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



Bella Struminskaya, Florian Keusch, Otto Hellwig, Cathleen M. Stützer,
Meinold Thielsch, Alexandra Wachenfeld-Schell (Eds.)

20th GENERAL ONLINE RESEARCH CONFERENCE

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Meinold Thielsch, Alexandra Wachenfeld-Schell (Eds.)

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20th GENERAL ONLINE RESEARCH CONFERENCE

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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 soft-

ware. 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. Meinold T. Thielsch (DGOF).

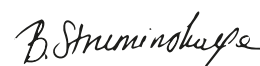
Wednesday night we get together with drinks and snacks and Thursday night is party-time. The GOR 18 Get-Together will take place after the DGOF members meeting within walking distance from the conference venue at the "Taqueria Especial". The famous Cologne music club "Zum Scheuen Reh" will open its gates 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. Matthias Fank, Prof. Dr. Ivonne Preusser, Prof. Dr. Gernot Heisenberg und particularly Simon Brenner and Peter Slegers for their help with the conference logistics.

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



Dr. Otto Hellwig
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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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Alexandra Wachenfeld-Schell

Alexandra Wachenfeld-Schell was previously managing director of forsa.main, a full-service institute specialized in market, media and social surveys. She has broad experience in the field of quantitative market and social research questions. She started as a project manager at LINK Institut 18 years ago. In her role as research director she was responsible for the development of strategy, marketing and business development in terms of online research and the methodical monitoring of the completely active recruited (by representative telephone interviews) LINK online panel over the past 10 years. Her research focuses on online and methodological research, which she presents as a welcome guest speaker at online research events like M-Motionday, GOR and Research & Results. She is member of the DGOF board since March 2013.



PD Dr. Meinald Thielsch

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



Dr. Otto Hellwig

Dr. Otto Hellwig has been the CEO of respondi AG since the company's foundation in 2005. He has been working in the field of market and social research since the early 90s. Dr. Hellwig has a degree in Social Science, Psychology and Media Studies. He worked as a researcher for a number of years at the Institute for Applied Social Research at the University of Cologne and gained his doctorate in 2000. Since March 2013, Otto Hellwig is Chairman of the DGOF Board.



Jun.-Prof. Dr. Florian Keusch

Florian Keusch is Assistant Professor of Statistics and Methodology at the University of Mannheim School of Social Sciences and Adjunct Assistant Professor at the Joint Program in Survey Methodology (JPSM) at the University of Maryland. He received his PhD in Social and Economic Sciences from WU, Vienna University of Economics and Business, Austria. Before joining the University of Mannheim and JPSM, he was a Post-doc Research Fellow at the Program in Survey Methodology at the University of Michigan's Institute for Social Research. His research focuses on nonresponse and measurement error in Web and mobile Web surveys, passive mobile data collection, and visual design effects in questionnaires. He is a member of the DGOF board since 2017 and serves as the vice programme chair of the GOR 18 conference.



Assistant Prof. Dr. Bella Struminskaya

Bella Struminskaya is an Assistant Professor in Methods and Statistics at Utrecht University, the Netherlands. She holds a doctoral degree in Survey Methodology from Utrecht University and MA in Sociology from the University of Mannheim. Her research focuses on the design and implementation of online, mixed-mode, and smartphone surveys. She has published on various aspects of data quality, nonresponse and measurement error, including panel conditioning and device effects. Her current research focuses on passive data collection, in particular smartphone sensor measurement, as well as recruitment and maintenance of online panels. Bella Struminskaya is a board member of the German Society for Online Research (DGOF) since 2017 and programme chair of the GOR 18 conference.



Cathleen M. Stützer

Cathleen M. Stützer has been a post-doctoral lecturer at the TU Dresden, Centre for Quality Analysis, since 2017. She establishes the research area »Digitalization in Higher Education«. Between 2015 and 2017 she worked as a research assistant at the JGU Mainz, Institute for Sociology. She received her Ph.D. in the field of educational research and spent a research stay at the Carnegie Mellon University, Pittsburgh, USA. Her research interests cover the field of "Digital Sociology", Computational Social Science, Network Analytics, Academic Analytics as well as Learning Analytics. She is a member of the DGOF board since 2015.

GREETINGS FROM THE LOCAL PARTNER



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.

Klaus Becker

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



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

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GREETINGS FROM THE LOCAL PARTNER



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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PROGRAMME OVERVIEW

All GOR events take place at the
TH Köln – University of Applied Sciences, Campus
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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 University of Michigan, United States of America WS 2: Using Beacons and GPS-Tracking for Research Purposes Silvana Jud LINK Institut, Switzerland
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
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 WS 4: Embedded Client Side Paradata Stephan Schlosser, Jan Karem Höhne University of Göttingen, Germany WS 5: Cognitive Pretesting Cornelia Eva Neuert, Timo Lenzner GESIS Leibniz Institute for the Social Sciences, Germany WS 6: Survey Creation With LimeSurvey – A Hands-On Course Markus Flür, Carsten Schmitz LimeSurvey GmbH, Germany
17:00 – 19:00	DGOF Members Meeting Chair: Otto Hellwig, DGOF & respondi, Germany
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!

TRACK TOPICS

A: Internet Surveys, Mobile Web and Online Research Methodology
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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

THURSDAY, 01/03/2018

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
10:15 – 10:30	BREAK
10:30 – 11:30	A2: Innovations for Online Surveys B2: Using Big Data Tools in „Small“ Surveys C2: New Media and Elections D2: GOR Best Practice Award 2018 Competition I E2: GOR Thesis Award 2018 Competition I: Dissertation
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? Poster Session
13:00 – 14:15	BREAK
14:15 – 15:15	A4: Increasing Response and Data Quality B4: Sensors and Apps - Using Smartphones for More than Just Surveys C4: Elite Communication D4: GOR Best Practice Award 2018 Competition II E4: GOR Thesis Award 2018 Competition II: Bachelor/Master

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15:15 – 15:30	BREAK
15:30 – 16:30	A5: Use of Auxiliary Data and Administrative Data B5: Managing and Using Databases C5: Opinion Formation in Election Campaigns D5: Data Visualization – From relevant insights to meaningful stories
16:30 – 16:45	BREAK
16:45 – 17:45	A6: Paradata in Online and Mobile Web Surveys B6: Data about Online and Mobile Behaviour C6: Media Exposure D6: Implicit Methods - Telling Stories that Consumers Can't Tell
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 B7: Tools for Online Research C7: Extremism, Disclosure and Judiciary Systems D7: Den digitalen Datenschatz nutzbar machen – 3 Anleitungen
10:00 – 10:15	BREAK
10:15 – 11:00	Keynote 2: Surveys and Data Science: What it means to be a methodologist 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
11:45 – 12:00	BREAK
12:00 – 13:00	A9: Survey Scales and Survey Questions (session ends at 13:15) B9:B9: Device Preference and Device Effects C9: Political Participation D9: ePrivacy - Was bedeutet die Verordnung für die Branche und die Entwicklung bestehender und neuer Geschäftsfelder?
13:00 – 14:15	LUNCH BREAK
14:15 – 15:15	A10: Device Effects B10: Applied Online Research C10: Response and Measurement D10: Künstliche Intelligenz in der Marktforschung
15:15 – 15:30	BREAK
15:30 – 16:45	A11: Open-ended Questions B11: Scales and Grids in Surveys C11: Smartphone Data Collection in Surveys (session ends at 16:30) D11: Digitale Erhebungsmethoden für ein besseres Verständnis des Verbrauchers

TRACK TOPICS

A: Internet Surveys, Mobile Web and Online Research Methodology

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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

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WORKSHOPS



WORKSHOP 1

AN INTRODUCTION TO WEB SURVEY PARADATA

Time: Wednesday, 28/Feb/2018: 10.00 – 1.00

Instructor: Prof. Dr. Mick P. Couper (University of Michigan, USA)

Workshop language: English

Paradata are the data automatically generated when respondents answer Web surveys. There are many different kinds of Web survey paradata, including email tracking tools, user agent strings (to identify devices used), and server-side and client-side paradata (CSP) providing information on things like response times, mouse-clicks, scrolling behavior, and so on. This course will provide participants with an overview of the different types of Web paradata, and how they can be collected, managed, and analyzed to provide useful information on data quality and nonresponse in Web surveys, leading to design improvements. The course focuses on the use of paradata rather than the technical aspects of capturing paradata. This workshop is designed to complement the workshop by Schlosser and Höhne on Embedded Client Side Paradata, which will cover the more technical aspects of collecting CSP. Participants are encouraged to attend both workshops.

About the instructor

Prof. Dr. Mick P. Couper is a research professor at the Survey Research Center (SRC), Institute for Social Research, University of Michigan, and in the Joint Program in Survey Methodology, University of Maryland. He is author of *Designing Effective Web Surveys* (Cambridge University Press, 2008) and co-author of *The Science of Web Surveys* (Oxford University Press, 2013). He has been conducting research and implementing online surveys for many years, and most recently has been exploring the implications of mobile device use for Web survey design. He is credited with developing the term “paradata”.

WORKSHOP 2

USING BEACONS AND GPS-TRACKING FOR RESEARCH PURPOSES

Time: Wednesday, 28/Feb/2018: 10.00 – 1.00

Instructor: Silvana Jud (LINK Institut, Switzerland)

Workshop language: English

The workshop will provide an insight into market research based on behavioral data. The topics that will be covered include:

- GPS-Data
- Geofencing Data
- Beacon-Data
- Location triggered Questionnaires

Case Studies will exemplify how each dataset is collected and how it can be used to answer a variety of research questions. Each dataset has a research value for itself. However, in combining the data from these different sources even more powerful insights can be gained.

About the instructor

Silvana Jud is a Senior Researcher at the LINK Institute. She specializes in digital data collection for the market research industry. She has extensive experience in working with beacons, apps, mobile questionnaires and cookie tracking.

Her scientific background is in sociology and she has worked on several interdisciplinary projects during her stay at the federal institute of technology.

WORKSHOP 3

JOINT PHD-WORKSHOP OF DGOF AND THE SECTION DIGITAL COMMUNICATION (DIGITALE KOMMUNIKATION) OF THE GERMAN COMMUNICATION ASSOCIATION (DGPUK)

Time: Wednesday, 28/Feb/2018: 11.30 – 5.00

Instructors: Prof. Dr. Christian Pentzold (University Bremen & DGPuK, Germany), Dr. Christian Katzenbach (Alexander von Humboldt Institute for Internet and Society (HIIG) & DGPuK, Germany), Anne Reif (Technische Universität Braunschweig & DGPuK, Germany), Susann Kohout (Technische Universität Braunschweig & DGPuK, Germany) and PD Dr. Meinald T. Thielsch (University of Münster & DGOF, Germany)

Workshop language: German

For the third time the German Society for Online Research (DGOF) and the digital communication section of the German Communication Association (DGPuK) collaborate to organise a workshop for PhD students in order to support young researchers in the field of online research with a particular focus on digital communication.

This workshop is only open to students who have applied before to take part.

WORKSHOP 4

EMBEDDED CLIENT SIDE PARADATA

Time: Wednesday, 28/Feb/2018: 2.00 – 5.00

Instructor: Stephan Schlosser, Jan Karem Höhne (University of Göttingen, Germany)

Workshop language: English

The workshop gives an introduction to web-based surveys for different device types (e.g., PCs and smartphones) and the collection of paradata (e.g., response times and mouse clicks/finger taps) to explore the completion behavior of respondents. The main focus is on the collection of so-called “client side paradata” that are gathered on the respondents’ device. The starting point of the workshop is the freely available JavaScript-based paradata tool “Embedded Client Side Paradata [ECSP]” (Schlosser, 2016). We present application and implementation examples to explore, for instance, the quality of survey data. In addition, we introduce an updated version of ECSP and deal with the collection of sensor data (e.g., acceleration).

This workshop deals with technical rather than theoretical aspects associated with the collection of client-side paradata so that it is a complement to the workshop by Mick Couper. Ideally, participants take part in both workshops.

About the instructors

Stephan Schlosser is a doctoral candidate and research associate at the Center of Methods in Social Sciences at the University of Göttingen, Germany. His research focuses on web survey design and paradata.

Jan Karem Höhne is a doctoral candidate and research associate at the Center of Methods in Social Sciences at the University of Göttingen, Germany. His research focuses on survey methodology, web survey design, paradata, and eye tracking.

WORKSHOP 5

COGNITIVE PRETESTING

Time: Wednesday, 28/Feb/2018: 2.00 – 5.00

Instructor: Dr. Cornelia Eva Neuert, Dr. Timo Lenzner (GESIS Leibniz Institute for the Social Sciences, Germany)

Workshop language: English

The workshop illustrates the general importance of carrying out cognitive pretests before fielding a questionnaire. It provides an introduction to the traditional cognitive interviewing method (e.g., f2f interviewing) and gives an overview of current developments (e.g., combining f2f interviews with eye-tracking, conducting cognitive pretests over the Web). The workshop discusses the pros and cons of these different cognitive pretesting methods and offers practical advice on how to conduct cognitive pretesting projects.

About the instructors

Timo Lenzner and Cornelia Neuert are senior researchers at the cognitive pretesting unit at GESIS Leibniz Institute for the Social Sciences. Their main responsibilities include conducting cognitive pretests for large survey projects such as the ISSP, SHARE or PIAAC-L and carrying out research on questionnaire design and questionnaire evaluation methods.

WORKSHOP 6

SURVEY CREATION WITH LIMESURVEY – A HANDS-ON COURSE

Time: Wednesday, 28/Feb/2018: 2.00 – 5.00

Instructor: Markus Flür, Carsten Schmitz (LimeSurvey GmbH, Germany)

Workshop language: English

The Workshop will give an introduction in the world's leading open source survey application LimeSurvey. From simple survey creation to basic branching functionality.

About the instructors

Markus Flür is a software engineer at LimeSurvey GmbH. Mainly working in front-end engineering and customer support, he knows the touchpoints of customers with the software and also the hurdles users need to take for a productive usage of LimeSurvey. Carsten Schmitz is CEO at LimeSurvey GmbH.

EVOLUTION OR REVOLUTION? HOW MUCH INNOVATION DOES RESEARCH NEED - AND HOW TO IMPLEMENT IT?

Time: Thursday, 01/03/2018: 11.45 – 13.00

Like other industries, the MR industry faces massive changes in technology (such as IOT, Big Data, VI, AI and many more). The demand for insights and business intelligence is changing, as well as the structure of industries both on the client and supplier side. So, how much innovation does the research industry need to meet the new demands and to survive in a changing market? Can MR agencies become the forerunners in terms of new ideas concerning data analytics, insights and prediction, instead of being - at least partially - substituted by other solutions? Or does too much change destruct known assets the industry has, such as reliability, validity, data protection and trust from both clients and the public?

Panellists:

Edward Appleton (HappyThinkingPeople)
Dr. Mario Callegaro (Google London)
Dr. Anja Diekmann (GfK Verein)
Dr. Lorenz Gräf (Startplatz)
Thomas Schäfer (Ipsos)

Discussion hosts:

Sabine Menzel (L'Oréal)
Prof. Horst Müller-Peters (marktforschung.de)



Edward Appleton
Director Global Marketing &
Sales, HappyThinkingPeople



Mario Callegaro
Senior Survey Research Scien-
tist, Ads, Payment & User UX,
Google London



Dr. Anja Diekmann
Head of Fundamental
Research, GfK Verein



Dr. Lorenz Gräf
Managing Director,
STARTPLATZ



Thomas Schäfer
Client Development,
Ipsos GmbH



Sabine Menzel
Director Consumer & Market
Insights, L'Oréal



Prof. Horst Müller-Peters
Publisher,
marktforschung.de

KEYNOTE 1

KEYNOTES

MARIO CALLEGARO & FRAUKE KREUTER

MARIO CALLEGARO

SENIOR SURVEY RESEARCH SCIENTIST ADS, PAYMENTS AND USER EXPERIENCE TEAM (APUX)
GOOGLE LONDON, UNITED KINGDOM

HOW CAN WEB AND MOBILE SURVEYS BENEFIT FROM THE USABILITY LITERATURE?

Time: Thursday, 01/Mar/2018/09:00 - 10:15

Web surveys share lots of common feature with web forms. For example, radio buttons, checkboxes, and text entry boxes are the most common kind of question types in web surveys. Paper and online forms have been studied and discussed in the design and user experience literature for many years.

The web survey literature, however, hardly overlaps with the body of design and usability research on forms. This is also true the other way around.

In this keynote, Mario will build a bridge between the design and user experience literature and the web survey literature looking at the findings on forms and how we could apply them to web surveys.



Mario Callegaro

is senior survey scientist at Google, London in the “Ads, Payment User eXperience (APUX)” team. He focuses on helping the organization in designing high quality surveys about our advertising and payment products. Mario consults on numerous survey, market research, and user experience projects.

Mario holds a M.S. and a Ph.D. in Survey Research and Methodology from the University of Nebraska, Lincoln.

Prior to joining Google, Mario was working as survey research scientist for GfK-Knowledge Networks. He is associate editor of Survey Research Methods and in the advisory board of the International Journal of Market Research.

Mario has published numerous papers, book chapters, and presented at international conferences on survey methodology and data collection methods.

In 2014 he published an edited book with Wiley titled Online Panel Research: A Data Quality Perspective, and his new book coauthored with Katja Lozar Manfreda and Vasja Vehovar: Web Survey Methodology is available from Sage as of 2015.

KEYNOTE 2

FRAUKE KREUTER

DIRECTOR, JOINT PROGRAM IN SURVEY METHODOLOGY, UNIVERSITY OF MARYLAND, USA
PROFESSOR, METHODS AND STATISTICS, UNIVERSITY OF MANNHEIM, GERMANY
HEAD, STATISTICAL METHODS GROUP, INSTITUTE FOR EMPLOYMENT RESEARCH OF THE
GERMAN FEDERAL EMPLOYMENT AGENCY, NUREMBERG, GERMANY

SURVEYS AND DATA SCIENCE: WHAT IT MEANS TO BE A METHODOLOGIST

Time: Friday, 02/Mar/2018/10:15 - 11:00

Data science is often referred to as the art of extracting insights from data. As such, the focus is very much on techniques to analyze data and on tools to do so easily with large quantities of unstructured data. Increasingly, however, heavy users of data worry about 1) errors in data collected, 2) biases that can creep into analyses—in particular machine learning models, and 3) the effects of decisions made during data curation and processing. Such a focus on potential flaws and remedies in the creation of survey statistics has always been a focus

of survey methodologists. It is only natural, therefore, for our field to expand our methodological perspective to data beyond surveys. Moreover, it is often only through the combination of several and different data sources we are in a position to evaluate data quality, and with that gain confidence in the analytic results. Against this backdrop this talk will sketch out the future role of methodologists and the need to be part of the conversation where data is used most.



Frauke Kreuter

is director of the Joint Program in Survey Methodology at the University of Maryland, head Statistical Methods group at the Institute for Employment Research in Nuremberg, and Professor at the University of Mannheim. Prior to her appointment at the University of Mannheim she held an S-Professorship at the Institute for Statistics at the Ludwig-Maximilians-Universität in Munich, Germany. She received her PhD from the University of Konstanz in 2001. Her research focuses on data quality, the use of paradata to improve surveys, and the joint use of survey and administrative data, as well as other newly emerging data sources.

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GOR BEST PRACTICE AWARD 2018

Time: Thursday, 01/03/2018: 10.30 – 11.30 and 14.15 – 15.15

Nominees for the GOR Best Practice Award 2018 come from Insites Consulting & Heineken Global Innovation, LINK Institut & Mediaschneider Bern, Q I Agentur für Forschung & SWR Südwestrundfunk, Insites Consulting & Reckitt Benckiser, SPLENDID RESEARCH & OTTO, Survalyzer & Deutsche Post DHL Research & Innovation.

The “best practice in commercial online market research” competition was introduced at the GOR conference in 2008 and has since then become an important tradition at the General Online Research Conference. Real world case studies with a strong focus on online market research are presented in the competition. The prize is awarded annually to the study which has most effectively answered a key question of online market research with the help of innovative methods.

The winners of the award will be selected by the jury and by a random

sample of the audience via a mobile survey conducted by respondi. The award will be presented to the winners at the GOR Party at the “Scheues Reh” on Thursday evening and the laudatory speech will be held at the GOR Award Ceremony on Friday at 11.00.

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GOR BEST PRACTICE AWARD 2018 JURY



Maria Tewes
Jury Chair, respondi



Cornelia Krebs
Mediengruppe RTL Deutschland



Sabine Menzel
L'Oréal



Anke Müller-Peters
marktforschung.de

D2 GOR BEST PRACTICE AWARD 2018 COMPETITION I

360 DEGREE INNOVATION

Author: De Ruyck, Tom {1}; Levy, Mathilde {2}

Organisation: 1: InSites Consulting, Belgium;
2: Reckitt Benckiser, France

Coming up with new, disruptive ideas is hard to do.

And when finally finding those ideas, how will you be sure that they are relevant for the consumer?

This was the challenge that Cillit Bang (Reckitt Benckiser) was facing. Traditional ideation didn't lead to new, surprising ideas, which is why they were looking for a more innovative process: '360 Degree Innovation'.

In this program, we worked closely with the CB team and went through 3 consecutive steps on our Insight Activation Studio:

1. Starting from consumer research (Insights from a Research Community), we let the CB team immerse and identify the key frictions of the consumer;
2. Two groups (the CB team and a pool of external experts sourced via the global eYeka community) ideated on a specific challenge, based on the key consumer friction(s). This phase happened online on 2 online platforms;
3. All the ideas are brought together in an offline ideation workshop, to turn them into concepts;

The result? 126 generated ideas that lead to 3 brand-new concepts, warmly embraced by both consumers and employees!

The presentation will tell you all about the problem, the solution and the journey from a client-side perspective.

BETTER CROSS-CHANNEL CAMPAIGN PLANNING THANKS TO MARKET RESEARCH WITH IOT AND COOKIE-TRACKING

Author: Jud, Silvana {1}; Meier, Christian-Kumar {2}

Organisation: 1: LINK Institut, Switzerland;
2: Mediaschneider Bern AG, Switzerland

Relevance & Research Question:

Nowadays advertisers run most of their campaigns as multi-channel campaigns on TV, online and out of home. However, in the time of data based decision making they face the challenge of not having cross-channel data to analyse the impact of such a campaign. Unanswered questions remain: Which media-mix gains the highest reach, targets the intended audience and maximises the impact of the campaign? On behalf of Mediaschneider Bern AG the LINK Institute developed a single source approach working with IoT-sensors and cookies to include campaign measurements of all channels into one cross-media analysis in order to answer those questions.

Methods & Data:

In 2017 699 participants were recruited in a major swiss city to install the App LINK Move on their smartphone and have cookies placed on their devices. The app registered the contact with any of the 510 IoT-sensors that were placed on all the out of home poster-sites in the research area. Cookie-tracking allowed measuring all the contacts with any of the online ads. A questionnaire about the TV watching habits in combination with the media plan was used to determine the contacts with the TV ads. Immediately after the end of the campaign a questionnaire about the campaign KPI's was sent to the participants. To analyse the impact of the campaign the survey-data and the measurement-data were merged.

Results:

The campaigns net reach was determined to be at 94%. Analysis of the incremental reach showed e.g. that 7% were reached on all three channels, online, out of home and TV and 20% were reached exclusively through the out of home channel. This shows that the measurement worked exceedingly well. Apart from these campaign stats the impact of the campaign was analysed. It was found e.g. that the brand awareness of the promoted insurance company was significantly increased by the cross-channel campaign.

Added Value:

This approach provides a reliable basis for data driven cross-channel campaign planning. In addition it offers a better understanding of the cross-channel campaign impact on relevant KPI's such as awareness, image and consideration and purchase.

PRACTICE ABSTRACTS

WE HAVE SEEN THE FUTURE... FAST-FORWARD TO MORE CONTEXTUAL, MORE AGILE AND SMARTER QUALITATIVE RESEARCH

Author: Verhaeghe, Annelies [1]; Van Neck, Sophie [1];
Rinoza Plazo, Marlon [2]
Organisation: 1: InSites Consulting, Belgium;
2: Heineken Global Innovation, The Netherlands

We see 3 important areas that will drastically change the nature of qual research:

1. Research communities are today an established method. However, they still rely dominantly on forum discussions or blogs. But these channels are by far not the preferred online communication channel. Being more snappy, visual and agile, chat is dominating online conversations. Using chat should allow not only to generate insights faster. Moreover, we can expect an increased level of actual conversations between people which might increase the possibilities for detecting new insights.

2. We all know that context is often a better predictor of consumer behavior and marketing impact. However, we still conduct research at moments or in environments that are far from the daily consumer reality. Thanks to the rise of mobile devices, we can even conduct research in the actual consumer context. Adding this layer of contextual research should lead to additional and new insight generation.

3. Finally, with areas of AI, bots and text analytics, smart machines are the way to accelerate qual. The role of AI in qual has not been explored intensively. When exploring the spectrum, we see the following options: [1] bots that moderate qual research independently [2] bots that guide research to help with smarter moderation [3] bots helping in the analysis and reporting of qual research.

We decided to explore the new frontiers in qual in collaboration with Heineken. Heineken is today already conducting research at the pulse of their business through a structural Consumer Consulting Board in 10 countries. The community serves as a direct consumer line to support the Heineken team in each phase of the innovation funnel.

Different experimental conditions were set up to test the possibilities chat has to offer. By comparing all experiments with a benchmark condition we will learn [1] if bots really take over moderation and analysis? [2] How consumers feel about interacting with smart machines? [3] If in context research leads to more relevant insights? [4] If/how chat can be used as a more contemporary way for engaging with consumers?

D4: GOR BEST PRACTICE AWARD 2018 COMPETITION II

FROM RESEARCH TO CONTENT: HOW WE EXPLOIT THE WEB LIKE A GOLDMINE FOR EDITORS AND CONTENT PRODUCERS

Author: Rieder, Yannick [1]; Perry, Thomas [1];
Feierabend, Sabine [2]
Organisation: 1: Q I Agentur für Forschung GmbH, Germany;
2: SWR Südwestrundfunk, Germany

Relevance & Research Question:

Content producers for broadcasters constantly have to create new and attractive content. To succeed they need lots of inspiration. Together with SWR, a German public broadcaster, we realized a project to serve this need. Based on the hypotheses that the web represents a vast potential of inspiring content we identified and analyzed relevant web sources and participants (e.g., blogs, online magazines, portals, forums, etc.). This resulted in the development of a tool that continuously enables editors to research web content without being distracted by collateral irrelevant information.

Methods & Data:

Using a methodological approach based on network theory we identified and analyzed a set of around 3.500 German-speaking web sources. First, we manually researched a sample of sources that are relevant to our client's topics. After that, we used our self-developed web crawler to find other sites linked to the basic sample, thus capturing the surrounding network. We adjusted the resulting dataset of 12.000 crawled websites using various techniques (text mining, network analysis, manual coding). The sources were then categorized manually according to different attributes (e.g., topics, origin and source type) and further investigated using qualitative and quantitative content analysis.

Results:

We analyzed the network's structures, identified subsegments, authorities and hubs and described them with regard to their content and relevance for SWR's topics. Moreover, we delivered an exhaustive and qualified list of web sources. In collaboration with SWR documentation and archive department we created a database and interactive tool that made the data accessible for editors and collects all new content produced by these sources. On a strategic level we identified trend issues e.g., thematically adjacent topics such as food and decoration and their interdependencies.

Added Value:

Apart from the analytical value of the project we developed a very helpful tool facilitating the work of content creators and editors at SWR. We consider the study a best practice example of how research and solution design meet in a most fruitful way and how the internet can be systematically mined as a source of information and inspiration.

CONSTRUCTING OPEN-SOURCE SOCIAL MILIEUS TO EXPLAIN PURCHASE BEHAVIOR

Author: Althaus, Daniel [1]; Corleis, Nadine [1]; von Rutkowski, Sascha [2]
Organisation: 1: SPLENDID RESEARCH GmbH, Germany;
 2: OTTO GmbH & Co. KG, Germany

Relevance & Research Question:

Purchasing behavior is widely acknowledged to be influenced by social groups like milieus and customer types. Different models are offered mostly as proprietary solutions by market research institutes, in many cases without the possibility for second parties to calculate or validate group assignment themselves. To solve this problem, SPLENDID RESEARCH and OTTO have developed a framework of ten survey questions that can be combined with four sociodemographic parameters to calculate social milieus. This contribution aims to show how social milieus can be constructed open-source, how they can be validated, how good they explain purchasing behavior and how stable membership in social milieus is over time.

Methods & Data:

The results of this contribution come from a purchasing behavior and celebrity popularity tracking study based on an online survey of 4,036 respondents. The first wave was conducted in November 2016 and measurement was repeated in November 2017. The project was commissioned by online retailer OTTO and conducted by market research institute SPLENDID RESEARCH. The social milieus were developed by using a Bayesian framework, constructing ideal types and then estimating membership for respondents based on parameter proximity.

Results: Calculating social milieus based on ideal types and then estimating membership with Bayesian classification methods works remarkably well. They do not explain a particular large degree of purchasing behavior directly, but exert major influence on other indicators like the willingness to buy certain categories of products, which will in turn impact purchasing behavior. Social milieu membership will tend to be stable vertically, but fluctuate more horizontally.

Added Value:

Open-source indicators for social milieus provide a common framework for market research institutes and their clients to work with. The construction and validation criteria are open to all parties and can be scientifically debated. Social milieus are an easy to understand and well established concept for commercial clients and the public and so can be used to make market research results more accessible. They also work as an indicator adding explanatory power to purchase models beyond classic kpi.

WHY THE MARKET RESEARCH DEPARTMENT OF THE DEUTSCHE POST DHL GROUP OFFERS A SURVEY TOOL TO ITS DEPARTMENTS

Author: Hyka, Christian [1]; Ruhl, Rüdiger [2]
Organisation: 1: Survalyzer AG, Switzerland;
 2: Deutsche Post DHL Research & Innovation, Germany

Relevance & Research Questions:

What yield do operational market research departments have that incorporate a Do It Yourself (DIY) survey tool into its service portfolio?

The digitization and acceleration of corporate processes is of particular relevance to the global logistics company Deutsche Post DHL Group (DPDHL). More than ever, customer and employee feedback is of high importance. This importance increases with the focus on continuous improvement. "Digitalization has made our working world more dynamic and interactivity plays a major role," explains the HR Manager and Head of Corporate Development. Whether it's simple pulse measurement within a team or complex customer surveys: the more agile the processes and developments are, the more important it is to get them up-to-date and to get immediate answers, so appropriate action can be taken.

Market research has changed due to digitization. In addition to the complex classic surveys, the need for quick feedback, which is generated autonomously by specialist departments, has increased significantly. Since November 2017 the Market Research Service Center (MRSC) of the Deutsche Post DHL Group has been providing online survey software to the specialist departments of the group all around the world. The solution had to meet the high standards of usability, functionality, information security, data protection compliance and corporate design.

Methods & Data:

Qualitative database: A DIY feedback community forum was established as part of this product launch. Comments by the forum are qualitatively evaluated. Further to this, statements of the Management Board of the Deutsche Post DHL Group, of the internal communications department and the works council, are also incorporated into the overall evaluation.

Passive data usage:

Survalyzer registration and data usage

The effective data is compared and put into relation with target values [target/actual comparison].

Results:

After the official launch in mid-November, the first interim results show that DPDHL has a great need for DIY feedback.

Within the first 4 weeks of the official launch, 150 departments have joined the program.

The project has gained support from the board and works council.

Added Value:

The participants get an insight how market research of a large multinational company like the Deutsche Post DHL Group is organized. The opportunities and dangers of digitization in general and the digitization trend DIY for market research are being discussed.

DigitalGuide 2018

Do-it-yourself-Market Research (DIY)

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Mobile Research Solutions & Mobile Research Providers

Insight Communities

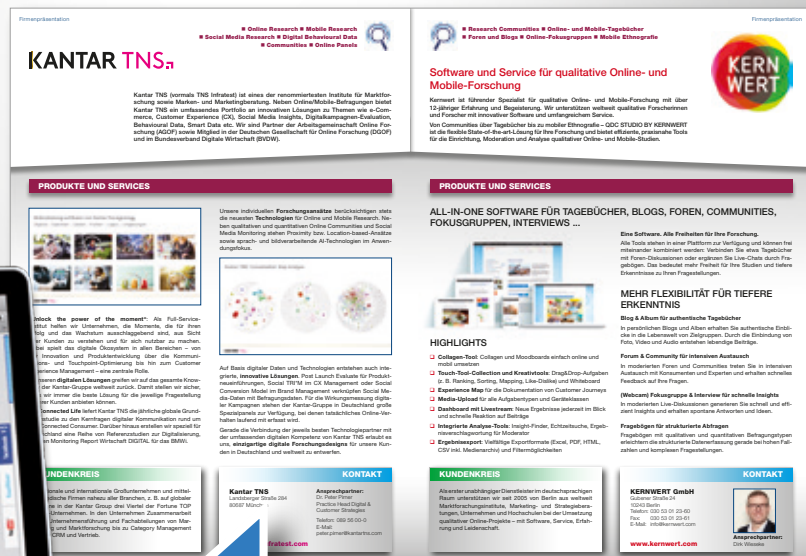
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GOR POSTER AWARD 2018

Posters offer the opportunity to present late breaking research, short research findings or discuss work in progress at the GOR conference. The presented works will be evaluated by a jury. The GOR Poster Award 2018 comes with a prize money of € 500.

Posters are presented in a plenary session on Thursday, 1 March 2018, 11.45 – 13.00. Access to the poster presentations will be possible during the whole conference. A poster may cover any topic of online research. All submissions in this category are considered for the GOR Poster Award 2018. The poster award ceremony will take place on Friday, 2 March 2018 at 11.00.

Past winners of the GOR Poster Award are:

- GOR Poster Award 2017: Markus Hörmann and Maria Bannert (Technical University Munich) for their poster "Read It From My Fingertips – Can Typing Behaviour Help Us to Predict Motivation and Answer Quality in Online Surveys?" (1st place); Dirk Frank and Manuela Richter (ISM GLOBAL DYNAMICS) for their poster "Digitalization of health: Examining the business potential of a medical self-diagnosis app using an experimental online research approach" and Maria Andreasson, Johan Martinsson and Elias Markstedt (University Gothenburg) for their poster "Effects of additional reminders on survey participation and panel unsubscribing" (shared 2nd place)
- GOR Poster Award 2016: Jan-Mathis Schnurr, Christina Bülow and Sebastian Behrendt (Universität der Bundeswehr München) for their poster "Mixed-Method Approaches in Enterprise Social Software Evaluation" (1st place); Peter Hellmund and Lutz Hagen (TU Dresden) for their poster "Pegidas Echo Chamber – And other Uses of Facebook to Dresdens Notorious Political Movement" (2nd place); Stephan Schlosser and Jan Karem Höhne (University Göttingen) for their poster "The Adequacy of Outlier Definitions based on Response Time Distributions in Web Surveys: A Paradata Usability Study" (3rd place)
- GOR Poster Award 2015: Jana Sommer, Birk Diedenhofen and Jochen Musch (all University Düsseldorf) for their poster "Not to Be Considered Harmful: Mobile Users Do Not Spoil Data Quality in Web Surveys" (1st place); Steffen Lemke, Athanasios Mazarakis and Isabella Peters (University Kiel, ZBW – German National Library for Economics) for their poster "Understanding Scientific Conference tweets" and Jean Philippe Décieux, Philipp Sischka (both University Luxemburg), Alexandra Mergener (BIBB) and Kristina Neufang (University Trier) for their poster "Higher response rates at the expense of validity? Consequences of the implementation of the 'forced response' option within online surveys" (shared 2nd place).

THE MEMBERS OF THE GOR POSTER AWARD 2018 JURY ARE



Prof. Dr. Ivonne Preusser
TH Köln – University of Applied Sciences, Jury Chair



Yannick Rieder
Q I Agentur für Forschung



Dr. Frances M. Barlas
GfK Custom Research



Sebastian Götte
aproxima



Prof. Dr. Edith de Leeuw
Utrecht University



Sebastian Stier
GESIS Leibniz Institute for the Social Sciences



Prof. Dr. Gernot Heisenberg
TH Köln – University of Applied Sciences

GOR THESIS AWARD 2018

Time: Thursday, 01/03/2018: 10.30 – 11.30 and 14.15 – 15.15

The GOR Thesis Award Competition is an integral part of the GOR conference series and takes place annually. It comes with a prize money of 500 € for each of the two parts of the competition.

