. Dr. Uwe Hasebrink	Audimax (DHBW building E)
10:15am – 10:30am	**Break**	
10:30am – 11:30am *Track 1*	**A1: Asking sensitive questions** Chair: Frederik Funke	
	Track 1 sponsored by gesis	
	Asking Sensitive Questions in Online Surveys: An Experimental Comparison of the Randomized Response Technique and the Crosswise Model Andreas Diekmann, Marc Höglinger, Ben Jann	
	Reducing the Threat of Sensitive Questions in Online Surveys Mick Couper	

The influence of social desirability on data quality in face-to-face and web surveys
Florian Keusch

Track 2

B1: Best Practice Competition 1
Chair: Otto Hellwig

New Insights about market research with an iPad—panel
Anja Manouchehri, Daniel Rieber, Clarissa Moughrabi

FamilyVote – Conducting online surveys with children and families
Holger Geissler, Hendrik Peeters

Turning fiction into the road ahead – the Local Innovation Panel of Deutsche Telekom
Mitja Wogatzky, Julia Sauermann, Henning Breuer, Fee Steinhoff

Track 3

C1: Data usage and privacy requirements on social networking sites (SNS)
Chair: Lars Fischer

The handling of one's own data on Social Networking Sites – between usage and risks
Kim-Kathrin Kunze, Gunnar Mau, Hanna Schramm-Klein, Sascha Steinmann

Social Networking Sites (SNS) and legal prospects of a voluntary agreement
Clemens A. Grünwald

Methods and Countermeasures of Malicious Information Retrieval in Online Social Networks
Lars Fischer, Dogan Kesdogan

11:30am – 12:00pm **Break**

12:00pm – 1:00pm
Track1

A2: Web Survey Design 1
Chair: Florian Keusch

Track 1 sponsored by gesis Leibniz-Institut für Sozialwissenschaften

Effects of Static versus Dynamic Formatting Instructions for Open—Ended Numerical Questions in Web Surveys
Tanja Kunz, Marek Fuchs

Matrix vs. Single Question Formats in Web Surveys: Results from a large scale experiment
Lars Thomas Klausch, Edith de Leeuw, Hox Joop, Roberts Anouk, de Jongh Anneke

Bad Boy Matrix Question – Whatcha gonna do when they come for you?
Florian Tress

Track2

B2: Best Practice Competition 2
Chair: Otto Hellwig

Can Social Media Research replace traditional research methods?
Tillmann Faber, Dr. Martin Einhorn, Olaf Hofmann, Dr. Michael Löffler

Where are they? Brand strength of media brands in the age of digitalization
Andera Gadeib, Frank Vogel

Track 3

C2: We are the Crowd – Opportunities and Limits of Crowdsourcing
Chair: Daniel Schultheiss

Centrality and Content Creation in Networks – The case of the German Wikipedia
Michael E. Kummer, Marianne Saam, Iassen Halatchliyski, George Giorgidze

Crowdfunding in German Speaking Countries – Overview of the market and future trends
Karsten Wenzlaff, Jörg Eisfeld-Reschke

Funding 2.0: A quantitative study on motivations to support crowd funded projects
Maike Helm, Daniel Schultheiss

1:00pm – 2:00pm **Break: Lunch**

2:00pm – 3:30pm **A+C: Poster presentations**

Mobile Phone Users Behavior: The Israeli Case
Yaron Ariel, Eilat Chen Levy, Sheizaf Rafaeli

Politicians' Publishing Behavior
Markus Baumann, Matthias Haber, Christian H. Wältermann

Management of close friendships by the means of Social Network Sites. Results of a longitudinal study.
Alexander Bohn, Nicola Döring

A taxonomy of paradata for web surveys and computer assisted self interviewing (Casi)
Mario Callegaro

Consumers Online Behavior in a Mature Digital Market
Simon van Duivenvoorde

Health Anxiety and Internet
Christiane Eichenberg, Carolin Lea Wolters

Evidence-based information for patients on the Web: An investigation of the quality of internet-sourced information for patients with posttraumatic stress disorder
Christiane Eichenberg

Better low-tech than sorry: How technophile questionnaires may affect psychological representativeness
Frederik Funke, Ulf-Dietrich Reips

