# SHAPING. ONLINE. RESEARCH.

GOR

18TH GENERAL ONLINE RESEARCH CONFERENCE
02 – 04 MARCH 2016 IN DRESDEN

Cathleen Stützer, Otto Hellwig, Oliver Tabino, Meinald Thielsch, Alexandra Wachenfeld-Schell (Eds.)

# 18th GENERAL ONLINE RESEARCH CONFERENCE

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German Society for Online Research

Deutsche Gesellschaft für Online-Forschung (DGOF) e.V. (www.dgof.de)

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# TABLE OF CONTENTS

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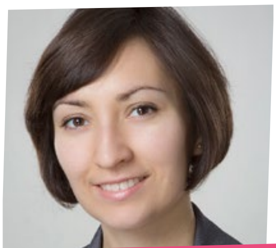

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# GREETING FROM THE DGOF

**CONFERENCE LOCATION:**

HTW – HOCHSCHULE FÜR TECHNIK UND WIRTSCHAFT DRESDEN
DRESDEN UNIVERSITY OF APPLIED SCIENCES
BUILDING Z
FRIEDRICH-LIST-PLATZ 1, 01069 DRESDEN

## DEAR GUESTS OF THE GOR 2016!

It is a great pleasure for us to welcome you all to the 18th General Online Research conference.

We're proud to welcome our guests for the second time in the historic and yet modern state Saxony. In 2007 GOR took place in Leipzig, now it is time for the state capital Dresden! In a city between tradition and modernity, where you can find the world famous Semperoper as well as leading microelectronic companies, that brought forth such artists as Erich Kästner and Gerhard Richter, where Tannhäuser was premiered and where great things like coffee filters and toothpaste were invented, we're ready to open a new chapter of online research. Therefore we are very glad to have the opportunity to collaborate with the Dresden University of Technology as local organizer, which is one of eleven German universities identified as an "excellence university" as well as the largest university in Saxony.

We again have a great conference programme lined up for you which includes keynotes, presentations, awards and posters and a brand new track. You can choose between up to four simultaneous conference tracks: Track A covers online research methodology. The new Track B covers Data Science for Policy and Business, Track C features Science 2.0 & Open Science in cooperation with Science 2.0 Leibniz Research Alliance 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 2016 for the best practice study from applied online research, ii) the GOR Thesis Award 2016 for the best thesis (bachelor, master and PhD) in online research and iii) the GOR Poster Award 2016 for the best poster at the conference.

Our keynotes this year view the digital world from very different, but tremendously exciting prospects: On Thursday, 3 March 2016, Vincent F. Hendricks from the Center for Information and Bubble Studies at the University of Copenhagen, Denmark, and 2015 TEDx Talker will enlighten us with his view on what he calls "Online Bubbles". On Friday, 4 March 2016, Jana Diesner from the University of Illinois at Urbana-Champaign, USA, will present astonishing results from her studies which can be summarized as "Rich and Reliable Signals: Making Responsible Choices for Working with Social Interaction Data".

This year's panel discussion with our host Horst Müller-Peters will focus on the risk of data protection regulation becoming the big show-stopper for online research. Experts from different areas – the agency side, the client side, the association side and from the legal profession – will discuss this topic. Moreover, they will hopefully outline options as to how great research can further be done in this environment without researchers having to fear legal trouble.

On the pre-conference day, Wednesday, 2 March 2016, it's workshops. This year five workshops cover the open source software Lime Survey, the eScience Platform, web surveys for smartphones, the next generation statistical software R and employee surveys.

Wednesday night we get together with drinks and Thursday night is party-time. The GOR-Get-Together will take place on Wednesday evening after the DGOF members meeting and the GOR Party 2016 opens its gates on Thursday from 8 pm.

We are especially grateful for the enthusiastic support and collaboration of Prof. Dr. Thomas Köhler, Prof. Dr. Friedrich Funke and Prof. Dr. Lutz Hagen and their team. We would also like to thank our programme partners marktforschung.de and Science 2.0 Leibniz Research Alliance as well as our sponsors and media partners. And, of course, a big THANKS to you, the conference participants, presenters and speakers at this event!

Have a great time at the General Online Research conference 2016!