All submissions relevant to online research are welcome. Presentations in the past years covered a broad range of topics, be it online surveys or research on the Internet or social aspects of the Web. Theses must have been submitted in 2016 or 2017, the Thesis language can be either English or German. The programme committee assigned three members of the Thesis jury to review each submission. The review process was completely anonymised and reviews were randomly distributed in a way that conflicts of interests were avoided.

Three Bachelor/Master and three doctoral theses are nominated for the GOR Thesis Award. The selected authors will present their findings at the GOR conference and the best presentations will be awarded.

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Nominated for the GOR Thesis Award 2018 are:

Dissertations:

- “Representativeness and Response Quality of Survey Data” by Carina Cornesse (University of Mannheim, Germany)
- “Multilevel Modeling for Data Streams with Dependent Observations” by Lianne Ippel (University of Liège, Belgium)
- “Recruitment strategies for a probability-based online panel: Effects of interview length, question sensitivity, incentives and interviewers” by Ines Schaurer (GESIS Leibniz Institute for the Social Sciences, Germany)

Bachelor/Master:

- “Web and mobile surveys: Innovations, Issues and Mode effects” by Angelica Maria Maineri (Tilburg University, The Netherlands)
- “Presentation of Menstruation: a Quantitative Content Analysis of YouTube Videos” by Lara Yasmin Rieger (Ilmenau University of Technology, Germany)
- “Analysing the systematics of search engine autocompletion functions by means of data mining methods” by Anastasiia Samokhina (TH Köln, Germany)

GOR THESIS AWARD 2018 JURY



PD Dr. Meinald Thielsch
DGOF Board & University of
Münster



Dr. Frederik Funke
datenmethoden.de
& LimeSurvey



Prof. Dr. Moreen Heine
University Potsdam



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TRACK TOPICS

A: Internet Surveys, Mobile Web and Online Research Methodology
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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
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ABSTRACTS



A2: INNOVATIONS FOR ONLINE SURVEYS

CHATBOTS - IT'S NOT WHAT THEY SAY, BUT HOW THEY SAY IT

Author: Setzer, Robin [1]; Tress, Florian [2]
Organisation: 1: Norstat Deutschland, Germany;
2: Norstat Group, Germany

Relevance & Research Question:

Chatbots are on the rise. Especially advances in Computer Linguistics and Machine Learning introduced conversational interfaces, that will change the way we interact with computers. These interfaces will require less media skills from the user, as they try to build on behavioral patterns known from real-world interactions. For historical reasons, online survey research relies on graphical online forms and offers little variation in the interviewing process. Our study tries to explore how chatbot interactions affect data quality, especially with regard to social desirability.

Methods & Data:

We've developed a rule-based chatbot in our survey engine that allowed us to make controlled experiments in a monadic test design. While the chatbot was covering the same topic in the three test groups of our study, it used a different tonality and attitude when interacting with the respondents. Our test groups could be compared to a control group, that has seen a regular open text field about the topic. After the conversations we assessed the user experience with the chatbot in a online questionnaire. The study has been conducted in our UK panel.

Results:

In general, we found that affirmative chatbots can encourage the user to give more feedback in total, while critical chatbots can trigger more differentiated and considered responses. However, our data also reveals large differences among different user groups. Especially respondents who have no experiences with messenger services yet (e.g. facebook messenger, WhatsApp), interact in a completely different way with chatbots. They have different user experiences and attribute different traits to the perceived personality of the chatbot. This finding indicates that chatbots still require media skills from the user, even though they offer a more natural way of interaction.

Added Value:

As an immediate outcome, our study sheds insight on how open feedback can be explored efficiently in traditional online surveys. In this respect, our study adds a new technique for gamifying questionnaires. In a broader perspective, our insights contribute to basic research on best practices when designing fully conversational online surveys.

EFFECTS OF SPEECH ASSISTANCE IN ONLINE QUESTIONNAIRES

Author: Lütters, Holger [1]; Friedrich-Freksa, Malte [2];
Egger, Marc [3]
Organisation: 1: HTW Berlin, Germany; 2: GapFish, Germany;
3: Insius, Germany

Relevance & Research Question:

New technologies with speech interaction like Amazon echo, Google Home, Apple Siri, Microsoft Cortana and Samsung Bixby try to establish a voice interaction between humans and computerized devices. In an empirical study the opportunities available in 2017 were tested in comparison to the classic interview. Speech to text technology was integrated into a standard online questionnaire to test for effects.

Methods & Data:

In a self administered online interview three different scenarios were tested:

- Scenario A (Voice only): Text is read out loud by digital voice-respondents give voice answer into device's microphone
- Scenario B (Voice and text assisted): Text is read out loud and text is redundantly shown to the respondents - respondents answer into microphone
- Scenario C (Classic): Classic online interview with self administered reading and typing of all text answers

Together with a german panel provider a sample of 600 respondents was used to fill the design in a questionnaire about political issues after the german elections of 2017.

Speech-to-Text interaction requires a minimum set of technological prerequisites. A user needs to have a microphone installed with the allowance to use it during a browser interaction. As only very modern browsers allow this usage, the sampling process included only users fulfilling this basic technical requirement.

Results:

The results are analyzed under the idea of feasibility and willingness to use new forms of speech interaction in a standard questionnaire context. The analysis focuses on the quantity and quality of the textual answers given in the different scenarios.

Specific indicators of comparison of the generated open answers are analyzed:

- Real answer time vs. perceived answer time
- Quantitative amount of input received (letters, words, sentences answered)
- Quality of answers (concepts, sentiment analysis of input received)
- Rating of respondents review of the interaction of each scenario

Added Value:

The study shows the technical opportunities and pitfalls when using digital voice assistance in market research interviews. In addition to the data capturing process new opportunities of analytics of bigger amounts of text data tear down the barriers between quantitative and qualitative research.

ABSTRACTS THURSDAY, 01/03/18

ASSESSING THE MOBILE FRIENDLINESS OF AN ONLINE SURVEY WITH PARADATA

Author: Barlas, Frances M.; Thomas, Randall K.; Tang, Ge; Knight, Jason

Organisation: GfK Custom Research, United States of America

Relevance & Research Question:

Respondents are using a wide array of devices to complete online surveys as more and more respondents use their smartphones for survey completion. We routinely detect over 200 unique screen resolutions among respondents to our studies. Items designed for traditional online surveys do not necessarily render well on smaller smartphone screens. As survey designers, we generally have little insight into how well our survey is displayed across all of the unique devices used by our respondents. By harnessing paradata we created metrics that allow us to peer inside this black box and assess the mobile-friendliness of a survey on each respondent's individual device.

Methods & Data:

At last year's American Association for Public Opinion Research conference, we provided an overview of these metrics, including the average time for each survey page to load; the ratio of the height and width of the user's screen to the height and width of the survey screen; the number of elements that do not appear on a respondent's screen due to screen size (e.g., the number of grid items or radio buttons that require the respondent to scroll to view); and the number of large graphics included in a survey. In this paper, we expand the initial exploration to examine these metrics' predictive power across a larger number of diverse studies with samples ranging from 400 to 50,000 cases. We used regression analysis to determine the validity of these measures by assessing survey duration, break-offs, and completion rates by device type.

Results:

We found that number of screens, screen size, and load speed were all significant predictors of increased survey duration and associated with higher rates of survey break-offs among smartphone respondents.

Added Value:

These new paradata help us prioritize the factors that are most critical to address when designing online surveys to be smartphone friendly, including often overlooked factors like page load speed. We propose a number of alternative solutions that will improve the respondent experience and survey outcomes.

B2: USING BIG DATA TOOLS IN "SMALL" SURVEYS

"WORTH A THOUSAND WORDS": ANALYZING THE IMPACT OF IMAGE RECOGNITION IN SURVEYS

Author: Bosch, Oriol J. [1]; Paura, Ezequiel [2]

Organisation: 1: Pompeu Fabra University-RECSM, Spain;
2: Netquest, Spain

Relevance & Research Question:

In the USA, 62% of the internet users post/share pictures on the Internet (PewResearch, 2013). In a survey in Spain, Revilla and Couper (2017) found that the 54.9% of the respondents would be willing to share pictures within web surveys. However, no research has explored the applications of uploading pictures to answer questions.

We want to investigate the viability of asking respondents of an online opt-in panel to upload images (a photo taken in the moment or an image already saved on their mobile phone). In addition, we want to test to what extent the API GoogleVision - which can label images into categories (e.g. dog), read words, and detect objects, faces and emotions - produce similar codifications than a human codifier.

Methods & Data:

We collected data in Spain and Mexico, through the online fieldwork company Netquest. The target population included all the individuals between 16-34 years old who have regular Internet access through a smartphone. The final sample size was of 1614 individuals. We asked respondents to send a photograph of what they were seeing, and a funny picture already saved in their devices.

To compare the similitude of the codification of both the human codifier and GoogleVision, a two steps procedure was used: 1) a researcher and the API codified a maximum of five tags per image (e.g., furniture, tree); 2) a second researcher evaluated the similarity of both codifications.

Results:

More than half of the respondents uploaded an image for both types of questions. From those, between 77 and 83% matched with what the question asked for.

Between 52 and 65% of the images were similarly codified by GoogleVision and a human codifier. The API codified 1,818 images in less than 5 minutes, conversely the human codifier spent nearly 35 hours to do the same task.

Added Value:

This is the first experiment analyzing the potential of uploading images in surveys. Also, testing the application of a computer vision API we are providing practical insights that can open the door to applying this type of survey questions to the daily research.

ABSTRACTS THURSDAY, 01/03/18

LEARNING FROM ALL ANSWERS: EMBEDDING-BASED TOPIC MODELING FOR OPEN-ENDED QUESTIONS

Author: Harms, Christopher [1,2]; Schmidt, Sebastian [1]
Organisation: 1: SKOPDS, Germany; 2: Rheinische Friedrich-Wilhelms-Universität Bonn, Germany

Relevance & Research Question:

Open-ended questions in surveys pose a challenge to researchers - especially in large data sets. While for small surveys, manual coding is often a feasible and commonly used option, this becomes increasingly expensive with increasing number of participants and questions. Machine learning approaches can help to reduce costs while maintaining a high accuracy for practical purposes. In many projects, however, a fixed code plan for manual or automatic coding might not be available and a more exploratory approach is desired. Recent advances in unsupervised machine learning and natural language processing (NLP) allow to effectively explore a data set containing answers to open questions. More than quantitative classification measures, the utility for practical market researchers is of interest to us.

Methods & Data:

We compare three different approaches to analyzing text data: [1] a part-of-speech-based extraction of keywords, [2] topic modeling through Latent Dirichlet Allocation (LDA) and [3] Embedding based Topic Modeling (ETM). We compare the results through expert evaluations on two different data sets: First a standard Twitter data-set in English that is regularly used for evaluation of text analytics methods, and second a data set from a recent market research project in German. Market research professionals will rate the extracted information on how well the generated topics represent the underlying responses and how confident they are to make a decision based on the produced results.

Results:

Results of the expert evaluations will be available in December 2018.

Added Value:

Researchers and their clients can gain additional insights from open text data if they take an exploratory approach. Using machine learning technologies, this becomes feasible even for large data sets and when no pre-defined coding plan is available. Our comparison will show the utility of these methods in a real-world research context. Combining qualitative data from text analytics methods with quantitative data from the survey, allows for even more informative results.

CODING SURVEYS EFFICIENTLY USING NATURAL LANGUAGE PROCESSING

Author: Gonzenbach, Maurice
Organisation: Caplena GmbH, Switzerland

Relevance & Research Question:

Keywords: market research, open-ended questions, coding

What do you associate with wine brand Faithful Hound?

Such open-ended questions will lead to answers alike:

- I remember a dog on an aquarelle
- The wine is from South Africa, has something to do with a hound

Every year 10'000s of such qualitative surveys are conducted in Germany alone [1]. Evaluation of the free-text answers consists of mapping these texts to predefined codes, like "dog" or "South Africa" in the example above. This is both a very tedious and cost-intensive process. Our goal was to assess and develop computer assisted methods based on artificial intelligence to improve this workflow.

Methods & Data:

Keywords: machine learning, deep learning, SVM, NLP, API, translation

Two well regarded market research institutes from Germany and Switzerland provided us training sets of coded, open ended surveys and private test sets without the codes. We compared multiple state of the art supervised machine learning methods including SVMs and Deep Learning [2] in terms of accuracy and learning-curve characteristics. These were also benchmarked against commercially available NLP APIs, such as Google or Bing. Furthermore, we evaluated the use of automatic translation services.

Results:

Keywords: private test set, accuracy, F1 score

The machine-annotated test sets were evaluated against hand-coded ground truth labels, provided by the institutes. Depending on the number of codes and the complexity of the surveys, we achieved F1 scores of between 0.7 and 0.9.

Added Value:

Keywords: efficiency, user interface, software, case study

By applying described methods, the effort for coding open-ended questions can be reduced drastically. Furthermore, we have developed an ergonomic and user-friendly interface, making the machine learning algorithms accessible for non-technical users. The software is currently being tested internally by numerous market research institutes and larger companies with internal market research divisions across Germany and Switzerland.

[1] Estimate through <https://www.adm-ev.de/zahlen/?L=1%2525252527%29>

[2] <https://aclweb.org/anthology/S/S16/S16-1173.pdf>

C2: NEW MEDIA AND ELECTIONS

SYSTEMATICALLY MONITORING SOCIAL MEDIA DURING ELECTION CAMPAIGNS: THE CASE OF THE GERMAN FEDERAL ELECTION 2017

Author: Stier, Sebastian; Bleier, Arnim
Organisation: GESIS Leibniz Institute for the Social Sciences,
Germany

Relevance & Research Question:

It is essential to systematically analyze social network sites in order to understand communication on social and political issues. However, as these sociotechnical environments are complex and lack transparency, it is a considerable challenge to collect digital trace data at a large scale and at the same time adhere to established academic standards. A primary example for a lack of standards is the field of election research that has extensively used digital trace data, yet mostly based on unsystematic conceptualizations, ad hoc samples (e.g. few hashtags) and data collection procedures.

Methods & Data:

Our project aimed to collect all publicly available political communication on the German federal election 2017 from Facebook and Twitter. (1) We holistically defined the political communication space, i.e. we researched accounts of all candidates from major parties, crowd-sourced an extensive list of media accounts and extensive lists of political keywords (validity). (2) We set up a steady and robust infrastructure on Amazon Web Services that mines the political communication space. (3) We evaluated our Twitter data collection against a ground truth bought from GNIP (reliability). (4) We shared lists of accounts and keywords defining the political communication space and as much data as possible for reuse and replicability (objectivity).

Results:

We show how many politicians per party have a social media presence, how many posts each political party made and to which extent audiences engage with them via retweets, likes or comments during the election campaign. Furthermore, we relate these metrics to political variables like list placement of party candidates and final election results. We compare these aggregate statistics for datasets based on posts containing “#btw17” or party names, as such ad hoc selection criteria form the basis of the predominant data collection approaches in the literature.

Added Value:

We propose best practices and lay out pitfalls that should be avoided when collecting social media data for social science research and critically discuss our own contribution. Finally, we present a monitoring platform that resulted from our pilot project. This infrastructure permanently monitors the political communication space on Facebook and Twitter in Germany.

#BTW2017: ANALYZING TWEETERS AND TWEETS DURING THE 2017 GERMAN FEDERAL ELECTION

Author: Kühne, Simon (1); Rieder, Yannick (2)
Organisation: 1: SOEP/DIW Berlin, Germany;
2: Q I Agentur für Forschung, Germany

Relevance & Research Question:

While there is a trend towards using big data from social media platforms, such as Twitter, to analyze public opinion or even predict election outcomes, questions remain about the validity of this type of data. We are using the 2017 German Federal Election (#BTW17) as a case study to take a closer look at the potential of analyzing political communication on Twitter: How does communication on Twitter relate to political opinions or voting behavior? How are political parties seen and discussed on Twitter? What can we learn from the geospatial information that comes along with the data (e.g., a user's location)?

Methods & Data:

Using the Twitter API, we collected more than 100.000 Election-related and geo-tagged Tweets from Germany during a 12-day period from September 15th to September 27th. Official political party hashtags were used to identify relevant Tweets. We enriched the dataset with official voting results as well as socio-demographic information about inhabitants at municipality- and county-level. Sentiment analysis was used to classify Tweets with respect to their overall tonality.

Results:

#BTW17 was a highly discussed topic on Twitter. The Alternative for Germany (AfD) was the most present party on Twitter during the election. Using sentiment analysis, we observed differences in how parties are seen and discussed across different regions in Germany. For instance, Tweets mentioning the AfD come along with a more negative/aggressive tone compared to Tweets mentioning the Alliance 90/The Greens. Moreover, we observe a higher share of pro-AfD Tweets originating from cities in Eastern Germany such as Dresden, while supporters of the Greens are more likely to live in rural areas.

Added Value:

For the first time, extensive Twitter data on a German Federal Election was collected and investigated focusing on geospatial analytics. Our results indicate that social media communication in Twitter reflects political opinions and, to some degree, also actual voting behavior. Combining the aggregated geo-data with other data sources allowed us to investigate the socio-structural components affecting political comments on Twitter. Finally, our results underline the importance of social media as part of the political discourse in Germany.

ABSTRACTS THURSDAY, 01/03/18

TOO CLOSE TO CALL: HYBRID MEDIA SYSTEM APPROACH TO NEWS TOPICS' SALIENCE DURING ELECTION CAMPAIGN

Author: Ariel, Yaron; Elishar-Malka, Vered; Weimann-Saks, Dana;
Avidar, Ruth

Organisation: The Max Stern Yezreel Valley College, Israel

Relevance and research question:

The triangle of media-politicians-citizens has long been of great interest to scholars of political communication. This study discusses the interplay of these players in pre-election discourse over three platforms: Television news, online social networks, and the Facebook pages of leading election candidates, prior to the 2015 elections in Israel. Based on Chadwick's (2013) notion of Hybrid Media System we inspected traditional mass media (TV) and a social media platform (Facebook) to examine the extent to which "political and media actors shape and are shaped by older and newer media logics" (p.22).

Methods and data:

Data for this study was gathered during six weeks before Election Day. Three consecutive phases were employed: (1). A quantitative content analysis of evening news program (n=132) of three primary Television channels, with a total of 2640 news items, (2). Monitoring of Facebook public accounts, on all online conversations concerning the 20 prominent issues from TV news, to comprise a comparable corpus (n=54000 conversations). (3). A quantitative content analysis of all posts (n=1076) that were uploaded to the official Facebook of the 11 leading elections candidates.

Results:

The Television news editions yields similar lists of salient topics. Differences within topic ranks were minor and non-significant. A correlation was found between the salience of topic ranks on Television and Facebook ($r = .503$, $p < .05$). Nonetheless, while Television news editions focused on personal and political issues mainly associated with the Prime Minister, the online conversations focused on election-related issues. The Candidates' Facebook pages focused on various topics, primarily party-oriented, reflecting an attempt to attract specific groups of voters. Only 38% of Candidates' posts were similar to the Television salience news topics.

Added value:

Our finding revealed the richness of the Hybrid Media System during the intense time of pre-election period. Presuming that determining what the main news topics are is important to all players involved, it seems that candidates should (still) rely on television, which preserves its power, while online discussion enables versatility and fine-tuning of topics.

E2: GOR THESIS AWARD 2018 COMPETITION I: DISSERTATION

REPRESENTATIVENESS AND RESPONSE QUALITY OF SURVEY DATA

Author: Cornesse, Carina

Organisation: University of Mannheim, Germany;
GESIS Leibniz Institute for the Social Sciences,
Germany

Relevance & Research Question:

In the social sciences, research is often based on findings from survey data. Common research topics examine political behavior, societal attitudes and opinions, as well as personal values. Survey results shape societal debates and can have an impact on policy decisions. But however impactful the results might be, research and policy debates based on survey data rely on the assumption that the survey data are of high enough quality to be able to draw inferences from the data to a broader population. However, collecting high quality survey data is challenging. Common methodological issues include declining response rates, concerns about biases due to systematic misrepresentation of members of the target population, and measurement error.

That survey data can be wrong has recently been shown repeatedly in the area of election polling. Prominent in British news coverage, for example, were the mispredictions of many polls with regard to the 2015 general election. Most polls had predicted the Conservative Party to be tied with Labour. Yet the final election outcome was a clear win for the Conservatives. Similarly, most British polls predicted that the British public would vote to remain in the European Union in the 2016 referendum. Yet the outcome of the referendum was that Britain would leave the EU. Other examples of failed predictions from survey data include failure to predict voter turnout, income, and religious attendance.

Because results from survey data can be inaccurate and possibly lead to wrong predictions, it is necessary to ask whether survey data have the necessary quality to be able to draw valid inferences. This question is, however, often difficult to answer because multiple error sources can influence survey data quality. Among other factors, the quality of the survey data is influenced by survey design characteristics, such as the sampling method and the survey mode. In order to ensure that research findings from survey data are accurate, researchers need to keep the various error sources in mind and be able to detect them by applying a Total Survey Error perspective on overall survey data quality. With my four dissertation papers described below, I contribute to reaching this goal.

Methods, Data, and Results (by paper):

In the first paper, I synthesize the existing literature on measuring survey representativeness and I assess common associations between survey characteristics (such as the sampling type and mode of data collection) and representativeness (as measured using R-Indicators and benchmark comparisons). I find that probability-based samples, mixed-mode surveys, and other-than-Web mode surveys are more

representative than nonprobability samples, single-mode surveys, and web surveys. In addition, I find that there is a positive association between representativeness and the response rate. I conclude that there is an association between survey characteristics and representativeness and these results are partly robust across two common representativeness measures. There is, however, a strong need for more primary research into the representativeness of different types of surveys.

In the second paper, I compare five common measures of survey representativeness and assess their informative value in the context of representativeness comparisons within as well as across two probability-based online panels in Germany. Both panels share a number of survey design characteristics but also differ in other aspects. I assess the informative value of each representativeness measure in our study (response rates, R-Indicators, Fractions of Missing Information, subgroup response rates, and benchmark comparisons). I find that all five measures have advantages and disadvantages and they all shed light on different aspects of survey representativeness. Therefore, the extent to which these representativeness measures lend themselves to comparative analyses depends on the purpose of the investigation. I conclude from this study that for survey comparative representativeness analyses it is advisable to apply at least one measure at the aggregate level (response rates or, preferably, R-Indicators) in addition to at least one measure at the variable or category level (for example, subgroup response rates or benchmark comparisons) to obtain a comprehensive picture.

In the third paper, I take a closer look at the value of commonly used types of auxiliary data. I examine the utility of different sources of auxiliary data (sampling frame data, interviewer observations, and micro-geographic area data) for modeling survey response in a probability-based online panel in Germany. I explore whether auxiliary data are systematically missing by survey response. In addition, I investigate the correlations of the auxiliary data with survey response as well as the predictive power and the significance of coefficients of the auxiliary data in survey response models. I find that all of these data have disadvantages (for example scarcity, missing values, transparency problems, or high levels of aggregation) and none of them predict survey response to any substantial degree. I conclude that more research into the quality and predictive power of similar and other types of auxiliary data is needed to allow meaningful application of auxiliary data in survey practice, as for example in measuring representativeness, monitoring fieldwork, nonresponse adjustment, or conducting responsive design surveys.

In the last paper of my dissertation, I shift the methodological focus to the measurement part of the Total Survey Error framework. In this paper, I investigate response quality in a study of seven nonprobability online panels and three probability-based online panels. In the analysis, I apply three response quality indicators: straight-lining in grid questions, item nonresponse, and midpoint selection in a visual design experiment. I find that there is significantly more straight-lining in the nonprobability online panels than in the probability-based online panels. However, I find no systematic pattern indicating that response quality is lower in nonprobability online panels than in probability-based online panels with regard to item nonresponse and midpoint selection. I conclude that there is a difference between nonprobability online panels and probability-based online panels in response quality on one out of three satisficing indicators.

Added Value:

The findings from this dissertation lead to the conclusion that great care has to be put into measuring and ensuring high survey data quality and more research is needed to fully understand how high representativeness and response quality can be reached. To undertake this research is imperative, because if survey data quality is compromised, research findings based on the data can be misleading.

MULTILEVEL MODELING FOR DATA STREAMS WITH DEPENDENT OBSERVATIONS

Author: Ippel, Lianne {1}; Kaptein, Maurits {2}; Vermunt, Jeroen {2}

Organisation: 1: University of Liège, Belgium; 2: Tilburg University, The Netherlands

Relevance:

In the last decade, technological innovations have been rapidly changing how we study social phenomena. Instead of mailing questionnaires (on paper) to respondents, questionnaires are now often web-based; and instead of diary studies, where people have to write down what they did during the day, collecting data using Experience Sampling (ES, Barrett & Barrett, 2001; Trull & Ebner-Priemer, 2009) techniques, data can be collected throughout the day on what people are doing at that time. Using these digital approaches, it has become cheaper and faster to collect data from many persons at the same time and to monitor these persons over time. As a result, these technological innovations have led to an increase in digital data, which are collected on a large scale.

Analyzing these data might be challenging, because storing the data requires a large computer memory. Additionally, these streams of data complicate the analyses even further, because the analyses often have to be redone when new data enter to remain up to date.

When analyzing data streams, it might be necessary to act upon the data in real time: warn patients to take their medication, or give people an extra nudge to respond to the questionnaire. Failing to act in real time might result in deteriorating the patient's health due to lack of medication, or a respondent failing to answer the questionnaire in time. These two examples illustrate that in many situations failing to analyze the data in real time makes the analysis rather ineffective.

Besides collecting data more efficiently, these developments have also created new opportunities to study individuals' behavior. Using ES, respondents are asked to fill out a questionnaire about their current feelings instead of recalling their feelings from memory. ES commonly uses a smartphone application to alert respondents at random intervals to answer the questionnaire. ES has become a common method to collect data in social science (Hamaker & Wichers, 2017) and, even though rarely analyzed as such, the method does give rise to a data stream.

Especially when data enter rapidly, the demand for more computational power to analyze the data in real time and the memory capacity to store the data increases continuously. Even though computational power and memory capacity have grown substantially over the last decades, obtaining up-to-date predictions in a data stream is still a challenge. Due to the influx of data points, traditional methods which revisit all data to update the predictions when new data enter are bound to become too slow to be useful in a data stream.

Methods:

In Ch. 2, multiple approaches for analyzing data streams are discussed, though the main focus is on online learning. Online learning refers to an updating method where parameter estimates are updated while the data enter, without revisiting older data. In this chapter, the standard computations of several common models for independent observations are adapted such that these models could be computed online. These online computations are illustrated with R code, e.g., to compute linear regression online. For more complex models that do not have simple (closed-form) computations, Stochastic Gradient Descent is introduced. This method approximates the solution (e.g., the Maximum Likelihood solution), a data point at a time.

Ch. 2 focuses on data streams consisting of independent observations, however, in data streams, the same individuals are observed repeatedly over time. These repeated measures result in dependencies between the data from the same individuals. In the following chapter, 4 methods that deal with dependent observations are developed. These 4 methods combine the observations of an individual with the data of all the other individuals, to obtain more accurate predictions than when using only the individual's observations. However, fitting a model that accounts for both nested observations and binary outcomes in a data stream can be computationally challenging. The presented methods are based on existing shrinkage factors. The prediction accuracy of the offline and online shrinkage factors is compared in a simulation study. While the existing methods differ in their prediction accuracy, the differences in accuracy between the online and the traditional shrinkage factors are small.

Datasets with nested structures are typically analyzed using multilevel models. However, in the context of data streams, estimating multilevel models can be challenging: the algorithms used to fit multilevel models repeatedly revisit all data and, in the case that new data enter, have to redo this procedure to remain up to date. Ch. 4 presents an algorithm called the Streaming Expectation Maximization Approximation (SEMA) which fits random intercept models online. In a simulation study, we show that the prediction accuracy of SEMA is both competitive and much faster than traditional methods.

Ch. 5 provides an extension of the SEMA algorithm to allow online multilevel modeling with fixed and random effects. The performance of SEMA is illustrated in a simulation study and using empirical data where individuals' weight was predicted in a data stream.

Results:

We developed methods to account for binary nested observations in a data stream, using the four (online) adapted shrinkage factor. These online shrinkage factors obtained equally accurate predictions as their traditional counterparts. In the thesis, we show that SEMA can compete with traditional multilevel model fitting procedures. On github is an R package to facilitate the use of multilevel models when analyzing data streams.

Added value:

This thesis contributes to the literature by providing an introduction to data streams for social scientists, and developing new methods to analyze data streams. By introducing computationally-efficient methods to estimate well-known models, data streams become more accessible for social scientists. Secondly, the state-of-the-art methods currently used to analyze the data streams often do not account for nested observations (e.g., Neal & Hinton, 1998). In this thesis, computational-

ly-efficient approaches to multilevel modeling are developed to account for the nested structure commonly found in data streams.

References:

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**RECRUITMENT STRATEGIES FOR A PROBABILITY-BASED
ONLINE PANEL: EFFECTS OF INTERVIEW LENGTH,
QUESTION SENSITIVITY, INCENTIVES AND INTERVIEWERS**

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The thesis provides fundamental research in the field of probability-based online panel recruitment.

Probability-based online panels are widely discussed in the scientific community as an alternative to interviewer-administered studies of the general population (Blom et al., 2016; Bosnjak, Das, & Lynn, 2016; Hays, Liu, & Kapteyn, 2015). They are characterized by a multistep recruitment process (Callegaro & DiSogra, 2008) where future panelists go through several stages before becoming an active panel member (Vehovar, Lozar Manfreda, Zalete, & Batagelj, 2002).

To date, there is little empirical evidence on online panel recruitment. The overall objective of this thesis is to identify ways to optimize the telephone recruitment process of a probability-based online panel in Germany and derive practical recommendations.

Based on the framework of survey participation (Groves & Couper, 1998), the four studies of this dissertation focus on several aspects of the recruitment process that researchers need to decide upon and have control about. In three survey experiments, the effect of varying survey features on the success of the recruitment process is analyzed. The experimental factors are the length of the recruitment interview, the inclusion of a sensitive question, and the amount of incentives. In addition, the role of interviewers as error source during the recruitment process is examined.

The analyses are based on data from the GESIS Online Panel Pilot - a methodological project with the aim of developing best practices for the recruitment and maintenance of a probability-based online panel in Germany.

ABSTRACTS THURSDAY, 01/03/18

The dissertation is written as a monograph; however, the four analytical chapters represent closed studies and include the respective literature. Chapter 1 to Chapter 3 represent the introductory part that provides an overview on the motivation of the dissertation (Chapter 1), describes the framework of survey participation as the conceptual framework of the work and provides a review of the pertinent general literature (Chapter 2), and presents the data base of the analyses (Chapter 3). In Chapters 4, 5, and 6 the survey experiments are presented. To assess the quality of the recruitment process three indicators are used: (1) the proportion of respondents that are recruited for the online panel, (2) the proportion of respondents that participate in the online surveys, and 3) the selection bias that is introduced by experimental variations at the stage of recruitment and online participation.

In Chapter 4, the effect of the factor length of the recruitment interview, on the quality indicators is examined. Questionnaire length is one factor that is assumed to contribute to the respondent burden. The study tested two versions of the telephone recruitment interview: 3 minutes vs. 10 minutes duration. The analysis revealed that the shorter interview does not significantly increase the recruitment probability compared to the longer version. The sample composition of the respondents that were recruited into the panel and that of the resulting online panel was not affected by the experimental treatment.

In Chapter 5, the effect of the inclusion of a sensitive question was investigated. During the process of designing a recruitment interview, researchers are often concerned about including questions that are perceived as being sensitive by the respondents. The split-half experiment tested the effect of including a question about household income versus not including it in the recruitment interview. The analysis revealed no difference in the recruitment probability of the two experimental groups. However, respondents that refused to provide the income information had an almost 50% lower recruitment probability compared to the respondents that provided the income information.

In Chapter 6, the study investigated the effect of different amounts of a promised incentive for online participation. The study revealed that promising an incentive increases the recruitment probability. This finding is promising for panel recruitment strategies that are based on an RDD-sample without addresses available for sending a prepaid incentive. The analyses show an increasing recruitment and online participation probability with increasing incentive amount. The innovative part of the study was to test the effect of promising a bonus for loyal respondents. Adding a bonus for loyal respondents had a double positive effect: 1) it increased the participation probability, and 2) it increased the proportion of loyal respondents that participated in all online surveys.

The comparison of the sample composition across the incentive groups did not reveal systematic differences at the stage of recruitment and online participation. In contradiction to the assumption, I did not find a higher share of respondents that are usually underrepresented in surveys of the general population with increasing incentive.

In contrast to the survey experiments that focused on factors of the survey design, Chapter 7 focused on the interviewer as an additional factor that influences the recruitment success. The chapter is divided into two separate analysis parts. The aim of the first part was to quantify and explain interviewer variance on the propensity of recruiting respondents and compare the performance of the interviewers from

two fieldwork agencies that conducted the recruitment interviews. The two agencies represented prototypes of agencies: 1) an academic agency with a strong focus on social research and a highly-qualified interviewer staff. 2) a market research agency with less experienced and less qualified interviewers. The analyses revealed major differences in the interviewer variance on panel recruitment between the two agencies. The variance in the ability to recruit respondents was smaller for the interviewers of the social research agency. In contradiction to the assumption, general work experience of the interviewers does not explain the differences in their recruitment abilities. In contrast, the survey-specific experience in terms of number of interviews conducted significantly adds to the explanation of recruitment propensity.

The second part focused on the research question whether interviewers differed in their ability to use the experimentally varied features of the survey (incentive amount, length of the recruitment interview). The analysis showed that the effect of experimentally varied survey features on recruitment is uniform across interviewers. This is a result that is highly desirable from a data quality perspective in standardized interviews.

The results of this dissertation are on high practical relevance and provide empirical evidence on the processes that contribute to the quality of the recruitment process of probability-based online panels. These results can guide researchers who plan to build online panels, as well as researchers who are designing additional experimental studies.

POSTERS

"FAKE NEWS", PUBLIC OPINION, AND THE POLITICAL USE OF ONLINE SOCIAL MEDIA

Author: Ariel, Yaron; Elishar-Malka, Vered
Organisation: The Max Stern Yezreel Valley College, Israel

Relevance & Research Question:

The current media environment places new challenges for scholars as central political players use online social media platforms extensively, blame legacy media for spreading "fake news", and at the same time spread their own versions of truth. This paper argues that this growing phenomenon calls for a reevaluation of our understanding of media influences, the framing and reframing of public opinion, and the so-called "active media consumer." Furthermore, the somewhat neglected old "Hypodermic Needle" theory needs to be reconsidered under these new circumstances, many decades after it has been replaced with some opposing approaches to media influence.

Methods & Data:

A quantitative content analysis was conducted on social media posts that were uploaded by the American president (Donald Trump) and the Israeli Prime minister (Benjamin Netanyahu) during the years 2016-2017. The analysis focused on messages of criticism on legacy media, as well as messages of offering an alternative version of truth/reality.

Results:

An overview of the U.S. president's tweets, as well as of Israel's prime ministers' Facebook posts during the last 12 months, reveals an extremely intensive attention to what has been called "Fake news" and

accusations of the media for an organized effort to diminish the public trust in these two leaders. Following these accusations, both leaders approach their vast audiences directly on a daily basis, offering them alternative news stories, alternative framings, and an alternative agenda.

Added value:

It might be too early to evaluate the long-term meanings of the above-mentioned phenomenon. However, it is already clear that the way it is being used via Twitter and similar social media platforms shift the online "sender-receiver" relationships. Of all places, it is the online sphere, which enables dominant political players to regain control over citizens' perceptions and attitudes. Therefore, enhancing our understanding of this phenomenon, and especially of its potential implications, is undoubtedly crucial.