High potential for mobile Web surveys: Findings from a survey representative for German Internet users
Frederik Funke, Alexandra Wachenfeld

Effects of Gender and the Use of Negative Emoticons in Work-Related Computer-Mediated Communication
Tina Ganster, Sabrina C. Eimler, Nicole C. Krämer

New Media and it´s Role for Political Voice: Public Reasoning in the Field of Labour Market Policy
Simone Antje Gerwert

Recommendations for implementing online surveys and simple experiments in social and behavioural research: A review and evaluation of existing online survey software packages.
Claire Marian Hewson

User Experience Research with Ipsos Social Listening / Tabet Market Case Study: Samsung Galaxy Tab versus Apple iPad
Sandro Kaulartz, Alexander Kruse

TextLab – An Objective, Reliable and Efficient Online-Tool for Readability Measurement
Jan Kercher, Frank Brettschneider, Anikar Haseloff

Cyber-hate in the Ukrainian cyberspace
Alexandr Krasnovsky

The SoSci Panel
Dominik J. Leiner

An Evaluation of Two Non-Reactive Web Questionnaire Pretesting Methods
Timo Lenzner

Inside news aggregation: Understanding algorithms as social systems
Martina Mahnke

Is Pretesting Established Among Online Survey Tool Users?
Nataliya Moeser, Carsten Schmitz, Guido Moeser

VisAWI-S – screening for visual web aesthetics
Morten Moshagen, Meinald Thielsch

"Core oder Casual??": A quantitative survey on usage and gaming history of social gamers
Arne Müller, Daniel Schultheiss

Continuous large-scale volunteer web-surveys: The experience of Lohnspiegel and WageIndicator
Fikret Oez

WAGE INDICATOR, web surveys methodology, WEBDATANET and Life satisfaction determinants as an example of content research
Pablo de Pedraza

Online research for general populations: whether and how results could be extrapolated?
Małgorzata Półtorak, Jarosław Kowalski

Thinking, Planning & Operationalizing Empirical Mixed Methods Research Design
Umar Ruhi

Automatic Forwarding on Web Surveys – Some Outlines and Remarks
Arto Selkälä

Comparing Item-Non-Response and Open Questions within different Web Survey Types
Henning Silber, Julia Lischewski, Jürgen Leibold

Opinion Leadership 2.0 – A Quantitative Study on Opinion Leadership in Social Networks
Saskia Stäudtner, Alexander Bohn, Nicola Döring, Daniel Schultheiss

Challenges and pitfalls of measuring wages via web surveys – some explorations
Stephanie Steinmetz, Silvia Biffignandi, Gudbjorg Andrea Jónsdóttir

Little experience with technology as a cause of nonresponse in online surveys
Bella Struminskaya, Ines Schaurer, Lars Kaczmirek, Wolfgang Bandilla

From first impression to recommendation – users' view on websites
Meinald Thielsch, Rafael Jaron

Effects of number of response options in web surveys: The role of verbal labels
Fanney Thorsdottir, Marek Fuchs, Gudbjorg Jonsdottir

Approaches for validating automatic Analytic Tool results on social networking data for its Exploitation within Politicians' everyday Workflow
Timo Wandhoefer

Using SKOSified vocabularies to support scholarly research based on the upcoming Linked Data model of Europeana
Dov Winer, Allison Kupietzky, Kostas Pardalis

Track 2

B - Panel 1: Research in Europe – Similarities and Differences
Chair: Horst Müller-Peters

sponsored by respondi
Engaging consumers for marketing & research

The panel with a mix of short stimulating lectures and the subsequent discussions should provide a "meeting of minds" for the European online researchers, with the opportunity to exchange experiences. The main focus of debate will be the question of similarities and differences in research rules, standards and methods as well as in trend-setting organisations and cooperation's between academic and commercial research and the latest developments and trends.

Participants, as well as representatives of their countries are
• Peter Harrison (Creative Director at BrainJuicer/ United Kingdom),
• Tom De Ruyck (Head of Research Communities at InSites Consulting/ Belgium),
• Evert Rutgers (Directeur de la Production (online) at TNS Sofres/ France),
• Pawel Kuczma (Institute of Journalism at the University of Warsaw/ Poland).

