



GOR
organized by DGOF

General Online Research Conference 2023 (GOR 23)

University of Kassel

20 - 22 September 2023

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Conference Time: 30th Aug 2023, 12:41:31pm CEST

Conference Agenda

Overview and details of the sessions of this conference. Please select a date or location to show only sessions at that day or location. Please select a single session for detailed view (with abstracts and downloads if available).

Hide Presentations	List View	Authors	Table with Max 4 Columns	More...	<input type="text" value="Name, Title..."/>
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Session Overview

Date: Wednesday, 20/Sept/2023

9:00am	Begin Check-in	
-		
10:00am	Workshop 1	
-	Location: Seminar 3, Room 1112	
1:00pm	Targeted Advertising for Survey Recruitment: Leveraging Social Media Platforms to Reach and Engage Survey Participants	
	Zaza Zindel	
	Bielefeld University, Germany	
1:00pm	Break	
-		
1:30pm	Workshop 2	Workshop 3
-	Location: Seminar 3, Room 1112	Location: Seminar 6, Room 1124
4:30pm	Be careful of the careless: Data quality assessment for online surveys	Trustworthy Analytics with Generative AI: ChatGPT/GPT-4 Hands-on
	Nivedita Bhaktha, Thomas Knopf	Georg Wittenburg, Patrick Mertes
	GESIS – Leibniz Institute for the Social Sciences, Germany	Inspirient GmbH, Germany
4:30pm	Break	
-		
5:00pm	DGOF Members General Meeting	
-	Location: Lecture Hall 3, Room 1135	
7:00pm	Early Career Science Speed Dating	
-	Location: Die Cari - Caricatura Bar, Kulturbahnhof Kassel, Rainer-Dierichs-Platz 1 34117 Kassel	
8:00pm	GOR 23 Get Together	
-	Location: Die Cari - Caricatura Bar, Kulturbahnhof Kassel, Rainer-Dierichs-Platz 1 34117 Kassel	
11:00pm		

Date: Thursday, 21/Sept/2023

8:00am	Begin Check-in				
-					
9:00am	GOR 23 Opening & Keynote I				
-	Location: Lecture Hall 5, Room 1101				
10:15am	The Evolution of Marketing Research: From Insights 1.0 to 5.0				
	Steffen Schmidt				
	LINK Marketing Services AG, Switzerland				
10:15am	Break				
-					
10:45am	Track A: Track A: Survey Research: Advancements in Online and Mobile Web Surveys	Track B: Track B: Data Science: From Big Data to Smart Data	Track C: Track C: Politics, Public Opinion, and Communication	Track D: Track D: Digital Methods in Applied Research	Track T: Track T: GOR Thesis Award 2023
	sponsored by GESIS – Leibniz-Institut für Sozialwissenschaften		sponsored by aproxima		sponsored by TIVIAN
10:45am	A1: Survey Measurement	B1: Text as Data	C1: Media Consumption Habits	D1: GOR Best Practice Award 2023 Competition 1	T1: GOR Thesis Award 2023 Competition 1
-	Location: Lecture Hall 3, Room 1135	Location: Seminar 6, Room 1124	Location: Seminar 3, Room 1112	Location: Lecture Hall 5, Room 1101	Location: Seminar 4 + 5, Room 1117 + 1118
11:45am	Chair: Almuth Lietz , Deutsches Zentrum für Integrations- und Migrationsforschung (DeZIM), Germany	Chair: Franziska Kern , infas 360 GmbH, Germany	Chair: Bernhard Clemm von Hohenberg , Leibniz-Institut für Sozialwissenschaften, Netherlands, The	Chair: Yannick Rieder , Janssen-Cilag GmbH, Germany	Chair: Olaf Wenzel , Wenzel Marktforschung, Germany
		Large language models for aspect-based			

Open-ended survey questions: A comparison of information content in text and audio response formats

Camille Landesvatter, Paul C. Bauer
MZES, Universität Mannheim, Germany

Attention please! Comparing different ways of presenting an instruction manipulation check in a probability-based online panel

