

Conference Agenda

GOR 26 - Annual Conference & Workshops

Date: Wednesday, 25/Feb/2026

11:30am	Begin Workshop Check-in Location: GESIS - Leibniz-Institut für Sozialwissenschaften Köln	
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12:30pm		
12:30pm	Workshop 1 Location: GESIS, West I	Workshop 2 Location: GESIS, West II
-		
3:00pm	AI-Conducted Research: Hands-On Workshop on Automated Qualitative Interviews <u>Bruno Recht</u> Userflix, Germany	Vibe Coding for Online Research: From Findings to Interactive, Open, and Participatory Portals <u>Ali Reza Hussaini</u>¹, <u>Asli Telli</u>² 1: Universität Leipzig, Germany; 2: Universität zu Köln
3:00pm	Break Location: GESIS - Leibniz-Institut für Sozialwissenschaften Köln	
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3:30pm		
3:30pm	Workshop 3 Location: GESIS, West I	Workshop 4 Location: GESIS, West II
-		
6:00pm	AI-Technologies for Qualitative Data Analysis <u>David Ranftler</u>¹, <u>Paul Wesendonk</u>² 1: David Ranftler Xelper, Germany; 2: Paul Wesendonk Xelper, Germany	What matters in pictures - A hands-on guide to AI-empowered analysis of visual input <u>Hendrik Giebner</u>¹, <u>Katrin Horn</u>² 1: Human8 Europe, Belgium; 2: Human8 Europe, Belgium

Date: Thursday, 26/Feb/2026

8:00am **Begin Check-in**
 - Location: **Rheinische Hochschule, Campus Vogelsanger Straße**

9:00am
9:00am **1: Opening and Keynote 1: Dr. Katharina Schüller**
 - Location: **RH, Auditorium**

10:00am
More efficiency, new problems? AI in empirical research
Dr. Katharina Schüller
 STAT-UP Statistical Consulting & Data Science GmbH, Germany

10:00am **Break**
 - Location: **RH, Lunch Hall/ Cafeteria**

10:15am	2.1: AI and survey research Location: RH, Seminar 01	2.2: Paradata and metadata Location: RH, Seminar 02	2.3: Media studies Location: RH, Seminar 03	2.4: Innovation in measurement instruments Location: RH, Seminar 04	GOR Thesis Award Master Location: RH, Auditorium
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Talking to Results: LLM-enabled Discussions of Quantitative Survey Findings
Sophia McDonnell¹, Aaron Heinz¹, Georg Wittenburg², Anja Langness³, Nicole Kleeb³
 1: Verian, Germany; 2: Inspirient; 3: Bertelsmann Stiftung

Metadata uplift of survey data for research discovery and provenance
Jon Johnson¹, Paul Bradshaw², Suparna De³, Deirdre Lungley⁴
 1: University College London; 2: Scotcen; 3: University of Surrey; 4: University of Essex

Deploying Online Experiments to Investigate Content Credibility in Sensor-Based Journalism
Irina Boboschko, Claudia Loebbecke
 University of Cologne, Media and Technology Management, Germany

Improving Measurement of Migration Preferences: A Choice-Based Conjoint Approach to Studying Refugee Resettlement Decisions
Armin Küchler, Marvin Bürmann
 Bielefeld University, Germany

Measuring Ambivalent Sexism in Large Language Models: A Validation Study
Jana Jung
 University of Mannheim, Germany

Testing the Performance and Bias of Large Language Models in Generating Synthetic Survey Data
Charlotte Mueller, Bella Struminskaya, Peter Lugtig
 Utrecht University, Netherlands, The

Beyond the Questionnaire: Linking Passively Metered Platform Data with Surveys for Audience Profiling
David Goldschmidt, Lukas Stein
 Datapods GmbH, Germany

War, Anxiety, and Digital Behavior: How Armed Conflict Reshapes Online Media Consumption and Social Media Engagement
¹Vlad Vasiliu, Haneen Shibli², Gal Yavetz³
 1: The Max Stern Yezreel Valley College, Emek Yezreel, Israel; 2: University of Washington, Seattle, WA, USA; 3: Bar-Ilan University, Ramat Gan, Israel

Fear in Flight: Measuring Digital Risk Perception and Emotional Responses to Aviation Safety in Romania
Antonio Amuza
 University of Bucharest, Romania

AI for Survey Design: Generating and Evaluating Survey Questions with Large Language Models
Anna Fuchs
 Ludwig-Maximilians-Universität Munich, Germany