Dr. Otto Hellwig
Chair DGOF Board and
Conference Chair

Dr. Cathleen Stützer
DGOF Board and Chair GOR 16
Programme Committee


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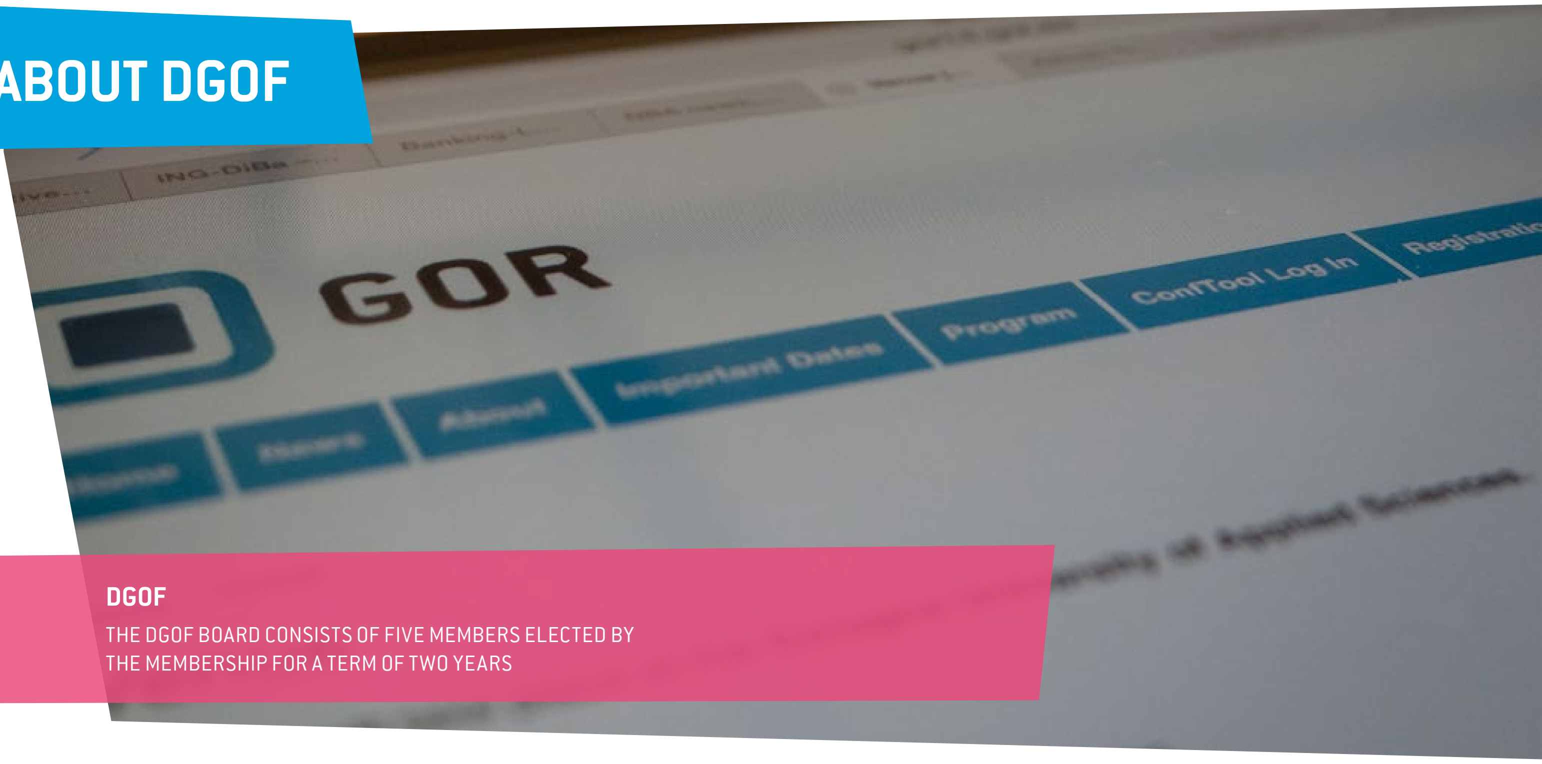


**DGOF**
THE DGOF BOARD CONSISTS OF FIVE MEMBERS ELECTED BY THE MEMBERSHIP FOR A TERM OF TWO YEARS

# ABOUT DGOF – DEUTSCHE GESELLSCHAFT FÜR ONLINE-FORSCHUNG E. V.

### Who we are:

The German Society for Online Research (Deutsche Gesellschaft für Online-Forschung e.V./DGOF) is an association specializing in online research. Online research is an extremely innovative research area comprising not only the classical fields of online research methods but also mobile and social media research.

We represent our members' interests by further developing guidelines in order to secure the quality of such research.

We share information on new methods and ideas in online research and give access to innovations in this field.

We connect people interested in online research and offer platforms where interdisciplinary dialogue and discussion on this topic can take place.

We bring forward online research and online researchers through financial support and competitions and awards.

The DGOF board consists of five members and is elected for a term of two years: Dr. Otto Hellwig (respondi AG), chairman of the board; Dr. Cathleen Stützer (Johannes Gutenberg University Mainz), deputy chairwoman; Oliver Tabino (Q | Agentur für Forschung GmbH), deputy chairman; PD Dr. Meinald Thielsch (University of Münster), deputy chairman; and Alexandra Wachenfeld-Schell (LINK Institut für Markt- und Sozialforschung GmbH), deputy chairwoman.

### What we do:

- Current developments in online and mobile research are discussed at our General Online Research conference and at our local events called Research plus.
- We give online researchers a chance to present their work and ideas to other researchers at our events and through our publications (DGOF book series and DGOF White Papers).
- We support best practice studies and research projects financially and through competitions and awards.
- We facilitate contact between academic online-researchers and those working in applied market research, so they can develop projects together. By doing this we also foster a critical dialogue between academic and applied research.
- We support young online researchers by organizing PhD-workshops and financial support for dissertations and facilitate contact between potential employers and employees.
- We develop and publish guidelines and standards for quality assurance in online research. We do this in cooperation with the other market research associations.
- We support the public awareness campaign of the Initiative für Markt- und Sozialforschung (IMSF) in its quest to inform citizens about good practices in market and social research. We are one of the founding members of the initiative.

### Who are our members?

Our members work either in market research or at scientific institutions – or they might just be interested in online research without working in this field.