Jan Karem Höhne¹, Tobias Rettig², Melanie Revilla³
1: DZHW; University of Hannover; 2: University of Mannheim; 3: Institut Barcelona d'Estudis Internacionals

Measurement quality of a multi-item scale in plain language

Tanja Kunz¹, Tobias Gummer^{1,2}, Cornelia Neuert¹
1: GESIS - Leibniz-Institute for the Social Sciences, Germany; 2: University of Mannheim

sentiment analysis

Paul Ferdinand Simmering, Paavo Huovalia
Q Agentur für Forschung GmbH, Germany

Stereotypes in Social Media Data: Regionalization with Word Embedding Models

Stefan Knauff
Bielefeld University, Germany

Statistical Analysis of Web Browsing Data: A Guide

Bernhard Clemm von Hohenberg¹, Ana-Sofia Cardenal², Sebastian Stier¹, Andrew M. Guess³, Ericka Menchen-Trevino⁴, Magdalena Wojcieszak⁵
1: GESIS Leibniz-Institut für Sozialwissenschaften, Cologne; 2: Universitat Oberta de Catalunya, Barcelona; 3: Princeton University; 4: UC Davis; 5: American University, D.C.

An experimental study of online information seeking on policy judgments

Roberto Ulloa¹, Celina Kacperski¹, Juhı Kulshrestha^{1,2}, Andreas Spitz¹, Denis Bonny³, Peter Selb¹
1: Konstanz University, Germany; 2: Aalto University, Finland; 3: Université Paris Nanterre

Media consumption patterns during the Russian-Ukrainian War: The role of proximity, media trust, and interest in politics in Germany and Israel

Vered Elishar-Malka¹, Julian Unkel², Yaron Ariel¹, Dana Weimann-Saks¹
1: Academic College of Emek Yezreel, Israel; 2: LMU Munich

The Privacy Paradox in WhatsApp: Examining the Relationships Between Usage, Concerns, and Protection Behaviors

Eilat Chen Levy, Yaron Ariel
Academic College of Emek Yezreel, Israel

Deeper target group understanding through artificial intelligence

Silke Moser¹, Niklas Mrutzek²
1: GIM Gesellschaft für innovative Marktforschung mbH, Germany; 2: Erason, Germany

Better together in Speed, Agility and Quality

Katja Birke, Schomberg Jessica
Produkt + Markt, Germany

Approaches to dealing with survey errors in online panel research

Sebastian Kocar
University of Tasmania, Australia

Respondent and Response Behavior in Online Panel Surveys

Tobias Rettig
University of Mannheim, Germany

Online product testing for generating online product reviews – An analysis of the effects on review rating and review quality

Tabea Tesch
Royal Canin (Mars Incorporated), Germany

11:45am Break

12:00pm

A2: Respondent Behavior and Data Quality

Location: **Lecture Hall 3, Room 1135**

Chair: **Tanja Kunz**, GESIS - Leibniz-Institute for the Social Sciences, Germany

Attitudes Over Time – Does Repeated Interviewing Trigger Reflection Processes in Respondents?

Fabienne Kraemer¹, Peter Lugtig², Bella Struminskaya², Henning Silber¹, Matthias Sand¹, Michael Bosnjak³, Bernd Weiß¹

1: GESIS - Leibniz Institute for the Social Sciences; 2: Utrecht University; 3: Trier University

Survey professionalism: New evidence from trace data

Bernhard Clemm von Hohenberg¹, Tiago Ventura², Magdalena Wojcieszak³, Jonathan Nagler², Ericka Menchen-Trevino⁴

1: GESIS Leibniz-Institut für Sozialwissenschaften, Cologne; 2: New York University; 3: UC Davis; 4: American University, D.C.

The Impact of Respondent Experience on Research Quality: Understanding the Importance of Quality Survey Design and Panel ecosystems

Eva Wittmann, Cecile Carre
Ipsos

1:00pm Lunch Break

Location: **Zentralmensa**

2:15pm

P 1.1: Postersession

Location: **Atrium**

2:15pm

3:30pm

B2: ML and AI in Surveys

Location: **Seminar 6, Room 1124**

Chair: **Paul Ferdinand Simmering**, Q Agentur für Forschung GmbH, Germany

Automated Split Questionnaire Design: The Way Forward in Survey Research?

