



General Online Research Conference 2024 (GOR 24)

Rheinische Fachhochschule Cologne - Campus Vogelsanger Straße
21 - 23 February 2024

Login

Conference Time: 27th Feb 2024, 12:56:25pm CET

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, 21/Feb/2024

9:00am	Begin Check-in		
-			
10:00am			
10:00am	Workshop 1	Workshop 2	
-	Location: Seminar 2 (Room 1.02)	Location: Seminar 4 (Room 1.11)	
1:00pm	Chair: Lisa de Vries , Bielefeld University, Germany Chair: Zaza Zindel , Bielefeld University, Germany	Chair: Blanka Szeiti , HUN-REN, Hungary	
	Embracing Diversity: Integrating Queer Perspectives in Online Survey Research Zaza Zindel , Lisa de Vries Bielefeld University, Germany	Probability theory in survey methods Blanka Szeiti HUN-REN, Hungary	
1:00pm	Break		
-			
1:30pm			
1:30pm	Workshop 3 - ONLINE!	Workshop 4	Workshop 5
-	Location: Online (Virtual Room)	Location: Seminar 4 (Room 1.11)	Location: Seminar 2 (Room 1.02)
4:30pm	Chair: Raffael Meier , onlineumfragen.com, Switzerland	Chair: Ji-Ping Lin , Academia Sinica, Taiwan	Chair: Ludger Kesting , Tivian, Germany
	ONLINE WORKSHOP: The Magnificent Seven: Identify and Reduce Common Data Quality Issues in Online Surveys Raffael Meier ^{1,2} 1: onlineumfragen.com GmbH, Switzerland; 2: Pädagogische Hochschule Schwyz, Switzerland	Why Data Science and Open Science Are Key to Build Smart Big Data: An Example Based on a Decade Research on Hard-to-Reach Population in Taiwan Ji-Ping Lin Academia Sinica, Taiwan	Flexible Text Categorisation in Practice: Using AI Models to Analyse Open-Ended Survey Responses Ludger Kesting Tivian, Germany
4:30pm	Break		
-			
5:00pm			
5:00pm	DGOF Members General Meeting		
-	Location: Auditorium (Room 0.09/0.10/0.11)		
6:30pm			
6:30pm	Break		
-			
7:00pm			
7:00pm	Early Career Speed Networking Event		
-	Location: Franky's Bar - Venloer Str. 403, 50825 Köln		
8:00pm			
8:00pm	GOR 24 Get Together		
-	Location: Franky's Bar - Venloer Str. 403, 50825 Köln		
11:00pm			

Date: Thursday, 22/Feb/2024

8:00am	Begin Check-in
-	
9:00am	
9:00am	GOR 24 Opening & Keynote I
-	Location: Auditorium (Room 0.09/0.10/0.11)
10:15am	
	Digital monopolies: How Big Tech stole the internet - and how we can reclaim it Martin Andree AMP Digital Ventures, Germany
10:15am	Break

10:45am

10:45am

Track A: Survey Research: Advancements in Online and Mobile Web Surveys

sponsored by GESIS – Leibniz-Institut für Sozialwissenschaften

10:45am

A1: Survey Methods Interventions 1

11:45am

Location: **Seminar 1 (Room 1.01)**

Chair: **Almuth Lietz**, Deutsches Zentrum für Integrations- und Migrationsforschung (DeZIM), Germany

Providing Appreciative Feedback to Optimizing Respondents – Is Positive Feedback in Web Surveys Effective in Preventing Non-differentiation and Speeding?

Marek Fuchs, **Anke Metzler**
Technical University of Darmstadt, Germany

Comparing various types of attention checks in web-based questionnaires: Experimental evidence from the German Internet Panel and the Swedish Citizen Panel

Joss Roßmann¹, **Sebastian Lundmark**², **Henning Silber**¹, **Tobias Gummer**¹

1: GESIS - Leibniz Institute for the Social Sciences, Germany; 2: SOM Institute, University of Gothenburg, Sweden

Evaluating methods to prevent and detect inattentive respondents in web surveys

Lukas Olbrich^{1,2}, **Joseph W. Sakshaug**^{1,2,3}, **Eric Lewandowski**⁴

1: Institute for Employment Research (IAB), Germany; 2: LMU Munich; 3: University of Mannheim; 4: NYU