Transcribing and coding voice answers obtained in web surveys: comparing three leading automatic speech recognition tools
Melanie Revilla¹, Carlos Ochoa¹, Jan Höhne², Mick Couper³
 1: RECSM-UPF, Spain; 2: DZHW, Leibniz University Hannover; 3: University of Michigan

Visualizing the Answering Process: Exploring Mode Differences with Respondent-Level Paradata from the IAB Establishment Panel
Corinna König¹, Marieke Volkert¹, Joseph Sakshaug^{1,2}
 1: Institute for Employment Research, Germany; 2: LMU Munich

Generative AI in Media 2025
Kristina Hagen, Lisa Lautenbach, Alina Schroeder, Claudia Rosenkötter, Franziska Rieder
 Annalect/OMG Solutions GmbH

Industry and occupation coding: A comparison of office-based coding and a closed-list approach
Cristian Domarchi¹, Olga Maslovskaya¹, Curtis Jessop², Lisa Calderwood³, Matt Brown³
 1: University of Southampton, United Kingdom; 2: National Centre for Social Research (NatCen), United Kingdom; 3: Centre for Longitudinal

Adaptive Code Generation for the Analysis of Donated Data with Large Language Models
Miger Shkrepa
 University of Mannheim, Germany

Reinforcement Learning for Optimising the Vehicle Routing Problem
Abigail Hayes
 University of Mannheim, Germany

Studies, University
College London, United
Kingdom

11:15am **Break**

Location: **RH, Lunch Hall/ Cafeteria**

11:30am

11:30am

12:30pm

3.1: App-based data collection

Location: **RH, Seminar 01**

Why Are People Unwilling to Participate in Smartphone App Data Collection? Results from Qualitative In-Depth Interviews

Alexander Wenz

University of
Mannheim, Germany

Ready, set, go! Data collection for the household budget survey with an app

**Maaïke Kompier,
Janelle van den
Heuvel, Jelmer de
Groot**

Statistics Netherlands,
Netherlands, The

The effect of control over data collection on willingness to participate in app-based data collection

**Thijs Carriere, Bella
Struminskaya, Laura
Boeschoten**

Utrecht University,
Department of
Methodology and
Statistics

3.2: Video and images in survey research

Location: **RH, Seminar 02**

A picture is worth a thousand words: Factors influencing the quality of photos received through an online survey

**Patricia Iglesias¹,
Jessica Daikeler²,
Fiona Draxler³**

1: Centre d'Estudis
Demogràfics, Spain; 2:
GESIS - Leibniz
Institute for the Social
Sciences; 3: University
of Mannheim

Enhancing participation in visual data collection in online surveys: Evidence from an experimental study about remote work environments

**Leyre Padilla, Melanie
Revilla**

RECSM - Universitat
Pompeu Fabra, Spain

Video-Interviews in Mixed-Mode Panel Surveys: Selective Feasibility and Data Quality Trade-offs

**Julia Witton¹, Carina
Cornesse^{1,2}, Markus
Grabka¹, Sabine
Zinn^{1,3}**

1: DIW Berlin,
Germany; 2: GESIS
Leibniz Institute for the
Social Sciences,
Germany; 3: Humboldt
University of Berlin,
Germany

3.3: Market and customer research

Location: **RH, Seminar 03**

Experimental Evidence on How Questionnaire Structure Affects Awareness Reporting

**Justus Rathmann,
Inna Becher, Marc
Herter**

YouGov, Switzerland

From Reflection to Intuition: Integrating System 1 and System 2 Measures in Behavioural Campaign Evaluation

**Emmanuel Guizar
Rosales**

YouGov, Switzerland

Measuring the beauty of products: The Product Aesthetics Inventory (PAI)

**Meinald Thielsch¹,
Maike Ramrath¹, Boris
Forthmann², Henning
Brau³, Simon
Eisbach⁴**

1: University of
Wuppertal, Germany; 2:
University of Münster,
Germany; 3: BSH
Hausgeräte GmbH,
Germany; 4: Provinzial
Versicherung, Germany

3.4: Online research on youth and mental health

Location: **RH, Seminar 04**

Ensuring the Voices of Young People Are Heard: An Innovative Application of Respondent-Driven Sampling with Probability-Based

Seeds in the NatCen Panel

**Luciano Perfetti Villa¹,
Olga Maslovskaya¹,
Carina Cornesse²,
Curtis Jessop³**

1: University of
Southampton, United
Kingdom; 2: GESIS –
Leibniz Institute for the
Social Sciences; 3:
National Centre for
Social Research

Youth Loneliness Epidemic: Real Trend or Survey Artifact?