3:30pm – 4:00pm **Break**

4:00pm – 5:00pm
Track 1

A3: Web Survey Design 2
Chair: Timo Lenzner

Track 1 sponsored by gesis
Leibniz-Institut für Sozialwissenschaften

Comparing Ranking Techniques in Web Surveys
Jörg Blasius

Is "chapterisation" a viable alternative to traditional progress indicators?
Zoe Dowling, Robin Spicer

Exploring animated faces scales in web surveys
Matthias Emde, Marek Fuchs

Track 2

B3: Thesis competition
Chair: Monika Taddicken

Internet-based measurement with visual analogue scales: An experimental investigation
Frederik Funke

You "like", we "like", I "like"? An Empirical Study about the Impact of User Comments Posted on Commercial Facebook Profiles with Particular Focus on Processes of Social Identification
Tina Ganster

Geopolitische Identitätskonstruktion in der Netzwerkgesellschaft
Bernadette Kneidinger

Track 3

C3: How and why? Handling and Usage of Social Media
Chair: Timo Wandhoefer

Social Media Guidelines in Journalism
Wiebke Loosen, Julius Reimer, Jan-Hinrik Schmidt

Social Media Usage & Attitudes
Karen Pietsch

Self-learning of digital skills and digital inequality in The Netherlands
Uwe Matzat

5:00pm – 5:15pm

Break

5:15pm – 6:15pm
Track 1

A4: Panel recruitment and design
Chair: Lars Thomas Klausch

Track 1 sponsored by gesis

The price we have to pay: Incentive experiments in the recruitment process for a probability-based online panel
Ines Schaurer, Bella Struminskaya, Lars Kaczmirek, Wolfgang Bandilla

The German Internet Panel: Design of a Probability-Based Online Survey
Annelies G. Blom, Christina Gathmann, Annette Holthausen, Carsten Riepe

Scrutinizing Dynamics – Rolling panel waves in theory and practice
Thorsten Faas, Johannes Nikolas Blumenberg

Track 2

B4: Thesis competition
Chair: Monika Taddicken

Building a digital electoral connection: MEPs' websites and Facebook profiles. How do MEPs present themselves online?
Jessica Sabrina Kunert

Mobile Markt- und Sozialforschung. Methodische Qualität selbstadministrierter mobiler Forschung
Emanuel Maxl

Socio-Technical Determinants of Member Participation in Virtual Communities: An Exploratory Mixed Methods Investigation
Umar Ruhi

Track 3

C4: Consumers and Innovation through Social Media
Chair: Andera Gadeib

Social Consumer – The impact of consumer reviews on product appreciation and purchase decision on Facebook versus Amazon
Nadja Hoffmann, Anne Hammer, Sonja Wilczek, Nikolas Pankau, Kathrin Womser, Jasmin Kadel, Chris Gärtner, Nina Haferkamp

The use of social media by retailers in the Netherlands: Explaining adoption and success
Jesse Weltevreden

Can Social Media be opened up for Innovation Solutions?
Annette Stucken

8:00pm

GOR-Party

The Gor-Party is sponsored by respondi

The Best Practice Award is sponsored by mo'web research

Announcement of the Best Practice Award winner around 9.00 pm
Drinks and fingerfood included in the ticket price.

KOI Club
N5, 2
68181 Mannheim

WEDNESDAY, 07/03/2012

9:00am

Begin check-in and coffee

9:30am – 10:00am

Keynote 2: Social Media – relevance and challenge for market and opinion research
Chair: Hartmut Scheffler

Audimax
(DHBW building E)

10:00am – 10:15am

Break

10:15am – 11:15am
Track 1

A5: Using latest technologies and devices
Chair: Bella Struminskaya

Track 1 sponsored by gesis

Time use data collection using Smartphones: Results of a pilot study among experienced and inexperienced users
Annette Scherpenzeel, Meike Morren, Nathalie Sonck, Henk Fernee

Can mobile-web surveys substitute classic web-surveys? Results from an exploratory, comparative method study.
Alexander Bohn, Nicola Döring, Emanuel Maxl

Data quality in MAWI and CAWI
Aigul Maratovna Mavletova, Joerg Blasius

Track 2

B5: New approaches 1: from social media to market research online communities (MROC)
Chair: Martin Zuber