11:45am

Break

12:00pm

12:00pm

A2: Mixing Survey Modes

Location: **Seminar 1 (Room 1.01)**

Chair: **Jessica Daikeler**, GESIS, Germany

Navigating the Digital Shift: Integrating Web in IAB (Panel) Surveys

Mackeben Jan

Institut für Arbeitsmarkt- und Berufsforschung, Germany

Effect of Incentives in a mixed-mode Survey of Movers

Manuela Schmidt

University of Bonn, Germany

Mode Matters Most, Or Does It? Investigating Mode Effects in Factorial Survey Experiments

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

B1: Large, Larger, LLMs

Location: **Seminar 3 (Room 1.03/1.04)**

Chair: **Daniela Wetzelhütter**, University of Applied Sciences Upper Austria, Austria

Free Text Classification with Neural Networks: Training, Process Integration and Results for ISCO-08 Job Titles

Patrick Mertes¹, **Sophie Tschersich**²

1: Inspirient GmbH, Germany; 2: Verian Group, Germany

Where do LLMs fit in NLP pipelines?

Paul Simmering, **Paavo Huoviala**

Q Agentur für Forschung GmbH, Germany

Sentiment Analysis in the Wild

Orkan Dolay¹, **Denis Bonnay**²

1: Bilendi & respondi, France; 2: Université Paris Nanterre, France

ChatGPT as a data analyst: focus on the benefits and risks

Daniela Wetzelhütter¹, **Dimitri Prandner**²

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

In Search of the Truth. Are synthetic, AI generated data the future of market research?

Barbara von Corvin, **Annelies Verhaeghe**

Human8 Europe, Belgium

B2: AI Tools for Survey Research 1

Location: **Seminar 3 (Room 1.03/1.04)**

Chair: **Timo Lenzner**, GESIS - Leibniz Institute for the Social Sciences, Germany

Correlating Abortion Attitude Measures Across Surveys: A Novel Approach to Leveraging Historical Survey Data

Josh Pasek
University of Michigan, United States of America

Does survey response quality vary by respondents' political attitudes? Evidence from the GGGG 2021

Alice Barth

Track C: Politics, Public Opinion, and Communication

C1: Media Consumption

Location: **Seminar 4 (Room 1.11)**

Chair: **Felix Cassel**, University of Gothenburg, Sweden

Anxiety and Psychological distance as a drive of mainstream and online media consumption during war

Vered Elishar, **Dana Weimann-Saks**, **Yaron Ariel**

The Max Stern Yezreel Valley College, Israel

Engagement Dynamics and Dual Screen Use During the 2022 FIFA World Cup

Dana Weimann-Saks, **Vered Elishar**, **Yaron Ariel**

Max Stern Academic College of Emek Yezreel

C2: Online research, attitudes, preferences, behavior

Location: **Seminar 4 (Room 1.11)**

Chair: **Dana Weimann Saks**, The Max Stern Yezreel Valley College, Israel

How good are conversational agents for online qualitative research?

Denis Bonnay¹, **Orkan Dolay**², **Merja Daoud**²

1: Université Paris Nanterre, France; 2: Bilendi

Track D: Digital Methods in Applied Research

D1: Best Practice Cases

Location: **Auditorium (Room 0.09/0.10/0.11)**

Chair: **Yannick Rieder**, Janssen EMEA, Germany

Brave new world! How artificial intelligence is changing employee research at DHL.

Sven Slodowy¹, **Neslihan Ekinci**²

1: (r)evolution GmbH, Germany; 2: DHL Group

Beyond Reports: Maximizing Customer Segmentation Impact with AI-Driven Persona Conversations

Theo Gerstenmaier, **Kristina Schmittel**

Factworks, Germany

How good are conversational agents for online qualitative research?