**Francesco
Berlingieri¹, Béatrice
d'Hombres¹, Caterina
Mauri²**

1: European
Commission - Joint
Research Centre; 2:
Vrije Universiteit
Brussel, Belgium

Digital Mental Health in Wartime: Age, Gender, and Socioeconomic Predictors of AI Therapy Acceptance

**Avia Ben Ari¹, Vlad
Vasiliu², Gal Yavetz³**

1: Technion – Israel
Institute of Technology,
Haifa, Israel; 2: The
Max Stern Yezreel
Valley College, Emek
Yizrael, Israel; 3: Bar-
Ilan University, Ramat
Gan, Israel

GOR Thesis Award PhD

Location: **RH, Auditorium**

Who Counts? Survey Data Quality in the Age of AI

Leah von der Heyde^{1,2}

1: LMU Munich,
Germany; 2: Munich
Center for Machine
Learning

Correcting Selection Bias in Nonprobability Samples by Pseudo Weighting

An-Chiao Liu

Utrecht University,
Netherlands, The

12:30pm -	Lunch Break Location: RH, Lunch Hall/ Cafeteria				
1:30pm					
1:30pm -	4.1: Poster Session Location: RH, Auditorium	4.2: Poster Session Location: RH, Auditorium	4.3: Poster Session Location: RH, Auditorium	4.4: Poster Session Location: RH, Auditorium	4.5: Poster Session Location: RH, Auditorium
2:30pm	Beyond the First Questionnaire: Retaining Participants in an App-based Household Budget Survey Maren Fritz, Florian Keusch University of Mannheim, Germany	Beyond Algorithms: How to Improve Manual Classification of Visual Data Obtained in Surveys Maria Paula Acuña-Pardo, Melanie Revilla, Leyre Padilla López RECSM- Universitat Pompeu Fabra, Spain	Different Measures, Different Conclusions? Evaluating Operationalizations of Non-Optimal Response Behavior Sophia Piesch¹, Tobias Gummer², Florian Keusch¹ 1: University of Mannheim, Germany; 2: GESIS – Leibniz Institute for the Social Sciences, Germany	Technostress and Burnout in Daily Academic Life: An Empirical Investigation of Study-Related Stressors within the Study Demands and Resources Model Annika Puhl, Ivonne Preusser Technische Hochschule Köln, Germany	Developing a measurement of masculinity norms: insights from the MEN4DEM project Vera Lomazzi University of Bergamo, Italy
	Joint Evaluation of LLM and Human Annotations with MultiTrait–MultiError Models Georg Ahnert¹, Maximilian Kreutner¹, Alexandru Cernat², Markus Strohmaier^{1,3,4} 1: University of Mannheim; 2: University of Manchester; 3: GESIS–Leibniz Institute for the Social Sciences; 4: CSH Vienna	AI for Survey Design: Generating and Evaluating Survey Questions with Large Language Models Anna Fuchs¹, Anna-Carolina Haensch^{1,2,3}, Wiebke Weber¹ 1: LMU Munich; 2: Munich Center for Machine Learning; 3: University of Maryland, College Park	Do Audio Buttons Matter? Evidence from a Web-Based Panel Recruitment Survey Tanja Kunz GESIS – Leibniz Institute for the Social Sciences, Germany	Estimating Economic Preferences from Search Queries Maximilian Althaus, Kevin Bauer, Bernd Skiera Goethe University, Germany	Social Media Surveys in Emerging Risks: Measuring Stress During Bradyseism in Campi Flegrei, Italy Margherita Silan¹, Rocco Mazza², Martina Salierno³, Manuela Scioni¹ 1: University of Padova, Italy; 2: University of Bari “Aldo Moro”, Italy; 3: University of Salerno, Italy
	Lessons learned: Utilizing Social Media Influencers for Targeted Recruitment on Discrimination in the German Healthcare System Zaza Zindel^{1,2}, Aylin Mengi¹, Zerrin Salikutluk^{1,3}, Tae Kim¹ 1: German Centre for Integration and Migration Research (DeZIM), Germany; 2: Bielefeld University, Germany; 3: Humboldt-University, Germany	Who moves and who do we lose? Mobility-Specific Attrition in Panel Surveys. Markus Schmaderer, Tobias Gummer GESIS, Germany	Do respondents in a cross-sectional probability survey donate their Spotify or Google Search data? – Short answer: No Barbara Binder, Sina Chen GESIS Leibniz Institute for the Social Sciences, Germany	Trait or State? Understanding Motivational Drivers of Straightlining in a Longitudinal Panel Survey Cağla E. Yildiz GESIS - Leibniz Institute for the Social Sciences, Germany	"Automated Political Stance Identification in Political Texts Juan Salvador Gomez-Cruces, Yorick Scheffler, Ewan Thomas-Colquhoun Universität Potsdam/Hasso-Plattner Institut
	Classifying Moral Reasoning in Political Discourse: Demonstrating Interrater Reliability and Testing an AI-Based	“My (22m) Girlfriend (23f) Comes Home and Does Nothing” – Gendered Perceptions of Paid and Household Labor in Reddit Relationship Discussions over Time Birgit Zeyer-Gliozzo¹, Johanna Hölzl², Gundula Zoch^{3,4}, Philipp Doebler¹ 1: TU Dortmund University, Germany; 2:	How Processing Decisions Influence the Measurement of News Consumption with Web-Tracking Data Wai Tak Tung University of Mannheim, Germany	AFGfluencers in Germany: Platforms, Actors, and Issues Ramin Kamangar, Kefajat Hamidi, Abumoselm Khurasani Leipzig University, Germany	Lessons Learned from Developing Indices for Syndicated Studies Justus Rathmann, Inna Becher, Matthias Keller, Marc Herter YouGov, Switzerland
	Political Discourse: Demonstrating Interrater Reliability and Testing an AI-Based	The Instagram Reality Check: Measuring the	Comparing Probability and Nonprobability Online Surveys:	Goodnight, Prince of Darkness: Ozzy Osbourne’s Death as a Global Facebook Event	