Track 2 is sponsored by SSI

How to create a successful Facebook Brand Fanpage: The effects of common-bond vs. common-identity design on involvement with the community and the brand
Sonja Utz, Linda Van Engelen

Viral communication – how to measure something hidden, spontaneous, and uncontrolled
Jarosław Kowalski, Małgorzata Półtorak

Market research online community (MROC) versus focus group
Martin Zuber

Track 3

C5: Information resource social media: datamining and other methods
Chair: Gerhard Keim

Searching Twitter on http://tweetminer.eu/ : Data mining as a resource for researchers.
Dr. Ulf-Dietrich Reips, Pablo Garaizar

Multimodal Analysis of Online Discourses
Vivien Sommer

A Rich Source of Information: Extracting the market structure and product quality from customer reviews
Wolfgang Körbitz

11:15am – 11:45am **Break**

11:45am – 12:45pm
Track 1

A6: Responsive behavior
Chair: Dorothée Behr

Track 1 sponsored by gesis

Online interruption effect on cognitive performance
Eilat Chen Levy, Sheizaf Rafaeli, Yaron Ariel

Paradata insight into survey response behaviour: An analysis of a set of hosted web surveys
Katja Lozar Manfreda, Nejc Berzelak, Vasja Vehovar

Speedsters, straightliners, click-happies and other fraudsters (2.0)
Herbert Höckel

Track 2

B6: New approaches 2: from gamification to surveytainment
Chair: Thorsten Faas

Track 2 is sponsored by SSI

Play, interpret together, play again and create a win-win-win
Elias Veris, Tom De Ruyck

Surveytainment 2.0: Why investing 10 more minutes more in constructing your questionnaire is worth considering.
Sebastian Schmidt, Anna Mühle, Florian Tress, Till Winkler

The "MediaLiveTracker" – A New Online-Tool for Real-Time-Response-Measurement
Jan Kercher, Marko Bachl, Catharina Vögele, Frank Vohle

Track 3

C6: Choices in Survey Methodology
Chair: Jan Eric Blumenstiel

Too old or too young? Qualitative online research from cradle to retirement
Gerhard Keim, Tanja Wulfert, Patricia Blau, Andreas Woppmann

Best of both worlds – The INSA study 50plus
Holger Geissler, Cornelius Blome

Global market of web survey software: Status, trends and issues
Vasja Vehovar, Ana Slavec, Nejc Berzelak, Katja Lozar Manfreda

12:45pm – 2:00pm **Break: Lunch**

2:00pm – 2:30pm **Poster and Thesis award ceremony**

Poster Award sponsored by YouGov What the world thinks

Thesis Award sponsored by TNS TNS Infratest

2:30pm – 3:30pm
Track 1

A7: Mixed-mode
Chair: Ines Schaurer

Track 1 sponsored by gesis

The Representativity of Web Surveys of the General Population compared to Traditional Modes and Mixed-Mode Designs
Lars Thomas Klausch, Barry Schouten, Joop Hox

Does Mode Matter? Initial Evidence from the German Longitudinal Election Study (GLES).
Joss Rossmann, Jan Eric Blumenstiel

Online-telephone mixed-mode surveys: Question wording experiments in the Netherlands and Germany
Edith Desiree De Leeuw, Joop Hox

Track 2

B – Panel 2: Online Research is dead – long live Digital Research
Chair: Christoph Irmer, ODC Services GmbH

Distinguished speakers from the research industry will discuss the past and future of Online Research, helping everyone to understand what will come next. This panel will review the recent history of research, including latest developments and trends (covering data collection, devices, media, channels and delivery, e.g. Social Media, Mobile, Tablets, Connected TV, Animation, Video, etc.); whilst ultimately providing a clear look into the crystal ball foretelling the Future of (Digital) Market Research.
Participants of the discussion are:

- Pete Cape, Global Knowledge Director Survey Sampling International (SSI)
- Olaf Hofmann, CEO Skopos Group
- Oliver Tabino, CEO Q Agentur für Forschung GmbH

Track 3

C7: Social Movements
Chair: Alexander Bohn

Online campaigning 2.0: Study of parlamentary elections in Poland in 2011
Marcin Nagraba, Jan M. Zajac, Dominik Batorski