Daniel Weitzel^{2,1}, Sebastian Tschatschek¹, Simon Rittel¹, Katharina Pfaff¹, **Sylvia Kritzinger**¹

1: Universität Wien, Austria; 2: Colorado State University

Standardized Annotations for Survey Datasets: Enabling Automated Quality Assurance and Evaluation

Martin Rathje¹, Johannes Huxoll¹, Sophia McDonnell¹, **Georg Wittenburg**²
1: Kantar Public, Germany; 2: Inspirient GmbH, Germany

Using AI to enhance Qualitative

Lara-Elena Milosevic
Bonsai GmbH, Germany

D2: GOR Best Practice Award 2023 Competition 2

Location: **Lecture Hall 5, Room 1101**

Chair: **Yannick Rieder**, Janssen-Cilag GmbH, Germany

Calm Down and Push the Predictive Demand Scoring (PDS) Button to Revitalize Brand Growth

Steffen Schmidt¹, Sara Jermann², Marianne Altgeld¹, Désirée Koller², Matthias Biedermann¹, Nikolas Petschen²

1: LINK Marketing Services AG, Switzerland; 2: Rivella AG, Switzerland

Application of AI: LLM Models in Practical Market Research with Special Focus on ChatGPT

Andreas Woppmann¹, Katrin Mattusch², **Tabea Weißmann**¹
1: advise research GmbH, Germany; 2: Hochland Group, Germany

T2: GOR Thesis Award 2023 Competition 2

Location: **Seminar 4 + 5, Room 1117 + 1118**

Chair: **Olaf Wenzel**, Wenzel Marktforschung, Germany

How to communicate in a crisis? The influence of local governments' humorous crisis response strategy and crisis responsibility on trust, emotions and behavioral intentions"

Janna Hämpke^{1,2}
1: University of Münster, Germany; 2: Ludwig Maximilian University of Munich, Germany

Homophily in online friend selection. Empirical investigation of friend selection in the app friendsUp.

Raphael Riege
Universität Kassel, Germany

Data Linkage to Validate and Calibrate Traffic Estimations on a Nationwide Scale: A Framework for Official Statistics

Inan Eren Bostanci¹, Yvonne Gootzen², Peter Lugtig³
1: Zuse Institute Berlin, Germany; 2: Statistics Netherlands (CBS), Netherlands; 3: Utrecht University, Netherlands

P 1.3: Postersession

Location: **Atrium**

P 1.4: Postersession

Location: **Atrium**

P 1.5: Postersession

Location: **Atrium**

Electronic word-of-mouth marketing - How influencers, customer reviews and sponsorships affect consumers' credibility assessments and purchase intentions
Christian Bosau, Joana Scheppe
Rheinische Fachhochschule Köln gGmbH, Germany

From text to voice: Innovating the final comment question in a web survey
Joshua Claassen
DZHW

Spark the fire: the effect of changes in trust and well-being on political participation amid the COVID-19 pandemic
Michele Consolini, Massimiliano Mascherini
Eurofound, Ireland

The More the Merrier? Group Size and the Status of Online Groups on Reddit
Jan Dillhöfer, Julia Kleinwiese
MZES, University of Mannheim, Germany

3:30pm

Break

3:45pm

3:45pm

4:45pm

A3.1: Recruitment Processes for Online Surveys
Location: **Lecture Hall 3, Room 1135**
Chair: Joshua Claassen, DZHW, Germany

The Impact of Ad Images on Survey Recruitment and Sample Composition in Facebook Surveys
Zaza Zindel¹, Simon Kühne¹, Emilio Zagheni², Daniela Perrotta²
1: Bielefeld University, Germany; 2: Max-Planck-Institute for Demographic Research