Denis Bonnay¹, **Orkan Dolay**², **Merja Daoud**²

1: Université Paris Nanterre, France; 2: Bilendi

Track T: GOR Thesis Award 2024

T1: GOR Thesis Award 2024 Competition: Bachelor/Master

Location: **Seminar 2 (Room 1.02)**

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

Fair Sampling for Global Ranking Recovery

Georg Ahner

University of Mannheim, Germany

Understanding the Mobile Consumer along the Customer Journey: A Behavioural Data Analysis based on Smartphone Sensing Technology

Isabelle Halscheid^{1,2}

1: Technische Hochschule Köln, Germany; 2: Murmuras GmbH, Germany

Effects of active and passive use on subjective well-being of users of professional networks

Constanze Roeger

TH Köln, Germany

T2: GOR Thesis Award 2024 Competition: PhD

Location: **Seminar 2 (Room 1.02)**

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

Challenging the Gold Standard: A Methodological Study of the Quality and Errors of Web Tracking Data

Oriol J. Bosch^{1,2,3}

1: University of Oxford, United Kingdom; 2: The London School of Economics, United Kingdom; 3: Universitat Pompeu Fabra, Spain

The Language of Emotions: Smartphone-Based Sentiment Analysis

Timo Koch^{1,2}

1: University of St. Gallen,

	<p>Sophie Katharina Hensgen¹, Alexander Patzina², Joe Sakshaug^{1,3} 1: Institute for Employment Research, Germany; 2: University of Bamberg, Germany; 3: Ludwig-Maximilians University Munich, Germany</p>	<p>University Linz, Austria</p>	<p>University of Bonn, Germany</p>	<p>Switzerland; 2: LMU Munich</p>	
		<p>Chatbot Design as an Alternative to a Mobile First Design in Web Surveys: Data Quality and Respondent Experience Ceyda Çavuşoğlu Deveci, Marek Fuchs, Anke Metzler Technical University of Darmstadt, Germany</p>	<p>Building the city: a novel study on architectural style preferences in Sweden Felix Cassel, Anders Carlander University of Gothenburg, Sweden</p>	<p>Smartphone app-based mobility research Beat Fischer intervista AG, Switzerland</p>	<p>Imputation of missing data from split questionnaire designs in social surveys Julian B. Axenfeld German Institute for Economic Research (DIW Berlin), Germany</p>
			<p>Frequency Matters? Assessing the Impact of Online Interruptions on Work Pace Eilat Chen Levy¹, Sheizaf Rafaeli², Yaron Ariel¹ 1: Max Stern Academic College of Emek Yezreel; 2: Shenkar College of Engineering, Design and Art</p>	<p>Essays on Inference for Non-probability Samples and Survey Data Integration Camilla Salvatore Utrecht University, The Netherlands</p>	
1:15pm	Lunch Break				
-	Location: Cafeteria (Room 0.15)				
2:30pm					
2:30pm	<p>P 1.1: Postersession Location: Auditorium (Room 0.09/0.10/0.11)</p>	<p>P 1.2: Postersession Location: Auditorium (Room 0.09/0.10/0.11)</p>	<p>P 1.3: Postersession Location: Auditorium (Room 0.09/0.10/0.11)</p>	<p>P 1.4: Postersession Location: Auditorium (Room 0.09/0.10/0.11)</p>	
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3:30pm	<p>Fear in the Digital Age – How Nomophobia together with FoMO and extensive smartphone use lowers social and psychological wellbeing Christian Bosau, Paula Merkel Rheinische Fachhochschule gGmbH (RFH), Germany</p>	<p>Digitalisation: Catalyzing the Transition to a Circular Economy in Ukraine Tetiana Gorokhova Centre for Advanced Internet Studies, Germany</p>	<p>Long Term Attrition and Sample Composition Over Time: 11 Years of the German Internet Panel Tobias Rettig, Anne Balz University of Mannheim, Germany</p>	<p>Ask a Llama - Creating variance in synthetic survey data Matthias Roth GESIS-Leibniz-Institut für Sozialwissenschaften in Mannheim, Germany</p>	
	<p>Is less really more? The Impact of Survey Frequency on Participation and Response Behaviour in an Online Panel Survey Johann Carstensen, Sebastian Lang, Heiko Quast German Centre for Higher Education Research and Science Studies (DZHW), Germany</p>	<p>Device use in a face-to-face recruited neighborhood survey. Yfke Ongena, Marieke Haan University of Groningen, Netherlands, The</p>	<p>SampcompR: A new R-Package for Sample Comparisons and Bias Analyses Björn Rohr, Henning Silber, Barbara Felderer GESIS - Leibniz Institute for Social Sciences, Germany</p>	<p>To Share or Not to Share? Analyzing Survey Responses on Smartphone Sensor Data Sharing through Text Mining. Marc Smeets, Vivian Meertens, Jeldrik Bakker Statistics Netherlands, Netherlands, The</p>	