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German Society for Online Research
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E-mail: office@dgof.de

### Internet:

www.dgof.de
www.gor.de
www.researchplus.de

# PORTRAITS OF THE BOARD

## 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.

## OLIVER TABINO

CEO of Q | Agentur für Forschung GmbH, Mannheim. He is lecturer for Social Media Research at the AACSB accredited Pforzheim University and published several articles about market research and social media. He is co-founder of "mafolution", an independent grassroots platform for market and social researchers and initiator of the "I love Mafo"-Blog. Since March 2013 Oliver is member of the DGOF board.

## 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.

## ALEXANDRA WACHENFELD-SCHELL

is Research Director of LINK Institut for market and social research GmbH, a full-service institute with focus on online, CATI and quality research methods. In her role as a research director she is 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.
She worked as a researcher for more than 15 years and has presented papers with focus online research at a number of events such as Research & Results, M-Motionday, GOR and market research events in Switzerland. Furthermore she has published articles for various magazines.
She is member of the DGOF board since March 2013.

## DR. CATHLEEN STÜTZER

Cathleen Stuetzer is a Postdoctoral Researcher at the Institute for Sociology at Johannes Gutenberg University Mainz, Germany. She earned her doctoral degree (thesis) at University of Technology Dresden, Germany. She is graduated in the field of industrial management and communication sciences (masters' degree) and in the field of media informatics and media technology (diploma).
Her research deals with social network analytics in online (knowledge) networks. She were introduced in that field by Lothar Krempel at the Max Planck Institute for the Study of Societies (MPIfG) in Cologne, Germany and especially by Kathleen M. Carley at School of Computer Science at Carnegie Mellon University, USA.
The focus of her research based on the multi-mode extraction of (large scale) relational data in knowledge networks with the help of Social Network Analysis (SNA), Dynamic Network Analysis (DNA), Semantic Network Analysis (SSNA) and Visual Analytics (VA). The aim is to provide further developments and applications of relational methods in the field of online research.
She is member of the DGOF board since March 2015 and GOR Programme Chair since 2015.

# FOR THE FIRST TIME THE TECHNISCHE UNIVERSITÄT DRESDEN WELCOMES THE GENERAL ONLINE RESEARCH CONFERENCE IN DRESDEN!

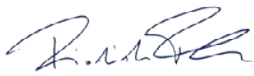
Even though TU Dresden is a hot spot of methodology driven media and communications research and research technology development, hosting the conference will have a serious influence on the local community of online researchers. Yet what does TUD, the city of Dresden and our partners from industry offer to GOR? In a period of serious political discussions and considerable challenges in Germany the city itself is a hot spot of sometimes contradictory interest. However, for online research this brings new and even challenging questions – for which the GOR Community will surely show a scholarly interest.

With regard to the scientific community Dresden offers a research profile of a multi-discipline university with excellent strengths not only in the field of technological development. Communication and applied media studies are majors as well as we have a doctoral school in education & technology and profiled competencies in e-science, big data, media ethics, computational science, to name only a few. Stakeholders of all those disciplines and research centres are unified by the interest in a state-of-the-art research methodology, i.e. the usage and reflection of the cutting-edge online research opportunities.

At this point we like to share some of our research interests with you: The Media Centre (www.tu-dresden.de/mz) is a central research unit at the TU Dresden and regards itself as a research center and service provider in the fields of E-Learning, knowledge organization, multimedia applications and E-Science, i.e. it has a focus on online research as a research technology. The Faculty of Education (www.tu-dresden.de/ew), namely the Chair of Quantitative Research Methods, provides foundations of online research for Master level students and has a focus on online research designs. The Institute of Media and Communication (www.tu-dresden.de/ifk), which is located at the Faculty of Arts, Humanities and Social Science, has a strong focus on basic and applied communication research with a significance for research training - for example within the most recent research project "Algorithmic Transformation of the Public Sphere" funded by the Federal Ministry of Education and Research.

So please feel especially welcome and let us Shape. Online. Research once more but with a special spirit!