VIDEOS FOR SHOW, TEXT FOR A PRO? DIFFERENT WAYS TO INSTRUCT A COGNITIVE ABILITY TEST AND THEIR INFLUENCE ON PERFORMANCE, ACCEPTANCE, AND USER EXPERIENCE

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Organisation: Justus-Liebig-Universität Gießen, Germany

Relevance & Research Question:

40% of German recruiters already use online tests as a selection method [Statista, 2018]. In contrast to paper-and-pencil tests, online tests provide much bigger variety of technical possibilities. For instance, regarding their visualization or the interactivity of the test and instruction formats [e.g. video instructions]. Video instructions are already used to improve medical treatments [Shah, & Gupta, 2017] and provide learning enhancement [Shyu, 2000].

Video instructions also enhance learner's retention and motivation compared to text instructions [Choi, & Johnson, 2005]. To achieve best results regarding learning performance and learner's satisfaction, the possibility to interact with example test material shown in video instructions is also important [Zhang et al., 2006]. Our study examined, whether video instructions and interaction have an impact on the performance, acceptance and user experience of a cognitive ability test.

Methods & Data:

In our study N = 262 university students completed an online questionnaire. Participants were randomly assigned in 2 (instruction: video or text) x 2 (interaction or no interaction) groups. Afterwards they completed a cognitive ability test and filled out an acceptance and an user experience scale.

Results:

Contrary to expectations no significant main effects regarding user experience and acceptance, but significant interaction effects were found. Videos with the possibility to interact and text instructions with no possibility to interact got the highest ratings in nearly all facets and the overall score of user experience and acceptance. The manipulation had no significant impact on test performance. However, video instructions led to significantly higher completion rates of the items.

Added Value:

The way how an introduction is presented seems to have an influence on user experience and the willingness to complete tasks painstakingly. Video instructions without the possibility to interact had fallen short in conveying the important information. The possibility to interact as an add-on to text instructions could be perceived as a burden or an unnecessary extension of the instruction. Giving participants the possibility to choose, whether they want video or text instructions and/or interaction with example test material will lead to the best results of user experience and understanding in practice.

COLOGNERS BUY COLOGNE PRODUCTS? THE INFLUENCE OF CONSUMERS' IDENTITY ON THE PRODUCT EVALUATION IN REGIONAL ONLINE-ADVERTISING

Author: Bender, Melanie; Bosau, Christian
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Relevance & Research Question:

Over the past years it has become more important to address consumers personally in the online-marketing sector. Studies in Brazil and South Korea could experimentally prove the positive effect of national indicators [e.g. national flag] in ads on product evaluations due to the congruence with the person's origin and the identification with the country [Carvalho & Luna, 2014; Yoo, 2015]. These results might be also transferred to the regional context for personalized online-marketing strategies. However, there are currently no comparable studies, which address this topic in the regional online-advertising context.

Methods & Data:

The research question has been adapted to the area of Cologne and the immediate environment using a web scenario [rated by a representative online-panel-sample of GfK (N=145)]. A mixed experimental 2x2x4 online-design has been used, which compared origin (residents of Cologne vs. immediate environment), urban identification with Cologne (low, high) as well as local patriotism (low, high) using four different variations of indicators of Cologne on an ad for the product electricity [neutral, rhetoric, symbolic, rhetoric & symbolic; repeated measurement] on product evaluation [i.e. product involvement & purchase intention].

Results:

Contrary to expectations, the results of a RM-ANOVA indicate that the person's origin has no impact on product involvement ($p > .7$; $p_2 = .003$) and purchase intention ($p > .4$; $p_2 = .006$). Instead, a significant interaction effect can be found for urban identification and Cologne indicators on purchase intention ($p < .01$; $p_2 = .029$) as well as the tendency for product involvement ($p > .1$; $p_2 = .013$). Moreover, the analysis reveals the expected effect for those, who are proud of their region and identify themselves with Cologne, on purchase intention ($p > .3$; $p_2 = .015$); although not significant due to the smaller sample size. Overall, ads including Cologne indicators have an impact, if the consumer identifies him-/herself with Cologne.

Added Value:

This study points out that the results of the national context can be transferred to the regional context, but only for the subjective component of the person's identity. Therefore, activation through regional indicators depends on the individual characteristics of a person's self-concept rather than regional boundaries.

ABSTRACTS THURSDAY, 01/03/18

ON-DEVICE AND OFF-DEVICE MULTITASKING AND THEIR EFFECTS ON WEB AND MOBILE WEB SURVEY COMPLETION

Author: Berens, Florian; Schlosser, Stephan; Höhne, Jan Karem

Organisation: University of Goettingen, Germany

Relevance & Research Question:

Quantitative empirical research increasingly uses web-based surveys for data collection because they offer several substantial benefits (e.g. cost- and time-effectiveness). Usually, web surveys are conducted in self-administered modes so that respondents are able to choose the time, place, and social setting of their participation. For this reason, it is to presume that web mode might support respondents' distraction during survey completion due to multitasking (e.g., checking incoming emails or watching TV), which might affect responding negatively.

Methods & Data:

In this study, we therefore investigate the effects of multitasking in web surveys across different device types (i.e., PCs and smartphones). More precisely, we investigate whether there are systematic differences between respondents who engage in on-device multitasking, those who engage in off-device multitasking, those who engage in both types of multitasking, and those who do not engage in multitasking at all. For this purpose, we conducted a cross-sectional web survey ($n = 2,594$) and measured client-side response times. To register multitasking, we used the paradata tool "SurveyFocus (SF)" to gather on-device multitasking and self-reports to gather off-device multitasking.

Results:

The data analysis reveals that 16% of the respondents engaged in on-device multitasking (group 1), 25% engaged in off-device multitasking (group 2), and 18% even engaged in both types (group 3). Only 41% did not engage in multitasking at all (group 4). Taking a look at the response times it is to observe that group 3 – that engaged in on- and off-device multitasking – produced significantly longer response times than the other three groups. This phenomenon applies to PC and smartphone respondents. In addition, the differences between the groups are much more distinct for smartphones than for PCs. We also compared several data quality indicators (e.g., item-nonresponse) but there are no differences between the groups.

Added Value:

To conclude: It seems important to pay attention to different forms of multitasking (e.g., on- and off-device) in web-based surveys. Especially, if response times are used to explore and interpret response behavior.

FACEBOOK AND INSTAGRAM, ALIKE OR NOT ALIKE? - CONTRASTING AND COMPARING THE USERS OF BOTH SOCIAL NETWORKS AND THEIR CHARACTERISTICS

Author: Bosau, Christian; Eberz, Else

Organisation: Rheinische Fachhochschule Köln, Germany

Relevance/Research-Question:

Until today numerous research studies have already been conducted on social networks. However, many studies either look at only one social network or lump different social networks together as if they were alike. Since Facebook and Instagram are designed differently, it

is hypothesized that their users also differ in important psychological and behavioural aspects: in their usage behaviour, their usage motives and their personality.

Methods/Data:

This online-study ($N=712$, non-probability) differentiated two kinds of network usage (active – i.e. posting, uploading pictures, etc. – vs. passive – i.e. reading comments, looking at pictures, etc.; see Bosau, 2013) and analysed the relationship with usage motives (being interested in public people vs. private friends) and the following personality measures: depression symptoms (Riedinger, Linden & Wilms, 1998), self-awareness (Filipp & Freudenberg, 1998), social-comparison-orientation (Gibbons & Buunk, 1999) and emotional bonding to the networks (Facebook-intensity-scale, Ellison, Steinfield & Lampe, 2007; social-media-addiction, Hahn & Jerusalem, 2010).

Results:

Firstly, the network usage differs: being interested in public people is higher in Instagram, looking for private friends higher in Facebook. Moreover, Facebook-usage-intensity is not related to Instagram-usage (active: $r=.02$, passive: $r=.10$), though many are members of both. Active and passive usage itself is instead highly correlated within Instagram ($r=.58$) while less within Facebook ($r=.28$).

Secondly, regression analyses show that active Facebook-usage mainly depends on higher age ($\beta=.36$), and partly on emotional bonding ($\beta=.26$), active Instagram usage is primarily driven by emotional bonding ($\beta=.49$) and looking for private friends ($\beta=.26$). Likewise, passive Instagram-usage is connected to high emotional bonding ($\beta=.45$), additionally to younger age ($\beta=-.23$) and higher interest in public people ($\beta=.16$). Instead, passive Facebook-usage can mostly be explained by looking for private friends ($\beta=.17$). Depression, self-awareness and social-comparison-orientation only play a minor role, social-media-addiction almost none role.

Added Value:

Better than in former studies: a) the study directly compares the two most important networks, b) it is differentiated between active and passive usage and c) it tested many psychological and behavioural facets. Thus, the results can show that different social networks should not overhastily be lumped together, since the users differ in important psychological aspects.

USING EMOJIS IN SURVEYS TARGETING MILLENNIALS

Author: Bosch, Oriol J.; Revilla, Melanie

Organisation: Pompeu Fabra University-RECSM, Spain

Relevance & Research Question:

Millennials are the first generation to have had, during their formative years, access to the internet. To keep this generation involved in completing surveys, survey designers require new tools. Because emojis are used so often nowadays, in particular by millennials, we want to investigate if their use in surveys could help engaging millennials.

More precisely, we have studied: 1) how and why Millennials use emojis and 2) how encouraging respondents to use emojis impacts several data quality, behavior and satisfaction indicators.

ABSTRACTS THURSDAY, 01/03/18

Methods & Data:

We collected data in Spain and Mexico, through the online fieldwork company Netquest. The target population included all individuals between 16 and 34 years old who had regular Internet access through a smartphone. The final sample counted 1,614 individuals.

First, we analyzed the declared use of emojis by millennials and the reasons for their use. Second, panelists were randomly assigned to a control or a treatment group for a set of 6 open-ended questions. The treatment group was encouraged to answer these using emojis, whereas the control group received the open-ended questions without any mention of the possibility to use emojis while answering.

We analyzed the proportion of respondents using emojis when explicitly proposing this option, and then compared control and treatment group on indicators of: 1) data quality, 2) respondent behavior and 3) satisfaction and usability.

Results:

In our sample, 83.5% of the Millennials use emojis daily, and 72.0% use them to express emotions. Regarding the experimental questions: firstly, between 97.9% and 98.1% of the respondents used emojis to answer. Secondly, the treatment group significantly conveyed between 35.7 and 64.3% more information and the time spent answering per question was significantly higher (39%). Finally, the satisfaction significantly increased (between 5 and 13 percentage points).

Added Value:

Our research is the first to investigate the possibility and effects of the use of emojis to answer open-ended survey questions. We show that Millennials are familiar with this tool, that it adds information about the emotional intent of the messages and increases the satisfaction with the survey.

SOCIODEMOGRAPHIC, ATTITUDINAL AND BEHAVIORAL DIFFERENCES BETWEEN THE ONLINE AND OFFLINE POPULATION: A COMPARATIVE ANALYSIS OF THREE PROBABILITY-BASED SURVEYS

Author: Bucher, Hannah

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Relevance & Research Question:

As previous research shows, conducting online surveys bears the risk of systematically excluding respondents from participation, internet access as well as its usage seem to be correlated with specific characteristics. Therefore, we may face coverage error, which means that elements of the target population have a probability of zero to get sampled. To give researchers a better idea of coverage error in online surveys, the present poster aims at examining differences in a comprehensive set of attitudinal, behavioral, and socio-demographic variables of people who differ in internet access and its usage in Germany.

Methods & Data:

Three high-quality probability-based surveys (ALLBUS 2016, GESIS-Panel 2014, GLES 2017) are used to analyze characteristics of (non)internet users as well as technical access in Germany based on several types of variables. The comparison of different surveys allows drawing a more comprehensive picture of internet access and its usage in

Germany. Further, χ^2 based estimates and dissimilarity coefficients are calculated to identify variables that may be affected by coverage error in online surveys.

Results:

The results of these comparisons show that internet usage/access in Germany differs systematically from non-internet usage/access with respect to many variables (e.g. income, age, education, willingness to participate in surveys, migration background) across all data sets. Furthermore, various correlations between internet usage/access and other variables were only found for some of the surveys (e.g. class affiliation, voting intention and attitudes towards various aspects of public life).

Added value:

This overview shows that internet access and usage differs within different datasets and variables. Moreover, the comparison of different data sets allows for a comprehensive overview of the online/offline population of Germany as different issues are treated in the analyzed surveys. In summary, this presentation provides up-to-date information on the distribution of internet access and usage in Germany and offers the foundation for further research to enable a more precise estimation of coverage error and the improvement of data quality in web based surveys.

A STORY OF LOVE AND HATE: COLLEGE STUDENTS AND THE ROLE OF SMARTPHONES IN THEIR LIVES

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Organisation: The Max Stern Yezreel Valley College, Israel

Relevance and research question:

Usage patterns of mobile phones in Israel, position them as instruments of great importance and as every day, multipurpose and interpersonal devices. Nevertheless, smartphones' presence in the Israeli society has been primarily analyzed by market-oriented organizations. This study utilizes the "uses and gratifications" approach to explore the usage of and gratification sought from smartphone usage of Israeli college students.

Methods and data:

60 personal in-depth interviews, each of which lasted approximately one hour, were conducted with Israeli undergraduate students in a college Communication Department. The primary goal of the interviews was to explore the respondents' perceptions of smartphone usage (including both frequency and type of usage) as well as their personal experiences with the devices, and the role of smartphones in their lives. All the interviews were transcribed into texts and then analyzed.

Results:

A grounded theory approach was used to analyze students' reflections on the roles of smartphones in their lives. Participants have expressed a great bonding with their smartphone and relationships that can be described in term of "love and hate. A thematic analysis highlighted the additive elements of using their smartphone, that is, using it more frequently and under undesired circumstances than one would like to, and even becoming anxious about losing the device or even getting too far away from it. Other leading themes included the influence of external pressures to use smartphones, the varied usefulness that smartphones serve in participants' lives, and a strong sense of "Fear of

ABSTRACTS THURSDAY, 01/03/18

missing out” as an explanation for their extensive use of their smartphones. A word-cloud analysis of the corpus of the interviews supports the identified themes.

Added value:

This study examines the case of Israel, which is one of the fastest-growing smartphone markets in the world, focusing on the young adult (ages 21-31) population, well known for being early adopters of new technologies. Our findings indicate that smartphones have become an indispensable medium among young adults, used due to practical, as well as to emotional reasons; inner, as well as external impulses.

REPRESENTATIVENESS OF SURVEY SAMPLES: MIXING MODES AND SAMPLING FRAMES

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2: University of Milano-Bicocca, Italy

Relevance & Research Question:

A mixed-mode approach is a strategy that deals with the non-coverage issue. In literature there are many examples of surveys that mix web, telephone and F2F modes, often using the same sampling frame. In our case we apply a mixed-mode survey design to different sampling frames (landline phones list and online panelists). The problem with telephone coverage is exacerbated because households with landline are not equally represented throughout the Italian population. We hypothesize that this source of bias could be reduced adopting approaches that use different sampling frames. This paper aims to study the representativeness of samples from a mixed-mode survey design (web-landline) and a telephone survey (calling mobile and landline phone numbers), comparing their estimates to the socio-economic characteristics of the Italian population and the observed values from registered voters' records.

Methods & Data:

We use data from 10 telephone and web surveys conducted in Italy (period December 2016 - January 2018) on landlines or mobile phones owners and on members of an Italian online panel. We designed a mixed-mode survey (a Computer Assisted Web Interview - CAWI survey followed by a Computer Assisted Telephone Interview - CATI survey, using two different sampling frames) and a survey with two different sampling frames (a Computer Assisted Mobile phone Interview - CAMI survey followed by a CATI survey). To study the representativeness of the samples, we compare the estimated voting behaviour from the two survey designs to the observed voting behaviours in the last European elections (2014). We also compare the employment status and education of all respondents to a “gold standard”.

Results:

Preliminary findings show that mixing both modes and sampling frame is a more effective strategy in reducing selection bias. In our analysis, the CAWI-CATI samples perform better than the CAMI-CATI ones in estimating voting behaviour and the employment status of the Italian population.

Added Value:

Our paper contributes to expand knowledge on mixing modes and sampling frames to reduce bias. The main value of this work is the large number of public opinion surveys we used to study sample representativeness.

THE TRUMP MEDIA INDEX – AN INDEX BASED WAY OF VISUALIZING THE IMPACT OF TRUMP RELATED NEWS

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Relevance & Research Question:

The sitting President of the United States Donald Trump continues to rail against the media. He repeatedly declared evidence-based reporting as misinformation and so-called »Fake News«. The media though has to find a way to deal with these accusations and this type of political behaviour.

However, how does the international online media presence of Donald Trump actually look like and can trends be identified? What are the reactions of the online news landscape on Trumps highly divisive political statements and actions and how can the impact be visualized?

Methods & Data:

Our recently developed web based application »Donald Says« automatically collects 150 RSS-Feeds of chosen American and international online news sites since August 2017 in a 10-minute time interval. It next uses Natural Language Processing and Part of Speech Tagging (PoS) to extract substantives. Up to the present day, the collected database consists of approximately 40.000 entries.

Results:

Firstly, the tool visualizes the increase and decrease of published RSS articles using a line chart. The impact of Donald Trump's comments are reflected by the longevity and magnitude. Secondly, the application shows the current global buzzwords listed either in tabular form or by hovering the displayed index. Moreover, fluctuations of the index and buzzwords are expressed absolutely and as a percentage. By observing the index or numbers the visitor can now easily identify peaks, such as the fire and fury incident concerning North Korea on August 9th with an increase of the index above twice of the average.

Added Value:

The Trump Media Index effectively displays the international scope and media efficiency of Trumps political actions and statements. Additionally, the application provides a fast access to the latest topical background by showing relevant buzzwords and their trends. The public, journalists and companies benefit from a comparison between worldwide news portals in order to better classify political events directly linked to the U.S. president and indicate possible tendentiousness of regional headlines more quickly. Finally, it is easily conceivable to extend the tool to analyse other controversial topics apart from Trump.

PHUBBING CONCERNS US ALL. HOW THE MERE OBSERVATION OF SMARTPHONE USE IN OTHERS' SOCIAL INTERACTIONS GENERATES NEGATIVE EMOTIONS AND ATTITUDES IN OBSERVERS

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Relevance & Research Question:

In our "always on"-culture, smartphones are omnipresent and influence social relationships highly. Phubbing, the phenomenon of withdrawing one's attention from an interaction partner and focusing on one's phone, has shown to impair interpersonal interactions and person evaluation (Przybylski & Weinstein, 2013; Roberts & Davis, 2016). While these findings refer to how phubbing affects interaction partners, research which investigates how the mere observation of phubbing situations influences observers' emotional constitution and their impression of social actors in general and regarding different gender role expectations is scarce.

Methods & Data:

To investigate these questions, we utilized an online-approach presenting N=160 participants with pictures of various contexts. Participants were randomly assigned to one of four conditions in which they saw photographs of dyadic interpersonal interactions between a female and a male subject that varied in exhibited phubbing behavior (man phubs, woman phubs, both phub, none phubs/control). The randomly presented experimental photographs featured three everyday situations (e.g. context A: interaction at the dining table) and were mixed with neutral photographs of the couple to reduce participants' suspicion concerning the study's objective. Measures included observers' evaluation of subjects' anxiety, warmth, and competence as well as observers' emotional reaction to the observed situations.

Results:

First MANOVA results concerning observers' emotional reaction showed that participants experienced negative emotions when observing situations that included phubbing subjects (e.g. context A: $M=15.92$, $SD=6.26$ [man phubs] vs. $M=8.63$, $SD=4.43$ [control], $p<.001$; $M=14.94$, $SD=5.66$ [woman phubs] vs. [control], $p<.001$; $M=14.32$, $SD=5.64$ [both phub] vs. [control], $p<.001$).

Furthermore, results for person evaluation demonstrated that the man was rated less competent ($M=2.85$, $SD=.78$ vs. $M=3.30$, $SD=.83$ [control], $p<.001$) and less warm ($M=3.03$, $SD=.67$ vs. $M=3.48$, $SD=.65$ [control], $p=.012$) when phubbing than when not phubbing. Similarly, the woman was evaluated less warm when phubbing than when not phubbing ($M=2.94$, $SD=.13$ vs. $M=3.74$, $SD=.13$ [control], $p<.001$).

Added Value:

This study offers insights into how the observation of phubbing smartphone users influences our emotional well-being and person perception. Further results will be discussed focusing on how smartphones influence evaluations of different social situations and the attributions made to female/male social actors.

SENSOR DATA: EXPLORING RESPONDENTS' MOTION LEVELS IN MOBILE WEB SURVEYS USING PARADATA SURVEYMOTION

Author: Höhne, Jan Karem; Schlosser, Stephan
Organisation: University of Göttingen, Germany

Relevance & Research Question:

The use of mobile devices, such as smartphones, to participate in web surveys has increased markedly in recent years. The main reasons for this development are a skyrocketing proportion of smartphone owners accompanied by an increase in high-speed mobile Internet access. In addition, respondents are able to take part whenever and wherever they want, which implies a kind of independence in survey participation. However, research has shown that mobile respondents are frequently distracted due to their environment and/or multitask.

Methods & Data:

We propose "SurveyMotion (SM)", a JavaScript-based paradata tool for mobile devices, in general, and smartphones, in particular, to gather information about respondents' motions during web survey completion by using sensor data. In fact, it gathers the total acceleration (TA) of mobile devices. We conducted a web-based survey experiment in a lab setting ($n = 120$) and randomly assigned participants to different completion conditions: (1) while sitting at a desk without holding the smartphone, (2) while standing on a fix point and holding the smartphone, (3) while walking along an aisle and holding the smartphone, (4) while climbing stairs and holding the smartphone. Furthermore, we measured several client-side paradata (e.g., response times, screen taps, and scrolling events).

Results:

The empirical findings reveal substantial differences between the four conditions. This implies that the TA of smartphones is significantly higher in the walking and stair climbing conditions than in the sitting and standing conditions, indicating a proper measurement by SM. The TA data also show that finger taps on the smartphone screen cause identifiable patterns. However, there is no conclusive relation between TA and response times.

Added Value:

Although more research is still necessary, the findings suggest that SM seems to be a promising new paradata tool to investigate and explore respondents' behavior in mobile web surveys.

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USING PROCESS DATA FOR ITEM ANALYSES - WHAT CAN PARTICIPANTS' RESPONSE BEHAVIOUR TELL ABOUT SURVEY QUALITY?

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Organisation: Technical University of Munich, Germany

Relevance & Research Question:

When evaluating the criteria for good quality of multi-item scales, researchers most often use a-posteriori analyses of participants' answers to calculate common indicators (e.g. internal consistency or item selectivity). In this study, we introduce a conception and examine empirical evidence for using process data of response behaviour (PDRB) for the analysis and validation of survey items, which has mostly been neglected to date. PDRB involves all observable interaction between a user and a survey-system such as mouse clicks or movements. As the eye-mind hypothesis (Just & Carpenter, 1984) suggests that content with higher gaze activity is subject to higher cognitive processing and gaze positions correlate with mouse movements ($r=.58$ to $r=.80$, Anderson & Sohn, 2001), we hypothesize that items with higher mouse activity are also subject to higher cognitive activity. This study tested whether PDRB 1) correlates with item difficulty, and can identify 2) badly-worded items and 3) items that induce social desirability.

Methods & Data:

We analysed data of $N=144$ participants who filled out established surveys on crystalline intelligence (GC-K), personality factors (BFI-2), and social desirability (KSE-G) while being tracked with the ScreenAlytics software [XXX, submitted]. Six items of the BFI-2 were rephrased to non-sense items. For every item of every survey, indices were calculated of the 1) time to answer, 2) duration of mouse activity on the item, 3) frequency of answer correction. We tested correlations between these indices and item difficulty of BEFKI items as well as social desirability values of KSE-G. Moreover, we tested whether the badly-worded items of BFI-2 can be recognized by these indices.

Results:

We found significant correlations between the subjective / objective difficulty of items and the mouse activity ($r=-.340$ to $r=-.185$, $p < .05$). Moreover, manipulated badly-worded items showed increased mean mouse activities of up to 5 standard deviations compared to non-manipulated ones. We could not find associations between process data and social desirability items yet.

Added Value:

PDRB gives important insight into item quality of surveys. Major results of this study confirmed the theoretical and empirical validity as well as the practical applicability of this approach.

THE (LOST) ART OF ASKING QUESTIONS: ONLINE QUESTIONNAIRES IN MARKET RESEARCH

Author: Jablonski, Wojciech
Organisation: Utrecht University, The Netherlands

Relevance & Research Question:

According to Groves (2011), there is a breach between the government and academic surveys on the one hand, and the private sector on the other. These fields are disconnected as far as utilization of methodological knowledge is concerned: in market research practitioners are less prone to follow the guidelines arising from methodological analyses (Smith 2009). One of the examples of this phenomenon is the way in which online questionnaires are created. The poster presents selected results of the qualitative research carried out among top European experts in the field of market surveys. This study aimed to identify common market research practices (here: associated with preparing online questionnaires) which may affect the quality of survey data and to investigate the reasons for performing these practices.

Methods & Data:

In 2017 we conducted 13 in-depth interviews with Netherlands, Germany, Belgium, and UK-based market research experts: (a) representatives of research associations (e.g., ESOMAR, EFAMRO), (b) senior survey specialists in leading market research agencies (e.g., GfK, Ipsos), and market research professionals working in large companies ordering and/or conducting surveys. We identified potential participants on the basis of web search and our previous knowledge on key persons in this field. Moreover, snowball sampling was utilized, and participants were encouraged to point out other professionals who, in their opinion, might be informative and helpful.

Results:

According to the experts, many questions in online surveys are hard to comprehend by the average respondent (too complicated language/syntax used, questions not relevant to respondents' experience). Moreover, some attitudinal survey questions are formulated as forced-choice questions (without "don't know"/"hard to say" options). Experts identified several reasons that may explain such situation. For example, they mentioned that pretesting is rarely utilized in commercial sector, or the fact that it is typical of online content that less attention is given to its quality.

Added Value:

The issue of quality of online questionnaires in market research has not received serious consideration in the methodological literature. The presented results may contribute towards better understanding of the activities taken by market survey professionals.

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"I NEED TO KNOW WHAT IS GOING ON" - MOTIVATION FOR USING SOCIAL MEDIA AND ITS RELATION TO DISTRACTION BY SOCIAL MEDIA

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Organisation: Universität Duisburg-Essen, Germany

Relevance & Research Question:

Social media have become a vital part in everyday life. Previous studies examined why people use social media, but a unifying approach to understanding and especially assessing reasons for social media is still missing. One goal of the present research is to develop a unifying framework for researching motivational processes that underlie social media use. Previous approaches based on uses and gratifications and self-determination theory are combined. Furthermore, social media use can have negative effects; distraction leads to impaired performance or stress. Hence, another research question was to examine when and why users are distracted by social media, and how this distraction is related to users' motivation for social media use.

Methods & Data:

As a pilot study, we conducted fifteen qualitative interviews that aimed at finding out why people use social media, why they let themselves get distracted, and how people are distracted. As next step, we conducted a quantitative online survey to find out how motivation is linked to distraction and strategies used to be less distracted.

Results:

The qualitative interviews reveal students perceive being in control when using social media. Yet, they feel stressed and pressure to react. Most prevalent reasons for using social media is to stay in touch and keep track of what is going on.

The quantitative online survey builds on this and extends these insights. In line with previous studies, high social media use is related to lower well-being and lower self-control.

People report high distraction arising from social media and employ strategies to be less distracted. Overall motivation to use social media is significantly related to number of strategies, frequency of usage, and perceived effectiveness of these.

Added Value:

Added value by this research is twofold: It combines the existing approaches to assess social media usage motivation in a unifying scale. Distraction by social media is examined more closely to empower people to be less distracted.

GETTING INSIDE A TROLL'S HEART: THE INFLUENCE OF TROLLING BEHAVIOR AND NORMS ON THE EXPERIENCE OF EUDAIMONIC VIDEOS

Author: Kühle, Mayla; Kirchknopf, Lena; Kareta, Nicole; Appel, Markus

Organisation: University of Würzburg, Germany

Relevance and research question:

Eudaimonic video clips with a heartwarming story are popular on YouTube and among marketers. But not everyone likes those videos. People high on the dark triad (narcissism, Machiavellianism and psychopathy)

perceive more corniness (i.e., inauthenticity; Authors, under review) in response to these videos. We transferred this finding on individual differences to a notorious user group online: Trolls – as online trolls show higher scores on the dark triad (Buckels et al., 2013). Thus, we expected that lower meaningful affect and higher corniness experienced while watching eudaimonic videos could be predicted by an increased disposition to engage in and accept trolling. We developed a trolling scale (in English and in German) which demonstrated good psychometric properties. This scale might be helpful for online researchers over and above our research question.

Methods & Data:

An experiment was conducted with a sample of Mturk participants from the US. (N=282 people, 47.16% women, M=35.96 years of age). The stimuli consisted of eight video clips of four different genres (e.g., Google ads, movie trailers). For each genre, one clip was eudaimonic and one was non-eudaimonic (the stimuli were pre-tested with an unrelated sample). The participants randomly watched one of this video clips before they filled out a questionnaire regarding their meaningful affect (e.g., touched, moved), perceived corniness (e.g., inauthentic, over-sentimental) and their overall evaluation of the clip. Our scales on trolling behavior and on injunctive and descriptive norms regarding trolling showed good reliability.

Results:

In this study, trolling behavior was unrelated to meaningful affect overall. Trolling behavior was positively associated with perceived corniness, however. Moreover there was a significant interaction between trolling behavior and the video condition. As expected, trolling was negatively related to meaningful affect in the eudaimonic video condition.

Added value:

We connected research on eudaimonic media to research on trolling online. We demonstrated systematic differences in the appreciation of eudaimonic, heartwarming clips. Our findings help to understand social situations in online communities and user responses to eudaimonic ads. Moreover, our research yielded a psychometrically sound questionnaire on online trolling behavior and trolling norms, which is available in both English and German.

A FRAMEWORK TOWARD UNDERSTANDING MOBILE SURVEY MODE EFFECTS

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Organisation: Swiss Federal Institute for Vocational Education and Training SFIVET, Switzerland

Relevance & Research Question:

In a higher education institute in the field of vocational education and training, in 2017 nearly a fifth of its clients were completing the online course evaluation form using a mobile device.

Given the smaller screen size, the touch-based interface, its portability and its easy accessibility and readiness for use, it is surprising that, except for longer completion times (Couper & Peterson, 2017) and higher drop-out rates (Sommer et al., 2015), no or small mixed mobile mode effects on data quality indices are found (Antoun et al., 2017; Toepoel & Lugtig, 2015). One possible problem identified is the interference between mode-inherent effects with characteristics of the completion situation.

Based on Tourangeau et al.'s Cognitive model of response to survey questions [Tourangeau et al. (2007) and its adaptations [De Bruijne, 2015; Lynn & Kaminska, 2012] and taking into account further factors of the situation, characteristics of the person as well as attributes of the survey design which are known to influence the survey completion behavior [Keusch et al., 2015], a framework toward understanding mobile survey mode effects is proposed.

Methods & Data:

An extra questionnaire is enclosed in the mobile optimized, routinely used online course evaluation questionnaire, assessing the key variables identified in the proposed framework: e.g. distraction, multitasking, presence of others, attitude toward course evaluation and prior behavior for questionnaire completion and mobile device use. Additionally, paradata like device type, completion time [per page] and number of clicks per page is collected.

With the data currently gathered [from around 1000 course participants], we will test within a structural equation modeling approach, which of the factors postulated in the proposed model add to cognitive load and how cognitive load is related to several data quality indices.

Results:

As the study is still ongoing, no results are presented.

Added Value:

In order to discuss [mobile] mode effects more systematically and to entangle the actual mode effects from situational effects and from there to draw conclusions on how to interpret and prevent resulting data quality differences, such a framework is needed and put to empirical testing.

USER FOCUSED DEVELOPMENT OF AN ONLINE TOOL FOR PSYCHOLOGICAL RISK ASSESSMENT AT WORK

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Organisation: RWTH Aachen University, Germany

Relevance & Research Question:

By law, German employers are obligated to conduct a risk assessment at work for occupational safety and health purposes. Due to the growing importance and public interest of psychological health in the work environment and a lack of tools explicitly designed for that purpose, we initiated this project. One of the research objectives was to assess the needs of two stakeholder groups, persons in charge for occupational safety and employees. Additionally, we meant to build a user-friendly online tool that satisfies a reasonable share of those needs with a special focus on usability.

Methods & Data:

We used sophisticated qualitative requirements engineering techniques for needs assessment. In a workshop setting, small groups of ten to fifteen occupational safety and health experts were briefed about the topic and then asked to separately write down important requirements of a [hypothetical] software, which assists in psychosocial risk assessment from both stakeholders' perspectives. To ensure a well-structured feedback, each requirement had to be written on a story card, follow a prescribed sentence structure and provide a corresponding reason. This structure was inspired by so-called user sto-

ries as established by agile software development methodologies. Using inductive content analysis two independent researchers coded the results and summarized them by consensus. With the determined requirements, different online services, software solutions and software libraries were reviewed to build the online tool.

Results:

Altogether, we identified 18 heterogeneous topics among the phrased requirements. To fulfill anonymity and privacy needs, we built a modern single page web application from scratch using the Angular framework [client side] and the Symfony PHP framework [server side], allowing us to minimize superfluous paradata with data reduction and data economy in mind. In addition, the application gave us the possibility to follow an agile development process and being very flexible about implementing other key requirements, such as broad device support, simplicity, user-friendly layout and an overall pleasant user experience. This approach will foster future development.

Added Value:

Scientifically founded online tool to measure psychological risk at work with user needs in mind from the start. Work in progress ...

EMOJI, EMOJI ON THE WALL, SHOW ME ONE I SHOW YOU ALL - AN EXPLORATORY STUDY ON THE CONNECTION BETWEEN TRAITS AND EMOJI USAGE

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Organisation: 1: Hochschule Ruhr West, Germany; 2: Schenker AG, Germany

Relevance & Research Question:

While emoticons and smilies have found attention in research [e.g. Ganster et al., 2012; Wall et al. 2016], emojis have been widely neglected despite their omnipresence in daily online conversations. Studies looked into the relation between personality traits and identification with emojis [Marengo et al., 2017] or emojis as emotion work [Riordan, 2017]. Relations between demographic variables, personality traits and other characteristics [e.g. life satisfaction] and preferred sets of emojis have, however, not yet been investigated.

Methods & Data:

An online-questionnaire assessed participants' daily smartphone usage, emoji usage, WhatsApp usage for private and professional purposes as well as demographic information. Among others, Satisfaction with Life Scale [Diener et al., 1985] and Big5-personality-inventory [Rammstedt & John, 2005] were measured. Participants (N=112) were instructed to upload a screenshot of their "recently used emojis"-tab that was image processed to identify the set of emojis shown in the tab. Besides the set of emojis of each participant, the number of positive emojis was calculated by comparison with a given set of categorized emojis, as well as a measure of the popularity of a participant's set of emojis as the ratio of the participant's set to the overall usage of these emojis.

Results:

Using RapidMiner data were analyzed. Data collection and analysis are still in progress. First results show that usage of common [vs. rare] emojis can be predicted by openness [i.e. low levels - high values in conformity] and conscientiousness [i.e. low levels of conscientiousness - low values in conformity]. Also, women tend to be more conform,

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i.e. use emojis that are popular with others, while men tend to use sets of less popular emojis. Moreover, low levels in neuroticism predict the usage of a high number of positive emojis.

Added Value:

We add value by using participants' original behavioral data to find relations between their self-reported information and used emojis and show that demographic and character traits are connected to individuals' preferred sets of emojis. This information could for example be used as input data for the customization of applications as it implicitly refers to preferences or for self-assessment purposes.

TURNING THE TABLES - INVESTIGATING POLITICAL STRESS OF ELECTION CANDIDATES AS AN EXPLANATORY VARIABLE FOR ONLINE ACTIVITY IN SOCIAL MEDIA

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Relevance & Research Question:

democracy, politics, elections, social media, candidate behavior — So far, research has primarily focused on explaining electoral success with social media activity. It may, however, be intriguing to look at this relationship from the other side as well: How do the expectations about one's chances in the election affect one's social media activity? Do candidates whose electoral chances hang in the balance (whose "stress level" is therefore high) use social media more extensively and perhaps in a more emotional way? To the best of our knowledge, ours is the first study addressing this particular question.