3:30pm	Break				
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3:45pm					
3:45pm	<p>A3.1: Solutions for Survey Nonresponse Location: Seminar 1 (Room 1.01) Chair: Oriol J. Bosch, University of Oxford, United Kingdom</p>	<p>A3.2: Survey Instruments Location: Seminar 3 (Room 1.03/1.04) Chair: Cornelia Neuert, GESIS Leibniz Institute for the Social Sciences, Germany</p>	<p>B3: The Power of Social Media Data Location: Seminar 2 (Room 1.02) Chair: Ádám Stefkovics, HUN-REN Centre for Social Sciences, Hungary</p>	<p>C3: Artificial Intelligence Location: Seminar 4 (Room 1.11) Chair: Julia Susanne Weiß, GESIS, Germany</p>	
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4:45pm	<p>Does detailed information on IT-literacy help to explain nonresponse and design nonresponse adjustment weights in a probability-based online panel? Barbara Felderer¹, Jessica Herzing² 1: GESIS, Germany; 2: University of Bern</p>	<p>Unmapped potentials: Measuring and considering the self-defined residential area of individuals Maximilian Sprengholz¹, Zerrin Salikutluk², Christian Hunkler³ 1: Humboldt-Universität zu Berlin; 2: DeZIM-Institut, Humboldt-Universität zu Berlin; 3: Humboldt-Universität zu Berlin</p>	<p>Bridging Survey and Twitter Data: Understanding the Sources of Differences Josh Pasek¹, Lisa Singh², Trivellore Raghunathan¹, Ceren Budak¹, Michael Jackson³, Jessica Stapleton³, Leticia Bode², Le Bao², Michael Traugott¹, Nathan Wycoff², Yanchen Wang² 1: University of Michigan, United States of America; 2: Georgetown University, United States of America; 3: SSRS, United States of America</p>	<p>AI: Friend or Foe? Concerns and Willingness to Embrace AI technologies in Israel Vlad Vasiliu¹, Gal Yavetz² 1: Academic College of Emek Yezreel, Israel; 2: Bar-Ilan University, Israel</p>	
	<p>Youth Nonresponse in the Understanding Society Survey: Investigating the Impact of Life Events Camilla Salvatore, Peter Lugtig, Bella Struminskaya Utrecht University, The Netherlands</p>	<p>Partnership biographies in self-administered surveys: The effect of screening-in information on survey outcomes Lisa Schmid, Theresa Nutz, Irina Bauer GESIS – Leibniz-Institute for the</p>	<p>Physical Proximity and Digital Connections: The Impact of Geographic Location on Twitter User</p>	<p>Human Accuracy in Identifying AI-Generated Content Holger Lütters¹, Malte Friedrich-Freksa², Oskar Küsgen³ 1: HTW Berlin, Germany; 2: horizoom GmbH, Germany; 3: pangea labs GmbH, Germany</p>	
			<p>Industry study: Experiences, expectations, hopes and challenges of working</p>	<p>D3: Virtual Respondents and Audiences - Is This the Future of Survey Research? (organised by marktforschung.de) Location: Auditorium (Room 0.09/0.10/0.11) Chair: Holger Geissler, marktforschung.de, Germany</p>	
				<p>Panelists: Dirk Held, Co-Founder & Managing Director of DECODE Marketing and Co-Founder of Aimpower Louise Leitsch, Director Research of Appinio Frank Buckler, Founder & CEO of Success Drivers & Supra Tools Florian Kögl, Founder & CEO of ReDem</p>	

Exploring incentive preferences in survey participation: How do socio-demographic factors and personal variables influence the choice of incentive?

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

social sciences, Germany

Considering Respondents' Preferences: The Effects of Self-Selecting the Content in Web Survey Questionnaires

Katharina Pfaff, Sylvia Kritzinger
Universität Wien, Austria

Interaction

Long Nguyen¹, Zoran

Kovacevic²

1: Bielefeld University; 2: ETH Zürich

Gender (self-)portrayal and stereotypes on TikTok

Dorian Tsolak^{1,2,3}, Stefan Knauff^{1,2,3}, Long H.