Dresden, February 2016



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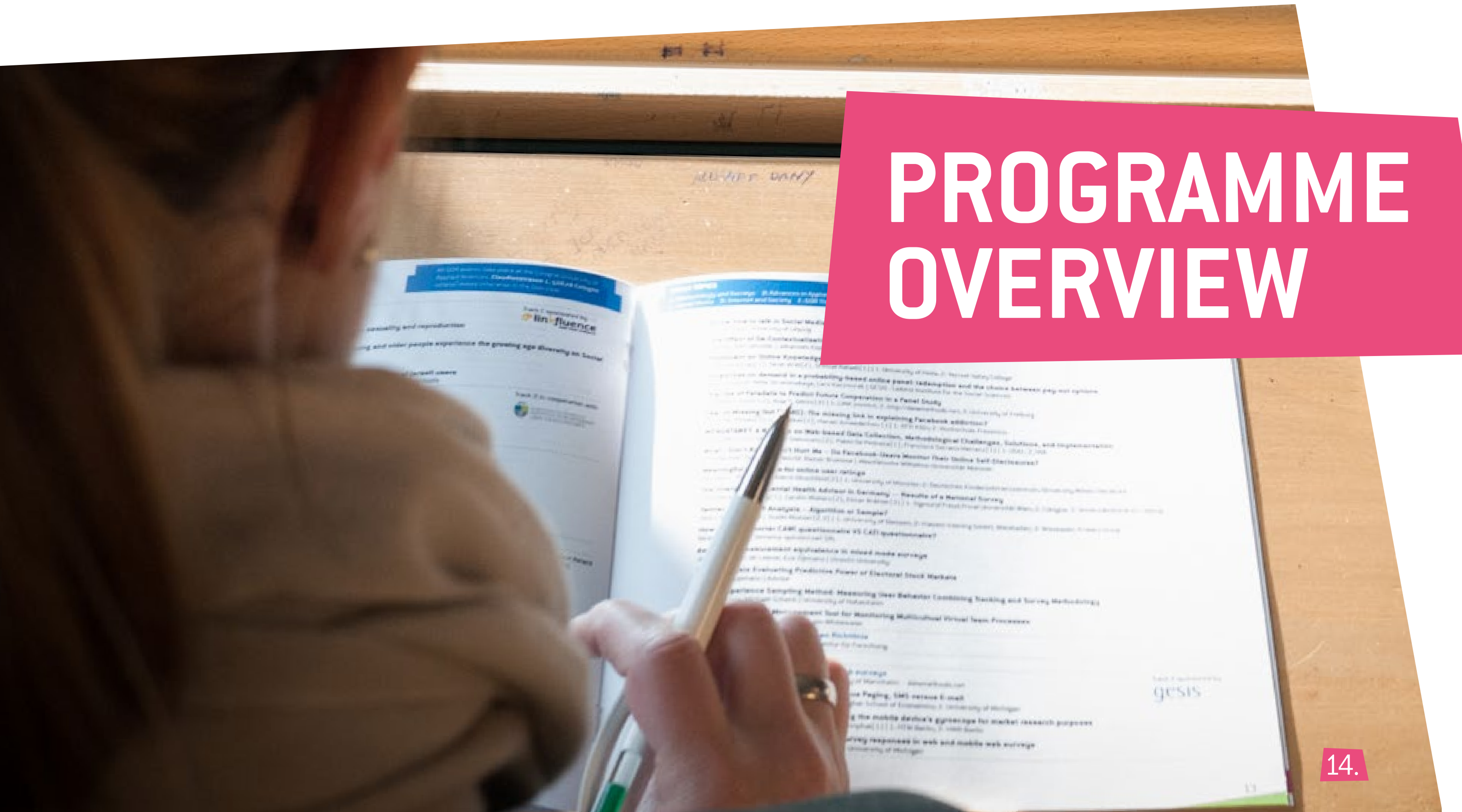

# PROGRAMME OVERVIEW

# OVERVIEW

All GOR events take place at the **HTW – Hochschule für Technik und Wirtschaft Dresden/ University of Applied Sciences, Building Z, Friedrich-List-Platz 1, 01069 Dresden**, unless stated otherwise in the Overview.

## WEDNESDAY, 02/03/2016

| | |
|---|---|
| 9:00 | **BEGIN CHECK-IN** |
| 10:00 – 13:00 | **WS 1: Erste Schritte mit LimeSurvey – Open Source Software für Onlineumfragen**<br>Frederik Funke \| (1) datagladiator.net (2) LINK Institut, Germany<br>**WS 2: First steps with the eScience Platform - sharing data among researchers**<br>Jörg Neumann, Peter Seifert \| Dresden University of Technology, Germany |
| 13:00 – 14:00 | **LUNCH BREAK** |
| 14:00 – 17:00 | **WS 3: Web Surveys for Smartphones: Design and Implementation**<br>Mick P. Couper \| University of Michigan, United States of America<br>**WS 4: Introduction to R – Next Generation Statistical Software**<br>Oliver Bracht \| eoda GmbH, Germany<br>**WS 5: Mitarbeiterbefragungen online (und offline)**<br>Olaf Wenzel \| IPF Wenzel - Institut für Personalforschung, Germany |
| 17:00 – 17:15 | **BREAK** |
| 17:15 – 19:15 | **DGOF members meeting**<br>Chair: Otto Hellwig, respondi AG/DGOF, Germany<br>Annual members meeting of the Deutsche Gesellschaft für Online-Forschung/German Society for Online Research (DGOF). Guests are welcome. |
| 19:15 – 19:30 | **BREAK** |
| 19:30 | **GOR 16 Get-Together** |