Methods & Data:

regression analysis, scraping, sentiment analysis, surveys, election data — For the estimation of the dependent variable, social media activity scores of candidates, we rely on multivariate regression models. For the measurement of candidates emotionality in social media outlets sentiment analysis was applied. In the end, we are using a merged data set encompassing all roughly 830 candidates for the 2015 national elections in the Canton of Zurich. The dataset used for this study is a composite of candidate activities in social media (Facebook, Twitter, Wikipedia) including their sentiment scores, detailed official electoral success statistics including panachage votes as well as additional survey data including prognostics about electoral success.

Results:

keywords — Results will be delivered with the poster. Theoretically, we expect candidates with a higher stress level score to be more active as well as more emotional in social media. Stress level was measured by the electoral chances of the individual candidates.

Added Value:

sentiment analysis, emotions — First, we introduce new and innovative measures for both expected chances for electoral success as well as social media activities (in particular, emotional polarization of tweets and Facebook posts). Second, we are investigating into the driving forces of online community activities of politicians - an aspect which has previously received little attention. Third, our study can be a new starting point for further research on the relationship between social media

activities and electoral success.

WHEN TO CROSS THE BRIDGE? PREFERENCES FOR OLD AND NEW DATA COLLECTION MODES

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Organisation: CentERdata, The Netherlands

Relevance & Research Question:

This study investigates online respondents' willingness to participate in research when using alternative data collection modes and techniques. The study compares mail surveys, face-to-face surveys and telephone interviews, as well as new data collection techniques such as apps, wearables, and register data. Per data collection mode, we present respondent profiles that are most likely to participate. We also investigate whether respondents find some topics more attractive than others to have measured in an alternative way compared to surveys.

Methods & Data:

We administered an online survey on the attitudes towards different forms of data collection among the members of the CentERpanel, a probability-based sample of Dutch citizens. The questionnaire was fielded in week 31 (5 - 8 August) of 2016. It was presented to all panel members aged 16 years and older, of which 1821 people fully completed the survey. The response rate was 73 percent.

Results:

The results show that people in online panels have a general preference for self-administered modes over other modes. They find traditional modes such as personal interviews or telephone interviews more attractive than passive data tracking via smartphones or smartwatches, or linkage to register data. Considering mode preferences, age came out as the strongest predictor. Further, people are less willing to participate in research about more personal, sensitive topics, no matter which data collection technique is used. The more intrusive the topic, the more intrusive people regard the research, even if their personal burden (i.e. due to passive data collection) would be lower.

Added Value:

The findings can help online panel researchers to understand the effects of combining different data collection methods with online surveys. The study also teaches us that it does not matter in what way data are collected. Once the research topic is experienced as intrusive, people become more hesitant to participate.

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WHAT IF I LOST IT? WHEN THE MERE IMAGINATION OF SMARTPHONE ABSENCE CAUSES ANXIETY

Author: Nunez, Tania Roxana; Eimler, Sabrina Cornelia
Organisation: University of Applied Sciences Ruhr West, Germany

Relevance & Research Question:

Smartphones have become an integrated part in everyday life facilitating communication, information access, entertainment and organization anytime and anywhere. However, the omnipresence of such devices can evoke psychological dependencies and the need of being always connected resulting in discomfort when the smartphone is not accessible. While few studies have found heightened anxiety during smartphone absence (e.g. Cheever, Rosen, Carrier, & Chavez, 2014), such research is scarce. Therefore, we aimed at expanding existing research asking whether the mere imagination of smartphone absence suffices to trigger anxiety and affect user's context evaluations.

Methods & Data:

We conducted an online panel-study via SoSci Survey presenting $N=221$ participants a guided-imagination narrative, which portrayed the user as the main actor and guided him/her through the story's environment (park and city). Within a 3×2 experimental design, participants were randomly assigned to one of five conditions: narrative initially mentioning that (1) "one does not have one's smartphone on them" or (2) "one's smartphone is not there anymore", narrative mentioning at the end that (3) "one does not have one's smartphone on them" or (4) "one's smartphone is not there anymore", and (5) control group. Performed measures included anxiety before and after the narrative, perceived presence within and evaluation of the narrated environment, and smartphone use.

Results:

First ANCOVA results for anxiety demonstrated significant differences, $F(4,212)=3.92$, $p=.004$, partial $\eta^2=.069$, in that anxiety was higher when participants received the "smartphone is not there anymore"-notice at the end of the story than when not hearing any information about their smartphone (condition 4: $M=2.20$, $SD=.057$ vs. control: $M=1.95$, $SD=.056$, $p=.025$). Participants in condition 4 also reported higher anxiety than those who received the "smartphone is not there anymore"-notice at the beginning of the story (condition 4 vs. condition 2: $M=1.90$, $SD=.059$, $p=.004$). Otherwise, imaginary smartphone absence did not affect perceived presence or evaluation of the story's environment.

Added Value:

These results show how severely smartphones affect human psychology. However, they also demonstrate that only certain types of smartphone absence seem to have effects on users' anxiety. Further results and limitations of this panel-study will be discussed.

BETWEEN FEMINISM AND BODY POSITIVITY: AN ANALYSIS OF #BODYHAIRDONT CARE POSTS ON INSTAGRAM

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Relevance & Research Question:

Bodies and body practices have always been subject to public discourses which determine what is considered as "normal" or "desirable".

Especially on Instagram, staging one's body has become increasingly popular. While most studies have paid attention to problematic body behaviour and its consequences (e.g. unrealistic body images (#belly-buttonchallenge) or eating disorders (#thinspiration)), this study aims at a less researched topic: how Instagram is used for discussing the (existing) standards of feminine beauty, especially in terms of body hair.

Methods & Data:

For the analysis, the hashtag #bodyhairdontcare was chosen. It was the most suitable as it is almost exclusively used by women (in contrast to #unshaven, #hairypits etc.). Of the overall 6,440 posts, a sample containing a month's posts was drawn ($n=208$). For the analysis, a qualitative content analysis was chosen, which considered images, texts and hashtags of the relating posts.

Results:

The displaying of body hair has different reasons. (1) Self-disclosure: Posting about their own body hair is a relief for those women. Before, they were hiding their hair because of stigmatization when showing their (unusual) body hair. Due to this stigmatization, only body parts are shown. (2) Body-confidence: Body hair serves as a symbol of self-acceptance, self-confidence and a positive attitude towards the own body. Pictures usually show the whole body, but no close-ups. (3) Staged naturalness: Users claim that body hair is not shaved due to a strive for "natural" beauty. However, pictures are usually staged and strongly center on being perceived as feminine (e.g. wearing dresses or bras). Thus, motivation is rather on identity extension and self-presentation. (4) Political statement: The shaving of body hair is understood as imposing of beauty standards by society or patriarchy, whereas showing hairy bodies allows to implement self-chosen beauty standards. Cartoons or non-edited photos are used for this.

Added Value:

This study helps to broaden the understanding of discursive practices on Instagram, especially when it comes to body images. It suggests that self-presentation on Instagram is not limited to mere aesthetic staging but is also used for political agenda-setting and self-assurance.

THE RELATIONSHIP BETWEEN PSYCHOSOCIAL WELL-BEING, FEAR OF MISSING OUT, SOCIAL COMPARISON ORIENTATION, AND SOCIAL MEDIA ENGAGEMENT

Author: Reer, Felix; Tang, Wai Yen; Quandt, Thorsten
Organisation: University of Münster, Germany

Relevance & Research Question:

Against the background of social media's growing popularity, such as Facebook, Instagram among others, more and more research has been conducted on the question of how users' social media engagement is related to their psychosocial well-being. An important limitation of existing studies concerns that most of them are based on rather small, self-recruited samples. Thus, the current study uses a large representative sample of German Internet users and investigates how loneliness, anxiety, and depression are connected to social media engagement. To provide a deeper understanding of this relationship, not only direct links are examined, but fear of missing out (FoMO) and social comparison orientation (SCO) are considered as possible mediators.

Methods & Data:

Data was drawn from a representative sample of German Internet users (surveyed by a leading German market and opinion research institute). In total, 1,865 social media users answered questions about FoMO, SCQ, their mental health, and their social media engagement. All scales were based on established existing instruments and showed good reliabilities (Cronbach's Alpha > .70). As a first step, correlations between the different constructs were investigated. And secondly, SPSS Amos was used to calculate mediation models.

Results:

Loneliness, depression, and anxiety were found to be positively correlated with social media engagement. FoMO and SCQ were found to jointly mediate the connection between well-being and social media engagement, i.e.: decreases in mental health were connected with increases in FoMO and SCQ, which in turn positively predicted social media engagement.

Added Value:

Our results might either be interpreted as a hint that individuals with mental problems use social media services more extensively, or might mean that intensified use of social media could cause such problems. Furthermore, the mediation analyses suggest an indirect connection between psychosocial discomfort and increases in social media engagement in the sense that persons with low levels of mental health may use social media more intensively due to an increased interest in comparing with others and due to increased levels of FoMO.

SCROLLING BEHAVIOR AND ITS INFLUENCE ON COMPLETION TIMES AND DATA QUALITY IN (MOBILE) WEB SURVEYS

Author: Rogalski, Andreas; Schlosser, Stephan; Hühne, Jan Karem

Organisation: University of Göttingen, Germany

Relevance & Research Question:

The increase in mobile devices, such as smartphones and tablets, as well as the spread of high-speed mobile Internet access has induced a device change in web survey research. In other words, smartphones and tablets increasingly replace common PCs in web survey completion. However, this change comes at a price: Device-specific characteristics, such as small input capabilities and screen sizes, seem to affect how respondents fill out web surveys so that existing knowledge about completion behavior must be reconsidered and extended by new empirical findings.

Methods & Data:

In this study, we therefore compare the number of scrolling events (at least 200 milliseconds lasted between each scrolling event) across PCs, tablets, and smartphones. For smartphones, we additionally investigate the effects of the scrolling intensity on response behavior (e.g., response times) and data quality (e.g., break-off rates). For this purpose, we conducted a scrollable web survey (n = 2,795) and employed survey questions with different response formats (e.g., radio buttons and grid presentation mode). In order to collect paradata we used the tool "Embedded Client Side Paradata (ECSP)".

Results:

The data analysis reveals that the three device types substantially differ in terms of the number of scrolling: About 3% of the PC respondents engaged in scrolling, about 59% of the tablet respondents engaged in scrolling, and about 98% of the smartphone respondents engaged in scrolling. On average, the smartphone respondents scrolled 6 times and for 1.8 seconds. In addition, it is to observe that the more scrolling events occur, the longer the response times are. Interestingly, the data also reveal a difference between low and high scrolling respondents in terms of data quality. More precisely, respondents who engage in less scrolling produce significantly higher break-off rates than respondents who engage in much scrolling.

Added Value:

The empirical findings of this study provide new insights on the completion and response behavior of PC and tablet respondents, in general, and smartphone respondents, in particular. Furthermore, the results indicate a connection between scrolling behavior and data quality in terms of break-off rates.

IMPROVING SCIENTIFIC WEB SURVEYS USING UNSCIENTIFIC DATA SOURCES

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2: University of Manchester, United Kingdom;
3: University of Mannheim, Germany

Surveys conducted online are providing a growing share of data used by researchers to study social science and policy-relevant issues. Web surveys that are based on probability-based sampling methods are considered the standard by which population-based inferences can be drawn. However, drawing a probability-based sample for a web survey is an expensive and complex task, which may require providing non-internet households with the necessary equipment and training to access the online interview. A cheaper and more popular alternative is to draw samples through non-probability sources, such as online access panels. However, there are major concerns regarding the ability of non-probability samples to accurately represent general populations. These so-called "unscientific" surveys have been the subject of controversy surrounding their usefulness for population-based research, especially as comparison studies show that probability-based samples tend to yield more accurate population-based survey estimates compared to non-probability samples. Although non-probability samples may not be ideal for making population-based inferences, they are a potentially useful source of supplementary data for scientific, probability-based samples. In this paper, we investigate this notion by developing a model-based framework for incorporating data from non-probability sources in the analysis of probability-based survey data. The integration of probability and non-probability data is carried out under a standard Bayesian framework using standard methods that are commonly applied in other relevant data integration applications. We demonstrate the method using data from a large nationally-representative probability-based online survey and several non-probability online surveys that were conducted simultaneously using the same questionnaire. We evaluate the method in terms of bias, variance, and mean-squared error by comparing inferences obtained from the combined data with those obtained from the probability-based survey alone. Our results show that the data integration method produces sur-

vey estimates with better MSE and variance properties, but slightly worse bias properties, compared to standard methods that utilize a single data source, particularly for small probability samples. We conclude by discussing the implications of these findings for survey practice and make suggestions for further research.

SENSOR DATA: MEASURING ACCELERATION OF SMARTPHONES IN MOBILE WEB SURVEYS

Author: Schlosser, Stephan; Höhne, Jan Karem
Organisation: Georg-August-Universität Göttingen, Germany

Relevance & Research Question:

In recent years, the use of mobile devices, such as smartphones, in web survey responding has increased markedly. The reasons for this trend seem to be twofold: First, the number of people who own a smartphone has increased. Second, the high-speed mobile Internet access has increased. This technical-driven trend in survey responding allows researchers to collect JavaScript-based paradata that can be used to describe respondents' response behavior (e.g., response times, scrolling events, screen taps, and the in/activity of web survey pages). Smartphones also have a large number of implemented mobile sensors (e.g., accelerometers and gyroscopes), all of which collect data that recognize user actions. Similar to other types of paradata, sensor data can be passively collected by means of JavaScript and inform about respondents' physiological states (e.g., movement and speed).

Methods & Data:

We now propose "SurveyMotion (SM)," a JavaScript-based tool for measuring the motion level of mobile devices, in general, and smartphones, in particular, to explore completion conditions and to draw conclusions about the context of mobile web survey completion. Technically speaking, SM gathers the total acceleration. We conducted a usability study with $n = 1,452$ smartphone respondents to explore the technical potentials of measuring acceleration in mobile web surveys. The study contains data from 29 different smartphone manufacturers, 208 different smartphone models, and 13 different Internet browsers.

Results:

The data analyses reveal that only for 2.8% of the mobile respondents no acceleration could be gathered. A closer look at the user-agent-strings of these respondents' sheds light on the matter. In sum, three reasons could be identified for unsuccessful measurement: Inactivated JavaScript, device-related issues (e.g., comparatively old or low budget devices), and browser-related issues (e.g., comparatively old browser versions).

Added Value:

All in all, it seems that the collection of JavaScript-based sensor data (i.e., acceleration) in mobile survey research is an achievable and promising new way to research respondents' response behavior and completion conditions.

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

Author: Fehring, Gritt; Kastirke, Nadin; Sudheimer, Swetlana; Willige, Janka
Organisation: DZHW, Germany

Relevance & Research Question:

In web-based surveys with higher education students and graduates, we have to deal with a highly mobile participant group. In order to manage and monitor our surveys as well as to evaluate the data quality we need additional access-related paradata (e.g. about the interview setting, the used device and its configuration). Instead of consulting the user agent string (UAS) data to figure out the used device, one may ask the respondents directly. So far, little is known about whether they would answer such technical questions and whether their answers would be correct.

Methods & Data:

In the fifth online survey of the National Educational Panel Study (NEPS) - Starting Cohort 'First-Year Students' (autumn 2016) we asked all respondents for the used device, operating system and web browser ($N=7,020$). To validate the answers the HISBUS Online Access Panel adapted the items. With this survey data from winter 2017/2018 it is possible to compare the UAS data with respondents' answers ($N=3,186$).

Results:

Considering the access-related data of the NEPS online survey, 73.4 percent of all participants started the survey on a laptop/notebook or desktop PC. More than one quarter used mobile devices (20.9 % smartphones, 5.3 % tablet computers). In the HISBUS Panel the proportions of the used devices hardly differ (laptop/notebook or desktop PC: 71.4 %, mobile devices: 28.4 %). In both studies there were no refusals to answer the items. The comparison between the extracted UAS data (categorized according to the algorithm of the parseuas Stata module (Rossmann/Gummer 2016)) and the respondents' answers reveals a very good consistency for the used device (98.3 %), the operating systems (95.4 %) and the browser (83,6 %).

Added Value:

We now have new information about what is to be expected for mixed-device-surveys in a mobile affine target group. Moreover we can show that directly asking online survey participants is a feasible way to get information about the used device and its configuration if UAS data are not available.

CONTENT VIRALITY AND POPULARITY ON FACEBOOK

Author: Vasiliu, Vlad

Organisation: University of Haifa, Israel

Relevance & Research Question:

This study empirically examines viral and popular content of extreme political groups on Facebook. The terms viral and popular are defined, differentiated and measured in attempt to understand what makes content go viral or became popular. We propose theoretical distinction and way of classification between four possible categories - viral and popular, only viral, only popular or neither.

Methods & Data:

A software program, which can register the patterns behavior of content on public Facebook pages, was utilized. The program collected information on social sharing and speed of acceleration, i.e., the number of likes and other reactions, comments, shares, and number of followers, which in turn indicated content behavior and determined its classification. The data was gathered from a period of seven months, with up to 32 days of sampling, and 10 to 130 different measurements for each post. Resulting in a corpus of the size of 29,002 posts and 23,494,227 samples from which 1,436 posts that were classified as "viral", 1,757 as "popular", 736 classified as "both" and 26,545 classified as "neither". Furthermore, a quantitative content analysis was performed for 50 random samples, from each of the four categories to inspect the factors that lead the content becoming viral or popular.

Results:

Interestingly, the number of followers was found significantly different between the four categories of content ($F(3, 28,998)=536.73, p<0.05$). In addition, A logistic regression model was performed displaying that virality can be predicted with a total variance explanation of 59.3%. Furthermore, the quantitative content analysis has shown that posts that appeal to emotional aspect or fear do not tend to go viral, but content that explains or justify the group's cause do tend to become viral. Further analysis revealed that content that expresses a clear opposition or support to a political cause, party or figure is more likely to go viral.

Added value:

An understanding of the content characteristics, which can potentially contribute to it becoming a viral or popular, contributed not only to our understanding on the theoretical level but has practical applications in marketing, combating misinformation, political Studies, terror recruitment and more.

TELL ME HOW YOU DATE AND I TELL YOU WHO YOU ARE - PERSONALITY PERCEPTION THROUGH LANGUAGE PATTERNS IN ONLINE DATING

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Organisation: Julius-Maximilians-Universität Würzburg, Germany

Relevance & Research Question:

The impact of computer-mediated communication (cmc) is still debated, like contrasting research paradigms as the hyperpersonal communication approach (hp) and the reduced social cues approach (rsc) show. For a better understanding of the underlying linguistic and psychological processes on which both approaches base, we try to eval-

uate the processes of so-called cue validity (communication of valid cues from the sender) and cue utilization (correct perception of the communicated cues through the receiver). Both processes have to be mastered successfully to reach a functional achievement during communication. Therefore, we ask the research question, whether there are reliable linguistic cues through which an online dater's personality can be perceived by the receiver.

Methods & Data:

We conducted a two-step study with a not-exclusively academic sample ($N = 189$, 100 females, average age $M = 27.81$ years). In the first step, we assessed relevant personality traits using an online questionnaire: Big Five personality dimensions, IQ, Sexy Seven, Sociosexual Orientation and Sensation Seeking. After completing the questionnaire, we invited participants from step one to our laboratory for computer-mediated eight-minute-long speed dating sessions ($n = 58$, 29 females, average age = 26.59 years). We saved the chat protocols of each of these dates and analyzed them using the software Linguistic Inquiry and Word Count (LIWC). The software is suitable for this relatively small sample size because it uses a closed-vocabulary approach with predefined categories.

Results:

The more women used the personal pronoun "I", relative to their written text, the less extroverted ($r = -.51$) but the more neurotic ($r = .54$) and the less intelligent ($r = -.51$) they were. Further the number of signs written by men correlated with their intelligence ($r = .54$). The relative use of "I" correlated negatively with men's sensation seeking ($r = -.56$) and the relative use of the word "you" correlated positively with agreeableness ($r = .51$, all $ps \leq .006$).

Added Value:

Our goal was to identify the linguistic parameters that are responsible for the cue validity and the cue utilization in cmc to get a functional achievement. We see our work as a contribution to better understand these processes.

USER'S PERCEPTION OF VIRTUAL- AND AUGMENTED REALITY APPLICATIONS IN FUTURE WORKPLACES

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Organisation: 1: Bielefeld University of Applied Sciences, Germany;
2: Lemgo University of Applied Sciences, Germany

Relevance & Research Question:

Virtual and Augmented Reality have become more and more popular both in entertainment and workplace applications. Companies must learn which scenarios will be most assisted by either VR or AR in the future. However, user perceptions and willingness to utilize VR and AR in a work environment are important factors in the technology's future development.

The following research questions have been proposed: which work scenarios, when assisted by either VR or AR technology, are most probable from the user's perspective? In what situations are users likely to adopt this new technology?

Methods & Data:

A quantitative web survey was conducted in Dec.-Jan. 17/18 [$n=260$]. The survey considered 15 different working situations where VR or AR could be deployed to assist the workforce. Participants were asked to

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respond to questions with a 5-point Likert scale [1=least likely; 5=most likely]. Responses were then descriptively analysed.

Results:

Users thought that VR will be most used in training and training simulators (3.66 points on average), followed by the editing of media files (3.63) and visiting exhibitions (3.60). When asked about their willingness to use VR users again ranked further training (3.66) on first place. Holding presentations (3.32) was ranked second, followed by editing media files (3.29).

The lowest scores were reported for email assistance (2.35/2.08).

When asked about possible AR use cases, users ranked visiting exhibitions (3.93), further training (3.89) and support with general office work (3.79) as areas where AR will most likely be applied in practice. Concerning their willingness to personally use AR technology, training (3.68) again ranked highest, followed by exhibitions (3.67) and assistance with research in libraries and archives (3.58).

Job applications (2.80/2.59) received a considerably lower score.

Added Value:

First, higher average survey scores reveal that users view AR assisted scenarios as more likely to be used in a corporate context than VR. Second, the survey demonstrates relevant use cases and applications companies should focus on when developing technologies according to user preferences.

SOCIAL COMPARISON BEHAVIOR ON SOCIAL MEDIA: THE INFLUENCE OF COGNITIVE RE-EVALUATIONS

Author: Weber, Silvana; Messingschlager, Tanja; Oszfolk, Nina

Organisation: Universität Würzburg, Germany

Relevance & Research Question:

On Instagram, users mostly present themselves at their best. Users of social network sites (SNS) constantly communicate and receive social comparison information. However, social comparison behavior is associated with lower wellbeing and envy. Research suggests that people tend to assume that the displayed content reflects the profile owner's personality; this attributional bias might explain negative effects of social comparison on SNS.

This project aims at reducing the impact of dysfunctional social comparison behavior by introducing cognitive strategies to re-evaluate social comparison information on SNS. Based on theory and research of social psychology, a short cognitive training was designed which aimed at increasing knowledge and awareness about cognitive biases, subsequently creating a deeper understanding of Instagram use. It was examined whether negative emotional and cognitive consequences of social comparison on Instagram could be prevented by a change of attributional style.

Methods & Data:

Two online experiments are presented. The first study (n = 391) examined whether upward (vs. downward) social comparisons on Instagram lead to negative emotional and cognitive consequences. Affect, envy, self-esteem, and wellbeing served as dependent variables. Social comparison orientation (SCO) was included as a moderating variable.

Study 2 (n = 200) examined whether a short cognitive training ("fundamental attribution error" vs. "growth mindset" vs. control) changes participants' social comparison cognitions during an upward comparison, and leads to lower envy and higher state self-esteem. SCO and trait self-esteem were included as moderating variables.

Results:

In Study 1, recipients of the high comparison standard (upward) reported less positive affect, more negative affect and more envy than recipients of the low standard (downward), with SCO moderating the effect. There was no significant direct effect for self-esteem and wellbeing, yet higher SCO predicted lower self-esteem and lower wellbeing. The results of study 2 are currently being analyzed – final results will be presented at the conference.

Added Value:

To date, there are only few experimental studies to provide causal evidence on the influence of social comparisons on SNS onto wellbeing. This research goes a step further by introducing potential cognitive strategies to counteract negative consequences of online social comparisons.

INTIMACY AND SHARING AMONG CLOSED WOMEN'S FACEBOOK GROUPS

Author: Weimann-Saks, Dana; Elishar-Malka, Vered; Ariel, Yaron

Organisation: The Max Stern Yezreel Valley College, Israel

Relevance & Research Question:

The flourishing of closed multi-participants groups on Facebook is a growing phenomenon. In Israel, one of its most prominent manifestation is the proliferation of women's Facebook groups. The current study explores the activities that take place within three closed women's groups; each has tens of thousands of participants. We explore the following questions: Are expressions of intimacy and private matters shared with other members of these multi-participants groups? Which of the raised issues attracts the most significant feedbacks (share, likes, and comments)? Which issue leads to the most profound conversations? These questions and others inspect various correlations between a group member's characteristic (regarding personal status, number of Facebook friends, and type of Facebook profile's definitions), and the degree of openness and intimacy that take place within these closed Facebook groups.

Methods & Data:

A quantitative content analysis was conducted (coders reliability = 0.73) to examine 300 random posts that were written during December 2017-January 2018. All posts derive from three large and well-known closed Israeli women's groups on Facebook (100 from each).

Results:

The popular topics of groups' post were: health (14.7%), motherhood (12.7%), relationships with partners (12%) and sexuality (9.3%). The majority (89%) included dialogical elements, and in 63% of them, the original author was involved. Furthermore, 94% of the posts were not anonymous, and 92% included a positive message expressed by their author.

A positive correlation was found between the level of personal exposure and the depth of discourse ($r_s=.392$, $p<.001$). We also found a

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negative correlation between the level of exposure on the user personal page and the number of her friends ($r_s = -.444$, $p < .001$) and a negative and marginally significant correlation between the level of exposure in the user personal page and the level of exposure in her published post ($r_s = .126$, $p = 0.06$). We found differences between three groups in the number of comments ($F = 1.22(7, 293)$, $p < .05$).

Added value:

Our study contributes to the growing body of research of closed Facebook groups. Analyzing patterns of participation and activity in these groups may help us reevaluate how intimacy and sharing are being performed in this unique space.

SEARCHING FOR HEALTH-RELATED INFORMATION ON THE INTERNET: HABITS AND REPERCUSSIONS OF INTERNET USE

Author: Weimann-Saks, Dana

Organisation: The Max Stern Yezreel Valley College, Israel

In recent years, searching for health-related information (HRI) has become very common, especially with increasingly developed online communication. Internet portals improve doctor-patient interaction, and online communication enables information to be frequently updated, providing easily accessible, current information. However, patients may obtain erroneous information, leading to unnecessary anxiety. This study aimed to examine the correlation between various demographic variables and the use of internet as a source of HRI, as well as the change in attitudes following the online search for HRI. The study sample included 88 participants, randomly divided into two experimental groups. One was given the name of an unfamiliar disease and told to search for information about it using various search engines, and the second was given a text about the disease from a credible scientific source. The study findings show a large percentage of participants used the internet as a source of HRI (81.2%). Likewise, no differences were found in the extent to which the internet was used as a source of HRI when demographic variables (gender, income, and religiosity) were compared $t(84) = 0.636$, $p > .05$. In contrast, it was found that those who searched for the HRI on the internet had more negative opinions and believed symptoms of the disease were worse than the average opinion among those who obtained the information about the disease from a credible scientific source $t(86) = 2.011$, $p < .05$. In conclusion, this study examined the effects of information obtained from internet use for medical needs, and shows that the internet clearly influences the participants' beliefs, regardless of demographic differences (of gender, income, or religiosity). It is important to recognize and know the effects on public opinion of obtaining HRI from the internet, and to take into account that the vast majority of the population are exposed to this information (whether instead of, or in addition to, information from professional sources), and such exposure influences attitudes, emotions, and behavior.

A4: INCREASING RESPONSE AND DATA QUALITY

HOW TO RUN LONG WEB SURVEYS: A REAL-LIFE EXPERIMENT WITH THE EUROPEAN VALUES STUDY

Author: Pollien, Alexandre (1); Ernst Stähli, Michèle (1); Ochsner, Michael (1); Milbert, Patricia (1); Joye, Dominique (2)

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2: Université de Lausanne, Switzerland

Relevance & Research Question: the challenge of long surveys on the web

In the tradition of the social sciences, many high-quality general population surveys consist of long questionnaires, lasting up to one hour or even longer (for example ESS, SHARE, EVS, to mention some international projects only). Recently, eroding coverage (in the case of telephone surveys), declining contact and response rates, as well as rising costs push surveyors to consider the web mode to replace interview modes such as telephone and personal interviews. But how can such long surveys be successfully fielded on the web, where short questionnaires are recommended?

Methods & Data: an experiment with the EVS

In the EVS project (European Values Study), parallel to the traditional face-to-face interviews, separate web versions of the survey are run, where the one-hour questionnaire is split into several modules, each respondent thus answering only to a part of the whole survey. In Switzerland, the option of a paper version is also offered to non-respondents at the second reminder (push-to web design). In a second phase, the respondents were invited to answer the complementary part, aiming so at full responses. In addition, a control group received the complete one-hour questionnaire. Moreover, the Swiss sampling frame offers socio-demographic background information on all sample units, allowing for precise checks of the final sample composition by experimental group.

Results: innovative survey design and insights on feasibility

We will present the design and provide insights on the feasibility of fielding long web(-paper) surveys, compared to the face-to-face mode, either as full one-hour surveys or following a matrix design. The Swiss data show also the relative quality in terms of response rates, break-offs and sample composition of the different designs tested, varying length and mode.

Added Value:

While usual web survey practice concentrates on short surveys, the feasibility of long and very long web surveys has not yet been explored in a systematic way. The EVS project provides valuable insights into issues, potential options and feasibility for all long surveys considering moving to the web mode.

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A METHOD FOR OPTIMIZING DATA COLLECTION EFFICIENCY IN AN ONLINE PANEL: A CASE STUDY

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Organisation: 1: University of Mannheim, Germany;
2: FORS, University of Lausanne, Switzerland;
3: University of Leuven, Belgium

With increasing unit nonresponse rates new techniques to improve data collection have to be found. Online surveys are generally cheaper in terms of implementation and interventions during the data collection. However, little is known about the evolution of daily response rates in online surveys and about the impact of interventions such as sending reminders. This paper seeks to understand whether data collection efficiency can be optimized to increase response rates and save costs. We use data from 17 waves of the German Internet Panel, which is a probability-based online panel interviewing respondents every second month.

First, we model the shape of the evolution of the daily response rate defined as the number of completed questionnaires in a given day divided by the total number of invited panelists. The results of a multi-level model with days clustered in waves show that the evolution is quadric.

Second, characteristics that can influence this shape are introduced in the model on the day- and wave-level. None of the wave-level characteristic affected the shape of the evolution of the daily response rate (e.g. weekday on which the wave started, respondent satisfaction with the previous wave, questionnaire length). At the day- level, both the day of the week (Sunday, Monday, Tuesday) and the day a reminder was sent had a significant positive effect on the daily response rate.

Finally, we use the shape of the daily response rate evolution to monitor panel wave 17. To do so, the shape of waves 1 to 16 is plotted together with its 95% confidence band resulting in a benchmark. The daily response rate of wave 17 is then plotted against the benchmark. We find several daily response rates to fall below the confidence band, indicating that the days of sending reminders could be adjusted.

To conclude, modeling the daily response rate across waves of an online panel can inform survey conductors about the efficiency of their data collection. By monitoring daily response rates survey conductors can adapt the data collection process and hence, unit nonresponse reduction strategies might be more efficient in terms of response rates and/or costs.

THE IMPACT OF INCENTIVES ON DATA QUALITY IN A REPRESENTATIVE NATIONAL HEALTH SURVEY

Author: Lemcke, Johannes; Schmich, Patrick; Albrecht, Stefan
Organisation: Robert Koch Institut, Germany

Relevance & Research Question:

Survey research has shown that the use of incentives for recruiting respondents increases the response rate across different survey modes. However, the question arises as to whether the increase in the response rate has an effect on data quality. This question is particularly relevant, as it is precisely in online research that incentives are frequently used as a recruiting instrument. Previous research has shown little to no effect on the data quality. The question to be answered in this presentation is whether the found effects are generalizable and valid for a representative German health survey.

Methods & Data:

We examined the results of an incentive experiment conducted in the German health survey GEDA 2013s, which was a probability based mixed mode (CAWI and PAPI) general population survey (RR1 19,5 % N: 4952). This study included four different randomly generated incentive groups to compare the effects (no incentives; prepaid post stamps; lottery; postpaid voucher). We used a count variable of missing values, straightlining in grid choice questions, heaping/rounding in numeric answers questions, potential social desirable items and a test of measurement invariance across the incentive groups to evaluate the research question. Furthermore, we used negative-binominal-regression, logistic regression, and multiple-group confirmatory factor analysis for measurement invariance test.

Results:

We found a significant positive effect of the incentive voucher group (controlled for sociodemographic determinants) on missing values. Furthermore the online mode showed significantly less missing values than the offline paper mode. The other measures of data quality showed no impact on the specific incentive treatment. In addition there was no social desirability effect between the incentive treatment groups. Finally the test of measurement invariance for a specific construct showed full scalar invariance across the different incentive groups.

Added Value:

We showed that the usage of incentive programs might have a decreasing effect on the amount of missing values in mixed mode surveys. In addition we showed that the usage of incentives might have no effect on other measurements of survey data quality.

B4: SENSORS AND APPS - USING SMARTPHONES FOR MORE THAN JUST SURVEYS

WILLINGNESS TO COLLECT SMARTPHONE SENSOR DATA IN A DUTCH PROBABILITY-BASED GENERAL POPULATION PANEL

Author: Struminskaya, Bella [1]; Toepoel, Vera [1];
Lugtig, Peter [1]; Schouten, Barry [2];
Haan, Marieke [1]; Luiten, Annemieke [2]

Organisation: 1: Utrecht University, The Netherlands;
2: Statistics Netherlands, The Netherlands

Relevance & Research Question:

Collecting data using smartphone sensors can offer social science researchers richer data about human behavior that is not attainable using traditional methods of data collection. Furthermore, usage of sensors built-in in respondents' smartphones can reduce respondent burden since certain survey questions can be eliminated and improve measurement accuracy by replacing or augmenting self-reports. However, respondents have to be willing to use their smartphone sensors to collect data. If those not willing differ from those that are, the results based on sensor-collected data will be biased.

Methods & Data:

We study the role of the wording of the consent question and the assurance of confidentiality, study sponsor, and the ability to control the data being collected for willingness to perform smartphone sensor measurements. We randomly assign respondents of the probability-based general population Dutch LISS Panel (N about 2000) to the four conditions (i.e., gain/loss framing, assurance of confidentiality, study sponsor, and having control over measurement) and ask them for their hypothetical willingness to share the GPS location of their smartphone, take photos and videos, and connect wearable devices. For those not willing to collect smartphone sensor data, we ask for the reasons of nonwillingness.

Results:

The questionnaire is currently being fielded and the results will be available in December 2017.

Added Value:

This study will advance the understanding of mechanisms of willingness to participate in smartphone sensor measurement and provide advice for practitioners on wording of the consent questions for smartphone sensor data collection.

DECLARED AND OBSERVED WILLINGNESS OF PARTICIPATING IN DIFFERENT TASKS THAN ANSWERING SURVEYS ON AN ONLINE OPT IN PANEL

Author: Paura, Ezequiel [2]; Bosch, Oriol J. [1]; Revilla, Melanie [1]

Organisation: 1: Pompeu Fabra University-RECSM, Spain;
2: Netquest, Spain

Relevance & Research Question:

With the development of new technologies, there is a growing interest in using different sources of data and combine them ("data fusion"). But, to what extent are people willing to share non-survey data and to participate in special tasks?

Some studies have focused on these questions (e.g. Revilla and Couper, 2017). However, we should further explore differences between countries that can affect the true possibilities of obtaining people's cooperation on different types of tasks.

Methods & Data:

In order to study the willingness of people to achieve different tasks, we use survey data from 265,000 Netquest' panelists in 16 countries (Latin America, Europe and the United States) about the declared willingness to perform nine special tasks (e.g. sending a photograph of a ticket).