Nguyen^{1,2}, Rian Hedayet Zaman¹, Jonas Möller¹, Yasir Ammar Mohammed¹, Ceren Tüfekçi¹

1: Bielefeld University, Germany; 2: Bielefeld Graduate School in History and Sociology, Bielefeld; 3: Institute for Interdisciplinary Research on Conflict and Violence, Bielefeld

with AI in qualitative research.

Philipp Merkel, Matea Majstorovic
KERNWERT, Germany

4:45pm Break

5:00pm

5:00pm

6:00pm

A4.1: Innovation in Interviewing & Coding

Location: **Seminar 1 (Room 1.01)**

Chair: **Jessica Donzowa**, Max Planck Institute für demographische Forschung, Germany

Exploring effects of life-like virtual interviewers on respondents' answers in a smartphone survey

Jan Karem Höhne^{1,2}, **Frederick G. Conrad**³, **Cornelia Neuert**⁴, **Joshua Claassen**¹

1: German Center for Higher Education Research and Science Studies (DZHW); 2: Leibniz University Hannover; 3: University of Michigan; 4: GESIS - Leibniz Institute for the Social Sciences

API vs. human coder: Comparing the performance of speech-to-text transcription using voice answers from a smartphone survey

Jan Karem Höhne^{1,2}, **Timo Lenzner**³

1: German Center for Higher Education Research and Science Studies (DZHW); 2: Leibniz University Hannover; 3: GESIS - Leibniz Institute for the Social Sciences

Can life-like virtual interviewers increase the response quality of open-ended questions?

Cornelia Neuert¹, **Jan Höhne**², **Joshua Claaßen**²

1: GESIS Leibniz Institute for the Social Sciences, Germany; 2: DZHW; Leibniz University Hannover

8:00pm

11:00pm

Date: Friday, 23/Feb/2024

9:30am

10:00am

10:00am

GOR 24 Party

Location: **Mach Bar - Zülpicher Str. 40, 50674 Köln**

Begin Check-in

Keynote 2: Keynote 2

A4.2: Data Quality Assessments 1

Location: **Seminar 3 (Room 1.03/1.04)**

Chair: **Patricia Hadler**, GESIS - Leibniz Institute for the Social Sciences, Germany

Data Quality in a Long and Complex Online-Only Survey: The UK Generations and Gender Survey (GGS)

Olga Maslovsckaya, **Grace Chang**, **Brienna Perelli-Harris**
University of Southampton

Screening the Screens: Comparing Sample Profiles and Data Quality between PC and Mobile Respondents

Eva Aizpurua¹, **Gianmaria Bottoni**²

1: National Centre for Social Research, United Kingdom; 2: European Social Survey Headquarters - City, University of London

Exploring Device Differences: Analyzing Sample Composition and Data Quality in a Large-Scale Survey

Alexandra Asimov, **Sarah Thiesen**, **Michael Blohm**
GESIS - Leibniz Institute for the Social Sciences, Germany

B4: Willingness to participate in passive data collection studies

Location: **Seminar 2 (Room 1.02)**

Chair: **Johannes Volk**, Destatis - Federal Statistical Office Germany, Germany

The influence of conditional and unconditional incentives on the willingness to participate in web tracking studies

Judith Gilsbach, **Joachim Piepenburg**, **Frank Mangold**, **Sebastian Stier**, **Bernd Weiss**
GESIS Leibniz Institute for the Social Sciences, Germany

Intentions vs. Reality. Validating Willingness to Participate Measures in Vignette Experiments Using Real-World Participation Data

Ádám Stefkovics^{1,2,3}, **Zoltán Kmetty**^{1,4}

1: HUN-REN Centre for Social Sciences, Hungary; 2: IQSS, Harvard University; 3: Századvég Foundation; 4: Eötvös Loránd University

Who is willing to participate in an app- or web-based travel diary study?