Attrition and type of panel recruitment: Comparing panel attrition between a probability and non-probability recruited sample of Swedish citizens
Elina Lindgren, Felix Cassel
University of Gothenburg, Sweden

Comparing Social Media Samples in Africa against the Demographic Health Survey

Björn Rohr¹, Henning Silber¹, Barbara Felderer¹, Bernd Weiss¹, Steffen Pöttschke¹, Jan Priebe²
1: Gesis Leibniz Institute for Social Sciences, Germany; 2: Bernhard Nocht Institut für Tropische Medizin

4:45pm

Break

5:00pm

5:00pm

6:00pm

A4.1: Data Quality in Online Surveys
Location: **Lecture Hall 3, Room**

Measuring Attitudes towards Surveys in Mixed-Device Surveys: Does it Matter how we Present the Scale?
Thorsten Euler¹, Ulrike Schwabe¹, Isabelle Fiedler¹, Niklas Jungermann²
1: Deutsches Zentrum für Hochschul- und Wissenschaftsforschung (DZHW), Germany; 2: Universität Kassel

Sanremo Festival 2023, the Italian media "love-brand"
Pamela Fachin
Rai Pubblicità, Italy

Destructive effects of disinformation on election process in EU and Ukraine. How we can find the truth?
Tetiana Gorokhova
Centre for Advanced Internet Studies, Germany

A3.2: Mixed Mode and Mode Transition I
Location: **Lecture Hall 4, Room 1127**
Chair: Grace Chang, University of Southampton, United Kingdom

Does Including Internet Users in the Mail Mode Improve the Data Quality of a Probability-Based Mixed-Mode Panel?
David Bretsch¹, Jessica Daikeler², Anna Neumann²
1: BKA, Wiesbaden, Germany; 2: GESIS, Leibniz Institute for the Social Sciences, Germany

The public opinion survey of the city of Stuttgart. Methodological developments and their implementation
Anke Schöb
City of Stuttgart, Germany

A4.2: Mixed Mode and Mode Transition II
Location: **Lecture Hall 4, Room**

Artificial Intelligence, Unbiased Opinions? Assessing GPT's suitability for estimating public opinion in multi-party systems
Leah Rosa von der Heyde¹, Alexander Wenz², Anna-Carolina Haensch¹
1: LMU Munich, Germany; 2: University of Mannheim, Germany

How do different advertising strategies on social networking sites affect performance and sample composition
Anna Hebel
GESIS Leibniz-Institut für Sozialwissenschaften, Germany

B3: Smartphones, Sensors, and Geodata
Location: **Seminar 6, Room 1124**
Chair: Joss Roßmann, GESIS - Leibniz Institute for the Social Sciences, Germany

How long can we ask respondents to participate in an app-based travel diary study?
Daniëlle Remmerswaal^{1,2}, Barry Schouten^{1,2}, Peter Lugtig¹, Bella Struminskaya¹
1: Utrecht University, Netherlands, The; 2: Statistics Netherlands

Maintain the forest - Guidance of visitors by smartphone-based position data
Franziska Kern, Julia Dick
infias 360 GmbH, Germany

Linking real estate online data with official statistics to analyze differences in rent price
Manuela Schmidt
University of Bonn, Germany

B4: Combining Self-Reports with Digital Behavioral Data

Can a Targeted Refusal Conversion Strategy Increase Data Quality in a Web-Survey Experiment?
Ellen Laupper^{1,2}, Ulf-Dietrich Reips²
1: Swiss Federal University for Vocational Education and Training SFUVET, Switzerland; 2: University of Konstanz, Germany

CAN BRANDS SAVE THE WORLD? Investigating the Influence of Slogans on Consumer Behavior: A Case Study of Habit Changing Brands
Freya Preuß¹, Lisa Dust¹, Ivonne Preusser²
1: Facts and Stories GmbH, Germany; 2: TH Köln (University of Applied Sciences), Germany

C3: Extremism, Hate Speech and Political Engagement
Location: **Seminar 3, Room 1112**
Chair: Felix Gaisbauer, Weizenbaum-Institut e.V., Germany