Classification Approach

Felix Schmirler,
Rudolf Kerschreiter
Freie Universität Berlin,
Germany

University of
Mannheim, Germany;
3: Carl von Ossietzky
University Oldenburg,
Germany; 4: Leibniz
Institute for Educational
Trajectories (LIfBi),
Germany

Accuracy of Self-Reported Social Media Behavior.

Frieder Rodewald,
Florian Keusch, Daria
Szafran, Ruben Bach
MZES - University of
Mannheim, Germany

Data Quality and Fieldwork Processes

Emma Fössing^{1,2},
Lukas Olbrich¹, Stefan
Zins¹, Jörg
Drechsler^{1,2,3}

1: Institute for
Employment Research,
Germany; 2: Ludwig-
Maximilians-Universität,
Munich, Germany; 3:
University of Maryland,
College Park, USA

Gal Yavetz

Bar-Ilan University,
Israel

Dynamic Surveys for Dynamic Life Courses: Development of a Web-App for Self-Administered Life History Data Collection

Sebastian Lang¹,
Heike Spangenberg²,
David Ohlendorf²,
Heiko Quast², Leena
Lahse²

1: Leibniz Institute for
Educational
Trajectories (LIfBi),
Germany; 2: German
Centre for Higher
Education Research
and Science Studies
(DZHW), Germany

A Changing Language of Sustainability? Global online discourse analysis with a deep-dive on Germany

Sebastian Tieke¹, Jan
Dirk Kemming²

1: Weber Shandwick,
Germany; 2: Fresenius
University Koeln, Media
School

2:00pm
-
3:45pm

GOR Impact and Innovation Award
Location: **RH, Seminar 03**

Scaling Qualitative Depth: A Large-Scale Validation Study Comparing AI-Moderated Interviews and Conventional Surveys in OTC Pharma Research

Sarah Goto¹, Thomas Kopf¹, Oliver Tabino², Jonathan Heinemann³, David Ranftler⁴, Paul Wesendonk⁴

1: MCM Klosterfrau Vertriebsgesellschaft mbH; 2: Q Agentur für Forschung GmbH; 3: horizoom-Panel – horizoom GmbH; 4: xelper UG (haftungsbeschränkt)

Agentic AI in der Marktforschung

Jan Maciejanski

Aequitas Group, Germany

Comparing AI-Moderated, Human-Moderated, and Unmoderated Usability Testing: Insights into Quality, User Perception and Practical Implementation

Christian Pottiez¹, Martin Einhorn¹, Markus Pandrea², David Ranftler³

1: Porsche AG, Germany; 2: Userlutions GmbH; 3: xelper UG

BEYOND AI - How the DFB leveraged a new qualitative insights method that improves AI results.