Danielle Remmerswaal^{1,2}, **Barry Schouten**^{1,2}, **Peter Lugtig**¹, **Bella Struminskaya**¹

1: Utrecht University; 2: Statistics Netherlands

C4: Political Communication and Social Media

Location: **Seminar 4 (Room 1.11)**

Chair: **Josef Hartmann**, Verian (formerly Kantar Public), Germany

Mapping news sharing on Twitter: A bottom-up approach based on network embeddings

Felix Gaisbauer¹, **Armin Pourmaki**^{2,3}, **Jakob Ohme**¹

1: Weizenbaum-Institut e.V., Germany; 2: Max-Planck-Institut für Mathematik in den Naturwissenschaften, Germany; 3: Sciences Po, médialab, Paris, France

Individual-level and party-level factors of German MPs' general and migration-related political communication in parliament and on Facebook between 2013 and 2017

Philipp Darius
Hertie School, Germany

D4: Wissenschaft trifft Praxis. Wann ist eine Online-Stichprobe gut für welchen Bedarf.

Location: **Auditorium (Room 0.09/0.10/0.11)**

Chair: **Otto Hellwig**, Bilendi & respondi, Germany

Impulse von:
Dr. Carina Cornesse (German Institute for Economic Research, Germany & DGOF Vorstand)
Menno Smid (Vorstandsvorsitzender (CEO) bei Infas Holding AG)

Weitere Diskutanten:
Beate Waibel-Flanz (Business Insights - Market research Manager bei REWE GROUP & stellv. Sprecherin des BVM Regionalrates)
Dr. Barbara Felderer (Teamleiterin...)

Wann ist eine Stichprobe "fit-for-purpose"?