In addition, we use data from different experiments in which panelists were invited to perform different tasks than answering surveys (e.g. facial coding).

Combining these data sets with sociodemographic information, we investigate which characteristics affect both the declared willingness of performing special tasks and the real participation rates. Using cross-cultural data allows us to explore possible cultural and regional differences.

Results:

Our preliminary results show that the general acceptance level is high (71%). However, some tasks have willingness levels below the 50% threshold (e.g., online & offline focus groups, 47 & 40%) or slightly higher (e.g. GPS information, 56%). Conducting several logistic regressions, we found that in general, there are clear differences between regions, with panelists from Latin America having a higher probability of being willing. Also, significant differences between genders appear: women have a lower probability of being willing than men.

Added Value:

By using a large survey with data from 16 countries combined with data from field experiments, this study provides really new information about willingness to share data in many ways that are not common today but may be crucial in the coming future. Preliminary results reveal that cross-cultural and gender differences should be considered when designing effective strategies to get the desired data. Moreover, our data point out that special tasks can have great differences between and within regions.

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QUALITY OF EXPENDITURE DATA COLLECTED WITH A MOBILE RECEIPT SCANNING APP IN A PROBABILITY HOUSEHOLD PANEL

Author: Wenz, Alexander; Jäckle, Annette
Organisation: University of Essex, United Kingdom

Relevance & Research Question:

The measurement of consumer expenditure is one particular area that could benefit from new data collection opportunities using mobile technologies. Existing surveys use diary methods to collect data on expenditure, which are long and burdensome to complete and rely heavily on the respondent's ability to recall information. Alternatively, respondents can be provided with a mobile app to scan shopping receipts or report purchases. In this paper, we assess the quality of spending reported by a general population sample using an app, by comparing total and category spending against other benchmarks.

Methods & Data:

N = 2,432 members of the Understanding Society Innovation Panel, a probability household panel in the UK, were invited to download an app on their mobile device to record their expenditure on goods and services for one month. Participants were asked to scan their shopping receipts, to record their spending in the app, or to report a day without a purchase. They received incentives for downloading and using the app. 10% of sample members used the app at least once in each of the five weeks. Fieldwork was carried out from October 2016 until January 2017. We compare the data reported in the app against benchmark data from the UK Living Costs and Food Survey spending diaries as well as against survey data collected in the Innovation Panel annual interviews.

Results:

First, we will gauge how accurately total and category spending are reported in the app compared to benchmarks. Second, we will assess the importance of offering participants the option to report spending directly in the app instead of scanning receipts: we will examine for which spending categories the 'direct entry' option improves accuracy compared to scanned receipts only. Third, we will investigate which types of participants report spending accurately with the app, considering socio-demographic characteristics, patterns of mobile device use and financial behaviours.

Added Value:

This paper provides novel evidence on the quality of expenditure data collected using mobile technologies as well as on the scalability of app-based data collection in the context of a probability household panel of the general population.

C4: ELITE COMMUNICATION

THE EFFECT OF SOCIAL MEDIA ON THE RUSSIAN ELITE PERCEPTIONS OF SECURITY THREATS

Author: Tkacheva, Olesya
Organisation: Vesalius College, Belgium

Relevance & Research Question:

This paper examines the effect of social media on the perception of threats among the Russian elite by juxtaposing, on the one hand, realists and constructivists explanations of elite foreign policy preferences [Tsygankov 2016, Zimmerman 2009] with the echo-chamber hypothesis that emerges from the literature on political communication.

Methods & Data:

This paper analyzes seven waves of elite surveys collected in Russia between 1993-2016. The surveys contain questions about elite foreign policy preferences and threat perceptions as well as the sources of information, including the traditional media, online sources and social media. These surveys span the period during which the media environment in Russia evolved from the environment of intense competition between private and public traditional media outlets, to the environment of tight government censorship of the traditional media but still relatively free discourse on social media. The paper uses this evolution of the media environment as a source of exogenous variation to test the echo-chamber hypothesis.

Results:

Statistical analysis based on the probit model suggests that state-owned media contribute to the conformity of threat perception among elite, whereas the exposure to social media, makes the elite more willing to cooperate with the United States. This effect of the social media, however, is conditional on the consumption of other sources of information.

Added Value:

The paper contributes to the vast literature on the influence of media on foreign policy (Cohen 2015, Robinson 2001, 2005, Hallin 1986, Bennett 1990, Zaller and Chou 1996) by moving away from a top-down assumption of the flow of information on which manufactured consent framework is based to the bottom-up model in which citizen-generated content provides a viable alternative to the state-censored media. In so doing the paper deepens our understanding of the influence of social media in influencing foreign policy.

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ELITE AND CONSPIRACY CUEING IN AUTHORITARIAN CONTEXTS: FINDINGS FROM SAUDI ARABIA AND JORDAN

Author: Isani, Mujtaba Ali; Schlipphak, Bernd
Organisation: University of Muenster, Germany

Relevance & Research Question:

How strong are elite cues compared to conspiracy cues in authoritarian contexts? Our experimental design is based on the following previous literature: First, research has demonstrated that international organizations are viewed quite favorably by publics across the developing world with the exception of citizens in the predominantly Muslim countries in the Middle East. Given the high level of anti-Americanism and the high level of popularity of conspiracy theories in the Middle East, international organizations that the United States is associated with or is thought to be in control of are likely to be perceived as even more unfavorably by the local populations. Second, however, the research on IO attitudes also showed elite cues to strongly influence citizen attitudes towards international actors across the globe. As the elites in the two countries under study here can be considered rather favorable toward the UN, the question therefore arises whether positive elite endorsements or negative popular cues referring to the UN as being under US control are exerting stronger effects on citizens' attitudes toward (unknown) international actors.

Methods & Data:

We conduct survey experiments in the Hashemite Kingdom of Jordan (n=502) and the Kingdom of Saudi Arabia (n=1010) using online YouGov Panels to answer our main puzzle, by turning to cueing effects on citizens' UN attitudes.

Results:

Our results suggest that governmental elite cues significantly and positively affect public favorability toward the UN. However, governmental endorsements are negated by the popular conspiracy cue of US control of the UN.

Added Value:

Not only does this paper add to the literature on the consequences of conspiracy theories on public opinion in the Middle East it also sheds light on the advantages and possible drawbacks of using online panels to conduct research in authoritarian contexts.

THE NETWORKED CAMPAIGN. ORGANIZATIONAL AND PROGRAMMATIC UNITY OF SWISS PARTIES ON TWITTER

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2: London School of Economics and Political Science,
United Kingdom

Relevance & Research Question:

This contribution provides evidence on the Swiss parties' political campaigning on Twitter during the last national election campaign from August to October 2015. As in other established democracies, Swiss parties are increasingly deploying innovative communication technologies in order to activate their constituencies. The most important challenge thereby is to keep the campaign message as cohesive as possible (Freelon, 2017; Carey, 2007).

Methods & Data:

In several chain-referral sampling rounds involving about 200,000 Twitter accounts per round, we identified 1,947 Twitter accounts used by national, regional and local politicians with varying political functions in Switzerland. During the federal electoral contest in 2015, 129,271 Tweets were sent by these accounts, which we also collected. We apply bootstrapped network analyses as well as topic models on the Tweets in order to investigate the organisational and programmatic cohesion between the Twitter accounts.

Results:

We can show that left parties in general build more tightly connected networks. Parties on the right, in contrast, build more hierarchically structured networks that centre around a few accounts. Since we find these patterns for both organisational (followerships) as well as communicative relationships (Re-Tweets, @-mentions and topic coherence), our results seem to tap into fundamental characteristics of the parties campaign strategies.

Added Value:

This contribution extends existing studies on two important dimensions. First, the behaviour or party elites usually is measured using surveys, which are costly, and roll-call data, which are only available for members of national parliaments. Twitter data, in contrast, can be easily collected at large scale and for an unrestricted number of politicians. Second, we are able to distinguish more structural features of party organisation such as follower relationships from more programmatic ones such as the congruence in the topics the accounts tweet about.

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E4: GOR THESIS AWARD 2018 COMPETITION II: BACHELOR/MASTER

WEB AND MOBILE SURVEYS: INNOVATIONS, ISSUES AND MODE EFFECTS

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Relevance & Research Question:

Because of the diffusion of ICTs-related tools for data collection, social researchers face new opportunities but also challenges. In particular, data collection via Internet concerns survey methodologists and demands for a careful evaluation of cost/benefit trade-offs, especially when it comes to large cross-national survey programs such as the European Values Study. This thesis seeks to understand how Web surveys can be employed in large research programs without giving up high data quality, and aims to

[1] Evaluate whether there is measurement equivalence between modes, focusing in particular on the measurement of values; and

[2] Assess data quality in multi-device surveys.

The former allows investigating how Web surveys relate to the traditional modes of data collection, such as face-to-face interviewing, which is currently the golden standard of research. The latter explores the future of Web surveys, since the technological changes occur very fast and keep posing challenges.

Since the rise of Web surveys, researchers have been concerned with data quality issues in relation to the mode of data collection. Mode effects have two components: measurement effects, related to the differences in layout and information processing, and selection effects, linked to coverage, sampling and non-response issues, likely to cause differences between respondents in different modes. Seeking continuity with the golden standard of data collection, namely face-to-face interviewing, we ask:

[RQ1] whether the measurement of values is equivalent between face-to-face interviewing and Web survey modes.

Moreover, because of the developments in ICTs, the spread of different Internet-enabled portable devices, such as smartphones and tablets, calls for attention. In particular, concerns are raised about completion outcomes and data quality. Evidence is mixed, and often related to the familiarity with mobile devices in the population under investigation and to the research design. In line with previous research, we hence ask:

[RQ2] what are the effects in terms of data quality of the employment of smartphones in Web surveys?

1. FACE TO FACE AND WEB SURVEYS: MEASUREMENT EQUIVALENCE?

Data & Methods:

To address the first research question, we employ two research projects including the same questions and based on representative samples of the Dutch population, carried out in 2008/2009: the European Values Study (EVS), using face-to-face interviews, and the Longitudinal Internet Studies for the Social sciences (LISS), a Web-based panel. We selected six value domains and, based on the existing literature, several indicators for each of them. In order to empirically assess measurement equivalence, we use Multigroup Confirmatory Factor Analysis (MCFA), which is an extension of a Confirmatory Factor Analysis (CFA) that takes into account the grouping structure of the data – e.g. modes.

To disentangle measurement and selection effects, we weight the sample using Coarsened Exact Matching (CEM), a matching method based on monotonic imbalance-reducing, in which the balance between the groups is defined ex-ante by the researcher. By comparing the level of measurement equivalence achieved with and without using weights, it is possible to assess whether selection effects are at work.

After testing for invariance in the measurement model, the invariance in the causal substantive model is also tested: relevant covariates (gender, age and educational level) are used as explanatory variables, and their effects on the latent variable (value) are estimated and compared across groups

Results:

Measurement equivalence is only found partially. Strict equivalence cannot be established in any of the scales. Scalar equivalence, which allows comparing the means of the latent variables across modes, is found only in one of the six value domains. Three out of the six values considered showed metric equivalence. One scale only shows configural equivalence, and one scale is completely non-invariant. It appears that mode effects not only are present, but they also differ by value domain.

Once including weights, results do not change, and only one of the six scales appears to have a lower degree of equivalence. This indicates that the mode effects mostly affect measurement and not selection.

Finally, out of the four explanatory models we tested (only for the scales which were at least configurally equivalent and not affected by selection effects), only one of them appears to be the same across modes, while for the other three value dimensions considered the substantive explanations are not invariant. The validity of the constructs themselves seems not to be equivalent: we may not be measuring the same value across different modes, and we need further research to see how questions can be made comparable.

2. PC AND MOBILE MODE: A COMPARISON

Data & Methods:

The second research question is addressed using data from two Web surveys collected among students of the University of Trento. The device employed for completion was recorded as paradata at the beginning, and, in one of the two surveys, also with a question at the end. Experiments on slider bars and grids were also included in the surveys. Bivariate and multivariate analysis techniques are used to test the hypotheses.

Results:

First we analyze the profile of the respondents using the different devices. An unequal distribution of mobile access across demographic groups is observed, with female and younger students more likely to use a smartphone or a tablet instead of a pc.

Second, there is a clear difference in completion outcomes between devices, with higher break off rates and longer completion time among smartphone users.

Third, we do not find strong evidence of higher satisficing among smartphone users. Smartphone users insert shorter texts in open-field questions and have a higher tendency to anchoring on slider bars. Yet, the lower accuracy in assigning scores seems to be related to technical issues rather than to lower attention or motivation; moreover smartphone users do not show consistently higher tendency to non-differentiation in grids. Similarities and differences are found between smartphone and tablet completion.

Added value:

The thesis showed that the measurement of values is not invariant across modes. This is a relevant result as, unlike many other contributions, it is based on representative samples of the Dutch population. The results offer useful insights for large survey research programs who seek to switch to a Web-based data collection.

Moreover, this work contributed to the blossoming literature on unintended mobile access, showing that data quality is endangered in terms of completion outcomes and non-response. Preventing respondents from dropping off is a key challenge for future implementation of multi-device surveys, and a requirement for further investigation on satisficing effects.

PRESENTATION OF MENSTRUATION: A QUANTITATIVE CONTENT ANALYSIS OF YOUTUBE VIDEOS

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The study at hand deals with the display of menstruation on YouTube.

Menstruation is often considered to be a taboo topic although it is a biological process that every healthy woman experiences on a regular basis. Accordingly, for many people an open dialogue about the menstruation and menstruating girls or women is unthinkable. In contrast to this, video producers on YouTube directly address the menstruation and publish videos about this issue. This increases the visibility of this important topic as the video platform YouTube is the most frequently used website worldwide after the search engine Google [Alexa Traffic Ranks, 2017]. Particularly among young people, YouTube is becoming increasingly prominent. To avoid unusual communication situations, girls and young women might rather appeal to YouTube to uninhibitedly inform themselves about the menstruation. Despite the importance of YouTube, current research mainly investigated the portrayal of menstruation and menstruating girls in the traditional media and found that it is rather negative. To bridge this empirical gap the main research question had to be addressed: "Which aspects of the menstruation are displayed by girls and young women in German and English YouTube videos?". It was further examined how YouTube video producers relate the menstruation to a negative or positive body and self-perception in

their videos. To answer the research questions an online content analysis was conducted.

Based on the theoretical framework of the framing-theory, user-generated video content from girls and young women was categorized into the general base-frames economy, progress and personalisation [Dahinden, 2006]. The codebook was built inductively and deductively. In other words the system of categories includes on the one hand data-driven categories and on the other hand categories based on previous research [Chrisler & Levy, 1990; Dahinden, 2006; Johnston-Robledo, Barnack, & Wares, 2006]. To confirm that the system of categories complies with the quality criteria for a quantitative content analysis the inter-coder reliability was calculated using the kappa coefficient. Based on a non-random sample in 2017, the N = 260 (n=130 German and n=130 English videos) most viewed YouTube videos were subjected to the online content analysis.

The YouTube videos were identified through the search function with the English keywords: That time of the month, period, menstruation and the German keywords: Periode, Menstruation, Wenn Mädchen ihre Tage haben and Zyklus. All sampled videos were published by YouTube video producers between the years 2005 and 2016. To adhere to the ethical research standards, all investigated video material was publicly accessible – private video material was not used. All data was analysed with the Software SPSS 21.

Comparing the frames personalisation and progress it was revealed that most of the videos were rather based on personal experiences and less on scientific sources and expert knowledge. Nevertheless, it seems that the girls and young women mainly strive to educate their audience about the menstruation instead of making fun of the topic in the form of comedy videos. Concerning the category recommendations, it was found that YouTube video producers tried to provide personal recommendations, sometimes even with precise step-by-step instructions, to support others. Regarding the frame economy it was found that only few YouTube video producers strategically place commercial products in their videos. This result was surprising given the fact of the increasing trend of commercialization on YouTube. Although the YouTube video producers provide recommendations and try to educate their audience, most of them still rather address the negative aspects of the menstruation than the positive ones. In conclusion, the menstruation still appears on YouTube as a topic which is handled discreetly and further is often associated with stereotypes, stigmata and negative aspects.

The present study has various limitations that need to be addressed. First, the sample is limited to user-generated German and English content provided from girls and young women, which restricts the generalizability. Furthermore, the quality and the medical correctness of the video content were not investigated, which makes it impossible to draw any conclusions about quality and correctness as potential mediators. Additionally, the study leaves open how video content related to menstruation is used by recipients and what effects might occur. Therefore, future research should concentrate on the quality of the video content, the effect of the video content on recipients as well as the recipients itself.

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ANALYSING THE SYSTEMATICS OF SEARCH ENGINE AUTOCOMPLETION FUNCTIONS BY MEANS OF DATA MINING METHODS

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The growth of information in society has influenced it in many ways, one of which is that it changed the way people search for information and the tools they use for doing so. The fact that the internet became the most important source of information for many people and is used for making day-to-day decisions on the basis of found information, motivated scientists to research different areas which could be affected by it.

One such aspect of social organisation is politics. In the internet era, the information that can be found about politicians online can influence events such as the results of elections. Research has shown that biased search rankings can shift the voting preferences of undecided voters. This shows the importance of studying online search behaviour, especially in the pre-elections phase, when search results can have a particular influence on the future political scene of a country.

This master thesis aimed to study the behaviour of online search engines in a period before the German federal election in 2017. This thesis raises the question of whether there is any pattern in the auto-suggestions for searches related to politicians' names; if so, are there any differences in the patterns depending on available attributes [social-demographic information, times of search and 11 others]? The master thesis also raises the question of whether the patterns can be explained from a political point of view, though giving a political interpretation is not a main focus of this thesis. The thesis explores data in a hypothesis free way and searches for pattern and particular relations in attributes.

The work was based on the standard CRISP-DM process. To perform the analysis, autosuggestion search terms for the members of the Bundestag were collected from three different search engines (Google Search, Bing, and DuckDuckGo) and stored. The data preparation stage included not only the standard cleaning of irrelevant data, but also the text categorisation procedure. This required lemmatisation, vectorising, development of text categories, and applying text classification algorithms.

The lemmatisation method was used to derive the dictionary form of the autosuggestions and prepare them for the following vectorisation, which was performed with the help of word2vec algorithm. The vectors were divided into groups by a simple and efficient kmeans clustering algorithm. Then, grouped data was used to train an SVM categorisation algorithm.

The prepared data was used together with the information about politicians (their gender, age, party, and home state) for different types of analyses: description of the dataset, correlation analysis performed through Pearson's 2 test, logistic regression analysis, and clustering to define groups of politicians. The text analysis has determined two semantic groups in the list of unique autosuggest terms: one group describing the personal life of politicians and their family, and the other including political and economical terms and the names of the companies and organisations.

The main goal was to identify any patterns in the autosuggestion terms for searches related to politicians' names, and, if there are any patterns, to identify if there are any differences in them depending on available attributes. The research showed that there is indeed a pattern in these terms, which relates to politicians and gender. There is a higher probability of the politician being female if the number of autosuggestions describing personal information about the person increases.

The subsequent clustering analysis defined two groups of politicians: one of the groups included younger politicians with significantly higher number of items in the text category political and economical terms, while the other tended to represent mostly older politicians. The research shows that there are no particularly strong patterns in the autosuggestions for searches related to politician's names.

Only moderate dependence was found between gender and personal topics. Otherwise there is no difference in the patterns depending on available attributes.

A5: USE OF AUXILIARY DATA AND ADMINISTRATIVE DATA

THE UTILITY OF AUXILIARY DATA FOR SURVEY RESPONSE MODELING: EVIDENCE FROM THE GERMAN INTERNET PANEL

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Relevance & Research Question:

Auxiliary data are becoming more important as nonresponse rates increase and new fieldwork monitoring and respondent targeting strategies develop. In many cases, these auxiliary data are collected or linked to the gross sample to predict survey response. If the auxiliary data have high predictive power, these response models can meaningfully inform survey operations as well as post-survey adjustment procedures. In our study, we examine the utility of different sources of auxiliary data (sampling frame data, interviewer observations, and micro-geographic area data) for modeling survey response in a probability-based online panel in Germany.

Methods & Data:

We examine the predictive power as well as the significance of coefficients for each type of auxiliary data in multivariate logistic regression models on response in the recruitment steps of the German Internet Panel.

Results:

We find that each of the auxiliary data sources are challenged by a number of concerns (scarcity, missing data, transparency issues, and high levels of aggregation) and none of them predict survey response to any substantial degree.

Added Value:

Based on our findings, we conclude that the available auxiliary data should be used with caution. Furthermore, we hope that our insights inspire the search for more predictive auxiliary variables as well as efforts to raise the quality of auxiliary data.

CAN RESPONSE BEHAVIOR PREDICT BREAKOFF IN WEB SURVEYS?

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Relevance & Research Question:

Due to recent general shifts in survey data collection modes from mail to web, respondents who break off from a web survey prior to completing it have become a more prevalent problem in data collection. Given the (already) lower response rate in web surveys compared to more

traditional modes, it is crucial to keep as many diverse respondents in the web survey as possible to prevent breakoff bias, maintaining high data quality and producing accurate survey estimates.

Methods & Data:

As a first step of preventing and reducing breakoffs, this study aims to predict breakoff timing on a question level. We analyze data from an annual online survey on sustainability conducted by the Institute for Social Research at the University of Michigan. This study makes use of survey data, along with rich paradata and accessible administrative information from the sampling frame. In addition to well-known factors associated with breakoffs such as answering device (e.g. mobile vs. PC) we investigate previous response behavior like speeding and item nonresponse to predict breakoff probability for each respondent on a question level using logistic regression and dynamic survival analyses. Additionally, we will show initial results of a randomized experiment designed to reduce breakoff in the same on-going online survey. Respondents in the treatment group saw an intervention message once their likelihood of breaking off passed a certain threshold, while respondents in the control group had the standard collection procedure.

Results:

We show that we can predict the likelihood of breaking off at both the respondent and page levels using response behavior like speeding up or slowing down. In addition, we investigate whether we can successfully intervene with the likely breakoff candidate and keep the respondent engaged in the survey.

Added Value:

By being able to predict and intervene with breakoff respondents we can reduce possible breakoff bias and therefore help producing accurate survey estimates.

ENTREPRENEURSHIP DATA COLLECTION MODES: A COMPARISON OF WEB SURVEYS AND TELEPHONE SURVEYS WITH REGISTERS DATA.

Author: Riillo, Cesare Antonio Fabio
Organisation: STATEC, Luxembourg

Relevance & Research Question:

Failure to predict Brexit and the US election outcome has called into question poll and survey methodology. This study contributes to this debate by asking which data collection methods (web or fix-line telephone) better resembles official register data in terms of distribution of socio demographic characteristics of respondents and in terms of variable of interest (entrepreneurial activity).

Methods & Data:

Research is based on the Global Entrepreneurship Monitor (GEM) survey data for Luxembourg. GEM interviews individuals to collect international comparable entrepreneurship information. The GEM survey is administered in two modes in Luxembourg: telephone interviews - randomly dialling to fix lines - and web interviews. The web respondents are drawn from a web panel, a data base of people who have declared their willingness to participate in surveys. Research is conducted in three steps. First, I compare the distribution of socio demographic characteristics of respondents of both collection modes (web and tele-

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phone) with official data (census and business demography). Second, the econometric analysis (multivariate regression, Oaxaca decomposition and Coarsened Exact Matching) disentangles difference in entrepreneurial activity in terms of observable and unobservable characteristics in both data collection mode. Finally, I test how effectively weighting adjustments correct for the entrepreneurial activity bias.

Results:

Results show that both survey modes are not perfectly emulating official data. Both telephone and web surveys underestimate the proportion of low educated adults as recorded in census data. Additionally, respondents of fix-line are considerably older than the census population. In terms of entrepreneurship –the main variable of interest-, the fix-line survey underestimates the proportion of adults owning or managing a firm. This proportion is overestimated by the web survey. Current weighting procedures fail to account for mix mode data collection and do not correct for the bias.

Added Value:

Among entrepreneurship surveys, this is the first study documenting total survey error of web and telephone survey methods. More generally, the study highlights the challenges of survey collection. Both web and telephone surveys are not perfectly emulating official data. Sophisticated weighting procedures are needed to account for survey mix mode collection.

B5: MANAGING AND USING DATABASES

A CASE STUDY IN LARGE SCALE VARIABLE HARMONIZATION

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Relevance & Research Question:

One of the NRW-Innovativ projects is an attempt to fill a lacuna in communications studies by creating a harmonized dataset for longitudinal data (since 1954) about media use in Germany exploiting the Media-Analysis-Data. In making large scale media use data accessible for academic research in high quality standards of data documentation lies the relevance of this project. The research question, therefore, is: how to make the Media-Analysis-Data – as a big data – accessible for academic research while being transparent.

Methods & Data:

This paper will present the various theoretical, practical and the use of a digital harmonization software, CharmStats, utilized over the course of this project. Goal of the harmonization was to create a scientific use file setting excellent documentation standards with the help of CharmStats and to continue the harmonization already done until 2009. Using a new harmonization software, CharmStats, we review the challenges and solutions developed as a case study in large-scale data harmonization. With more than 1.5 million cases per dataset – in total there are two harmonized datasets –, each with almost 30.000 variables for over 60 years for pressmedia and almost 40 years for radio, the Media-Anal-

ysis data can be counted as the biggest dataset of media use in Germany being available for academics.

Results:

Target of the project is to make the complex process of data harmonization with large-scale data most transparent and replicable. CharmStats offers the possibility to fulfil the project's goals as it produces syntaxes for data harmonization plus a report for documentation. For the presentation we would portrair the different levels to reach the projects' goals to answer the research question:

- 1) Find a structure to work with
- 2) Setting standards for data documentation with CharmStats
- 3) Producing a harmonized dataset
- 4) Making the dataset replicable, moreover, making it an accessible and sustainable source for academic research throughout the Library of Online Harmonization (scheduled for release in 2019)

Added Value:

The methodological approach of this project can be counted as a user case for documenting and harmonizing big data for academic research.

TIPD -- TAIWAN INDIGENOUS PEOPLES OPEN RESEARCH DATA

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Organisation: Academia Sinica, Taiwan

Relevance & Research Question:

Demand for computational social science has grown in order to overcome challenges in processing rapidly growing big digital data sets. Using big digital data to study indigenous peoples is a good example. Taiwan Indigenous Peoples (TIPs) are a branch of Polynesian-Malaysian (or Austronesian) ethnic groups. Since the early 17th century, TIPs played a crucial role during the Great Marine Times in the world systems. However, the period of 1940-2010 was a data "Dark Ages" for TIPs. Persistent lack of contemporary TIPs data led TIPs to become isolated, marginalized and thus underdeveloped. Re-constructing TIPs research data and making them available to the international academic communities are the first step to overcome the abovementioned barriers.

Methods & Data:

TIPD utilizes record linkage, geocoding, and high-performance in-memory computing technology to construct various dimensions of TIPs demographics and developments. Embedded in collecting, cleaning, processing, exploring, and enriching individual digital records are computational social science and data science.

Results:

TIPD amounts to 38,000 files and around 85 GB in size, see TIPD on OSF at <https://osf.io/e4rvz/>. It consists of the following categories of big open data: [1] categorical data, [2] household structure and characteristics data, [3] population dynamics data, [4] population geocoding data, [5] traditional tribal data, and [5] urban TIPs data. They include cross-sectional time-series categorical data, longitudinally linked population dynamics data, life tables, household statistics, marriage practice, internal migration data, geocoded data, etc.

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Added Value:

TIPD serves as the progress and efforts of Taiwan academicians struggling to construct big open research data on contemporary TIPs by integrating big micro digital data sets. TIPD big data not only help unveil contemporary TIPs demographics and various developments, but also help overcome research barriers and unleash creativity for TIPs studies. TIPD contributes to revive TIPs studies and to promote mutual understandings among various ethnic groups. The release of TIPD promotes crowd-source researches which have an indirect effect in strengthening social cohesion and enhancing social inclusion.

CRM-DATA-SUPPORTED INTERVIEWING: HOW CRM-DATA CAN MAKE EMPIRICAL RESEARCH MORE EFFECTIVE AND EFFICIENT

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Relevance & Research Question:

Today, due to enhanced digitization, Internet 4.0 and Big Data, companies have more and better customer data available. Taking this into account, it is often discussed that traditional market research, such as customer surveys, is losing its importance or even becoming superfluous. However, there is also a different perspective: the opportunities for conducting customer and market studies are enhanced when the survey design does include and use Big Data. Surveys can become faster, more targeted and more valid if customer data (from the external sources as CRM systems) is linked to the survey data or if the CRM data is used to control the interviews.

Methods & Data:

The possibilities for combining CRM data and survey data are discussed based on case studies in mobility research. First, it is shown which customer data from CRM systems can be relevant for carrying out surveys. Second, three aspects are discussed: (a) efficiency gains by shortening the interview time and selecting contact Data, (b) quality gains through greater precision of the survey design and (c) increased validity of the survey results.

All presented cases have in common that personalized data from the CRM system is matched with market research data that is finally anonymised.

Results:

A reduced interview time can be achieved if CRM data (customer sales, transactions, etc.) are linked to the survey data. Consequently, this leads to lower dropout rates and thus indirectly to gains in data quality. An increase in the validity of the survey results can be achieved if the interview is controlled based on CRM-data. There are even situations arising when a valid survey is only possible / feasible with the help of CRM-data (in terms of Budget, time etc. constraints).

Added Value:

Although the processes are very similar, there is a clear difference between CRM-data driven market research (anonymous data) and CX surveys for evaluating transactions (individualized data). The paper presents a perspective on how classical market research is enhanced and therefore supports better decision making by using Big Data.

C5: OPINION FORMATION IN ELECTION CAMPAIGNS

WHAT AND HOW DO CITIZENS LEARN FROM VOTING ADVICE APPLICATIONS? EXPERIMENTAL EVIDENCE FROM GERMANY.

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2: London School of Economics, United Kingdom;
3: Princeton University, United States of America;
4: University of Illinois, United States of America

Relevance & Research Question:

Voting Advice Applications (VAA) are becoming increasingly popular across the world. These tools, which provide voters with information about the party that best represents their political preferences, have attracted wide attention from journalists and political scientists. Previous studies have shown that VAAs are successful at increasing citizens' levels of political knowledge related to campaign issues (Garzia, 2010; Vassil, 2011; Schultze, 2014). However, one limitation of these studies is that they rely on convenience samples or only on observational data, which raises issues about self-selection and the causal mechanism explaining how voters learn about politics.

Method:

We provide evidence from a field experiment conducted with a representative sample of German citizens ($n = 1200$) in the 2017 election campaign. Using an innovative web tracking design that featured a (randomly assigned) incentive to complete the German VAA ("Wahl-O-Mat"), we are able to observe how the use of this tool affects the subjects' media consumption and their levels of political knowledge.

Results:

Drawing on the complete browsing history of the respondents, we find that the encouragement worked well (more than 75% compliance rate among treated), but also that there is substantive noncompliance in the control group (47% of which used the Wahl-O-Mat anyway). This highlights the value of tracking data to identify compliers and ultimately arrive at clean causal estimates. We find no substantive changes in the reported likelihood to vote and vote certainty, but increased reported turnout and knowledge on party positions among Wahl-O-Mat users.

Added Value:

Our study is the first to evaluate the causal impact of VAA use on various political outcomes that (1) draws on a decent-N internet-representative sample, (2) employs a randomly assigned incentive to use the VAA, (3) makes use of online tracking of users' browsing behavior to track down VAA and other online media usage, and (4) uses before-after measures of political preferences, knowledge, reported behavior, and media use.

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DO VOTE INTENTION POLLS INFLUENCE VOTERS' ELECTORAL DECISIONS?

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Organisation: University of Southampton, United Kingdom

A persistent concern amongst political actors and media commentators is that the publication of opinion polls of vote intention during election campaigns may themselves influence vote intentions. For instance, voters might prefer parties that are performing more strongly in the polls if they prefer to be on the winning side, the so-called 'bandwagon effect'. Alternatively, they might decide to vote for a poorly performing party to prevent it dropping below a seat threshold in proportional systems, the 'underdog effect'. It is because of fears that voters will be influenced by opinion polls that their publication is banned in many jurisdictions in the days leading up to an election. A particular concern in this regard is that the polls might be presenting an inaccurate picture of the vote intentions of the wider electorate. When the polls are wrong, as they undoubtedly sometimes are, voters would be basing their electoral choices, whether to vote and who to vote for, on incorrect information. In this paper, we present the results of a study which considers this question in the context of the 2015 and 2017 UK General Elections. These elections are interesting case studies for assessing this question because, in 2015, the polls showed hardly any movement throughout the campaign, whereas in 2017, there was a notable late surge in support for the Labour party. Our empirical strategy is to link contemporary polling data to five waves of the British Election Panel Study, which interviewed a large panel of respondents over 13 waves between February 2014 and June 2017. We use random and fixed effects models to estimate the causal effect of published polls on stated vote intentions.

HEAD OR HEART - THE CONFLICT OF AUSTRALIA'S SAME SEX MARRIAGE VOTE

Author: Wheatley, Alex

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Relevance & Research Question:

Over the last three years Lightspeed have been investigating how looking beyond voting intention, and instead focusing on how people make decisions can help us understand the result of an election. Across

various elections we have seen that instead of asking people how they think they might vote, asking what has driven their decision, how hard it has been and evaluating how who they are affects this, can be just as revealing when it comes to understanding the outcome.

We have looking at both the rational and emotive aspects of the decision making process and developed our own survey methods to clarify and quantify these effects. In our latest experiment we have looked at Australia's Same Sex Marriage Vote, seeking to understand the causation behind how people chose to vote. We hope to show you how our findings revealed a fascinating picture of the landscape and helped us reach conclusions on the outcome.

Methods & Data:

Online mobile compatible survey of 1000 Australians.

Results:

Insights and quantifying of the emotive and rational decision making processes at play in the vote. Understating of which arguments hold more force and how people reach their conclusions.

Added Value:

A new perspective on political research and approaches available for predicting the results of elections.

D5: DATA VISUALIZATION - FROM RELEVANT INSIGHTS TO MEANINGFUL STORIES

DATAVISUALIZATION - BRIDGE FROM DATA TO INSIGHTS

Author: Schäfer, Christin

Organisation: acs plus UG, Germany

Data contains insights. But in the majority of cases, data doesn't reveal the insights directly. One important technique for identification and extraction of insights out of data is datavisualization.

In this talk, the silence and secrecy of data and the power of visualization will be showcased with a massiv digital (customer) journey data set.

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DATAVIZ-STORYTELLING

Author: Christina Elmer
Organisation: SPIEGEL ONLINE, Germany

In journalism, data-based visualization does not only serve to illustrate. They make details interactively accessible and allow the user to delve deep into a data set. This keynote provides insights into how Spiegel Online's data graphics are conceptually designed and used by readers.

A COMPARATIVE INFORMATION VISUALIZATION APPROACH TO PHYSICALLY-BASED RENDERING

Author: Martin Eisemann
Organisation: TH Köln - University of Applied Sciences, Germany

In this presentation I will talk about how information visualization techniques can help us to solve classic problems in physically-based rendering, also known as Monte Carlo rendering or stochastic rendering, which is mainly used for high quality 3D renderings. I will present a framework to investigate a 3D scene to find the actual causes of rendering artifacts and what we can do to suppress them.

A6: PARADATA IN ONLINE AND MOBILE WEB SURVEYS

DO RESPONSE TIMES GET SHORTER IN THE LONG TERM? A LONGITUDINAL ANALYSIS OF RESPONSE TIMES TO RECURRING ITEMS IN A PROBABILITY ONLINE PANEL.

Author: Achimescu, Vlad; Keusch, Florian
Organisation: University of Mannheim, Germany

Relevance & Research Question:

Paradata can be useful to analyze whether online panel members change their response behavior over time. Longer response times indicate a deliberative-controlled mode of information processing, while shorter response times suggest an automatic-spontaneous processing mode. Earlier research shows the need to separate between respondent and item-level characteristics, but the longitudinal dimension has been less explored. This paper attempts to answer the following questions: In an online panel, which factors influence the time spent by the same respondent to answer the same question in a different wave? Do response times decrease over time, and, if so, is the decrease more pronounced for more complex items?