Frank Buckler

SUPRA, Germany

From Insights to Impact: A Life-Centric, AI-Driven Approach to Modern Brand Tracking

Jörg Munkes

GIM Gesellschaft für innovative Marktforschung mbH, Germany

2:30pm
-
3:30pm

**5.1: Data quality and
measurement error I**

5.2: Online panels I
Location: **RH, Seminar
02**

5.3: AI and society
Location: **RH, Seminar
04**

Location: **RH, Seminar 01**

I misbehave, but only once in a while: how face-saving strategies can reduce socially desirable responding in online survey research

Emma Zaal, Yfke Ongena, John Hoeks
University of Groningen, Netherlands, The

Comparing Probability, Opt-In, and Synthetic Panels: A Case Study from the Netherlands

Carsten Broich¹, Nadica Stankovikj²
1: Norstat, Netherlands, The; 2: Lifepanel

Information-Seeking in the Age of Generative AI: Factors That Influence the Behavioural Intention of Media Students to Use ChatGPT

Mohammad Mafizul Islam
Hochschule Darmstadt, Germany

University of Groningen, Netherlands, The

Optimizing Panel Consent using Repeated Requests while

Experimentally varying Request Placement and Panel Consent Incentives

Sebastian Hülle, Benjamin Baisch, Mustafa Coban, Marcel Müller, Lukas Olbrich, Stefan Schwarz

Institute for Employment Research (IAB), Germany

Exploring Differences in ChatGPT Adoption and Usage in Spain: Contrasting Survey and Metered Data Findings

Melanie Revilla, Carlos Ochoa
RECSM-UPF, Spain

'And Yet...': The Effectiveness of Probing Questions in Reducing Item Nonresponse to Financial Questions

Evgeniia Shmeleva, Daniil Lebedev, Ekaterina Bragina
NRU HSE, Russian Federation

What do we talk about when we talk to LLMs?

Denis Bonnav¹, Juhi Kulshrestha², Oliveira Marcos³, Orkan Dolay⁴

1: Université Paris Nanterre, France; 2: Aalto University, Finland; 3: Vrije Universiteit Amsterdam; 4: Bilendi

Having ACES Up Your Sleeve: Developing and Validating Attention Checks Embedded Subtly (ACES) to Improve Identification of Inattentive Participants

Marek Muszyński
Institute of Philosophy and Sociology of the Polish Academy of Sciences, Poland

You've got Mail: Does sending Thank-you postcards increase response in a probability-based online panel?

Anne Balz², Julian Diefenbacher¹, Barbara Felderer¹, Phil-Adrian Klotz³, Jannis Kück³, Aline Mohr³, Tobias Rettig², Martin Spindler⁴

1: GESIS, Germany; 2: University of Mannheim, Germany; 3: Heinrich Heine Universität Düsseldorf, Germany; 4: University of Hamburg, Germany

3:30pm

Break

Location: **RH, Lunch Hall/ Cafeteria**

4:00pm

4:00pm

5:00pm

6.1: Data quality and measurement error II
Location: **RH, Seminar 01**

Assessing Trends in Turnout Bias in Social Science Surveys: Evidence

6.2: Online panels II
Location: **RH, Seminar 02**

Handling the Recruitment Process for a Probability Online Panel In-House:

6.3: Modelling people, informing policy: new approaches in the AI era

Location: **RH, Seminar 03**

The last interview - A concept to create

from the European Social Survey and German Survey Programs

Saskia

Bartholomäus^{1,2}, Elias Naumann¹, Tobias Gummer^{1,2}

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

Insights and Lessons From the 2025 German Internet Panel Recruitment

Tobias Rettig, Carolin Bahm, Anne Balz, Benjamin Gröbe,

Stefanie Schmidt
University of Mannheim, Germany

a Digital Doppelgänger

Holger Lütters¹, André Wolff², David Ranftler³

1: HTW Berlin, Germany; 2: Splendid Research; 3: Xelper

Personas++ – Slicing & Dicing the Result Space of a Survey

Georg Wittenburg, Guillaume Aimetti

Inspirient, Germany

Validating a 6-Item Scale for Measuring

Perceived

Response Burden in Establishment Surveys

André Pirralha¹, Joe Sakshaug²

1: IAB, Germany; 2: IAB, Germany; University of Munich, Germany

Methods to Maximize the Panel Consent Rate in the Recruitment Wave of a New Web Panel

Hülle Sebastian¹, Lukas Olbrich¹, Luisa Hammer¹, Katia Gallegos-Torres^{1,2},

Yuliya Kosyakova^{1,3}, Joseph W. Sakshaug^{1,4,5}

1: Institute for Employment Research (IAB), Germany; 2: ZEW Mannheim; 3: University of Bamberg; 4: LMU Munich; 5: University of Mannheim

The EU-ALMPO Project: Rethinking ALMPs through AI-Driven Analysis and Policy Innovation

Silvia Castellazzi, Maria Juliana Charry

Camargo, Siro Ciarimboli, Flavia Pesce

Institute for Social Research (IRS), Italy

The effects of panel conditioning on response behavior across different cohorts: Bias in the Core Discussion Network

Santiago Andrés Alvarez Tobar

University of Mannheim, Germany

Between the Waves: How additional studies shape panel participation trajectories.