Carina Cornesse
German Institute for Economic Research, Germany

-	Location: Auditorium (Room 0.09/0.10/0.11)				
10:45am	Data collection using mobile apps: What can we do to increase participation? <u>Annette Jäckle</u> University of Essex, United Kingdom				
10:45am	GOR Award Ceremony				
-					
11:15am					
11:15am	Break				
-					
11:45am					
11:45am	Track A.1: Survey Research: Advancements in Online and Mobile Web Surveys sponsored by GESIS – Leibniz-Institut für Sozialwissenschaften	Track A.2: 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	Track D: Digital Methods in Applied Research
11:45am	A5.1: Recruiting Survey Participants Location: Seminar 1 (Room 1.01) Chair: Olga Maslovskaya , University of Southampton, United Kingdom Recruiting online panel through face-to-face and push-to-web surveys. Blanka Szeidl , Vera Messing, Adám Stefkovics , Bence Ságvári HUN-REN Centre for Social Sciences, Hungary	A5.2: Detecting Undesirable Response Behavior Location: Seminar 3 (Room 1.03/1.04) Chair: Jan-Lucas Schanze , GESIS - Leibniz-Institut für Sozialwissenschaften, Germany Who is going back and why? Using survey navigation paradata to differentiate between potential satisficers and optimizers in web surveys Daniil Lebedev ¹ , Peter Lugtig ² , Bella Struminskaya ² 1: GESIS – Leibniz-Institut für Sozialwissenschaften in Mannheim, Germany; 2: Utrecht University, Netherlands	B5: To Trace or to Donate, That's the Question Location: Seminar 2 (Room 1.02) Chair: Alexander Wenz , University of Mannheim, Germany Exploring the Viability of Data Donations for WhatsApp Chat Logs Julian Kohne ^{1,2} , Christian Montag ² 1: GESIS - Leibniz Institute for the Social Sciences; 2: Ulm University	C5: Politics, Media, Trust Location: Seminar 4 (Room 1.11) Chair: Felix Gaisbauer , Weizenbaum-Institut e.V., Germany What makes media contents credible? A survey experiment on the relative importance of visual layout, objective quality and confirmation bias for public opinion formation Sandra Walzenbach Konstanz University, Germany	D5: KI Forum: Impuls-Session - Chancen und Regulierungen Location: Auditorium (Room 0.09/0.10/0.11) Session Moderators: Oliver Tabino, Q Agentur für Forschung Yannick Rieder, Janssen-Cilag GmbH Georg Wittenburg, Inspirit
12:45pm	Initiating Chain-Referral for Virtual Respondent-Driven Sampling – A Pilot Study with Experiments Carina Cornesse ^{1,2} , Mariel McKone Leonard ³ , Julia Witton ¹ , Julian Axenfeld ¹ , Jean-Yves Gerlitz ² , Olaf Groh-Samberg ² , Sabine Zinn ¹ 1: German Institute for Economic Research; 2: University of Bremen; 3: German Center for Integration and Migration	Socially Desirable Responding in Panel Studies – Does Repeated Interviewing Affect Answers to Sensitive Behavioral Questions? Fabienne Kraemer GESIS - Leibniz Institute for the Social Sciences Distinguishing satisficing and optimising web survey respondents using paradata Daniil Lebedev GESIS – Leibniz-Institut für Sozialwissenschaften in Mannheim, Germany	The Mix Makes the Difference: Using Mobile Sensing Data to Foster the Understanding of Non-Compliance in Experience Sampling Studies Ramona Schoedel ^{1,2} , Thomas Reiter ² 1: Charlotte Fresenius Hochschule, University of Psychology, Germany; 2: LMU Munich, Department of Psychology	Sharing is caring! Youth Political Participation in the Digital Age Julia Susanne Weiß , Frauke Riebe GESIS, Germany Navigating Political Turbulence: A Study of Trust and online / offline Engagement in Unstable Political Contexts Yaron Ariel , Dana Weimann Saks , Vered Elishar The Max Stern Yezreel Valley College, Israel	This session is in German. EU AI Act: Innovationsmotor oder Innovationsbremse? Alessandro Blank KI Bundesverband, Germany Das Potential von Foundation Models und Generativer KI – Ein Blick in die Zukunft Sven Giesselbach IAIS, Germany
12:45pm	Lunch Break				
-	Location: Cafeteria (Room 0.15)				
2:00pm					
2:00pm	A6.1: Questionnaire Design Choices Location: Seminar 1 (Room 1.01) Chair: Julian B. Axenfeld , German Institute for Economic Research (DIW Berlin), Germany Grid design in mixed device surveys: an experiment comparing four grid designs in a general Dutch population survey. Deirdre Giesen , Maaïke Kompier , Jan van den Brakel Statistics Netherlands, Netherlands, The	A6.2: Data Quality Assessments 2 Location: Seminar 3 (Room 1.03/1.04) Chair: Fabienne Kraemer , GESIS Leibniz-Institut für Sozialwissenschaften, Germany Can we identify and prevent cheating in online surveys? Evidence from a web tracking experiment. Oriol J. Bosch ^{1,2,3} , Melanie Revilla ⁴ 1: University of Oxford, United Kingdom; 2: The London School of Economics, United Kingdom; 3: Universitat Pompeu Fabra, Spain; 4: Institut Barcelona Estudis Internacionals (IBEI),	B6.1: Automatic analysis of answers to open-ended questions in surveys Location: Seminar 2 (Room 1.02) Chair: Barbara Felderer , GESIS, Germany Using the Large Language Model BERT to categorize open-ended responses to the "most important political problem" in the German Longitudinal Election Study (GLES) Julia Susanne Weiß , Jan Marquardt GESIS, Germany	B6.2: AI Tools for Survey Research 2 Location: Seminar 4 (Room 1.11) Chair: Florian Keusch , University of Mannheim, Germany Vox Populi, Vox AI? Estimating German Public Opinion Through Language Models Leah von der Heyde ¹ , Anna-Carolina Haensch ¹ , Alexander Wenz ² 1: LMU Munich, Germany; 2: University of Mannheim, Germany	D6: KI Forum: KI Café Location: Auditorium (Room 0.09/0.10/0.11) Session Moderators: Oliver Tabino, Q Agentur für Forschung Yannick Rieder, Janssen-Cilag GmbH Georg Wittenburg, Inspirit
3:00pm	Grid design in mixed device surveys: an experiment comparing four grid designs in a general Dutch population survey. Deirdre Giesen , Maaïke Kompier , Jan van den Brakel Statistics Netherlands, Netherlands, The	Can we identify and prevent cheating in online surveys? Evidence from a web tracking experiment. Oriol J. Bosch ^{1,2,3} , Melanie Revilla ⁴ 1: University of Oxford, United Kingdom; 2: The London School of Economics, United Kingdom; 3: Universitat Pompeu Fabra, Spain; 4: Institut Barcelona Estudis Internacionals (IBEI),	Using the Large Language Model BERT to categorize open-ended responses to the "most important political problem" in the German Longitudinal Election Study (GLES) Julia Susanne Weiß , Jan Marquardt GESIS, Germany	Vox Populi, Vox AI? Estimating German Public Opinion Through Language Models Leah von der Heyde ¹ , Anna-Carolina Haensch ¹ , Alexander Wenz ² 1: LMU Munich, Germany; 2: University of Mannheim, Germany	This session is in German. Moderierter Austausch zu folgenden Themen: • Messbare Qualität von KI-Tools ist Grundlage für Vertrauen und Voraussetzung für den betrieblichen Einsatz, aber welche Qualitätskriterien haben sich...
		The Genesis of Systematic	Integrating LLMs into		