## THURSDAY, 03/03/2016

| | |
|---|---|
| 8:00 | **BEGIN CHECK-IN** |
| 9:00 – 10:15 | **Opening & Keynote 1: Online Bubbles**<br>Keynote Speaker: Vincent F. Hendricks \| Center for Information and Bubble Studies (CIBS), University of Copenhagen, Denmark |
| 10:15 – 10:45 | **BREAK** |
| 10:45 – 11:45 | **A2: Gamification**<br>**B2: Data Science for Policy**<br>**C2: Social Media in Academic Research**<br>**D2: GOR Best Practice Award 2016 Competition** |
| 11:45 – 12:00 | **BREAK** |
| 12:00 – 13:00 | **A3: Representativeness and Biases in Online Panels**<br>**B3: Data Science for Business**<br>**C3: Collaboration and Engagement**<br>**D3: Was steht auf dem Spiel: Wird Research sinnlos?** |
| 13:00 – 14:00 | **LUNCH BREAK** |
| 14:00 – 15:30 | **Panel Discussion: The Big Show-Stopper: Online Research in the Stranglehold of Data Protection Regulation?**<br>**Poster Session** |
| 15:30 – 15:45 | **BREAK** |
| 15:45 – 16:45 | **A5: Measurement in Mobile Web Surveys**<br>**B5: Social Media Usage and Communication**<br>**C5: GOR Thesis Award 2016 Competition: Bachelor/Master**<br>**D5: Segmentierung und Profiling: Die Zukunft der Zielgruppen** |
| 16:45 – 17:00 | **BREAK** |
| 17:00 – 18:00 | **A6: Unit and Item Nonresponse**<br>**B6: Social Media and Society**<br>**C6: GOR Thesis Award 2016 Competition: Dissertations**<br>**D6: Welcome to the future! Besser – Schneller – Effizienter. Start-up-Szene Marktforschung** |
| 20:00 | **GOR - Party (KIEZKLUB, Louisenstrasse 55, 01099 Dresden)** |

### TRACK TOPICS

**A: Online Research Methodology**
Sponsored by GESIS

**B: Data Science for Policy and Business**

**C: Science 2.0 & Open Science**
in cooperation with
Science 2.0 Leibniz Research Alliance

**D: Applied Online Research (Angewandte Online-Forschung)**
in cooperation with marktforschung.de

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## FRIDAY, 04/03/2016

| | |
|---|---|
| 8:30 | **BEGIN CHECK-IN** |
| 9:00 – 10:00 | **A7: Data Quality and Representativeness**<br>**B7: Online Advertising and Consumer Behaviour**<br>**C7: eScience-Research Network Saxony I**<br>**D7: Digital Research & Tool Session I** |
| 10:00 – 10:15 | **BREAK** |
| 10:15 – 11:00 | **Keynote 2: Rich and Reliable Signals: Making Responsible Choices for Working with Social Interaction Data**<br>Keynote Speaker: Jana Diesner \| University of Illinois at Urbana-Champaign, United States of America |
| 11:00 – 11:45 | **Award Ceremony** |
| 11:45 – 12:00 | **BREAK** |
| 12:00 – 13:00 | **A9: Paradata and New Developments**<br>**B9: Demos: Showcasing New Technical Developments**<br>**C9: eScience-Research Network Saxony II**<br>**D9: Cool, ich bin Marktforscher?! Von Hard facts, Soft facts und einem Berufsbild im Wandel** |
| 13:00 – 14:00 | **LUNCH BREAK** |
| 14:00 – 15:00 | **A10: Mode Effects in Mobile Web Surveys**<br>**B10: Human-Computer Interaction**<br>**C10: Meet & Greet: GOR16 Programme Committee & DGOF**<br>**D10: Digital Research & Tool Session II** |
| 15:00 – 15:15 | **BREAK** |
| 15:15 – 16:15 | **A11: Special Topics in Web Surveys**<br>**B11: Improving Methods**<br>**C11: Ich weiß, was Du nächsten Sommer tun wirst – Über sich verändernde Beziehungen zwischen Online-Sphäre, Gesellschaft und Individuum** |

### TRACK TOPICS

**A: Online Research Methodology**
Sponsored by GESIS

**B: Data Science for Policy and Business**

**C: Science 2.0 & Open Science**
in cooperation with
Science 2.0 Leibniz Research Alliance

**D: Applied Online Research (Angewandte Online-Forschung)**
in cooperation with marktforschung.de

# WORKSHOPS

# WORKSHOP 1

## ERSTE SCHRITTE MIT LIMESURVEY – OPEN SOURCE SOFTWARE FÜR ONLINEUMFRAGEN

**Time:** Wednesday, 02/Mar/2016: 10.00 – 13.00
**Instructor:** Dr. Frederik Funke (datagladiator.net and LINK Institut, Germany)
**Workshop language:** German

Mit LimeSurvey (siehe https://www.limesurvey.org) lassen sich Onlineumfragen auf dem eigenen Server über ein Browserinterface erstellen. Die Software unterstützt unter anderem das parallele Durchführen meherer Studien, ein Nutzermanagement, E-Mail-Versand und Remindermanagement, unterschiedliche Fragetypen, Filter, Randomisierungen und experimentelle Designs, Quotenmanagement sowie den Datenexport für SPSS und R.
LimeSurvey ist eine Open-Source-Software (d. h. es fallen keine Lizenzgebühren an), die lokal auf dem eigenen Computer oder auf einem eigenen Webserver installiert wird (was auch hinsichtlich der Kontrolle der Datenerhebung und des Datenschutzes vorteilhaft ist). Für viele Umfrage- und Forschungsprojekte ist LimeSurvey eine gute Alternative zu kommerziellen Produkten.