Johannes Lemcke, Tim Kuttig, Alan Novaes Tump

Robert Koch-Institut, Germany

5:15pm

DGOF: Member Meeting

Location: **RH, Seminar 01**

-

6:30pm

Early Career Speed Networking Event

Location: **Blue Shell**

-

8:00pm

Our GOR Early Career Speed Networking provides an opportunity for all early-career online researchers (i.e. PhD students) and practitioners (i.e. within their first 5 years in the online research industry) to get to know and connect with others in the field in a fun and engaging way. Especially for first-time visitors at GOR, the event offers a great informal and casual way to get to know other...

8:00pm

GOR 26 Party

Location: **Blue Shell**

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11:59pm

Date: Friday, 27/Feb/2026

8:00am	Begin Check-in		
-	Location: Rheinische Hochschule, Campus Vogelsanger Straße		
9:00am			
9:00am	7.1: AI and qualitative research	7.2: New insights on satisficing	7.3: Designing inclusive and engaging surveys
-			
10:00am	Location: RH, Seminar 01	Location: RH, Seminar 02	Location: RH, Seminar 03
	AI-Conducted User Research: From Weeks to Hours Through Autonomous Interviewing Bruno Recht , Ernst Maximilian Munker Userflicx, Germany	Is ‘don’t know’ good enough? Maximizing vs satisficing decision-making tendency as a predictor of survey satisficing Hannah Schwärzel Technical University Darmstadt, Germany	Accessibility and inclusivity in self-completion surveys: An evidence review Cristian Domarchi ¹ , Nhlanhla Ndebele ² , Olga Maslovskaya ¹ , Peter Lynn ³ , Rory Fitzgerald ² , Ruxandra Comanaru ² 1: University of Southampton, United Kingdom; 2: City St George’s, University of London; 3: Institute for Social and Economic Research, University of Essex, United Kingdom
	Augmenting Qualitative Research with AI: Topic Modeling with Agentic RAG Gerion Spielberger ¹ , Florian Artinger ² , Jochen Reb ³ , Rudolf Kerschreiter ¹ 1: Freie Universität Berlin, Germany; 2: Deutsche Hochschule, Germany; 3: Lee Kong Chian School of Business, Singapore Management University, Singapore	Measuring Response Effort and Satisficing with Paradata: A Process-Based Approach in the Czech GGS II Daniel Dvorak Masaryk university, Czechia	Effectiveness of the knock-to-nudge approach for establishing contact with respondents: Evidence from the National Readership Survey (PAMCo) and National Survey for Wales (NSW) in the UK Olga Maslovskaya , Cristian Domarchi, Peter W.F. Smith University of Southampton, United Kingdom
	Reinventing Online Qualitative Methods: Lessons from an AI-Assisted Study on Pathways Out of Loneliness Anna Schneider ¹ , Ole Westhoff ¹ , Orkan Dolay ² 1: Hochschule Trier, Germany; 2: Bilendi&respondi	A Data-Driven Approach for Detecting Speeding Behavior in Online Surveys Alan Novaes Tump , Tim Kuttig, Johannes Lemcke Robert Koch Institute, Germany	How do Respondents Evaluate a Chatbot-Like Survey Design? An Experimental Comparison With a Web Survey Design Marek Fuchs , Stella Czak, Anke Metzler Technical University of Darmstadt, Germany
10:00am	Break		
-	Location: RH, Lunch Hall/ Cafeteria		
10:15am			
10:15am	8: Keynote 2: TBA		
-	Location: RH, Auditorium		
11:00am			
11:00am	9: Award Ceremony		
-	Location: RH, Auditorium		
11:45am			
11:45am	Break		
-	Location: RH, Lunch Hall/ Cafeteria		
12:00pm			