Drivers of value in Online Social Networks – The Syrian revolution as a case in point
Castulus Kolo, Usama Abusa'ada

"Marketing of the future or marketing of the past?": Music marketing on Facebook
Daniel Schultheiss, Claudia Lampeitl

3:30pm – 3:45pm **Break**

3:45pm – 4:45pm
Track 1

A8: Volunteer web surveys
Chair: Joss Rossmann

Track 1 sponsored by gesis

Understanding selection bias in a worldwide, volunteer web-survey
Kea Tijdens, Stephanie Steinmetz

Exploring New Pathways to Survey Recruitment
Gregor Jawecki, Volker Bilgram, Dorothée Stadler

Track 2

B8: eMarketing
Chair: Emanuel Maxl

Track 2 sponsored by SSI

Willingness to Pay for Individual Greenhouse Gas Emissions Reductions: Evidence from a Large Field Experiment
Johannes Diederich, Timo Goeschl

Competition between pure-play and click-and-mortar web-shops: A comparison of website features of retailers in the Netherlands
Thomas Adelaar, Jeroen Veldkamp, Jesse Weltevreden

User Experience and Perception of Interactive Advertisements in Magazines on Tablets
Astrid Tarkus, Christian Adelsberger, Peter Nistelberger

Track 3

C8: Myself and the others – Discourse and Interaction
Chair: Karsten Wenzlaff

Does the Internet and social networking decreases social and civic engagement offline?
Dominik Batorski

Narcissism on Social Networking Sites
Tim Blumer, Nicola Döring

Learning from Habermas: How to use Social Media as a Dialogue Tool for Enterprises
Anne Linke, Mahnke Martina

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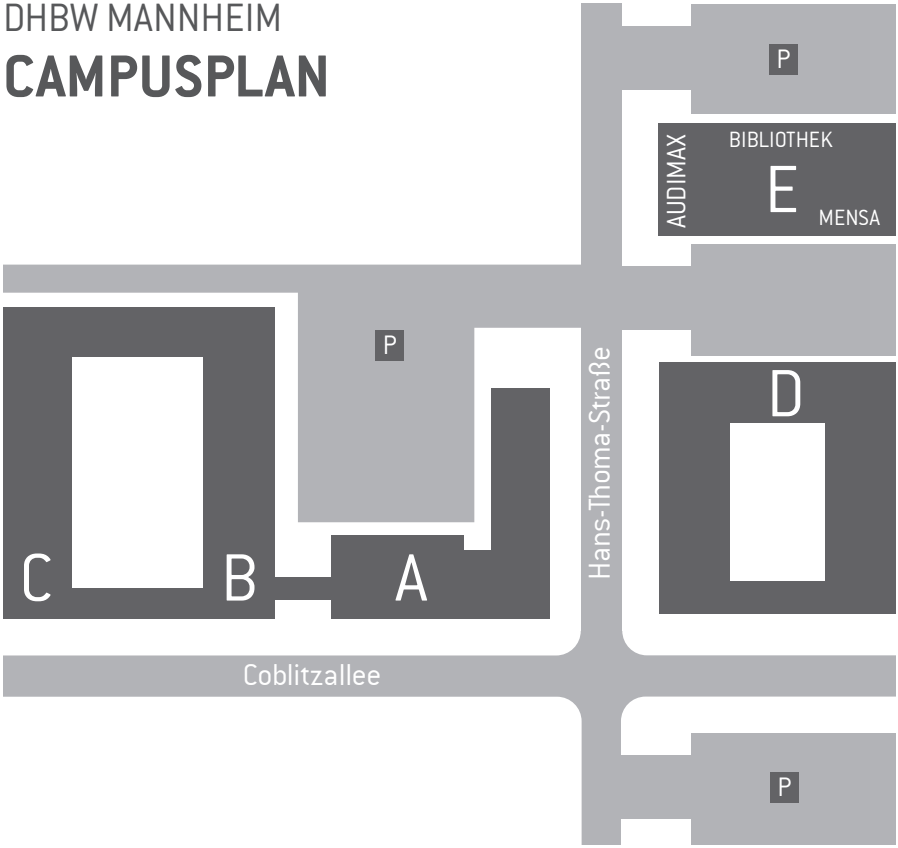
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