*About the instructor:*
Derzeit ist Dr. Funke als selbständiger und unabhängiger Berater, Trainer und Wissenschaftler im Hochschulbereich sowie in der Markt- und Sozialforschung tätig:

- Trainer · Berater · Forscher [seit 2005]: statistische Datenauswertung und Beratung (auch Medizinische Statistik & Biostatistik), Schulungen zur Datenanalyse mit SPSS Statistics® und R, wissenschaftliche Beratung bei der Konzeption von (Online-) Fragebögen und Umfragen, Felddiensterleister für Onlineumfragen
- Hochschuldozent [seit 2006]: Lehre in den Gebieten Statistik, Datenanalyse, Datenvisualisierung, Onlineumfragen, Wissenschaftstheorie und Forschungsmethoden
- Senior-Projektleiter Onlineforschung beim LINK-Institut für Markt- und Sozialforschung · Forschung und Entwicklung [seit 2011]

# WORKSHOP 2

## FIRST STEPS WITH THE ESCIENCE PLATFORM - SHARING DATA AMONG RESEARCHERS

**Time:** Wednesday, 02/Mar/2016: 10.00 – 13.00
**Instructor:** Dr. Jörg Neumann and Peter Seifert (Dresden University of Technology, Germany)
**Workshop language:** English, if non-German speaking participants attend. Otherwise German.

Working as a scientist has changed within the last 15 years extensively. The internet and web 2.0 applications have made it much easier to obtain, share and distribute information. To support the research process everybody has arranged a toolset e.g. evernote, mendeley, netvibes and so on by his-/herself. The eScience Platform is a new tool to support the collaborative research process by using web technologies. In the workshop the instructors will talk about the background of developing the platfom, technical details and features using a sample project. The participants will have access to the platform for testing with their own data.

*About the instructors:*
Dr. Jörg Neumann is Head of the Department of Media Strategies at the Media Center of the Dresden University of Technology. After teacher training Dr. Jörg Neumann worked as project manager in different e-Learning projects funded by EU und national agencies. In 2009 he graduated as a doctor of philosophy with a thesis about organizational models for e-learning support. His special interest focus is on the field of digital media in vocational education.
Peter Seifert is Head of the Department of Media and Information Technology at the Media Center of the Dresden University of Technology.

# WORKSHOP 3

## WEB SURVEYS FOR SMARTPHONES: DESIGN AND IMPLEMENTATION

**Time:** Wednesday, 02/Mar/2016: 14.00 – 17.00
**Instructor:** Prof. Dr. Mick P. Couper (University of Michigan, USA)
**Workshop language:** English

Mobile devices (smartphones and tablets) are increasingly being used by respondents to complete Web surveys. This presents a number of design challenges for survey researchers. Smartphones also offer a number of added possibilities for survey designers, such as the use of GPS to track movement, apps to trigger measurement at set times (ecological momentary assessment), the possibility of capturing images, and other features. This course will focus on the design implications of the rise of mobile device use. The research evidence will be reviewed, and the various options for accommodating mobile Web users will be discussed. The challenges of using the enhanced features of mobile phones for general population surveys will also be reviewed. The course is focused on situations where respondents are using their own devices, i.e., the designer has little control over the device used. The course is not focused on apps or data collection among small groups of volunteers.

*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.

# WORKSHOP 4

## INTRODUCTION TO R – NEXT GENERATION STATISTICAL SOFTWARE

**Time:** Wednesday, 02/Mar/2016: 14.00 – 17.00
**Instructor:** Oliver Bracht (eoda GmbH, Germany)
**Workshop language:** English, if non-German speaking participants attend. Otherwise German.

This workshop will include the following aspects: First steps in R, Structure of R, CRAN-Mirror, different environments/editors of R, usage of the internal help functions, internet based help sources, Basic concept and philosophy of R, Programming language, object orientation in R, functions, Example of how to use R.

*About the instructor:*
Oliver Bracht is Chief Data Scientist at eoda.

# WORKSHOP 5

## MITARBEITERBEFRAGUNGEN ONLINE (UND OFFLINE)

**Time:** Wednesday, 02/Mar/2016: 14.00 – 17.00
**Instructor:** Dr. Olaf Wenzel (IPF Wenzel – Institut für Personalforschung, Germany)
**Workshop language:** German

Der Workshop wird sich unter anderem mit folgenden Themen befassen: Formen/Anwendungsbeispiele von Mitarbeiterbefragungen, Rechtliche Aspekte bei Mitarbeiterbefragungen, Organisatorischer Ablauf von Mitarbeiterbefragungen, Typische Inhalte von Mitarbeiterbefragungen und Begleitkommunikation.

*About the instructor:*
Dr. Olaf Wenzel ist Inhaber von IPF Wenzel – Institut für Personalforschung.

# THE BIG SHOW-STOPPER: ONLINE RESEARCH IN THE STRANGLEHOLD OF DATA PROTECTION REGULATION?

**Time: Thursday, 03/Mar/2016: 14:00 - 15:30**

Data protection has become a dominant topic in social and market research. Legal and semi-legal regulations such as corporate governance, data protection codices as well as an increased public awareness for data protection issues have created an environment which appears to hamper and even prohibit many fields of applied online research. As if this was not enough, the legal situation is highly heterogeneous between countries, industries and companies. Even within single countries' legal systems it is ambiguous and seemingly in a permanent shift. The pending introduction of a General Data Protection Regulation (GDPR) in the European Union and the recent suspension of the Safe Harbor Agreement contribute to a situation which evokes nightmares for many researchers – or will do so, as soon as they begin to think about these issues.