Towards a mobile web questionnaire for the Vacation Survey: UX design challenges

Vivian Meertens, **Maaike Kompier**

Statistics Netherlands, Netherlands, The

Optimising recall-based travel diaries: Lessons from the design of the Wales National Travel Survey

Eva Aizpurua, **Peter Cornick**, **Shane Howe**

National Centre for Social Research, United Kingdom

Spain

The Quality of Survey Items and the Integration of the Survey Quality Predictor 3.0 into the Questionnaire Development Process

Lydia Repke

GESIS - Leibniz Institute for the Social Sciences, Germany

Probability-based online and mixed-method panels from a data quality perspective

Blanka Szeitl^{1,2}, **Gergely Horzsa**^{1,2}

1: HUN-REN Centre for Social Sciences, Hungary; 2: Panelstory Opinion Polls, Hungary

Analysis Methods Using AI: An Explorative Case Study

Stephanie Gaaw, **Cathleen M. Stuetzer**, **Maznev Petko**

TU Dresden, Germany

Insights from the Hypersphere - Embedding Analytics in Market Research

Lars Schmedeke, **Tamara Keßler**

SPLENDID Research, Germany

cognitive pretesting procedures: A case study using ChatGPT

Timo Lenzner, **Hadler Patricia**

GESIS - Leibniz Institute for the Social Sciences, Germany

Using Large Language Models for Evaluating and Improving Survey Questions

Alexander Wenz¹, **Anna-Carolina Haensch**²

1: University of Mannheim, Germany; 2: LMU Munich, Germany

3:00pm **Break**

-

3:15pm

-

3:15pm

-

4:15pm

A7.1: Survey Methods Interventions 2

Location: **Seminar 1 (Room 1.01)**

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

Pushing older target persons to the web: Do we still need a paper questionnaire?

Jan-Lucas Schanze, **Caroline Hahn**, **Oshrat Hochman**

GESIS - Leibniz-Institut für Sozialwissenschaften, Germany

Clarification features in web surveys: Usage and impact of "on-demand" instructions

Patricia Hadler, **Timo Lenzner**, **Ranjit K. Singh**, **Lukas Schick**

GESIS - Leibniz Institute for the Social Sciences, Germany

A7.2: Social Media Recruited Surveys

Location: **Seminar 3 (Room 1.03/1.04)**

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

Assessing the impact of advertisement design on response quality in surveys using social media recruitment

Jessica Donzowa^{1,2}, **Simon Kühne**², **Zaza Zindel**²

1: Max Planck Institut für Demographic Research, Germany; 2: Bielefeld University, Germany

Do expensive social media ad groups pay off in the recruitment of a non-probabilistic panel? An inspection on coverage and cost structure

Jessica Daikeler, **Joachim Piepenburg**, **Bernd Weiß**

GESIS Leibniz Institute for the Social Sciences, Germany

B7: Mobile Apps and Sensors

Location: **Seminar 2 (Room 1.02)**

Chair: **Ramona Schoedel**, Charlotte Fresenius Hochschule, University of Psychology, Germany

Mechanisms of Participation in Smartphone App Data Collection: A Research Synthesis

Wai Tak Tung, **Alexander Wenz**

University of Mannheim

"The value of privacy is not as high as finding my person": Self-disclosure practices on dating apps illustrate an existential dilemma for data protection

Lusine Petrosyan, **Grant Blank**

University of Oxford, United Kingdom

Money or Motivation? Decision Criteria to participate in Smart Surveys

Johannes Volk, **Lasse Häufiglückner**

Destatis - Federal Statistical Office Germany, Germany

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