Online vs. Offline political engagement in irregular election campaigns: the role of political trust and desire for change in shaping engagement patterns.
Yaron Ariel, Vered Elishar-Malka, Dana Weimann-Saks
Academic College of Emek Yezreel, Israel

Sentiment and hate speech on social media. An analysis of the relevance of gender, age and migration background for the emergence of new communication structures within the YouTube Community
Claudia Buder, Aaron Philip, Roland Verwiebe, Sarah Weißmann
University of Potsdam, Germany

Did COVID-19 increase radicalization potential among misogynist extremists?
Linda Coufal¹, Lion Wedel²
1: Faculty of Social Sciences, Charles University, Czech Republic; 2: Freie Universität Berlin

D4.1: Innovation in Practice (2): Opportunities and Challenges

Measuring Attitudes towards Surveys: A Validation Study
Ulrike Schwabe, Thorsten Euler, Isabelle Fiedler, Niklas Jungermann
DZHW

AI-Enabled Data Analysis Quality: Addressing A Knowledge Gap
Daniela Wetzelhütter¹, Dimitri Prandner²
1: University of Applied Sciences Upper Austria, Austria; 2: Johannes Kepler University Linz, Austria

Digital Nudging against hate speech on Instagram
Michael Wölk
FH Wiener Neustadt, Austria

D3: Innovation in Practice (1): Transforming MR with Data-Driven Tools
Location: **Seminar 4 + 5, Room 1117 + 1118**
Chair: Stefan Oglesby, data IQ AG, Switzerland

Automated Expert Listening: Data-Driven Trend Research with SONAR
Steffen Hück
TD Reply, Germany

The Future of the Data Economy: Making Big-Tech Data Accessible to Market Researchers
John Arts
Rita Data, Netherlands, The

The Fast and the Curious – Unlocking Moments That Matter with Automated Survey Research
James Turner, Tony Pelham
Delineate, United Kingdom

D4.2: Podiumsdiskussion: 25 mal GOR, 25 Jahre DGOF - aus der

1135
Chair: **Tobias Rettig**, University of Mannheim, Germany

Data Quality Indicators: Some Practical Recommendation

Nivedita Bhaktha, Henning Silber, Clemens Lechner
GESIS, Germany

Fielding a long online survey: Evidence from the first Generations and Gender Survey (GGS) in the UK

Oiga Maslovskaia, **Grace Chang**, Brienna Perelli-Harris
University of Southampton, United Kingdom

Ability to identify fakers in online surveys: Comparison of BIDER.Short.24 and MCSD-SF

Vaka Vesteinsdóttir, Ingunn Ros Kristjansdóttir, Katrin S. J. Steingrimsdóttir
University of Iceland, Iceland

1127
Chair: **Carina Cornesse**, German Institute for Economic Research (DIW Berlin) and Research Institute Social Cohesion (RISC), Germany

Data Collection in Official Statistics: Responsive, Smart and Mixed

Karen Blanke, Daniel Knapp
Federal Statistical Office, Germany

Introducing Web in a Telephone Employee Survey: Effects on Coverage, Nonresponse and Costs

Jan Mackeben, Joe Sakshaug
Institut für Arbeitsmarkt- und Berufsforschung, Germany

Location: **Seminar 6, Room 1124**
Chair: **Stefan Oglesby**, data IQ AG, Switzerland

Studying online pornography use with a combination of web tracking and survey data: results from a German online sample

Orkan Dolay¹, Pascal Siegers³, **Maximilian von Andrian-Werburg**², Johannes Breuer³, Clemens Rathe¹, Holger Nowak¹
1: Bilendi & respondi; 2: Uni Würzburg; 3: Gesis

Measuring Facebook Use: The Accuracy of Self-Reported Data vs. Digital Trace Data

Paulina Karolina Pankowska¹, Florian Keusch², Ruben Bach², Alexandru Cernat³
1: Utrecht University; 2: Mannheim University; 3: University of Manchester