<p>12:00pm - 1:00pm</p>	<p>10.1: Smart surveys and interactive survey features Location: RH, Seminar 01</p> <p>Providing extra incentives for open voice answers in web surveys Jan Karem Höhne¹, Melanie Revilla², Mick P. Couper³, Joshua Claassen¹ 1: DZHW; Leibniz University Hannover, Germany; 2: RECSM-University Pompeu Fabra, Spain; 3: University of Michigan, USA</p>	<p>10.2: Data donation Location: RH, Seminar 02</p> <p>Data donations in online panels: Factors influencing donation probability Vanessa Lux¹, Jessica Daikeler¹, Laura Boeschoten², Bella Struminskaya² 1: GESIS - Leibniz Intitute for the Social Sciences, Germany; 2: Utrecht University</p>	<p>10.3: Social media recruitment Location: RH, Seminar 03</p> <p>Static or Animated? How Ad Design Shapes Survey Recruitment Anna Hebel GESIS, Germany</p>	<p>10.4: Curated Session: Collect, Share, Act: The Power of Activated Knowledge Location: RH, Auditorium This session brings together diverse perspectives on how organisations can manage consumer or audience knowledge more effectively and translate insights into action. Experts from technology, media, and in-house research share practical experiences and strategic reflections on making insights accessible, connected, and truly impactful within organisations.</p>
	<p>Alexa, Start the Interview! Respondents' Experience with Smart Speaker Interviews Compared to Web Surveys Anke Metzler¹, Ceyda Çavuşoğlu Deveci², Marek Fuchs¹ 1: Technical University of Darmstadt, Germany; 2: Former Postdoc at Technical University of Darmstadt, Germany</p>	<p>Motivations, Privacy, and Data Types: What Drives WhatsApp Chat Data Donation in a Probability Sample?" Jessica Daikeler¹, Barbara Felderer¹, Julian Kohne¹, Carina Cornesse¹, Henning Silber³, Florian Keusch² 1: GESIS, Germany; 2: University of Mannheim, Germany; 3: University of Michigan, USA</p>	<p>Is a Video Worth a Thousand Pictures? The Effect of Advertisement Design on Survey Recruitment with Social Media Alexander Wenz¹, Nicole Schwitter^{1,2} 1: University of Mannheim, Germany; 2: University of Warwick, UK</p>	<p>"Mind the Gap!" On the Importance of Data Literacy and Knowledge Management in the Digital Age Jan Isenbart ARD MEDIA/agma, Germany</p>
			<p>Social Media Sampling to Reach Migrant Populations for Market and Opinion Research Markus Weiss, Clemens Rathe, Orkan Dolay Bilendi</p>	<p>From Insights to Impulses for action Rosina Barbanera Deutsche Welle, Germany</p>
<p>1:00pm - 2:00pm</p>	<p>Do respondents show higher activity and engagement in app-based diaries compared to web-based diaries? A case study using Statistics Netherlands' Household Budget Diary. Danielle Remmerswaal¹, Bella Struminskaya¹, Barry Schouten² 1: Utrecht University, The Netherlands; 2: Statistics Netherlands</p>	<p>Motivate and persuade: Testing strategies to increase participation in data donation studies Florian Keusch¹, Frieder Rodewald^{1,2}, Valerie Hase³, Sebastian Prechsl^{2,4}, Frauke Kreuter⁴, Mark Trappmann² 1: University of Mannheim, Germany; 2: Institute for Employment Research, Germany; 3: University of Klagenfurt, Austria; 4: LMU Munich, Germany</p>		<p>Values-based customer targeting in the age of AI Carina Frisch Uranos GmbH, Germany</p>
<p>Lunch Break Location: RH, Lunch Hall/ Cafeteria</p>				
<p>2:00pm - 3:00pm</p>	<p>11.1: Sampling and weighting Location: RH, Seminar 01</p> <p>Enhancing data accuracy in KnowledgePanel Europe: Leveraging different weighting techniques and adjustment variables for optimal outcomes Femke De Keulenaer, Cristina Tudose Ipsos</p>	<p>11.2: Ensuring participation Location: RH, Seminar 02</p> <p>The effects of push-to-complete reminders Klara Persson, Sebastian Lundmark The SOM Institute, University of Gothenburg, Sweden</p>	<p>11.3: Inferential leap: from digital trace data to measuring concepts Location: RH, Seminar 03</p> <p>Exploring Types of Masculinity in the Discourse of Fringe Online Communities Mo Chen, Taimoor Khan, Dimitar Dimitrov, Stefan Dietze, Alexia Katsanidou GESIS Leibniz Institute for the Social Science, Germany</p>	<p>11.4: DGOF KI (AI) FORUM: INSPIRATION SESSION (HELD IN ENGLISH) Location: RH, Auditorium Join us for an insightful session where industry experts put innovative solutions to the test and explore how AI can unlock new opportunities in market research. Topics will be announced soon, covering areas such as synthetic data, agentic AI, regulatory considerations, and the sharing of best practices.</p>
		<p>The Effect of Survey Burden and Interval Between Survey Waves on Panel Participation:</p>		

Do sampling and stratification strategies matter for treatment effects of political and media experiments administered online?