What is the legal status quo and what is coming next? How are panellists' data to be handled, and how can data be transferred between agencies and their clients? How can the increasing demand for data protection on the client side be fulfilled? And how are cookies, geographical tracking, social data or other new research techniques to be dealt with?

Experts from different areas – the agency side, the client side, the association side and from the legal profession – will discuss this topic. Moreover, they will hopefully outline options as to how great research can further be done in this environment without researchers having to fear legal trouble.

Panellists:
- Andrea Schweizer (Kanzlei Prof. Schweizer)
- Dr. Thomas Rodenhausen (Harris Interactive AG)
- Kim Leonard Smouter (ESOMAR)

Discussion host:
- Prof. Horst Müller-Peters (marktforschung.de)

**ANDREA SCHWEIZER**
Kanzlei Prof. Schweizer

**DR. THOMAS RODENHAUSEN**
Harris Interactive AG

**KIM LEONARD SMOUTER**
ESOMAR

**PROF. HORST MÜLLER-PETERS**
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# KEYNOTE 1

**KEYNOTES**
VINCENT F. HENDRICKS & JANA DIESNER

# VINCENT F. HENDRICKS

Professor of Formal Philosophy and Director of the Center for Information and Bubble Studies (CIBS), University of Copenhagen, Denmark

## ONLINE BUBBLES

**Time: Thursday, 03/Mar/2016: 9:00 – 10:15**
It's an investment billions of us make every day – not a financial one, but an investment of time and effort into expressing our opinions on things we are sympathetic to, and those we detest. We pay respect, and expect a return – in terms of "likes" on a recently posted selfie. We are investors in social media, trading likes for likes all the time, and without much market research. Of course social media is awash with what the finance world would call liquidity – there is no shortage of likes, upvotes, posts and retweets. But too much liquidity can poison a financial market, leading prices to far inflate beyond their fundamental value – what we call a bubble. And perhaps it can also poison a market in which we invest opinions and expressions rather than money ... resulting in opinion bubbles, political bubbles, bullying bubbles, status bubbles, fashion bubbles, anger bubbles, shitstorms etc. What the brass tacks of these bubbles are, their structure and dynamics is in a nutshell the business of bubble studies.

**Literature & Material:**

- Vincent F. Hendricks & Pelle G. Hansen (2016). Infostorms: Why do we like? Explaining Individual Behavior on the Social Net. 2nd Revised and Expanded Edition, New York: Copernicus Books / Springer Nature
- Vincent F. Hendricks (2016). "Bubbles Studies: The Brass Tacks", forthcoming in Leading Frontier Research in the Humanities, ed. Emmeche, C., and Budtz, D. London: Bloomsbury. Penultimate version for download in PDF
- Vincent F. Hendricks (2015). If we over-invest in the social media bubble, what happens when it bursts?, The Conversation, 13.11.2015 / Enca.com, 14.11.2015 / PHYS.org 14.11.2015
- Vincent F. Hendricks (2015). "The Trouble with Bubbles", TEDx Talk, Frankfurt, September 29, 2015: https://www.youtube.com/watch?v=0M5awmxJh-s
- Center for Information and Bubble Studies @ University of Copenhagen: bubblestudies.ku.dk

### VINCENT F. HENDRICKS

is Professor of Formal Philosophy at The University of Copenhagen. He is Director of the Center for Information and Bubble Studies (CIBS) sponsored by the Carlsberg Foundation and was awarded the Elite Research Prize by the Danish Ministry of Science, Technology and Innovation and the Roskilde Festival Elite Research Prize both in 2008. He was Editor-in-Chief of Synthese: An International Journal for Epistemology, Methodology and Philosophy of Science between 2005 and 2015.

# JANA DIESNER

Assistant Professor at the iSchool at the University of Illinois at Urbana Champaign, United States of America

## RICH AND RELIABLE SIGNALS: MAKING RESPONSIBLE CHOICES FOR WORKING WITH SOCIAL INTERACTION DATA

**Time: Friday, 04/Mar/2016: 10:15 – 11:00**
Collecting and analyzing digital social trace data involves plenty of small choices with potentially big impact on research outcomes and derived implications and decisions. These choices refer to the recording and representation of data and settings for analysis methods and tools. While powerful computing and analytics solutions have helped us to scale up the overall research process, we have a poor understanding of the impact of these decisions on our findings, and insufficient best practices for documenting and communicating them. To address this gap, I will present our work on identifying the impact of accuracy issues with social interaction data on network analysis results.
Another often overlooked feature of digital trace data is the joint availability of information about social interactions and associated natural language use. I will present on our research on using text mining techniques to enhance network data with the ultimate goal of testing long-established network theories in unprecedented ways. I give an example where we leveraged sentiment analysis to label graphs with valence values in order to enable triadic balance assessment of communication networks. Our method enables fast and systematic sign detection, eliminates the need for surveys or manual link labeling, and reduces issues with leveraging user-generated (meta)-data for this purpose.
Finally, I will briefly touch on privacy and ethics issues related to collecting and examining social trace data.