Methods & Data:

We analyze all recurring variables from the first 18 waves of the GESIS

panel (2014-2016). Each question from the core studies is repeated every 6 waves, giving three separate measurements, one per year. Both server-side and client-side paradata are analyzed for every survey page. Cross-classified multilevel linear mixed models are used to account for clustering within survey pages and respondents, with each measurement nested in survey pages and respondents.

Results:

Preliminary results partly confirm previous findings that page response times increase with the cognitive capacity and interest of the respondent, but also with item complexity. Given the same set of items, response times get shorter over time, by a factor of .93 per year on average for the same respondent. However, there is considerable variation in the effect size, with a stronger decrease in response times for pages that contain more complex items.

Added Value:

This paper builds upon previous research on the predictors of response times, by adding a longitudinal dimension to the analysis. We track long term changes in respondent behavior while keeping the stimulus constant and including time-variant predictors. The model can help improve questionnaire design and quality control: optimal dimensions for question and page length can be assessed; page-level residuals can identify items that show more abrupt drops in response time; respondent-level residuals can help identify respondents with increasing tendencies of speeding.

WINDOW SWITCHING WHEN ANSWERING KNOWLEDGE QUESTIONS IN WEB SURVEYS

Author: Gummer, Tobias; Kunz, Tanja
Organisation: GESIS Leibniz Institute for the Social Sciences, Germany

Relevance & Research Question:

Knowledge questions are frequently used in surveys to capture the respondent's topic awareness and ability to provide well-informed answers to attitude questions. However, in web surveys, respondents are able to use external information sources (e.g., Wikipedia) to look up the correct answer. Previous findings on whether respondents search for external information to provide a correct answer are still mixed. Moreover, studies on how to use paradata on window switching behavior to shed light on this issue remain sparse. In this study, we investigated how a knowledge question's difficulty stimulates respondents' window switching and whether switching away from the web survey affects the likelihood of answering the knowledge question correctly.

Methods & Data:

We relied on data from a web-based survey which was fielded in Novem-

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ber 2017 in Germany and drew on a quota-based sample (N=2,000) from an online access panel. The questionnaire included three knowledge questions, one located near the beginning of the survey, one in the middle, and one near the end. We experimentally varied question difficulty by either presenting the question in an open-ended or closed-ended format. Respondents were randomly selected for each group. To assess our research questions, we measured paradata on window switching when answering the knowledge questions and examined the proportion of respondents who answered these questions correctly.

Results:

Overall, our study showed that the difficulty of knowledge questions affected respondent behavior. We found respondents to be more likely to switch windows during the web survey if knowledge questions were designed more demanding. In addition, those respondents who switched windows were more likely to answer the knowledge questions correctly. This indicates that respondents switched windows to search for external information in order to answer correctly.

Added Value:

Our experimental study provides additional evidence on shortcutting in knowledge questions. The more demanding knowledge questions are designed, the more respondents seem to be tempted to search for external information what may obscure their actual knowledge. Moreover, we found paradata on window switching to be indicative of the respondents' likelihood to answer a knowledge question correctly.

WHAT DOES TIME MEASURE?

Author: Erner, François; Bonnay, Denis

Organisation: respondi, France

Relevance & Research Question:

In the industry, we are all trying to find new ways to reduce the length of the questionnaires. In this sense, behavioural measures like response time (RT) are very promising. But are we sure about what we are measuring with RT?

Methods & Data:

We focused on one specific use: measuring the strength of the association between two notions, typically two words, or one picture and one word. We used this method because we wanted to use time measurement in brand exploration research, product test and electoral polling. In this type of research, it is common to ask respondents how strongly the brand / product / candidate is associated with a list of adjectives.

We conducted several projects in France, Germany and in the UK. Subsequently, we were able to compare the measures we achieved through two different ways.

RT for an explicit association task: Time needed by the respondent to answer a question such as, "on a 10 point scale how strongly is the brand X associated in your mind with the word Y?".

RT for an implicit association task: We run several priming, in which the respondent is never directly asked to evaluate the strength of the association between the two notions.

Results:

First, we wish to show that it is not always the case that RT indicates strength of association. However, on the basis of our experiments, we will show that in the case of priming, shorter RTs do indicate a stronger association. But the priming procedure has difficulties of its own: getting statistically significant results may prove hard because difference in RTs might be small while RTs come with high standard deviations. We are able to get more telling and more significant results by suitably modelling priming as a decision task and taking into account the correctness of answers (in the priming process we used, respondents are asked to say if one word is positive or negative).

Added Value:

Two methodological learnings: how to deal with RT and how to get more crystal clear results in a priming process.

B6: DATA ABOUT ONLINE AND MOBILE BEHAVIOUR

INTEGRATING AND AUGMENTING MOBILE LOG DATA WITH SURVEY DATA: FINDINGS FROM A NATIONAL STUDY OF CANADIAN ADULTS

Author: Boase, Jeffrey Alan

Organisation: University of Toronto, Canada

Relevance & Research Question:

Logged mobile calling and texting data contains complex, longitudinal, and rich information about communication patterns with a variety of social ties. At the same time, mobile log data lacks important contextual, demographic, and attitudinal information that can be obtained using traditional survey methods. Further, mobile log data contains sensitive and private information that can put both respondents and researchers at risk.

How can social researchers effectively and ethically augment mobile calling and texting log data with traditional survey methods?

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Methods & Data:

This presentation will focus on a newly developed research tool in which an online portal is used to customize the actions of a smartphone app. These actions include collecting non-identifying calling and texting log data, administering on-screen survey questions, and allowing respondents to select individuals in their calling and texting logs.

This app has been used to collect mobile log and survey data from a national sample of 411 adults living across Canada. The app collected non-identifying information about more than 2.2 million calls and texts from these 411 participants. Participants were recruited by mailing invitations to residential addresses that were randomly selected from a national addresses database. The invitations contained detailed information about how the app collected log data, and respondents voluntarily installed the app on their phones and completed an on-screen survey.

Results:

First, the results show how it is possible for respondents to select specific individuals — thereby allowing researchers to trace the calling and texting history — without sharing identifying information about these individuals to researchers. Second, the results indicate that this method generated a sample that is generally representative of the larger population of smartphone users in Canada.

Added Value:

This presentation shows how mobile log data can be effectively and ethically integrated into traditional survey methods. Using the on-screen survey, the log data is augmented with contextual information about respondents and their relationships with specific types of social ties. This presentation further shows how it is possible to collect nationally representative mobile log and survey data in a way that preserves the privacy and anonymity of respondents.

EMOJIS ARE INEFFECTIVE IN ONLINE REVIEWS: AN EXPERIMENTAL STUDY IN THE CONTEXT OF CONSUMER GOODS

Author: Bender, Melanie; Schmank, Roman; Neugebauer, Uwe

Organisation: Rheinische Fachhochschule Köln, Germany

Relevance & Research Question:

Recently emojis have gained importance, not only in communication, but also in (online) marketing. However, there are so far only a very few studies that have causally tested the emoji's influence on consumers. Previous experiments revealed that only the use of negative emojis in a negative product assessment of online reviews leads to a higher empathy in Asia (Qiu, Wang, Pang & Jiang, 2016) and in the context of hotel services to a higher purchase rejection and a deteriorated attitude in North America (Manganari & Dimara, 2017). Therefore, the question arises, if the results can also be transferred to the consumer goods context in German-speaking countries due to intercultural differences in the use of emojis (Ljubecic & Fiser, 2016).

Methods & Data:

In order to answer the research question, a 2x2x2 experimental in-between online design was applied (N = 515, recruitment via social networks), which included the factors of product assessment (positive, negative), emojis (with, without) as well as product type (low-involvement: ballpoint pen; high-involvement: laptop) on perceived a) usefulness, b) credibility, c) product attitude and d) purchase intention in the online review. Each participant has been randomly assigned to one of eight different fictional online scenarios. Care was taken that the eight groups are about the same size. The sample size has been calculated a priori with g*power based on the current results with emojis.

Results:

The results of a three-factor ANOVA demonstrate that emojis do not show any significant differences in all four dependent variables in contrast to the online reviews without emojis. Therefore, there are no differences in the use of positive as well as negative emojis; even if the product types are separated. This means in effect that the perception of online reviews with emojis is equal to those without emojis.

Added Value:

This study is the first one to our knowledge, which experimentally examines the role of emojis in online reviews in German-speaking countries. Moreover, contrary to our expectations, this study indicates that emojis do not always have an effect on consumers, and emphasizes the importance of cultural and situational differences.

THE DESIGN BASED COMPARISON BETWEEN WEBSITES REGARDING CULTURE AND INDUSTRY

Author: Gemander, Marcel; Wattenberg, Malte

Organisation: Bielefeld University of Applied Sciences, Germany

Relevance & Research Question:

Companies on the one hand face the need to constantly revise and adopt their web design in order to stay competitive. Researchers on the other hand try to find patterns, similarities and differences in design based on culture. However, are there any cultural related differences along different industries concerning design or is there a global cultural alignment and conformity? Is it possible to break down website design to comparable parameters?

Methods & Data:

A developed web application analyses the landing pages of user-defined websites in different countries. The application uses the python web automation framework Selenium in order to get the HTML structure as well as fonts in use and images.

An initial analysis was conducted with 988 landing pages of 62 companies of the industries banking, insurance, consulting and porn as a contrasting sector. The companies cover 35 nations of different cultural spaces.

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Results:

The applied methods reduce the design of the analysed sites to the essential parameters layout, predominant colours of the HTML-elements, and typography. The application then displays the results as colorized wireframes. The analysis furthermore includes average values regarding the length of the site, word count, text and image ratio as well as commercial and open font types. In addition, the tool enables the user to compare industries and countries.

The main finding of the examined dataset shows that there is a high tendency of global cultural alignment in analysed industries when regarding companies of the western culture. Asian companies, e.g. the bank of china, highly differentiate their design regarding the target culture, e.g. using considerably more colours in Asia. Similarities in all observed industries can particularly be found in typography where Arial is still the predominant font type.

Added Value:

The application reveals the identity of websites and the interdependence between markets, culture and design. Hence, the reduction to relevant parameters easily enables companies to compare their website design within and across the industry. In summary, it makes design comprehensively and provides a profound database for design based decision-making, which is adoptable to different target industries.

C6: MEDIA EXPOSURE

ONLINE REAL-TIME-RESPONSE MEASUREMENT IN REAL LIFE SETTINGS: THE DEBAT-O-METER

Author: Wagschal, Uwe; Metz, Thomas; Waldvogel, Thomas; Becker, Bernd; Feiten, Linus; Weishaupt, Samuel
Organisation: University of Freiburg, Germany

The Debat-O-Meter is a novel web-based platform to analyse political debates in communication and media research outside the lab

Relevance & Research Question:

Political debates have attracted substantial public and academic attention due to their prominent role in election campaigns. Eaching a tremendous number of potential voters, TV debates concentrate the electoral contest into a one-evening format that covers all major topics and main contenders. As "miniature campaigns" they reach many undecided and serve as (often the only) source of direct campaign information for voters less sophisticated or attentive to politics. In recent years Real Time Response Measurement gained international importance in political communication research.

Methods & Data:

We present the Debat-O-Meter, a novel Internet-based application for smartphones and tablets that allows to evaluate the effects of televised political debates as well as all other media stimuli on large-scale audiences following the broadcast in the setting of their private homes. It consists of a real-time response (RTR) measurement system and modules for instructing the audience at home. As an online-based RTR platform the Debat-O-Meter enables to collect survey data and serves as a Voting Advice Application (VAA) for its users.

Results:

We present results of the vastest RTR-field-study ever launched in research on political debates at the 2017 Bundestagswahl in Germany with more than 70.000 participants testing its reliability and validity and showing that the Debat-O-Meter as a virtualized RTR-instrument enables collecting and processing RTR-big-data of large-scale audiences following political debates in real life settings. Due to the big amount of participants, for the first time we test reliability and validity on diverse subgroups to verify conditions on the part of participants for valid and reliable data collecting with online-based RTR-tools.

Added Value:

We assess the virtualization of RTR instruments as a watershed, putting RTR-based research on a new level. Besides permitting cost-effective investigation of larger samples in a "natural" setting outside the lab, the Debat-O-Meter adds flexibility to RTR-based research since its virtualization allows to quickly implement user interfaces that can step beyond conventional methods.

TELEVISED DEBATES, SECOND SCREEN, FILTER BUBBLES: EVIDENCE FROM A GERMAN LAB AND SURVEY EXPERIMENT

Author: Richter, Simon [1]; Faas, Thorsten [2]
Organisation: 1: Johannes Gutenberg-Universität Mainz, Germany;
2: Freie Universität Berlin, Germany

Relevance & Research Question:

Televised debates are regularly accompanied by an extensive coverage in social networks like Twitter. By following this live coverage, the reception of the debate is complemented through an additional social context, namely the (documented) views of other people concerning the debate and its protagonists. Generally, these contexts are far from being balanced in terms of opinions the people are confronted with. Instead, people are embedded in their idiosyncratic, personalized social networks, which might lead to biases or in other words: filter bubbles. This form of "social watching" is on the rise and provokes some important questions: Do these biased social network posts have an effect on the perception of the television debate? Is there an influence on the evaluation of the candidates? And if so, under which conditions?

Methods & Data:

To dismantle the influence of "social watching" on the perception of a televised debate and to study the consequences of filter bubbles, this project draws on a lab and a survey experiment. In both experiments, respondents were randomly allocated to groups, which were then treated with specific, but biased and real Twitter coverage while watching the most recent televised debate from Germany. The lab experiment was run as a live experiment on debate night using specifically programmed

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software. The live context secured a naturalistic environment for the participants while retaining full randomized experimental control. The survey experiment focused on the consequences of specific bias features, namely the role of candidate appraisal versus critique.

Results:

The data was gathered by questionnaires in both experiments and is being processed by now. First results show conformity tendencies among the respondents in their evaluations of the candidates - even when controlling for political predispositions.

Added Value:

This project presents the first study ever in Germany to investigate the influence of "social viewing" on political attitude formation. The unique research design allowed to construct filter bubbles and observe its consequences on political attitude formation in a live setting. It complements the discussion about classical media effects introducing empirical evidence for dynamics in the attitude formation induced by social network coverage.

ECHO CHAMBERS AND THE IMPACT OF MEDIA DIVERSITY: POLITICAL OPINION FORMATION AND GOVERNMENT POLICY

Author: Blank, Grant (1); Dubois, Elizabeth (2)

Organisation: 1: University of Oxford, United Kingdom;
2: University of Ottawa, Canada

Relevance & Research Question:

The diverse media environment fostered by the Internet has led to fears that individuals will select a narrow range of media that reinforce their existing beliefs and that this will lead to political segregation based on interest or partisanship; that is, it will lead to echo chambers. People inside echo chambers will only encounter things they already agree with. Without free movement of ideas and information people inside the echo chamber will believe that this is all there is. Under these circumstances anyone who disagrees is misinformed at best and willfully ignorant at worst. This can increase political polarization and threaten democracy. This leads to the research question: in a world of diverse media systems, to what extent can we find echo chambers?

Methods & Data:

The Quello Search Project collected a random sample of 2,000 UK Internet users in 2017. We use five different measures of being in an echo chamber and we have information on 12 different online and offline media channels plus 12 social media platforms.

Results:

Hierarchical multiple regressions show two major results. First, the more diverse media that individuals are exposed to the less likely they are to be in an echo chamber. Second, the higher a person's level of political interest the less likely they are to be in an echo chamber. These two results hold (1) regardless of how we measure the presence of an echo chamber and (2) even when we analyze only the subset of respondents who hold either extreme right-wing or extreme left-wing political opinions.

Added Value:

Much prior work on echo chambers has focused on a single medium, often Twitter. But political information is available through many media

channels, including political websites, online news sites, offline print media, and above all television. These are places where individuals may be exposed to a wider variety of information and political views. Government media policy could encourage wider use of media, and use of search for checking information. Future research could profitably focus on the complex ways that people interact with all forms of online and offline media.

D6: IMPLICIT METHODS - TELLING STORIES THAT CONSUMERS CAN'T TELL

UNSPOKEN™ - NEW IMPLICIT TECHNOLOGY THAT BLENDS AN ENGAGING MOBILE INTERFACE WITH SYSTEM 1&2

Author: Görnandt, Julia

Organisation: SKIM, The Netherlands

In today's fast-paced digital world time is precious, speed is of the essence and attention spans are short. Yet, expectations of market research have never been greater. This is why we have to adjust, challenge existing norms and come up with new ways of doing research. To uncover how today's consumers truly think and behave we need to connect with them in the same way they connect with the world around them. This means that new research methods will have to place mobile technology at their core, replace overly rational questions with fast-paced intuitive exercises and entertain rather than bore people. We will introduce a new mobile technology can do exactly that: Unspoken™ uses intuitive, engaging swiping and tapping exercises that trigger more instinctive responses and incorporates reaction time as an implicit measure. With different case studies in market research the various application areas for this new approach will be highlighted. A head-to-head comparison with some traditional methodologies that are naturally capturing rather rational thought processes will further portray the character of Unspoken™ and point out its strengths. Lastly, we will showcase that such an implicit methodology for mobile devices is not only suitable to uncover preferences of Millennials of the Western world, but can be used across age groups and can even reduce response biases prominent in Asian cultures.

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THE ART OF BODY READING

Author: Küppers, Markus

Organisation: September Strategie & Forschung GmbH, Germany

How biometrics can stir up the traditional research landscape.

Imagine a world where market research wouldn't have to take consumers' response at face value. Imagine we could go 'under the skin' and see what consumers actually feel! Given the vast technological progress within the past decade or so, we are now able to actually do this by monitoring consumers' biometrical data and, via empirical algorithms, condense the data into seven emotional KPI 1. attraction, 2. relevance, 3. liking, 4. emotional closeness, 5. trust, 6. scepticism, and 7. stress – completed by in-depth-interviews to marry the emotional KPI with the inner psychological story. This combination is able to evaluate almost any stimulus not only twice as valid but also to deliver sound and hands-on recommendation. But there is no innovation without a challenge of the status quo...

BRAIN BRANDED: SUBCONSCIOUS BRAND POSITIONING USING AI

Author: Mall, Dr. Jonathan T.

Organisation: Neuro Flash, Germany

Big Brands are fighting over consumer brains. They battle against forgetting, trying to take the top position in their category.

Here we present a solution to understand this 'brain battle map'. Using a supercomputer and novel machine learning approaches, we simulate the implicit associations of consumer groups and whole nations. Determining brands' subconscious position in the brain and how it compares to the competition. We show how closely the results match consumer's implicit behavior and how the results can be used to increase sales using fitting associations.

IF YOU CAN'T TELL – LET'S PLAY! A SMART WAY TO MEASURE BRAND POSITIONING

Author: Förstel, Henner

Organisation: MANUFACTS Research & Dialog, Germany

Relevance & Research Question:

Brand image is one of the key drivers for consumer decisions. However, it is hard to measure brand strength and personality in standardised quantitative questionnaires, as the concept itself is quite abstract and respondents may find it difficult to translate their intuitive perception into brand items.

Furthermore, brands are usually in competition with others, and a strong and well balanced brand image can be useless, if other brands have even more appeal.

To make brand surveys more intuitive to answer and to get results that

match better with real-life consumer behaviour, Manufacts created a new research instrument called Battle-of-Brands. This tool was tested in a pilot study against classical brand funnel and brand profile questionnaires.

Methods & Data:

In this research tool, brands are 'fighting' in a direct 'battle' against each other (inspired by the AHP process). Each duel is fought in one of four dimensions. This creates more insights than asking for individual brand profiles as customers are forced to compare and decide who is best (just like in real life).

To help respondents understand the idea of the questionnaire and make intuitive decisions, the questionnaire is designed in a very playful way. Additionally, special focus was set on formulating questions as short as possible.

Results:

As a direct result of the choice-based survey mechanism, results of our battle approach are much more distinct compared to classical brand profile questions. Our pilot study was conducted with a range of very popular fast food brands which have fairly similar image profiles when being analysed with a classical approach. The battle of brands sharpens the market leader position on the one hand but also helps to identify specific strengths of competitors.

Added Value:

Key benefit of the Battle-of-Brands is that brand positioning can be measured in a compact way without making compromises in quality of results. The systemic setting and pair comparisons in combination with the playful approach lead to higher motivation of the test persons. A positive side effect is that results are calculated in real-time so that this instrument can also be implemented as a quick tool in agile projects.

A7: IMPROVING SURVEY QUESTIONS

DOING AS TOLD? – THE EFFECT OF INSTRUCTIONS ON DEPTH OF PROCESSING IN ONLINE SURVEYS

Author: Hadler, Patricia (1); Natalja, Menold (1); Cornelia, Neuert (1); Herbert, Bless (2)
Organisation: 1: GESIS Leibniz Institute for the Social Sciences, Germany;
2: Universität Mannheim, Germany

In self-administered surveys, researchers often provide instructions how respondents should work on the questionnaire. For example, respondents are instructed to answer spontaneously, or alternatively, to consider their answers carefully. Despite the widespread use of these instructions, rather little is known about whether and how they influence response behavior and data quality. The present research addresses this important question and examines whether and how instructions effect response distributions and cognitive response processes [operationalized by eye-tracking metrics].

Two item batteries were taken from the German General Social Survey ALLBUS 2016 and the International Social Survey Programme (ISSP). They were introduced by instructions asking participants either to answer spontaneously or consider their answers carefully in a randomized online-experiment. The order of the two item batteries was randomized. In total, 121 participants took part in the online survey, which was carried out in the spring of 2017 at GESIS – Leibniz-Institute for the Social Sciences in Mannheim, Germany. Respondents' eye movements were tracked with SMI RED250 mobile eye tracker.

The data reveals effects of instructions on response behavior and data quality as a function of presentation order. When asked to answer spontaneously, respondents fixated shorter and less often on statements, item scales, and answer buttons. Importantly, all effects are strongest when instructions are delivered the first time and attenuate rather quickly. Preliminary results show that the "answer spontaneously" instructions would be associated with an increased reliability.

The results confirm that instructions serve as processing cues as to the mindset in which a respondent answers survey questions. More importantly, instructions influence response behavior and even response distributions. Importantly, however, instruction effects seem rather short-lived. Implications for the use of instructions in online surveys are discussed.

EFFECTS OF THE NUMBER OF OPEN PROBING QUESTIONS ON RESPONSE QUALITY IN COGNITIVE ONLINE PRETESTS

Author: Lenzner, Timo; Neuert, Cornelia Eva
Organisation: GESIS Leibniz Institute for the Social Sciences, Germany

Relevance & Research Question:
Cognitive online pretests have recently been recognized as a promising tool for evaluating questions prior to their use in actual surveys

[Lenzner & Neuert, 2017]. While previous research has shown that they produce similar results to face-to-face cognitive interviews with regard to the problems detected and the item revisions suggested [Lenzner & Neuert, 2017; Meitinger & Behr, 2016], little is known about the ideal design of a cognitive online pretest (e.g., about the ideal length of the pretest or the maximum number of open probing questions that respondents are willing to answer). This study addresses one of these research gaps and examines whether the number of open probing questions asked during a cognitive online pretest has an effect on the quality of respondents' answers.

Methods & Data:
We currently carry out an experiment in which we vary the number of open probing questions that respondents receive during a cognitive online pretest. The questionnaire to be tested consists of 26 survey questions and we vary whether respondents additionally receive 13 probing questions (n=120; short version) or 21 probing questions (n=120; long version). As the basis for comparison serves a pretesting study that was conducted in 2015 with 17 probing questions (n=120; medium version).

Results:
In our analyses, we will look at response quality indicators both within each of the three groups (i.e., does the quality of respondents' answers change over the questionnaire?) and between the three groups (i.e., does response quality differ as a result of the number of probing questions asked?). The response quality indicators used include (1) word count per probe, (2) response times, (3) amount of non-response, (4) amount of uninterpretable answers, (5) respondents' evaluation of the questionnaire, (6) and number of drop-outs.

Added Value:
This study provides evidence about the willingness of respondents to answer a large number of open probing questions in a Web survey and how the number of probes affects the quality of the pretesting results. Researchers may then make an informed decision about the trade-off between the amount of information acquired and the quality of information received.

RE-EXAMINING THE "LEFT AND TOP MEANS FIRST" HEURISTIC USING EYE-TRACKING METHODOLOGY

Author: Höhne, Jan Karem (1); Lenzner, Timo (2); Neuert, Cornelia (2); Yan, Ting (3)
Organisation: 1: University of Göttingen, Germany;
2: GESIS Leibniz Institute for the Social Sciences, Germany;
3: Westat, United States of America

Relevance & Research Question:
Web surveys are commonly based on self-administered modes using written language to convey information. This kind of language is usually accompanied by visual cues. Research has shown that the visual placement of response options can affect how respondents answer questions because they sometimes use interpretive heuristics. One such heuristic is called the "left and top means first" heuristic. It implies that the leftmost or top response option is seen as the first one in a conceptual sense.

Methods & Data:

We replicate the experiment on the “order of response options” by Tourangeau, Couper, and Conrad [2004] and extend it by using eye-tracking methodology. Specifically, we investigate respondents’ response behavior when the response options do not follow a logical order – e.g., it depends, strongly agree, strongly disagree, agree, disagree. By recording respondents’ eye movements, we are able to observe how they process the questions and response options to draw conclusions about their information processing. We conducted a lab experiment with three groups: The first group (n=44) received two questions presenting the response options in a consistent order. The second group (n=46) received two questions presenting the response options in a mildly inconsistent order. The third group (n=42) received two questions presenting the response options in a strongly inconsistent order.

Results:

Altogether, we expect a higher fixation count and time on the response options in the conditions with an inconsistent order because it can be assumed that respondents get confused and make mistakes in responding due to the order discrepancies. In these conditions, we also expect more gaze-switches between the response options indicating higher cognitive burden. Finally, we expect that the fixation count and time on the middle response option “it depends” and the proportion of its selection depends on its scale position: consistent group > strongly inconsistent group > mildly inconsistent group.

Added Value:

This research enables us to get new insights on how interpretive heuristics affect the response behavior of respondents and to draw conclusions about the cognitive processes underlying survey responses.

B7: TOOLS FOR ONLINE RESEARCH

WEBSITE EVALUATION WITH A SURVEY TOOLBOX FOR RESEARCH AND PRACTICE

Author: Thielsch, Meinold T. [1]; Salaschek, Martin [2]

Organisation: 1: University of Münster, Germany;
2: German Federal Centre for Health Education (BZgA), Germany

Relevance & Research Question:

Presently, almost 90% of the German population over 14 are using the Internet. Thus, website evaluation and optimization is of central importance. The German Federal Centre for Health Education (BZgA, Bundeszentrale für gesundheitliche Aufklärung) runs more than 50 different health-related websites with diverse target audiences (e.g., youth who consume alcohol, families, health professionals). The BZgA seeks to regularly evaluate the User Experience (UX) and users’ content appraisal of the websites in a time- and cost-effective fashion. Hence, we aimed to compile a set of concise, psychometrically validated and royalty-free quantitative online surveys in a way that allows application in teams with different levels of online research proficiency.

Methods & Data:

We assorted nine standardized, reliable, and valid measures and addi-

tional three single-item scales in a adaptable toolbox (74 items total). The recommended procedure includes 35 items which can be answered in less than 10 minutes and which assess first impressions, content appraisal, usability, aesthetics, overall impressions, and intention to use. In a pilot study, we used the toolbox for the pre-post-evaluation of a website relaunch. Roll-out of the toolbox to other BZgA websites starts in spring 2018.

Results:

The pre-relaunch website evaluation with n=59 users yielded similar results to a qualitative expert analysis. We used the results to modify the new website’s design and features. In an evaluation of a late prototype of the new website (n=20), results mostly improved by 0.8-1.5 SD across the measures. We used given feedback from BZgA stakeholders to add extra measures for in-depth assessment of content appraisal and trust to the current revised and extended toolbox version.

Added Value:

The toolbox in its current version is available for free download and use from bzga.de/forschung/vernetzung-von-online-communitys-cahpot/, allowing researchers and practitioners to conduct short yet highly valid and reliable UX and content evaluations of websites. Templates for EFS survey and Excel files aid in setup and statistical analysis of the survey. Future versions of the toolbox will offer extended automatization of custom setup and analysis and will aid in the interpretation of results.

VR – POWERFUL TOOL OR ILLUSION: INCONCLUSIVE RESULTS FROM A PSYCHOLOGICAL EXPERIMENT

Author: Stetina, Birgit U.; Aden, Jan; Bunina, Anastasiya;
Käfer, Niklas; Kovacovsky, Zuzana;
Meckfessel, David; Klaps, Armin

Organisation: Sigmund Freud University, Austria

Relevance & Research Question:

VR is used in a variety of psychological studies and is entering the practical field rapidly with very affordable systems on the market. But it is still unclear if results from the early years of VR research and physiological responses (eg Wiedehold, 2002) can be generalized to these systems. In addition the physiological responses’ relation to subjective rating of the VR experience has to be explored on a broader level.

Methods & Data:

Using an experimental design 37 participants (mean age 21.3 years; 75.7% female, n=26, 25.3% male, n=9) were tested under three relaxation conditions and surveyed using a subjective rating (7stepped scale). Conditions were C1: relaxation without any technology, C2: VR, C3: VR and Sound.

The VR-Scenario, created with Unity, was applied with HTC-Vive to show an island scenario. Physiological data was collected using a multi sensor from “Neuromaster” (insight instruments) that measures skin conduction level (SCL), skin temperature (TEMP), pulse rate (PR), and pulse curve (PC). The software “Biolife” which collects the data in real time was employed. Statistical analysis included GLM with repeated measures (covariate: order of conditions) and ANOVAs.

Results:

Inconclusive results have to be presented concerning all measured physiological parameters. SCL shows the most relaxing effect of VR

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with sound ($F(2,66)=8.48$, $p=.001$, $2=.204$). TEMP indicates least relaxing effect of VR and sound (C3) ($F(2,66)=32.44$, $p<.001$, $2=.496$). PC shows the most relaxing effect of VR (C2) ($F(2,66)=5.412$, $p=.007$, $2=.141$) and PR shows no significant difference at all ($F(2,66)=1.13$, $p=.328$, $2=.033$).

However, apart from all the varying physiological results, the subjective ratings show clear results: VR together with sound has the most relaxing effect ($F(2,72)=17.37$, $p<.001$, $2=.325$).

Added Value:

VR with easily individualized scenarios seem to be an affordable option for the psychological practice in the near future. However, there is still a long way to go until psychophysiological results can verify the usefulness of the new easy to use systems. We have to stay careful to differentiate between proven physiological effects and subjective ratings and have to take the relevance of both aspects into consideration based on a bio-psycho-social concept of health.

DATAVIZ AND BEHAVIOURAL SAMPLING FOR MANAGING ONLINE COMMUNITIES.

Author: Erner, François; Robillard, Bengül
Organisation: respondi, France & Germany

Relevance & Research Question:

Market research industry is asked to go faster, cheaper, and to provide more accurate data. This is especially true in the digital universe. In this talk, we will present a new way of conducting online research communities, by combining online tracking and declarative interrogation.

Methods & Data:

Over the past two years, we have been involved in passive metering. We currently manage a 2000 nat rep sample equipped with tracking software: in France, Germany and the UK. Their online behaviour is continuously monitored and visualized on an interactive dashboard.

The client wants to monitor some specific online events. For example, a video games company wants to follow the reactions to new product launches over the space of 12 months. They want to identify and understand who is attracted to which new game and why.

Results:

The dashboard (presented during the talk) informs and measures in real time the audience. For each launch, it is easy to check, whether specific new product resonates with a particular target group: did they visit specific pages that dealt with this new game?

As these visitors are panelists, we can describe precisely who is attracted the fastest to the new game, not only in terms of socio demographics but also in more granular ways (like belonging to a previously existing cluster). We can also contact them again for a survey. That's what we did. Depending on the game and the research objectives associated to it, we run a traditional survey, bulletin board and even individual blogs on these early identified samples.

Using this method, we got some detailed information: how did they they learn about this new game, why, which is the most impactful touchpoint ...

Added Value:

Clients immediately get some figures which can be used to communicate on the success (or not) of the new product launch. These figures come automatically without any survey, and they are more accurate, not only because the measures are behavioural and not declared, but also because the survey is conducted close from the moment of truth and the recollection issues are as such limited.

C7: EXTREMISM, DISCLOSURE AND JUDICIARY SYSTEMS

THE EFFECT OF TERROR-RELATED EVENTS ON THE FRAMING OF EXTREMISM IN MEDIATED PUBLIC DISCOURSE

Author: Czulo, Oliver (1); Nyhuis, Dominic (2); Weyell, Adam (1)
Organisation: 1: Universität Leipzig, Germany;
2: Universität Frankfurt, Germany

Relevance & Research Question:

Several high-profile attacks over the course of the 15 years have placed violent extremism high on the public agenda. But while the frequency and severity of terrorist attacks has generally increased, there are important points of distinction regarding the ideological underpinnings of violent extremism and the societal rootedness of perpetrators of terrorist attacks. This study aims to understand how extremism is framed in the media and how framing is affected by prominent extremism-related events.

Methodology & Data:

We study the framing of violent extremism in Germany, where several prominent instances of violent extremism in recent years that differed in terms of their ideological underpinnings and societal roots have been strongly reflected in public discourse. This enables a comparative research perspective potentially uncovering shifts in framing. We analyze public discourse in the years 2000-2002 ("9/11") and in the years 2010-2012 ("NSU") in one of the largest German online newspapers, SPIEGEL ONLINE, using corpus linguistic techniques. We rely on the German DWDS corpus to extract terms relating to various aspects of extremism, such as terms for extremist groups and attitudes, and compute typical collocations for the terms to assess which frames are employed to discuss violent extremism.

Results:

Unsurprisingly, terms associated with the field of extreme islamism see a steep rise in frequency after the 9/11 attacks. Yet, the framing is not affected by this: The terms co-occur with terror-related terms both pre-

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and post-9/11 and extreme islamism is generally framed as an outside threat. For right-wing extremism, terror-related terms only appear as collocations after the NSU scandal breaks. Right-wing extremism is thus re-evaluated. As before, however, the framing of the threat as having a domestic source remains unchanged: Right-wing extremism is framed as a mindset that can occur in the midst of society.

Added Value:

By borrowing analytical tools from corpus linguistics, the present study goes well beyond common practices in political communication. Hence, besides gaining important insights into the public discourse surrounding violent extremism, the tools applied here have the potential to find wider application in research on issue framing in other areas.

USING ONLINE CROWDSOURCING TO MEASURE JUDICIAL ATTITUDES OF DOMESTIC COURTS TOWARD THE COURT OF JUSTICE OF THE EUROPEAN UNION

Author: Dyevre, Arthur; Atanasova, Angelina; Lampach, Nicolas
Organisation: KU Leuven, Belgium

Relevance & Research Question:

Empirical research on judicial attitudes and practices towards European integration is hampered by the scarcity of data and the challenges involved in collecting information across 28 national legal systems. We use an expert crowdsourcing survey design to construct indicators of the attitudes and practices of 70 peak courts regarding EU law and European integration.

Methods & Data:

We developed a basic questionnaire which was then adapted to the local legal system and translated in the member state's official language. The questionnaire was sent as online survey to more than 9000 legal experts across all EU-28 member states. Experts were identified on the basis of their expertise in EU law. Most are attorneys, but our respondents also include notaries and legal academics. In total, 587 respondents completed our survey between late March and early August 2017.

Translated in 21 languages, the survey includes items covering the perceived Euroscepticism of judges and their willingness to consider EU law arguments and to raise preliminary references. Several validation and self-evaluation questions serve to assess the experts' knowledge, epistemic confidence and ideological bias. Also included is an item question relating to the position of a particularly salient German court, which serves as baseline to perform cross-country comparisons.

Results:

Preliminary results reveal significant cross-country as well as cross-court variations. Contrary to claims often made by legal scholars, we find that judicial attitudes towards legal integration do not conform to systematic regional patterns nor correlate with the subject matter jurisdiction of the court.