Location: **Seminar 4 + 5, Room 1117 + 1118**
Chair: **Cathleen M. Stützer**, TU Dresden, Germany

Replicating cognitive biases: Using social media as a novel participant pool for research

Andrea Bublitz¹, **Raphael Ueberwasser**²
1: University of Zurich, Switzerland; 2: Boomerang Ideas AG

Trustworthy Analytics with Generative AI: Four Use Cases for ChatGPT/GPT-4

Georg Wittenburg
Inspirient GmbH, Germany

When digital natives struggle with digital spaces: How to compensate for insecurities in online video meetings

Barbara von Corvin¹, Sybille Wahrenberger²
1: Human8, Belgium; 2: Hochschule Fresenius, Germany

Vergangenheit in die Zukunft. Eine Diskussion ehemaliger und amtierender Vorstände

Location: **Lecture Hall 5, Room 1101**

Chair: **Sabine Menzel**, L'ORÉAL Deutschland GmbH, Germany
Chair: **Lisa Dust**, Facts and Stories GmbH, Germany

Auf dem Podium:

Bernad Batinic, Universität Linz

Otto Hellwig, Bilendi&respondi

Yannick Rieder, Janssen-Cilag GmbH

Bella Struminskaya, Utrecht University

Alexandra Wachenfeld-Schell, GIM mbH

Olaf Wenzel, Wenzel Marktforschung

8:00pm **GOR 23 Party**
Location: **Bolero Kassel, 1. UG, Schöne Aussicht 1A, 34117 Kassel**

11:00pm

Date: **Friday, 22/Sept/2023**

9:30am **Begin Check-in**

-

10:00am

10:00am **Keynote II**

Location: **Lecture Hall 5, Room 1101**

10:45am

Population Representative Surveys, Wearables, and Contextual Data

Arie Kapteyn
Center for Economic and Social Research, University of Southern California, USA

10:45am **GOR Award Ceremony**
Location: **Lecture Hall 5, Room 1101**

11:15am

The following awards will be presented:

- GOR Best Practice Award 2023
- GOR Thesis Award 2023
- GOR Poster Award 2023
- DGOF Best Paper Award 2023

11:15am **Break**

-

11:45am

11:45am **Track A: Survey Research: Advancements in Online and Mobile Web Surveys**

sponsored by GESIS – Leibniz-Institut für Sozialwissenschaften

Track B: Data Science: From Big Data to Smart Data

Track C: Politics, Public Opinion, and Communication

sponsored by aproxima

Track D: Digital Methods in Applied Research

11:45am **A5: Increasing Survey Participation**

Location: **Lecture Hall 3, Room 1135**
Chair: **Peter Lugtig**, Utrecht University, Netherlands, The

Impact on prepaid and postpaid incentive effectiveness of survey mode and incentive type

Almuth Lietz, Jonas Köhler, Ida Li, Madeleine Siegel
Deutsches Zentrum für Integrations- und Migrationsforschung (DeZIM), Germany

Quid Pro Quota? The Effects of Incentives on Survey Participation

Daniel Weitzel^{1,2}, Katharina Pfaff¹, **Sylvia Kritzinger**¹
1: Universität Wien, Austria; 2: Colorado State University

B5: QR-Code Technology

Location: **Seminar 6, Room 1124**
Chair: **Florian Keusch**, University of Mannheim, Germany

The effect of Quick Response (QR) codes on panel recruitment and survey response rates

Marcus Weissenbilder, Sebastian Lundmark, Julia Bergquist
SOM-institutet, Sweden

Promises and Perils of Using Quick Response Codes in Probability-Based Web Panel Surveys

Joss Roßmann
GESIS - Leibniz Institute for the Social Sciences, Germany

C5: Political Issue Salience

Location: **Seminar 3, Room 1112**
Chair: **Vered Elishar-Malka**, Yezreel Valley College, Israel

Does Local Weather affect Climate Change Salience? Evidence from Online Article Tracking Data in Germany

Felix Hagemeister¹, Sören Müller-Hansen²
1: Süddeutsche Zeitung Digitale Medien, Germany; 2: Süddeutsche Zeitung, Germany