Klara Jagers, Tilda Ekström, Sebastian Lundmark

The SOM Institute, University of Gothenburg, Sweden

Experimental Evidence from the GLEN Panel

Manuela Schmidt¹, Claudia Schmiedeberg², Christiane Bozoyan², Henning Best¹

1: RPTU Kaiserslautern-Landau, Germany; 2: LMU Munich

Measuring online information-seeking behavior in the context of (expectant) parenthood: A proof-of-concept study using metered data on website visits, online searches, and app usage

Joshua Claassen¹, Melanie Revilla²

1: DZHW; Leibniz University Hannover, Germany; 2: RECSM-University Pompeu Fabra, Spain

Exploring the representativeness of web-only surveys of the general population

Pablo Cabrera Álvarez¹, Annette Jäckle¹, Jamie C Moore¹, Gabriele Durrant², Jonathan Burton¹, Peter W F Smith²

1: Institute for Social and Economic Research, University of Essex; 2: Department of Social Statistics and Demography, University of Southampton

Are interviewer administered follow-ups of web non-respondents still needed to maximise data quality? Evidence from Understanding Society: the UK Household Longitudinal Study

Gabriele Durrant¹, Jamie C. Moore², Pablo Cabrera Álvarez², Annette Jäckle², Peter, W.F. Smith¹, Jonathan Burton²

1: University of Southampton, United Kingdom; 2: University of Essex, United Kingdom

Social Media as a Data Collection Tool and Its Impact on Body Image Perception

Margherita Silan, Sofia Spinelli, Giulia Oselin
University of Padova, Italy

3:00pm

Break

Location: **RH, Lunch Hall/ Cafeteria**

-

3:15pm

3:15pm

12.1: Survey recruitment

Location: **RH, Seminar 01**

-

4:15pm

How Recruitment Channels Shape Data Quality: Evidence From A Multi-Source Panel

Fabienne Kraemer, Jessica Daikeler, Barbara Felderer, Barbara Binder

GESIS Leibniz Institute for the Social Sciences, Germany

12.2: Push to web and mixed mode surveys

Location: **RH, Seminar 02**

Introducing Web in a Telephone Employee Survey and its Impacts on Selection Bias and Costs

Joseph W. Sakshaug^{1,2}, Jan Mackeben¹

1: IAB; 2: LMU-Munich

12.3: Methods, tools, and frameworks - a bird's view on data collection

Location: **RH, Seminar 03**

The Methods Hub: Integrating Tools, Tutorials, and Environments for Transparent Online Research

Arnim Bleier, Johannes Kiesel, Christina Viehmann, Chung-hong Chan, Po-Chun Chang, Raniera Gaia Costa da Silva, Muhammad Taimoor Khan, Stephan Linzbach, Fakhri Momeni, Felix Victor Münch, Ran Yu, Claudia Wagner, Stefan Dietze

GESIS - Leibniz Institute for the Social Sciences, Germany

12.4: DGOF KI (AI) FORUM: WORLD CAFÉ (SESSION HELD IN GERMANY)

Location: **RH, Auditorium**
Take part in engaging World Café discussions with fellow GOR participants. Now in its third edition, this interactive format is centered on meaningful exchange. The session invites participants to share challenges and barriers, explore opportunities and limitations in applying AI to research practice, and discuss ways to overcome them in the future. Topics will be announced soon.

Looks great, responds poorly: lessons from ten years of invitation letter experiments

Jelmer de Groot, Ryanne Francot

Statistics Netherlands, The Netherlands

Examining the influence of respondents' internet-related characteristics on mode choice (paper vs. web mode) in a probabilistic mixed-mode panel with push-to-web design

Lena Rembser

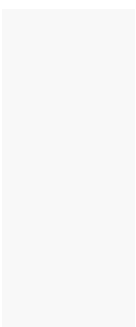
GESIS – Leibniz Institute for the Social Sciences, Germany

Let's Talk About Limitations: Data Quality Reporting Practices in Quantitative Social Science Research

Fiona Draxler¹, Jessica Daikeler²

1: University of Mannheim, Germany; 2: GESIS – Leibniz Institute for the Social Sciences

Data Quality in Push-to-Web Longitudinal Surveys: Evidence from ELSA's Transition to Sequential Mixed-Mode Design



**Lina Lloyd, Rebecca Light,
Maria Tsantani**
National Centre for Social
Research, United Kingdom

**Qualitative Research in
Digital Contexts: A
Systematic Review of
Online Data Collection
Practices**

**Marlene Schuster, Melanie
Gruber**
FH Wiener Neustadt GmbH
City Campus, Austria