Added Value:

Leveraging the wisdom of expert crowds, our online survey offers an alternative method to gather empirical data in an area which has traditionally been impervious to empirical investigation. Iterations of the survey should enable researchers to construct longitudinal measures of domestic judicial attitudes.

D7: DEN DIGITALEN DATENSCHATZ NUTZBAR MACHEN - 3 ANLEITUNGEN

#MAKEOPINIONSMATTER - WIE WIR IN 24H 500.000 LESER ZUM TV-DUELL BEFRAGT HABEN

Author: Beisteiner, Lukas
Organisation: Opinary GmbH, Germany

Opinary changes the way users share their opinion in online content. 70 million people use our tools every month to be a part of the conversation and drive debate.

Relevance & Research Question:

Opinary is a Berlin-based startup that has established a new way for users to share their opinions in online content by placing relevant questions into the right context and by processing opinions at scale. The startup was founded 2016 by the siblings Pia and Cornelius Frey and their Co-Founder Max Meran to help more than 70 million monthly users to share their view with a tap and understand opinion trends at a glance.

Methods & Data:

Opinary visualizes debates by creating highly engaging content for users. With their algorithm and semantic targeting based on Natural Language Processing and Machine Learning technology, they guarantee a scalable integration of divisive topics in all thematically relevant articles within large publisher networks in Germany, the UK, and the US. The platform offers users the opportunity to engage with interactive content that gives users a voice, helping publishers and brands reach, understand and convert their most valuable audiences.

Results:

This combination of highly engaging questions and scalable technology allowed us to gather the opinions of over 20.000 engaged users within just 5 minutes during the Merkel vs Schulz TV debate in September 2017. In total we received over 500.000 unique votes across 10 publishers on the question "Wen fanden Sie überzeugender im TV-Duell?". Over 4.000 polls are distributed daily asking question ranging from "Kann Donald Trump die Nordkorea-Krise lösen?" to "Was halten Sie vom Dschungelcamp?".

Added Value:

Publishing partners – including Germany's top 15 Online news-sites and global leaders like The Times, HuffPost, NBC etc., use Opinary to engage and monetize their audiences, while global brands like Toyota or Mastercard boost attention, create conversions and generate insights.

BIG DATA MEETS SMART DATA: INTELLIGENTE VERKNÜPFUNG VON INTERNEN UND EXTERNEN DATEN

Author: Schuster, Herbert

Organisation: Innoplexia GmbH, Germany

Der Vortrag versucht eine Beantwortung der folgenden Fragestellungen: welches Datenangebot bietet sich einem Unternehmen heute (interne wie externe Daten), wie können diese Daten erhoben, bearbeitet, verwaltet und analysiert werden, was bieten cloud-basierte Ansätze zur Unterstützung und welche Services sind auf dem Markt verfügbar, auf welche statistischen Methoden bieten sich dabei an und welche Rolle spielen KI-Ansätze dabei.

Es wird also eine Verbindung der verschiedenen Methoden aus unterschiedlichen Bereichen und deren praktischer Einsatz umgesetzt. Zum einen werden Methoden angesprochen aus dem Bereich Big und Smart Data – der intelligenten und regional-orientierten Erhebung und Verarbeitung digitaler Markt- und Konsumentenbedarfsdaten. Dabei wird vor allem der Fokus beleuchtet, Daten aus den unterschiedlichsten Quellen (Such-Sichtbarkeiten, Preise, Konditionen, Sozialnetze, Wetter, sozio-ökonomische Daten etc.) zu erheben und diese mit einer Layer-Technik mit kunden-internen Daten zu verbinden, verwalten und zu analysieren. Zusätzlich werden Daten addiert, die die Konsumentenbewegungen und -bedarfe widerspiegeln. Dabei gestreift werden auch Themen der cloud-basierten Datenhaltung und der relevanten geographischen Bezugsebenen.

Zusätzlich werden Methoden der Datenanalytik angesprochen, die sich für die mehrdimensionale Analyse der vorliegenden Daten anbieten. Abschließend wird der potentielle Nutzen von Methoden aus dem Umfeld der Künstlichen Intelligenz und des Deep Learnings behandelt.

Die Themen werden so praxisnah wie möglich behandelt und es werden einige konkrete Kunden-Beispiele genannt und beschrieben.

WO LIEGEN DIE DIGITALEN DATENADERN? DISKUTIERT AM BEISPIEL DES SMART HOME MARKTES

Author: Schaffrin, Markus

Organisation: eco – Verband der Internetwirtschaft e.V., Germany

Der Smart-Home-Markt wächst rapide und wird sich bis 2022 von aktuell zwei Millionen auf rund acht Millionen deutsche Haushalte vervielfachen. Das zeigt die im September 2017 veröffentlichte Studie „Der deutsche Smart-Home-Markt 2017-2022. Zahlen und Fakten“ vom eco – Verband der Internetwirtschaft und Arthur D. Little. Das Segment Gesundheit und betreutes Wohnen gehört dabei zu den sechs untersuchten Marktsegmenten mit dem größten Wachstumspotenzial. Smart-Home-Lösungen machen zunehmend das Leben für Senioren und pflegebedürftige Personen sicherer: Sie erkennen automatisch Unregelmäßigkeiten des Gesundheitszustandes, lösen einen Rettungsnotruf aus und ermöglichen altersgerechte Assistenzsysteme.

Smart-Home-Lösungen für Senioren

72 Prozent der Deutschen würden auf technische Assistenz-Systeme setzen, um im Alter länger selbstständig in den eigenen vier Wänden leben zu können. Dies ist das Ergebnis einer repräsentativen Umfrage vom eco – Verband der Internetwirtschaft e. V. sowie des Markt- und

Meinungsforschungsinstituts YouGov. Zu den intelligenten Smart Home Lösungen für Senioren gehören etwa Sprachassistenten, Bewegungsmelder, Kontaktsensoren und Erinnerungssysteme. Die überwachen die Einnahme von Medikamenten oder schalten einen ungenutzten Herd ab. Bei Stürzen oder medizinischen Notfällen in der Wohnung benachrichtigen sie Pflegedienste und Angehörige.

Smart Service Power für mehr Eigenverantwortung im Alter

Ein konkretes Projekt, das die Herausforderungen einer alternden Gesellschaft mit Hilfe der Digitalisierung lösen möchte, ist Smart Service Power (SSP). Der eco Verband und zwölf weitere Anbieter und Institutionen sind hier als Partner beteiligt. Gemeinsam wollen sie in den nächsten zwei Jahren eine Plattform interaktiv mit den zukünftigen Nutzern aufsetzen und in der Modellregion Dortmund und Arnsberg einen Service anbieten, der älteren Menschen wieder mehr Eigenverantwortung und ein besseres Lebensgefühl gibt.

Ag: SURVEY SCALES AND SURVEY QUESTIONS

HOW GOOD IS “GOOD?” EXPERIMENTAL STUDIES OF INDIVIDUAL INTERPRETATIONS OF RESPONSE OPTIONS IN LIKERT-TYPE SCALES USING VAS AS EVALUATION TOOL

Author: Markstedt, Elias; Lindgren, Elina; Martinsson, Johan

Organisation: University of Gothenburg, Sweden

Relevance & Research Question:

Likert scales are among the most widely used scale-types in surveys. Inferences based on these scales depend on the fulfillment of three assumptions, that: 1) the scale steps are perceived as equidistant, and 2) the interpretation of response options is consistent between individuals and questions. Although the fulfillment of these assumptions are essential for inference reliability, they are often taken for granted. This paper investigates these Likert scale assumptions experimentally.

Methods & Data:

Two survey experiments were fielded online in the Swedish Citizen Panel (2016) using visual analogue scales (VAS). In experiment 1 (N=12,905) respondents were asked to position all response options of a common 4-point and 5-point Likert scale, on a 0–100 point VAS. This experiment aimed to test how respondents evaluate labels in a familiar context (i.e., they see all response options simultaneously and respond to a typical survey question). In experiment 2 (N=12,090), respondents were randomly assigned to evaluate the strength of a hypothetical “other” respondent’s answer on 3 specific attitudinal or behavioral questions (out of 9). This experiment aimed to test how respondents evaluate response options when there is no scale context (i.e., when there is only one response option), and thereby showing what word choice will generate the best equidistance.

Results:

Experiment 1 yield support for assumption 1, that the length between the response options are perceived as equidistant. However, assumption 2 is violated in that interpretations of the total distance between the designated endpoint response options varies by educational attain-

ment and age (that is, the endpoint options are perceived as more extreme by some). Also experiment 2 yield some violations of the second assumption, in that interpretations varies depending on question subject.

Added Value:

The findings add to contemporary research by showing that the assumptions for Likert scales may not always be fulfilled, and specifies factors that can condition the violations: respondents' demographic background and question subject. These findings are important because assumption violations put the reliability of inferences that are drawn based on Likert scales into question, assumptions which are often taken for granted without further probing.

CLARIFICATION FEATURES IN WEB SURVEYS. A META-ANALYSIS

Author: Metzler, Anke; Fuchs, Marek

Organisation: Darmstadt University of Technology, Germany

Relevance & Research Question:

Clarification features are considered an effective means of improving the quality of responses in Web surveys. Previous findings of individual studies have shown that clarification features in Web surveys should be always visible and presented after the question stem to convey additional information and to increase the likelihood that they are read and integrated in the response process. However, findings on the effectiveness of the position after the response options/answer box remain inconclusive and suggest that its effectiveness may depend on the question type and the clarification features' attributes. A meta-analysis approach is used to further examine these results and the impact of the clarification features' length.

Methods & Data:

Seven Web surveys among university applicants conducted in 2012 (n=5,977), 2013 (n=7,395), 2014 (n=5,996), 2015 (n=4,034), 2016 (n=4,620; n=944) and 2017 (n=545) provide a rich pool of data to analyze the attributes of clarification features that have the greatest impact on data quality. Using a meta-analysis of these Web surveys comprising 42 experimental questions, the optimal length and position of clarification features can be examined. Experiments were implemented in various question types. The clarification features' content referred to the comprehension, retrieval, or formatting stage of the question-answer process.

Results:

Overall, clarification features are effective in increasing the quality of survey responses as intended by their content. Initial findings indicate that clarification features positioned before the question yield the lowest intended effect on survey responses in all question types. In numeric open-ended and close-ended questions clarification features positioned after the question stem are as effective as clarification features positioned after the response options/answer box, whereas in narrative open-ended questions the optimal position of clarification features seems to be after the question stem. Short clarification features are as effective as or even significantly more effective on survey responses than long clarification features.

Added Value:

The use of clarification features in Web surveys has a positive effect

on survey responses and helps improve data quality. Findings of the meta-analysis will provide a better understanding of the optimal position and length of clarification features in different question types.

ARE DIFFERENCES IN CHECK-ALL VS. FORCED-CHOICE ANSWER FORMATS CAUSED BY DEEPER COGNITIVE ENGAGEMENT? AN EYE-TRACKING STUDY

Author: Neuert, Cornelia Eva

Organisation: GESIS Leibniz Institute for the Social Sciences, Germany

Relevance & Research Question:

Previous research has shown that forced-choice (yes-no grids) and check-all-that-apply question formats do not elicit comparable results: Items in forced-choice formats are endorsed at higher rates than when they occur in a check-all-that-apply question format. One common explanation for this effect is the theory of deeper cognitive processing. It suggests that higher endorsement rates in forced-choice formats may be due to increased consideration and deeper cognitive engagement.

But, the cognitive processes underlying respondents' answers to both types of formats still require clarification: Do forced-choice formats lead respondents to more thoughtfully consider their responses? And are respondents who are presented with a check-all-that-apply question more likely to skim the list rather than read them thoroughly, a behavior also known as satisficing? This study contributes to filling this gap by using eye-tracking data.

Methods & Data:

In a lab experiment, half of the respondents (n=64) were randomly assigned to a version of a web survey in which four questions were formatted as check-all-that-apply questions (check-all condition) and the other half (n=67) were assigned to a version in which the same four questions were formatted as forced-choice questions (forced-choice condition).

Both question formats are compared by analyzing respondents' eye movements, respondents' attention processes and the cognitive effort respondents spend while answering the questions (operationalized by response latencies, fixation times, and fixation counts).

Results:

The results show higher levels of "yes" responses and longer completion times in the forced-choice format compared to the check-all format. Overall, respondents invested more cognitive effort in the forced-choice condition than in the check-all condition that showed in the eye-tracking data in form of longer and more fixations in the forced-choice format.

However, when considering only the items, no differences in the time required for processing them were found between formats. This indicates that the higher endorsement rates are not due to deeper cognitive processing.

Added Value:

By the use of eye-tracking we were able to shed some light on how much of the higher endorsement rates are caused by deeper cognitive engagement.

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COMPARING VAGUE QUANTIFIERS AND OPEN-FORMAT NUMERICAL RESPONSES.

Author: Haraldsson, Hans; Vésteinsdóttir, Vaka; Thorsdóttir, Fanney

Organisation: University of Iceland, Iceland

Relevance & Research Question:

Recent studies have indicated that self-reports about the frequency of behaviours can yield better predictions of actual behavioural frequency when vague quantifier response options (never, seldom, occasionally) are used then when an open response format is used. A possible explanation for the outperformance of vague quantifiers may be that responses to them are not affected by numeracy whereas responses to an open response format are. The aim of the present study was to investigate this issue. Self-reports about the frequency of participating in Internet surveys were used to predict the actual frequency of the behaviour using both vague quantifiers and an open response format for higher and lower numeracy groups.

Methods & Data:

We recruited a probability sample (n=202) of Reykjavík metropolitan area residents who agreed to respond to online questionnaires occasionally over a 30-day period. After the 30-day period participants were interviewed, they were asked to give an open-format numerical and vaguely quantified estimate of the number of questionnaires they had been invited to respond to and the number they had responded to. A measure of numeracy was administered during the interview.

Results:

The relationship between self-reports of behavioural frequencies and actual frequencies was not affected by numeracy, neither when vague quantifiers were used nor the open response format. However, vaguely quantified responses greatly outperformed the open-format numerical responses, explaining nearly twice as much of the variance in the number of questionnaires participants had responded to.

Added Value:

The study adds to the evidence that vaguely quantified response options perform better than open-format while suggesting that lower sensitivity to the effect of numeracy is not the main cause.

B9: DEVICE PREFERENCES AND DEVICE EFFECTS

SITUATIONAL EFFECTS IN ONLINE SURVEYS: SOMETIMES SELF-SELECTION IS NOT A BAD THING

Author: Pöhlmann, Nina (1); Frank, Ronald (2); Müller, Birgit (3); Helmer, Benjamin (3)

Organisation: 1: GfK Marketing & Data Sciences, Germany;
2: GfK Verein, Germany;
3: GfK Consumer Insights, Germany

Relevance & Research Question:

The share of mobile devices used in online surveys increased steadily over the past years and will probably do so in the future. During the last years a lot of research has been conducted showing that questionnaires must be optimized for mobile devices to level out the effect of some typical properties of the device itself, i.e. the small screen. But there is only little research about the situational context in which mobile web surveys are taken and how the situational context might affect data quality and bias answering patterns.

Methods & Data:

GfK investigated the situational context by analyzing a 5.000 sample collected via GfK's non-probability online access panel in Germany. The 15-20 minutes-questionnaire covered a broad range of topics. In addition respondents were asked about the device used and several meta-variables, describing the situational context while answering the survey (location, companionship, interaction, and noise), and whether this changed during the survey. Respondents also indicated the level of distraction they experienced during the survey. This was used as a predictor for different measures of data quality (number of answers in open answer questions, number of don't knows, amount of straightlining) via linear regression models.

Results:

- Mobile web surveys do not necessarily take place in mobile situations.
- Each device tends to have a specific situational "profile" and certain situations are connected with certain socio-demographics.
- The level of distraction when doing online surveys is generally low.
- Distraction does not lead to specific answering patterns, probably thanks to self-selection effects.

Added Value:

The research provides a detailed description of the situational context of online surveys and analyses the impact of the subjective state of distraction on answering patterns. The results of the study suggest that the respondents' self-selection prevents the situation from negatively affecting the quality of data collected by online surveys.

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DEVICE USE IN TWO PROBABILITY BASED ONLINE PANELS: DEMOGRAPHIC AND PSYCHOGRAPHIC PREDICTORS OF DEVICE PREFERENCE

Author: de Leeuw, Edith Desiree; Hox, Joop; Jutta, Tycho

Organisation: Utrecht University, The Netherlands

Relevance & Research Question:

In the Netherlands, the CenterData LISS-panel is the main probability-based online panel, representing the Dutch population. In 2010 an immigrant panel was added to study acculturation. Using data from both panels we compare the use of mobile devices over different ethnic groups.

R.Q: {1} Does mobile device use in online surveys differ between ethnic groups in the Netherlands? and {2} Do these groups have different profiles?

Methods & Data:

Data come from the general LISS-panel and the immigrant panel. A brief questionnaire on panel experiences was implemented in both panels. This questionnaire was not explicitly optimized for mobile devices, but had a simple structure (e.g., no grids). The User Agent String was captured to identify the device. In addition, demographic variables (age, gender, education, work status, urbanicity) and psychographic variables (Big Five) were available. Multinomial logistic regression with 'device type' as outcome variable and demographic and psychographic variables as predictors was employed.

Results:

The majority of the respondents used a PC for opening the survey (83.2% for the LISS panel vs 84.8% for the immigrant panel. In the immigrant panel more respondents used smartphones than in the regular LISS (5.7% vs 4.4%), while the LISS panel had more tablet users (12.3% vs 9.5%). In general, mobile device users are more often female and smartphone users in particular are more likely to live in an urbanized region. Tablet users are more likely to have a partner and have a slightly higher education than PC users. We did not find any relation with personality traits. Specific for the immigrant panel we found that income was related to device use: higher income respondents used smartphones less.

Added Value:

Offering a mobile device option improves coverage of 'hard-to-reach' groups. Studies in the USA showed that especially younger, lower educated, and non-white are more likely to go online using a mobile device. Studies in Europe focus on demographic characteristics, such as age and education, but not on ethnicity. This study explicitly compares different ethnic groups in the Netherlands. Furthermore we go beyond mere demographic variables and also incorporate psychographic variables.

WE NEED TO TALK: REPRODUCIBILITY IN ONLINE RESEARCH

Author: Christopher Harms

Organisation: Rheinische Friedrich-Wilhelms-Universität Bonn; SKOPOS, Germany

Relevance & Research Question:

Psychological research has undergone extra scrutiny in the recent years. Projects to investigate the reproducibility of several findings and effects have shown that large parts of psychological research are not replicable in independent studies (see e.g. the "Reproducibility Project: Psychology" or replication attempts for social priming effects). For online research, both in academic and in business contexts, this is a critical observation as customers and researchers rely on the reliability of our results.

The debate about the complex causes and consequences is still ongoing. It concerns all parts of empirical research: theory, data collection and data analysis. This presentation will give a brief overview on the replication crisis in psychology and how it translates to online research. Some problems (e.g. small, non-representative samples) are less relevant for online research while others are highly relevant (e.g. post-hoc explanations of unexpected results). Especially the importance of replicability in market research projects is discussed and how recommendations for online research need to differentiate between scientific investigations and commercial market research projects.

Results:

Several recommendations have been proposed for psychological science and can be adapted for online research. These involve: pre-registration of research hypotheses, public access to raw research data, justification for alpha levels and alternatives to traditional significance testing. I will provide an overview on the current recommendations and how they can be applied in research projects. Not all are equally adequate for all (commercial market) research projects, so the discussion needs to continue on the specific implementations to improve our work.

Added Value:

Commercial and academic recipients of online research results need to rely on the integrity, quality and soundness of our work. This presentation will not go into a philosophical debate on the philosophical foundations of research. It aims to provide real-world recommendations for both scientists in online research and market researchers. The recommendations provided are a first, in parts easy-to-implement, step towards a more reproducible way of doing research. Ultimately, more careful planning of studies and data analysis can help to increase the value of online research results.

C9: POLITICAL PARTICIPATION

GENDER GAP IN ONLINE POLITICAL PARTICIPATION

Author: Abendschön, Simone [1];
García-Albacete, Gema M. [2]
Organisation: 1: Justus-Liebig-Universität Gießen, Germany;
2: Universidad Carlos III de Madrid, Spain

There is still a gender gap in various forms of political participation in Western Europe. Whereas women nowadays do not vote to a lesser extent than men do anymore, women are, however, underrepresented in some forms of participation (such as party politics) and overrepresented in others (such as political consumerism). Moreover, they do not only differ regarding quantity but also regarding the quality of their participation (e.g. Bode 2016, Abendschön & Steinmetz 2012). New technologies, and particularly online social media, may have altered the traditional gender gap in political involvement, but the direction of those changes remains unclear. On the one hand, social media lowers the costs traditionally associated with political involvement (particularly time). Since earlier studies emphasized situational explanations to address the gender gap in political interest, we could expect online tools to compensate the gender gap repeatedly observed in time-consuming offline political actions. On the other hand, specific social media platforms have been described as echo chambers dominated by male discourse, which could result in a reproduction of unequal gender patterns in offline political involvement. In this context, our paper examines gender-specific political participation patterns regarding online and offline political activities and find explanations for these. We use novel panel data to 1) identify gendered patterns of political involvement in diverse forms of online and offline participation; 2) explain the gender gaps found in terms of structural, situational and personality factors. The GESIS Panel Study offers us a unique opportunity to address these questions as it includes a large number of online and offline forms of participation. Furthermore, its panel structure allows us to test empirically situational explanations regarding the use and amount of time available and its variation across the life-cycle. Preliminary results show that, in addition to the usual suspects (i.e. resources and motivation) online participation depends on specific personality traits that are more common among men than women. Furthermore, some personality traits have a stronger limiting effect on women than on men.

MOTIVATIONS FOR ENGAGING IN SOCIAL AND POLITICAL ONLINE CAMPAIGNS

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Organisation: 1: Western University, Canada;
2: BI Norwegian Business School, Norway;
3: Carleton University, Canada

Relevance & Research Question:

Much debate has surrounded the value of online campaigns for social and political activism. On the one hand, networked publics provide alternative means of engaging, reaching out, and keeping activists involved. On the other hand, they are dismissed as 'slacktivism' and simple 'feel good' measures, geared toward short-term, low-risk forms of engagements with no long-lasting impact. We examine three research questions about social and political online campaigns (SPOCs) and build on the theory of networked publics: 1) What are the key motivations and factors influencing participation in SPOCs? 2) What influences non-participation in SPOCs? 3) Do SPOCs mobilize actions beyond the immediate campaign and create spill-over effects?

Methods & Data:

An online survey was used (active December 2015 until June 2016) for data collection because of its potential to reach diverse social groups and its convenience to both participants and researchers. The total number of respondents was N=324. Facebook was the most frequently used SNS; for 94% Facebook was one of the top-3 SNS, for 53% it was Instagram (53%), and for 46% it was Twitter. We conducted a Poisson regression in Stata V.14.

Results:

We found that awareness and a desire for effecting change were overarching motivations across all SPOCs. Awareness was the top motive for all campaigns (312 reports), followed by a desire to see change and being nominated. Know a friend or family member who has a relationship to the cause, hearing about the SPOC in the news, and the SPOC having a motivational marketing strategy were only considered top motives for one campaign each. Social pressure, having a personal relationship to the cause, believing that participation in the SPOC counts as activism, and participating so that people in one's social network know they support that cause were not considered top motivations for any campaign.

Added Value:

We found that a third of participants are very engaged online in SPOCs, while 38 per cent did not participate in any form of digital activism. The data demonstrate that social pressure is less important, but respondents did want their friends to know they participated.

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UNDERSTANDING ONLINE PETITIONS THROUGH SOCIAL EXPERIMENTS

Author: Akin, Afife Idil { 1 }; van de Rijt, Arnout { 1,2 }; Schwartz, Michael { 1 }; Tyagi, Juhi { 1 }; Gonzalez Vaillant, Gabriela { 1 }; Page Poma, Fernanda { 1 }

Organisation: 1: State University of New York at Stony Brook, USA;
2: Utrecht University, The Netherlands

When we think about online petition campaigns, the image that comes to mind is people deciding to sign petitions in front of a computer screen all by themselves. Yet, these decisions are shaped by important social and political factors. In order to understand the dynamics of people's decision to engage in social movements action such as signing online petitions, my research disentangles some of these mechanisms through social experiments. The research question of this particular paper is whether the amount of existing support for a petition campaign could affect people's decision to sign that petition.

In order to test this bandwagon effect -that is used by the literature to explain people's decision making processes in regard to participating in an activity- I ran a series of social experiments on the petition website Change.org. By initiating petitions that were nearly identical, except their amount of initial support, I have looked at whether the petitions with more initial support will gather more additional signatures. I have created 40 stylistically similar petitions addressing animal rights violations. Half of these petitions were assigned to the experimental condition and started with a higher amount of initial support than the ones in the control condition.

The results demonstrated that the petitions achieved different amounts of later signatures, but the bandwagon effect was a small component of these differences. The large differences were instead attributable to the activation of influential people on social networking sites, leading to new waves of support for the particular campaigns.

Standard laboratory experiments traditionally come at the cost of realism and generalizability. However, the increasing importance of the Internet in social movement organization and participation has not only made social behavior on the Internet more relevant for the study of social movements, but it has also provided a means for conducting controlled experiments in naturally occurring instances of social and political mobilization. These experiments add value to social movement research by allowing the researchers to collect data on multiple and comparable campaigns (both successful and unsuccessful ones) and test one factor at a time while keeping all the other variance constant.

D9: EPRIVACY - WAS BEDEUTET DIE VERORDNUNG FÜR DIE BRANCHE UND DIE ENTWICKLUNG BESTEHENDER UND NEUER GESCHÄFTSFELDER?

MÖGLICHE AUSWIRKUNGEN DER E-PRIVACY- VERORDNUNG AUF DIE ONLINEBRANCHE

Author: Campara, Jasmina
Organisation: Wirtschaftsjuristin LL.M Schwerpunkt Datenschutz
und IT-Sicherheit, Germany

Der aus Sicht der digitalen Wirtschaft umstrittene Entwurf zur Neuregelung der E-Privacy-Verordnung wurde durch den Ausschuss für Bürgerliche Freiheiten, Justiz und Inneres (LIBE) des Europäischen Parlaments angenommen. In einem weiteren Schritt folgen die Trilog-Verhandlungen zwischen EU-Kommission, EU-Parlament und dem Rat der europäischen Union. Der aktuelle Entwurf untergräbt nach Ansicht der gesamten Onlinebranche den von der EU-Kommission angestrebten digitalen Binnenmarkt sowie ein free-flow-data und die data-economy, die Schwerpunktthemen der EU, indem verbindliche Setting-Einstellungen beim Nutzer abgefragt werden, die das Setzen von Cookies erschweren bzw. verhindern. Bleibt abzuwarten, ob die sog. Trilog-Verhandlungen zu Abänderungen im Sinne einer praktikableren Änderung führen werden. Erst danach können die konkreten Auswirkungen und Folgen der neue E-Privacy-Verordnung auf die gesamte Branche analysiert und kommentiert werden.

GUT GEMEINT VS. GUT GEMACHT – WAS DIE EPRIVACY VERORDNUNG FÜR DIE DIGITALE MARKTFORSCHUNG BEDEUTET

Author: Dubrau, Claudia
Organisation: AGOF e.V., Germany

Über kaum ein Thema wird derzeit im Markt so intensiv diskutiert, soviel in der Presse geschrieben oder gibt es so viele unterschiedliche Sichtweisen. Sicher ist: Die geplante ePrivacy Verordnung der EU sieht weitreichende Änderungen im Umgang mit Daten bzw. Datenerhebung vor, die insbesondere die Marktforschung, die bisher das Privileg des Wissenschaftsvorbehaltes in Deutschland genießt, empfindlich treffen wird.

Vor allem zwei Artikel werden weitreichende Auswirkungen haben: Artikel 8 Abs. 1 d, der zwar zunächst das Privileg enthält, weiterhin ohne eine ausdrückliche Zustimmung Reichweitenmessungen durchzuführen – allerdings ohne klar zu formulieren, für wen diese Ausnahmeregelung gelten wird. Und selbst, wenn hier zumindest die anschließende Gesetzgebung die bisherige Privilegierung für Marktforschungs-Maßnahmen bestätigen sollte, versteckt sich ein weiterer Fallstrick in Artikel 10. Laut diesem werden selbst für zuvor legitimierte Forschungen per Default-Einstellung in den Browsern alle Third Party Aktionen geblockt werden.

Die Auswirkungen: Kaum abzusehen. Von einer leichten Veränderung der Daten, wie wir sie bisher kennen, bis hin zum Verlust der Währungen und der Gefährdung eines ganzen Wirtschaftssystems sind alle Folgen denkbar. Genauso vielfältig sind die Ideen und Ansätze, die derzeit in den Markt-Gremien konzipiert und erörtert werden. Angedacht und geprüft werden kleinere technische Anpassungen bei den Erhebungsverfahren bis hin zu völlig neue Methodenmodelle. Gleichzeitig wird seitens der Verbände intensive Aufklärungsarbeit bei Politikern und Datenschützern betrieben, um für das Thema zu sensibilisieren und Aufklärung zu betreiben. Denn sicher ist: Gerade die neutrale Marktforschung ist mit dem derzeitigen Entwurf nachhaltig in Gefahr!

A10: DEVICE EFFECTS

SURVEY RESPONSE DEVICE IN A TIME OF CHANGING BEHAVIORS – A PANEL STUDY

Author: Martinsson, Johan [1,2]; Markstedt, Elias [1,2]
Organisation: 1: SOM Institute, Sweden;
2: LORE, Sweden

Relevance & Research Question:

One of the key changes to the behavior of online survey respondents during the past few years is the gradual transition from desktop and laptop to an increased use of mobile phones when responding to surveys. Changing behaviors are a challenge to survey design and data quality. However, there are still many aspects of the transition that are unexamined. Three of those aspects are in focus in this study: first, what distinct types of device users are there during this period? Second, how do sample types, demographic and psychographic categories correlate to these respondent behaviors? Third, do the categories determine unit response and response quickness?

Methods & Data:

We examine the behaviour of panelists from the Swedish Citizen Panel during the period 2013–2017. Three probability-based samples were recruited in 2012 (N=1,979), 2013 (N=2,709) and 2014 (N=821), and a non-probability sample was recruited in 2014 (N=26,447). Panelists receive on average 4 surveys each year and we can therefore follow their response behaviour over time in a number of different surveys.

Results:

Mobile use increased from about 10 percent in 2013 to over 30 percent in 2017, while tablet use is constant at 10 percent. Respondent types are easily distinguished: those consistently using only one kind of device and those who are device switchers. This latter category is becoming increasingly common. Early adopters of mobiles in 2013 were the young and well-educated, but the use of mobiles have slowly but steadily become more widespread in 2017, although the rate of change moving away from desktop/laptop is still greater among the early adopters. The same type of change can be seen across sample types. In general, the response behaviour is similar between categories, although when mobiles are used the responses are somewhat quicker.

Added value:

Since Sweden is currently ahead of the general trend internationally in terms of the digital transition, the results adds to current research as serving as good indicators of what other country contexts might have to expect over the next few years and puts further emphasis on the need for mobile friendly surveys.

UPTAKE AND DATA QUALITY IN UK MIXED-DEVICE ONLINE SURVEYS: RESULTS FROM AN EXPERIMENT IN THE ONS ONLINE HOUSEHOLD STUDY

Author: Durrant, Gabriele; Maslovskaya, Olga;
Smith, Peter W.F.
Organisation: University of Southampton, United Kingdom

Relevance and Research Question:

Sample surveys are increasingly conducted via online data collection. In the UK, there is also a significant move towards online surveys, including the plan to move established household surveys as well as the next UK 2021 Census to an online mode of data collection. Since most online surveys nowadays allow sample members to respond not just via a PC but also via mobile devices, such as tables and smartphones, it is important to understand the resulting data quality in mixed-device online surveys. Not much research has been conducted so far in the UK to address uptake and response quality among the general population in mixed-device online surveys. This research contributes to evidence in this area.

Methods and Data:

We investigate data from an experimental design that the UK Office for National Statistics (ONS) in conjunction with Ipsos-Mori carried out on the UK Online Household Study. The purpose of the analysis is to investigate response to this mixed-mode online survey as well as to analyse the resulting data quality. More specifically, the survey design and the results of the study will inform the implementation of an online version of the UK Labour Force Survey. For the analysis and depending on the dependent variable of interest, logistic and multinomial logistic regression models are used. In addition to response outcomes, given variations in different contacting designs, we analyse a range of data quality

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indicators, such as response times, item missingness and break-off rates.

Results:

Results will be available in January 2018.

Added Value:

Not much research has been carried out on online surveys in the UK and it is unclear under which conditions, such as under different contacting designs, an online survey design may work best. Results from this analysis will be important to better understand designs, uptake and data quality issues associated with mixed-device online surveys. This is particularly relevant in the UK to inform the next UK Census 2021 and to develop online versions of key UK household surveys.

MOBILE DEVICES IN ONLINE SURVEYS: DRIVERS FOR PARTICIPATION ON MOBILE DEVICES AND EFFECTS ON DATA QUALITY IN USING PROPENSITY SCORE MATCHING

Author: Schlickmann, Patrick; Schmidt, Sebastian

Organisation: SKOPOS GmbH & Co. KG, Germany

Relevance & Research Question:

Due to their widespread popularity and ever-increasing (technical) capabilities, Tablets and Smartphones constitute great advantages for gathering survey data. Especially with regard to presentation and input, mobile devices differ considerably from PCs – a characteristic that researchers are strongly advised to make use of when planning and designing a web-based survey.

Firstly, even though “mobile first” is often claimed to be mandatory for all kinds of surveys, reality is far more complicated as the mobile participation rate widely differs due to different target groups, sampling sources etc. This is why the first part of the study focusses on structural drivers for mobile participation rates.

Secondly, there are numerous theoretical reasons to assume that differences in data quality are caused by the device. However, as selection and measurement effects might lead to prone analysis, the question arises whether or not the device or correlated demographic and psychographic factors play a major role when it comes to differences in data quality.

Methods & Data:

The present analysis towards data quality is conducted by using the GESIS Panel with data quality indicators like item nonresponse, answering behavior for open-ended and multiple choice questions, etc. To disentangle selection and measurement effects propensity score matching is used to create a quasi-experimental design.

To assess drivers for mobile participation, a post-hoc analysis of 30 different online-surveys is conducted, taking into account different target groups, demographic criteria and sample sources.

Result:

PCs and Smartphones are found to differ significantly with regard to data quality. Smartphone usage leads to higher item nonresponse and shorter open answers, as well as an increase in left-alignment and primacy effects. Additionally, it overall took Smartphone users longer to complete the survey.

Results for mobile participation drivers will be available by Mid December 2017.

Added Value:

The authors will present key drivers for mobile online survey participation. That is, tangible guidelines on creating a significant share of mobile respondents will be given.

In addition, specific measures, that are found to minimize device-specific data quality loss, will be highlighted – as well as survey layout optimization and phrasing.

B10: APPLIED ONLINE RESEARCH

ONLINE INSIGHT COMMUNITY - LEARNINGS FOR RESEARCH PRACTITIONERS

Author: Urschbach, Claudia

Organisation: Süddeutsche Zeitung Digitale Medien GmbH, Germany

Relevance & Research Question:

At GOR17 several practitioners introduced a new method called “Online Insight Community” [e. g. Sturm und Drang, Blauw Research GmbH, RTL]. After the conference we at Süddeutsche Zeitung (SZ) decided to gain experience with this new method. We would be very happy to share our learnings from our first studies using the method.

Methods & Data:

relatively new method called “Online Insight Community” [OIC]. With the support of Munich-based research company DCORE we conducted between August and November 2017 two IOC studies with approx. 120 users of different SZ products. The idea was to gain with OIC similar qualitative insights that we would normally gain from focus groups or participatory design workshops with customers.