Two years of Trending Topics: Measuring issue alignment in the German Twittersphere

Armin Pournaki^{1,2,3}, **Felix Gaisbauer**^{4,2}, Eckehard Olbrich²
1: Max-Planck-Institut für Mathematik in den Naturwissenschaften, Germany; 2: Laboratoire Lattice, CNRS & ENS-PSL & Université Sorbonne nouvelle, Paris, France; 3: Sciences Po, médialab, Paris,

12:30pm

Lunch Break

Location: **Zentralmensa**

-

1:45pm

1:45pm

-

2:45pm

A6.1: Respondent Interaction

Location: **Lecture Hall 3, Room 1135**

Chair: **Fabienne Kraemer**, GESIS
Leibniz-Institut für Sozialwissenschaften,
Germany

**How Eye Contact with a Robo-
Advisor shapes Investment
Decisions**

Rene Schallner, Carolin Kaiser,
Vladimir Manewitsch
Nuremberg Institute for Market Decisions,
Germany

**The Solidarity Game: Exploring
the methodological challenges of
real-time respondent interactions
in web surveys**

Jan Karem Höhne¹, Achim Goerres²,
Jakob Kemper², Markus Tepe³
1: DZHW; University of Hannover; 2:
University of Duisburg-Essen; 3:
University of Oldenburg

**The Dice Survey: how item order
in a validated psychological
stress instrument may affect the
outcome**

Anders Carlander, Felix Cassel, Daniel
Enström, Sebastian Lundmark
SOM Institute, University of Gothenburg,
Sweden

**A6.2: Bias Assessment and
Correction**

Location: **Lecture Hall 5, Room 1101**

Chair: **Ellen Laupper**, Swiss Federal
University for Vocational Education and
Training SFUVET, Switzerland

**The relationship between
nonresponse rates and
nonresponse bias. A network
analysis**

Shannon Dickson, **Peter Lugtig**, **Bella
Struminskaya**
Utrecht University, Netherlands, The

**In the practitioner's shoes: a
comparison of correction
methods for non-probability
samples.**

Alberto Arietti¹, Omar Paccagnella¹,
Beatrice Bartoli²
1: Department of Statistical Science,
University of Padova, Italy; 2: Demetra
Opinioni.net

**Assessing self-selection biases in
online surveys: Evidence from the
COVID-19 Health Behavior Survey**

Jessica Donzowa, Daniela Perrotta,
Emilio Zagheni
Max Planck Institute for Demographic
Research, Germany

B6: Online Search Data

Location: **Seminar 6, Room 1124**

Chair: **Stefan Knauff**, Bielefeld University,
Germany

**What Do Racists Google? A
Systematic Approach to Selecting
and Validating Google Trends
Data to Study Xenophobic
Attitudes**

Johanna Mehlretter¹, Florian Keusch¹,
Christoph Sajons²
1: University of Mannheim, Germany; 2:
Mannheim Centre for European Social
Research (MZES)

**Using regional Share of Search to
boost brand growth**

Tobias Reckmann
TD Reply GmbH, Germany

C6: Trust in Science

Location: **Seminar 3, Room 1112**

Chair: **Roland Verwiebe**, University of
Potsdam, Germany

**Trust and Vaccine Hesitancy in
Europe: Unveiling the
Connection through Panel Data
on COVID-19**

Massimiliano Mascherini, **Michele
Consolini**, Sanna Nivakoski
EUROFOUND, Ireland

**Public trust in survey result
reports: Does methodological
information about the selection
process and survey mode
matter?**

Sven Stadtmüller, Henning Silber,
Noah Tirolf
GESIS - Leibniz-Institute for the
Social Sciences, Germany

**Beyond Likes: Engaging the
Public with Medical Content on
Social Media in Surgery
Departments**

Vlad Vasiliu^{1,3}, Daniel Saraf², Yaron
Ariel¹
1: Academic College of Emek Yezreel;
2: The University of Alabama at
Birmingham; 3: Netanya Academic
College

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