Results:

The talk will begin with a short description of the OIC method, incl. a differentiation in regards to panel studies and other online research methods. After that we will share learnings covering the following aspects of research practice with OIC:

- Screening for suitable participants
- Managing communication and participants expectations
- Handling difficult participants in an open community environment
- Choosing task types that work
- Choosing incentives that appeal
- Getting over technology challenges
- Using insight communities in an Agile project environment
- Using insight communities as part of Design Thinking processes
- Summary: Advantages & risks of OIC studies

Added Value:

We are hoping to help others get a good understanding of the advantages and risks of the OIC method and to help them avoid mistakes when setting up an OIC for the first time

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REMOTE WORKERS – EXPLORING THE WORLD OF NEW WORK

Author: Wakenhut, Ruth; Vogt, Sophie
Organisation: KERNWERT GmbH, Germany

Relevance & Research Question:

Digitisation has created new forms of work: the binding to permanent places of work as well as standardised times and organisational structures are dissolving. Several (mostly quantitative) studies show: the future of work is flexible and digital and working remotely is becoming increasingly common. Yet we know little about the concrete everyday experiences of those remote workers. Our qualitative approach aims to shed light on their specific working circumstances, especially on the cooperation with colleagues and supervisors. Ultimately, there will be insights for companies on how to successfully collaborate with remote workers.

Methods & Data:

The study will be conducted in 2 phases. We will combine two proven online qualitative methods: mobile pre-tasks and online focus groups. This mix of individual, uninfluenced pre-tasks and moderated interaction allows to collect in a relatively short time holistic, diverse results that help to explore the opportunities and challenges of this new working culture.

32 participants from Germany, Austria and Switzerland will be recruited, all working remotely (as freelancer or employees) in flexible, digital work environments.

In a first short phase the participants will describe the actual state of their work environment, reflecting their daily routines and working week. In a second phase four online focus groups will be conducted to discuss specific questions in detail and to enable the participants to share experiences. Thanks to the pre-tasks the topic will be well introduced, a deep immersion will be possible, even in the limited duration of a focus group.

Results:

None yet – study to be conducted in January-February 2018.

Added Value:

This study aims to show how to explore and understand specific issues, behavior and feelings by means of a rapid and agile research design. It should also exemplify the broad fields of application of qualitative online research: Whilst these methodologies have been widely adopted in commercial research, this has yet rarely been the case in social research. The study aims to show that qualitative online research can be a valuable addition to traditional methodologies, e.g. when it comes to understanding working environment and employment conditions.

APPLYING ONLINE USER RESEARCH FOR CONTINUOUS PRODUCT DEVELOPMENT - USER GENERATED CONTENT TO IMPROVE THE HARD- AND SOFTWARE OF AN INDUCTION HUB

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

The effective and efficient integration of user feedback into an ongoing process of product development is challenging. Gathering valid user data in context through field observations and contextual inquiry can be time-consuming and in conflict with the continuous advancement of the product development process. In this contribution, we report about the application of an online user research method as an efficient and effective way of integrating results of a user test in the field into the development process of an induction hub, which was part of an applied research project with a kitchen appliance manufacturer. Methods: The case study includes online interviews (N = 7) and online diaries by users who tested a prototype of an induction hub at their home (N = 5). The online interviews aimed at understanding the target user group and their actual usage of induction hubs. Next, over a period of 12 weeks users documented their daily usage of the prototype in an online diary (desktop and mobile) by using various types of media: Users generated content through videos, photos, and text based open questions or tasks (e.g. to cook omelets). In addition, the users answered small surveys (e.g. evaluation of features of the induction hub). The development team tracked the diary results and discussed improvements in weekly calls together with the researchers. Results: The application of online user research appeared to be an efficient method for the continuous improvement of the hard- and software of the induction hub. Contributors constantly discovered and documented a great number of usability issues, needs and hard- and software bugs. In addition, the study showed various benefits of the user-generated content, in particular that videos and photos foster the development team's understanding of the detected problems and that constant access to the UGC facilitates the continuous process of problem fixing in the early stages. Added Value: This case study shows how the application of online user research methods enable the effective and efficient integration of user research in the product development process and how companies can benefit from this by providing their development department with tools for online user research.

C10: RESPONSE AND MEASUREMENT

WHEN LESS IS MORE: IMPROVING RESPONDENT EXPERIENCE WITH THE SOCIOMETRIC FRAMEWORK

Author: Randall K. Thomas, Frances M. Barlas
Organisation: GfK Custom Research, United States of America

Relevance & Research Question:

The psychometric framework focuses on accurate measurement in the classification, diagnosis, placement, or evaluation of individuals. To accurately measure individuals, it is necessary to detect small differences between them. Increasing the number of items and responses to measure a specific concept are ways to improve the differentiation, reliability, and validity of measurement. Many survey researchers have been trained in the psychometric approach and apply it in their questionnaire design. However, in sample surveys, we are interested in measuring concepts for groups, not individuals. As such, a reconsideration of the applicability of the psychometric measurement framework for sample surveys is warranted. Thomas (2017) outlined a new way to organize thinking about sample surveys that focuses on measurement reliability and validity based on the number of respondents rather than the number of items or responses we use. This new sociometric measurement framework significantly reduces the need for many redundant items in sample surveys as well as reduces the need for longer scales with many responses that resulted from the misapplication of the psychometric framework. This new focus comes at just the right time, as more respondents are taking surveys on smartphones which impose limits on screen real estate.

Methods & Data:

In this paper, we summarize a number of studies which show that, by applying this sociometric framework, we can produce reliable and valid data. We also describe a number of alternative metrics, that when used with various resampling techniques, provide alternative indicators of measurement validity and reliability (e.g., group split-half reliability) for these new, simpler measurement formats supported by the sociometric framework.

Results:

We apply these techniques to a number of different items across studies to demonstrate how these reliability and validity indicators are related to each other and can usefully supplant traditional psychometric indicators of reliability and validity.

Added Value:

This paper provides a solid foundation for new measurement methodologies for the new challenges confronting online surveys. Based on these new indicators of reliability and validity, we can reduce both the number of items and number of responses used for scales, reducing survey burden for respondents.

IS IT POSSIBLE TO SELECT RESPONDENTS AT RANDOM IN PUSH-TO-WEB SURVEYS WHEN USING ADDRESS-BASED SAMPLES AND POSTAL CONTACT?

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

In this study we test alternative methods for selecting respondents within households when using postal contact to encourage a random probability sample of the population to go online and complete a questionnaire. Often lists of addresses are used as a sampling frame and it is therefore essential to provide an instruction in the letters on who at the address should complete the questionnaire. There is evidence from postal surveys as well as push-to-web surveys showing that a substantial proportion get the selection wrong when asked to apply a procedure such as last/next birthday. To counter this, some studies have instead allowed all adults to complete the survey but this can encourage fraud when coupled with a conditional incentive.

In a pilot study commissioned by The European Union Agency for Fundamental Rights (FRA), an experiment was conducted in 18 EU countries. Households were asked to select up to two or three adults, depending on the average household size in the country. This ensures that the risk of selection bias is minimised given that most households include no more than two or three adults. Two main treatments were tested: (a) the letter provides login details up front for two or three adults; and (b) the letter requests any adult member to take part and on completion of the questionnaire, an additional one or two adults are asked to take part (only if there are two or more adults in the household). Within the second treatment, two methods for selecting the additional adult(s) are tested: (b1) household choice; and (b2) online random selection. The results are not available at the time of writing this abstract. However, at the conference we will present (a) compliance rates; (b) address-level response rates, (c) number of completed questionnaires, and (d) impact on sample composition.

This study will provide new evidence on how to instruct respondent selection when using address-based samples and postal contact for push-to-web surveys. It builds on prior research which has demonstrated that a substantial proportion of people do not follow instructions provided in letters, such as the commonly used last/next birthday methods.

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SOLVING THE "SATISFACTION PARADOX": ADVANCES IN MEASURING SATISFACTION

Author: Hubertus Hofkirchner

Organisation: Prediki Prognosedienste GmbH, Austria

Measuring the Unmeasurable: Two Cohorts, Two Methods, Four Results, Six Permutations

Relevance & Research Question:

Measuring satisfaction is difficult, be it customer or political satisfaction, for many reasons. Satisfied people often keep quiet, dissatisfied ones are more likely to speak up or complain. Satisfaction is difficult to quantify, it is unclear if questionnaire surveys reflect absolute satisfaction correctly or not. Last, the "Satisfaction Paradox": averaging detailed satisfaction scores yields a worse score than asking for overall satisfaction.

Methods & Data:

In recent years, the prediction market method has expanded its usefulness beyond its origin, predicting election outcomes. Researching new product ideas or concepts, optimised pricing, customer and political satisfaction are now emerging as promising applications.

In a recent project, we found indications that the Gold Standard of satisfaction research, a questionnaire presented to a random customer sample may give inferior results compared to a self-selected crowd and a prediction market, considering the underlying purpose of such research.

We will present a case study about citizens' political satisfaction, comparing the results of Prediki PROMPT, a new quali-quant method based on advanced prediction market technology, to traditional questionnaire results. Our case is based on two cohorts - a representative n=1000 and a self-selected of n=1500 - each doing both exercises which produces four data series and six relative comparisons.

Results:

These combinations not only shed a light on citizen satisfaction (or lack thereof) with Austria's central government. We will show how the four results compare. Differences point to System 1 vs. System 2 responses, Relative errors indicate that an absolute measure of satisfaction is in fact possible, however that the current Gold Standard is not it. We will present how crowdsourcing yields a more authentic interpretation of these results, for more insight into why satisfaction levels are as they are.

Added Value:

A better read on customer satisfaction will yield significant financial and non-financial benefits for clients and governments alike. It will increase customer loyalty, thus secure more repeat business. It will focus businesses and organisations on the right actions to increase customer satisfaction while saving money and time on measures which do not.

D10: KÜNSTLICHE INTELLIGENZ IN DER MARKTFORSCHUNG

GEFÜHLE AUF KNOPFDRUCK: ÜBER DIE WIRKUNG VON EMPATHISCHEN MASCHINEN

Author: Bartl, Michael

Organisation: HYVE AG, Germany

TAWNY ist ein Startup und Forschungsprojekt im Bereich KI mit dem Ziel, emotionale Zustände basierend auf Biofeedback zu erkennen. Der Einsatz von Affective Computing erlaubt Unternehmen und Entwicklern über alle Industrien empathische Produkte und Leistungen mit emotionaler Intelligenz zu gestalten. Empathische Produkte und Leistungen sind effizienter, komfortabler, gesünder und auch sicherer.

KEINE ANGST VOR IHREM NEUEN KOLLEGEN, DER MASCHINE!

Author: Harms, Christopher

Organisation: SKOPOS, Germany

Mit "künstlicher Intelligenz" sollen schon in wenigen Jahren ganze Berufsfelder überflüssig werden. Betrifft das auch Marktforscher? Anhand von Beispielen aus der Praxis soll gezeigt werden, wie künstliche Intelligenz schon heute die Arbeit von Marktforschern verändern kann - und welche Entwicklungen in der Zukunft zu erwarten sind. Chatbots, Integration sekundärer Daten ("Big Data"), halbautomatische Moderation von Online-Communities: Neben dem Schlagwort "Digitalisierung" wird die Automatisierung von Abläufen eine wesentliche Rolle spielen, wenn intelligente Systeme Marktforscher bei ihrer Arbeit unterstützen werden.

BEYOND THE OBVIOUS. MIT TEXT ANALYTICS UND ADVANCED STATISTICS MEHR AUS KUNDENBEWERTUNGEN HERAUSHOLEN

Author: Maas, Stefan

Organisation: Ipsos GmbH, Germany

Ziel ist es, substanzielle Erkenntnisse über die Treiber für eine 5-Sterne-Kundenrezension in Onlineshops oder Onlineplattformen zu generieren. Um dies zu erreichen, hat Ipsos forschersche Expertise sowie die Ressourcen künstlicher Intelligenz (NLP, Machine Learning) genutzt und effektiv miteinander kombiniert. Basierend auf einer Case Study über den Sprachassistenten „Echo“ von Amazon wird dieser Ansatz auf strategischer und operativer Ebene demonstriert.

A11: OPEN-ENDED QUESTIONS

COMPUTER-ASSISTED MEASUREMENT AND CODING OF EDUCATION IN SURVEYS (CAMCES): EXPERIENCES FROM THE LISS PANEL

Author: Schneider, Silke; Briceno-Rosas, Roberto;
Ortmanns, Verena
Organisation: GESIS Leibniz Institute for the Social Sciences,
Germany

Relevance and Research Question:

The increasing differentiation of educational systems with numerous educational reforms occurring during the lifetime of the members of general population samples produces ever more complex response options for the educational attainment question. Given the limitation of web surveys in terms of screen space, the CAMCES project at GESIS developed a question module and a database of educational qualifications, to be accessed via two innovative interfaces in web surveys: The so-called combination box combines a search field and text box. The search tree in contrast works like a nested show card. Our research question is how well the resulting data compare with the education measure resulting from the standard LISS Panel instrument.

Methods & Data:

The CAMCES tool was implemented in the Dutch LISS Panel in early 2016, involving a survey experiment regarding the design of one question routing in the questionnaire module. This paper analyzes the resulting data regarding: 1) survey experiment results, 2) usage of loops, 3) comparing standard LISS-Panel measures and CAMCES interfaces regarding a) item nonresponse, b) non-automatic coding/'other' education, and c) content in terms of the resulting ISCED code (consistency). We will also look at response latencies.

Results:

1) While one routing is substantially faster, it generates other data problems due to increased item complexity. 2) Most respondents report their highest qualification in the first loop as desired. 3) The standard LISS instrument produces the lowest nonresponse and number of not automatically coded responses, followed by the search tree. The combination box suffers from overly fast responding and respondents not distinguishing education, field of study and occupation. Consistency between measures is around 80%.

Added Value:

Both CAMCES interfaces generate detailed education codes that are, via the database, linked with codes of UNESCO's International Standard Classification of Education (ISCED). The questionnaire contains optional loops for indicating more than just the highest educational qualification, and permits reporting not just for domestic educational qualifications but also foreign ones via a country chooser. This makes the tool especially interesting for migrant and other cross-cultural surveys and surveys interested in very detailed education information.

USING INTERACTIVE FEEDBACK TO ENHANCE RESPONSE QUALITY IN WEB SURVEYS. THE CASE OF OPEN-ENDED QUESTIONS.

Author: Baier, Tobias; Fuchs, Marek
Organisation: Darmstadt University of Technology, Germany

Relevance & Research Question:

Several studies have demonstrated that respondents react to the size and design of the answer box offered with an open-ended question in Web surveys. Larger answer boxes seem to pose an additional burden and yield higher rates of item-nonresponse as compared to smaller ones. At the same time larger answer boxes increase the length of response. In this study we aim to demonstrate the effectiveness of a counter associated with the answer box that continuously indicates the number of characters left to type. It was assumed that the counter limits the negative effect of a small answer box on item-nonresponse without harming the length of response.

Methods & Data:

The effect of the counter as a means of interactive feedback was tested in a randomized experiment with a 3x3 between-subjects design. Factor 1 was the size of the answer box and had 3 levels (small, medium, and large). Factor 2 had 3 levels (no counter, counter with a start value of about the number of characters that fit the answer box, counters with a higher initial value). The experiment was embedded in a survey among university applicants in Germany (n=3809).

Results:

Findings confirm that larger boxes yield longer answers and more characters. However, a smaller box size does not prevent item-nonresponse. Overall, using a counter neither has an effect on item-nonresponse, nor does it increase the length of response. However, further analysis will focus on interaction effects in order to investigate the differential effects of the interactive feedback in combination with different answer box sizes as well as devices used (mobile or desktop).

Added Value:

The study informs the design of interactive feedback to an open ended question in Web surveys. In particular, differences for respondents using mobile vs. desktop devices will be highlighted. Findings will also be discussed in light of the optimal timing of a counter associated with the answer box.

DOES QUANTITY COME AT THE EXPENSE OF QUALITY? CONSIDERING THE RELEVANCE OF THEMES MENTIONED IN OPEN-ENDED QUESTIONS

Author: Meitinger, Katharina; Kunz, Tanja
Organisation: GESIS Leibniz Institute for the Social Sciences,
Germany

Relevance & Research Question:

The use of open-ended questions is increasing in web surveys (Poncheri et al. 2008). Since open-ended questions are cognitively demanding for respondents (Zuall et al. 2015), the visual layout should optimally convey the expected answer format. Several methodological studies examined variations in the visual layout of open-ended questions in web surveys (e.g., Smyth et al. 2009). For example, Keusch (2014) compared the effects of one large vs. ten small list-style answer boxes

and found that several list-style answer boxes elicit more themes than one large answer box.

In previous studies, the number of mentioned themes is usually considered an indicator of response quality in open-ended questions. Thus, the effectiveness of the visual layout is commonly assessed in terms of encouraging respondents to provide as many themes as possible. However, the question remains whether all mentioned themes are of high relevance for the purpose of answering an open-ended question. Or may it be possible that a visual layout that pushes the respondents to provide a maximum number of themes also triggers the respondents to write themes that are of minor relevance for their answer?

Methods & Data:

Based on a sample of 2,000 German panelists of the Respondi online access panel, we conducted a web experiment in October 2017 with a control group (one large answer box) and three experimental groups (three/five/ten list-style answer boxes). After the open-ended question, the respondents were additionally asked to rate how relevant the mentioned themes were for their previous answer.

Results:

Research is still work in progress, and therefore final empirical results are not available, yet.

We expect that although some visual layouts of open-ended questions are likely to elicit more themes than others, this might be at the expense of minor relevance ascribed to the mentioned themes. This may have implications for the visual layout of open-ended questions.

Added Value:

The presentation discusses an important indicator of response quality and provides a deeper understanding whether a pure quantification of this indicator is justifiable.

USING PLACEHOLDER TEXT IN NARRATIVE OPEN-ENDED QUESTIONS IN WEB SURVEYS

Author: Kunz, Tanja; Gummer, Tobias
Organisation: GESIS Leibniz Institute for the Social Sciences, Germany

Relevance & Research Question:

Narrative open-ended questions are particularly suitable for collecting detailed information on various issues without restricting respondents to a predefined set of response categories. However, in practice, a common problem is that respondents are often not willing to expend the effort to provide detailed answers. This is why previous research examined variations in the size and design of answer boxes in order to enhance answer quality in open-ended questions. For example, larger answer boxes or several list-style answer boxes were found to encourage more elaborated answers than small answer boxes. However, findings also showed that question designs eliciting more comprehensive answers often come at the expense of higher item nonresponse.

This paper investigates whether in-field placeholder text (e.g., lorem ipsum) can be used as a stimulus to provide comprehensive answers to narrative open-ended questions without discouraging the respondents to provide an answer at all. Placeholder text is text displayed inside an answer box which disappears when respondents start typing

their response. We examined how common indicators of data quality in open-ended questions (e.g., number of characters, number of themes, response times, and item nonresponse) varied depending on different placeholder text formats.

Methods & Data:

Based on a sample of 2,000 online access panelists, respondents were randomly assigned to either a control group (no placeholder text) or to one of three experimental groups (single-line vs. multi-line vs. bullet point placeholder text). Different placeholder text formats were tested in two experimental questions.

Results:

Findings showed that multi-line placeholder text yielded more elaborated answers in terms of the number of characters and the number of themes mentioned. Not surprisingly, this resulted in overall longer response times. At the same time, however, multi-line placeholder text resulted in higher item nonresponse rates compared to the other experimental groups.

Added Value:

Placeholder text can be used to encourage more detailed answers to narrative open-ended questions. However, detailed answers also seem to pose an additional burden. We concluded that the decision on different placeholder text formats is a trade-off between increasing respondent burden and enhancing information content of respondents' answers.

B11: SCALES AND GRIDS IN SURVEYS

EVALUATION OF METHODS FOR ASSESSING SOCIALLY DESIRABLE RESPONDING IN INTERNET ADMINISTERED PERSONALITY ITEMS

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Organisation: 1: University of Iceland, Iceland;
2: RAHL, Iceland

Relevance & Research Question:

Personality scales are often administered over the internet. One of the main concerns when measuring personality is measurement bias due to socially desirable responding. For this reason, researchers have attempted to evaluate the desirability of personality items, using various methods such as Faking good, Above average, Social desirability scale value (SDSV) and correlations with Social desirability scales. These methods differ in terms of ease of administration and response burden. However, their capacity to capture the desirability of personality items may also differ. The purpose of the present research was to evaluate agreement between these four different methods.

Methods & Data:

Four studies were conducted. In all four studies an e-mail invitation to participate was sent out to a randomly drawn sample of students from the University of Iceland, who had previously given their consent to receive survey invitations sent out by the university's Student Regis-

try. In Study I, the Above average effect was tested by asking students to compare themselves to other students on each of the Big Five Inventory (BFI) items. Ten months later, Study II was conducted, in which students were asked to respond to the BFI with its original response options, followed by the Marlow-Crown Social Desirability Short Form (MCSD-SF). Studies III and IV were conducted simultaneously, with a random assignment to each of the studies to prevent participants from taking part in both surveys. In Study III, participants received fake-good instructions before responding to the BFI with original response options and in Study IV, participants were asked to evaluate the desirability of each of the BFI items (SDSV).

Results:

The findings suggest that there is a strong agreement between all four methods, suggesting that all methods capture social desirability of personality items.

Added Value:

The practical implications of the findings are that desirability can be evaluated with all four methods and researchers can therefore choose the method most suitable for the purpose of their study.

DO MODIFICATIONS TO THE TRADITIONAL GRID QUESTION DESIGN REDUCE THE RESPONDENTS' BURDEN AND INCREASE RESPONSE QUALITY?

Author: Roßmann, Joss; Gummer, Tobias

Organisation: GESIS Leibniz Institute for the Social Sciences, Germany

Relevance & Research Question:

Previous research has provided evidence that cognitively demanding grid questions in web surveys have serious negative effects on response quality compared to alternative designs such as, for instance, asking a series of single items. Yet, replacing every grid question in a survey with sets of single items might not be feasible in many research settings because single item designs strongly increase the length of the questionnaire. Thus, the present study set out to explore whether slight modifications to the traditional grid design reduced the respondents' burden and increased the quality of their responses.

Methods & Data:

We tested our hypotheses on the effects of the grid question design on response quality with data from a 2x2x2 fully factorial web survey experiment. In this experiment, 1,848 respondents from a German opt-in online panel were randomly presented a question on a several political issues as either one large or two small grids with either a 7- or 11-point response scale, and either with or without background shading. Further, the grid question included an instructed response item (IRI) to identify inattentive respondents.

Results:

The results of our study showed that the modifications to the design of the grid question did not significantly reduce the rate of non-differentiated or missing responses. In addition, the variations in the design neither affected the rate of inattentive respondents nor did they affect the respondents' evaluation of their survey experience. Lastly, we found negligible effects on the time respondents needed to answer the grid question.

Added Value:

Our study showed that the slight modifications to the question design neither significantly reduced the respondents' burden nor increased response quality. In conclusion, our results suggest that more extensive modifications to the design of grid question (e.g., single item designs) are necessary to effectively improve response quality.

THE ROLE OF RATING SCALE DESIGN IN REDUCING ITEM NONRESPONSE IN WEB SURVEYS

Author: Thorsdottir, Fanney; Asgeirsdottir, Ragnhildur Lilja

Organisation: University of Iceland, Iceland

Relevance & Research Questions:

Item nonresponse is a known problem with using summated rating scales to measures respondents' characteristics in web surveys. It is therefore important to identify factors which affect item nonresponse in order to help researchers to design more effective scales in this respect. The objective of this study was to test the effect of the number and labelling of response options on item nonresponse in a survey conducted over the internet.

Methods & Data:

A split ballot experiment of 3009 respondents, randomly selected from a probability based web panel of the general population of Iceland, was undertaken. Respondents were randomly assigned to one of eight experimental conditions. The independent variables were number of response options (5, 7, 9 and 11 options) and verbal labelling (fully labelled and numerical). All respondents were presented with the same 26 items, five measuring attitudes towards the environment, nine measuring attitudes towards the EU and 12 measuring hostility. Item nonresponse was measured by counting the number of items not answered across the 26 items.

Results:

Poisson regression was used to test the hypotheses. The results showed that both the number and the labelling of response options affected item nonresponse. The results also showed that the effect of the number of response options dependent on whether the scale was numerical or fully labelled.

Added value:

The findings suggest that focusing on design features such as the number of response options and the labelling of response options can be an effective way to reduce item nonresponse in web surveys.

WE'VE GOT YOUR NUMBER: CAN NUMERIC LABELS REPLACE SEMANTIC LABELS IN SCALES?

Author: Thomas, Randall K.; Barlas, Frances M.

Organisation: GfK Custom Research, United States of America

Relevance & Research Question:

Semantic labels on responses aid respondents in selecting their responses. Fully-anchored, semantically-labeled scales have higher levels of validity than end-anchored scales (Krosnick, 1999). Since most smartphone respondents take online surveys in the portrait orientation, horizontal presentation of just five categories with full semantic labels can extend off the screen. Smaller labels that are easily used and still provide meaningful differentiation are being demanded. Schwarz

[1991; 1995] conducted studies demonstrating that using numbers can shift the meaning of scales, but these scales used semantic labels as well. We developed an alternative for smartphone screens - replacing all semantic labels with only numeric labels as clickable buttons to anchor the responses, with plus or minus indicators (e.g., How much do you like doing X? -2 -1 0 +1 +2). We even eliminated scale definitions to save space (e.g., On a scale of 0 to 10, where '0' means 'Not X' and '10' means 'Very X').

Methods & Data:

Studies 1 and 2 utilized non-probability sample; Study 1 had a total of 7,000 respondents while Study 2 had 3,200. Study 3 used GfK's probability-based KnowledgePanel® with 2,700 respondents. Respondents were randomly assigned to either numeric labels or semantic labels and to either a unipolar or bipolar format across a range of topics.

Results:

The numeric formats replicated results previously found for fully-semantically labeled scales – unipolar scales had lower means than bipolar scales. Furthermore, validity was higher for the unipolar scales than the bipolar scales – for both the semantic and numeric scales. The numeric scales also had comparable means and variance to the semantics. Finally, the numeric scales took less time for respondents to answer, with respondents both taking less time to read the labels and scrolling less to select responses across devices.

Added Value:

Overall, presenting numeric responses without semantic labels and without respondent instructions yielded reliable and valid results more quickly than the traditional semantic labels. This type of format has the possibility of replacing semantic labels in more contexts, being easier to use on smartphones, reducing respondent burden, and being easier to implement across countries.

C11: SMARTPHONE DATA COLLECTION IN SURVEYS

RESPONSE QUALITY IN MIXED-DEVICE ONLINE SURVEY: EVIDENCE FROM THE UNDERSTANDING SOCIETY INNOVATION PANEL DATA

Author: Maslovskaya, Olga; Durrant, Gabriele; Smith, Peter WF

Organisation: University of Southampton, United Kingdom

Relevance & Research Question:

We live in a digital age with high level of use of technologies. Surveys have also started adopting technologies including mobile devices for data collection. There is a move towards online data collection in the UK, including the plan to collect 75% of household responses through the online mode of data collection in the UK 2021 Census. However, evidence is needed to demonstrate that the online data collection strategy will work in the UK and to understand how to make it work effectively. No research has been conducted so far in the UK to address response quality among general population in mixed-device online surveys. This analysis is very timely and will fill this gap in knowledge.

Methods & Data:

This analysis uses the Understanding Society Innovation Panel Wave 9 data which have an online component. Descriptive analysis and logistic regressions are used to study data quality indicators associated with different devices in mixed-device online survey in the UK. Different data quality indicators will be assessed.

Results:

The detailed results will be available in mid-February 2018. Comparisons to the results from the Second Longitudinal Study of Young People in England (LSYPE2) in which only 16-17 year old participants took part and to results from other countries will be drawn.

Added Value:

The originality of the analysis lies in addressing the underresearched area of data quality issues associated with different devices in mixed-device online surveys in the UK. The findings from this analysis will be instrumental to better understanding of data quality issues associated with mixed-device online surveys more generally and, specifically, in informing best practice for the next UK Census 2021. The results can help improving the design of the surveys and response rates as well as reducing survey costs and efforts.

COVERAGE ERROR IN SMARTPHONE DATA COLLECTION

Author: Keusch, Florian [1,2]; Haas, Georg-Christoph [1,3]; Kreuter, Frauke [1,2,3]; Bähr, Sebastian [3]; Trappmann, Mark [3]

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2: University of Maryland, United States of America;
3: Institute for Employment Research, Germany

Relevance & Research Question:

Smartphones can now be used for different types of data collection, i.e., mobile web surveys, passive mobile data collection via apps, and data collection through other features of the smartphone (e.g., taking pictures). While smartphone penetration is virtually universal among young populations, the share of smartphone owners in other subpopulations is much lower. Users might further differ by the type of smartphone they use and what data can be collected with specific operation systems (i.e., Android vs. iOS vs. Microsoft). If there are systematic differences between smartphone users of different operation systems or users and non-users in the variable of interest, coverage bias would arise in studies that use smartphone technology for data collection. In this paper, we assess coverage error due to differential smartphone ownership in an employment research study in Germany.

Methods & Data:

The data for this study come from the Panel Study Labour Market and Social Security (PASS), an annual mixed-mode survey of the German residential population conducted by the Institute for Employment Research (IAB). In the previous wave of the PASS, questions on smartphone ownership and use were added. We explore the potential for coverage error when smartphone technology would be used for data collection in this population on a variety of demographic, job search, and benefit receipt related variables.

Results:

First results of our analysis will be available in early 2018.

ABSTRACTS FRIDAY, 02/03/18

Added Value:

The popularity of smartphones opens up new avenues for data collection. Our study will show whether differences between smartphone users and non-users are limited to basic socio-demographic variables and could thus be accounted for by traditional weighting techniques. If, however, users and non-users differ in key substantive variables after controlling for socio-demographic differences weighting alone will not reduce coverage biases due to smartphone ownership.

LOGIN ON SMARTPHONES: A TRIVIALITY?

Author: Volk, Johannes

Organisation: Statistisches Bundesamt, Germany

Relevance & Research Question:

There is an ongoing discussion about transforming questionnaires as best as possible into appropriate mobile versions in order to avoid mode-effects. However, a crucial point is frequently neglected or less discussed applying online questionnaires: A lot of people have problems to get access to the online instrument, due to an uncomfortable login-process. So far, it seems to be rather a blackbox, why people aren't successful, since basic recommendations are available and applied (e.g. number of characters, which symbols to avoid etc.) This qualitative research shows concrete evidence on the design of an easy-done login, while in the current study the appropriate smartphone design was tested.

Methods & Data:

Qualitative testing: A mobile optimized questionnaire was developed embedded by four waves of consecutive testing. This approach made iterative development possible. In total 27 probands tested the instrument in our pretest laboratory. Getting access to the instrument as well as filling in the questionnaire was subject of testing. The completion procedure has been analyzed by two perspectives: Analyzes of the video-tapes (screen-recording) and follow-up cognitive interviews.

Results:

For our testings we varied the login-process. Our results are based on the poles cryptic vs. catchy password, displayed vs. faded out input of password, proportional vs. non proportional font. Moreover, we analyzed the duration of the login-process, the key orders on different key boards, the design of input fields, the layout of the covering letter concerning login-information and test-persons' reported subjective effort and security-ratings. In the end we developed a combination of login design elements, we would prefer.

Added Value:

We identified a lot of different details which can be addressed to simplify login processes systematically. In conclusion Charles Eames' word is even true for the design of login-processes: "The details are not the details. They make the design."

D11: DIGITALE ERHEBUNGSMETHODEN FÜR EIN BESSERES VERSTÄNDNIS DES VERBRAUCHERS

NEUE DIGITALE DATEN IN DER AMTLICHEN STATISTIK

Author: Zwick, Markus

Organisation: Statistisches Bundesamt, Germany

Neue digitale Daten, aber auch die immer größere Verfügbarkeit digitaler Verwaltungsdaten, verändern die amtlichen Statistiken in erheblichem Maße und stellen tradierte statistische Produktionsverfahren nachhaltig in Frage. Diese neuen digitalen Daten, häufig als Big Data bezeichnet, sind auf der einen Seite eine große Herausforderung, aber stellen auf der anderen Seite auch die Möglichkeit dar, künftig amtliche Statistiken schneller, kostengünstiger und in höherer Präzision - regional wie für kleine Gruppen - zu erstellen, dies alles bei einer spürbaren Entlastung der Auskunftgebenden.

Neue digitale Datenquellen sind daher hinsichtlich einer Nutzung im Prozess der Erstellung amtlicher Statistiken intensiv zu prüfen. Dies ist ein komplexer Prozess, der neben methodischen Anforderungen in mindestens gleich starkem Maße rechtliche Fragen sowie Qualitätsaspekte umfasst. Weiter sind hierzu an vielen Stellen neue Fertigkeiten seitens der Mitarbeiterinnen und Mitarbeiter innerhalb der amtlichen Statistik gefordert, die durch geeignete Aus- und Weiterbildungskonzepte entwickelt werden müssen.

ABSTRACTS FRIDAY, 02/03/18

In der längeren Frist wird sich die amtliche Statistik auch in einer Welt neuer digitaler Daten behaupten. Nur eine öffentlich getragene Statistik kann gemeinsam mit der Politik und dem Datenschutz Verfahrensregeln weiterentwickeln, die es erlauben ‚blended data‘, also die simultane Nutzung von integrierten Befragungs-, administrativen und weiteren digitalen Daten, für Statistiken zu nutzen. Doch bis dahin liegt noch viel Arbeit vor den statistischen Ämtern.

In der mittleren Frist bis 2020 sind erste Nutzungen neuer digitaler Daten innerhalb von amtlichen Statistiken für die Bereiche der Land- und Forstwirtschaft sowie in den Preisstatistiken zu erwarten. Mit dem Copernicus-Programm der Europäischen Raumfahrtbehörde ESA und den sehr umfangreichen Daten, z.B. von den Sentinel-Satelliten, werden erste Anwendungen zur Bodenbedeckung wie in den Erntestatistiken absehbar zu erwarten sein. Innerhalb der Preisstatistiken werden einzelne Preise schon seit einiger Zeit manuell auch im Internet erhoben. In Projektstudien arbeiten die Fachstatistiker an Verfahren der automatisierten und wiederholten Erfassung von Preisen im Internet mittels Web-Scraping. Darüber hinaus bereitet Destatis derzeit Machbarkeitsstudien vor, die das Pendlerverhalten sowie Fragen im Bereich der Tourismusstatistiken auf der Grundlage von Mobilfunkdaten beantworten sollen.

BEOBSACHTEN UM ZU VERSTEHEN: WIE TRACKINGDATEN KLASSISCHE BEFRAGUNGEN ERGÄNZEN KÖNNEN

Author: Hecht, Jan
Organisation: SINUS-Institut, Germany

In Zeiten der Digitalisierung sind auch für Marktforscher gefordert sich mit neuen Methoden der Datenerhebung auseinanderzusetzen.

Informationen werden immer schneller und umfassender zusammengetragen und analysiert.

SINUS testet in diesem Zusammenhang die Möglichkeit klassische Befragung mit passiv erhobenen Daten zu kombinieren, um ein umfassendes Bild der Lebenswelt von Menschen zu erfassen.

Welche Chancen, aber auch welche Herausforderungen damit einhergehen wird Jan Hecht, Associate Director Research & Consulting vom SINUS-Institut aus Heidelberg in seinem Vortrag erläutern.

WIE ONLINE-VERHALTENS DATEN ZUR SEGMENTIERUNG VON CUSTOMER JOURNEYS GENUTZT WERDEN KÖNNEN

Author: Robillard, Bengül
Organisation: respondi, Germany

In diesem Beitrag zeigen wir, wie Online-Verhaltensdaten zur Segmentierung von verschiedenen Verhaltensmustern, Nutzergruppen und Customer Journeys verwendet werden können. Dafür kombinieren wir klassische Methoden nicht nur mit diesen neuen Verhaltensdaten, sondern auch mit anderen Verfahren, die in der Marktforschung seltener genutzt werden.

MASSIV PASSIV: WIE DIE REALE WELT MIT SMARTPHONE- DATEN MESSBAR WIRD

Author: Rettel, Jan
Organisation: Locarta GmbH, Germany

Heutige Smartphones sind ein Schweizer Taschenmesser an Sensoren. Die Daten, die diese Sensoren passiv erheben, können wichtige Insights in das Konsumentenverhalten in der realen Welt liefern, genau da wo traditionelle Umfragemethoden scheitern oder nicht skalieren.

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