## JANA DIESNER

is an Assistant Professor at the iSchool at the University of Illinois at Urbana Champaign. She is also an affiliate at the Department of Computer Science and a 2015 Faculty Fellow at the National Center for Supercomputing Applications (NCSA). Jana's research in human-centered data science and computational social science combines theories and methods from natural language processing, social network analysis and machine learning. In her lab, they develop and advance computational solutions that help people to measure and understand the interplay of information and socio-technical networks. They also bring these solutions into various application context, e.g. in the domain of impact assessment. For more information about Jana's work see http://people.lis.illinois.edu/~jdiesner/.
Our everyday usage of the Internet generates huge amounts of data on how humans collect and exchange information worldwide. In this talk, I will outline recent work in which we investigate whether data from sources such as Google, Wikipedia and Flickr can be used to measure and even predict real world human behaviour. I will provide case studies from the economic domain and beyond.


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# GOR BEST PRACTICE AWARD 2016

**Time: Thursday,03/Mar/2016: 10:45 – 11:45, 12:00 – 13:00**

Nominees for the GOR Best Practice Award 2016 come from the Center for Media & Health (The Netherlands) and Endemol (The Netherlands), InSites Consulting (The Netherlands) and Danone Dairy (The Netherlands) as well as from STURM und DRANG (Germany) and Sky (Germany).
The "best practice in commercial online market research" competition was introduced at the GOR conference in 2008 and has since become an important tradition at the General Online Research Conference. The prize is awarded annually.

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 SSI. The award will be presented to the winners at the GOR Party on Thursday evening and the laudatory speech will be held at the GOR award ceremony on Friday.

The Jury is chaired by Christian Michael (SSI). Further jury members are Sabine Menzel (L'Oreal) and Anke Müller-Peters (marktforschung.de).

Former laureates come from Barnes & Noble, Deutsche Telekom, Facit Digital, FactWorks, GIM, MAM Babyartikel, SKOPOS, Telekom Innovation Laboratories and Yahoo! Deutschland.

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**CHRISTIAN MICHAEL**
SSI

**SABINE MENZEL**
L'Oreal

**ANKE MÜLLER-PETERS**
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# D2: GOR BEST PRACTICE AWARD 2016 COMPETITION

## THE INSIGHT ACTIVATION STUDIO

Author: Willems, Anouk (1); De Ruyck, Tom (1); Temming, Annemiek (2)
Organisation: 1: InSites Consulting, The Netherlands
2: Danone Dairy, The Netherlands

Demonstrating impact is more than ever the name of the game for insight professionals. Together with Danone Benelux, we took on the challenge to turn insights into action across the organization. We developed a collaborative community platform, the 'Danone Activation Studio', helping Danone 1/to identify their consumer insight enthusiasts across the different teams, 2/to share insights with more colleagues in a faster way, 3/to make insights better through interaction and adding own observations 4/to ultimately increase the ROI of insights by turning them into action.

Danone is not the only company on the lookout for a solution to increase the impact of consumer insights. Our recent Market Research (MR) Impact study (2014) showed that only 45% of insight professionals and marketers believe research succeeds in changing the attitudes and decision of marketers and only 1 in 2 projects leads to change (Schillewaert et al, 2014). This lack of impact is not a matter of budget. Rather than spending more, the critical driver for impact is to maximize the value of spending (BCG study, 2009).

So, the goal is to trigger meaningful actions which turn insights into concrete ideas, stronger brands and future-proof business concepts in order to deliver better consumer experiences. Danone, a multinational food products corporation, understands this goal very well. The company recently launched the 'Danone 2020' Manifesto, a business transformation program designed for a sustainable, collaborative and community-engaging future. Inspired by this Manifesto, the Benelux Consumer Insight Team saw the opportunity to create an environment where consumer insights come to life, stimulate collaboration and catalyze bottom-up innovations: the Danone Activation Studio. To engage the Danone Benelux employees and unite them in the Danone Activation Studio, we identified 8 rules for success. During our presentation, we will illustrate each of these rules for success.

## OMNICHANNEL CULTURAL RESEARCH – COMBINING ON- AND OFFLINE ETHNOGRAPHIC RESEARCH FOR UNDERSTANDING IRRATIONAL CONSUMER BEHAVIOUR

Author: Ix, Kathleen (1); Wolf, Andrea (2)
Organisation: 1: STURM und DRANG, Germany; 2: Sky, Germany

*Relevance & Research Question:* People don't think what they feel – and they don't say what they think. The good news: their behaviour, feelings and thoughts are predictably irrational. The problem of many market research results: they don't go beyond articulated needs and explicit behaviour. Via our omnichannel cultural research approach (the combination of on- and offline ethnographic research), we understand the contextual factors driving consumption behaviour. Our client Sky used this holistic approach in order to understand how the emergence of new technologies, new providers as well as changing entertainment habits shape TV/entertainment culture.

*Methods & Data:*
1. Narrative interview: Gaining deep insights into consumers' living environment

Via the story listening approach, we entered cognitive perceptual worlds and explored drivers and barriers of the entertainment category. Moderated online forums facilitated easy and intuitive storytelling.

2. Participatory observation: Understanding behaviour and interactions

Via participatory observation, we explore behaviour, statements and interactions within its cultural context. For Sky, we asked our participants to document their daily entertainment moments via self-ethnography tools (e.g. online (video) diaries). Subsequently, 8 in-home immersions were conducted to further explore user behaviour in different contexts and to identify incoherencies regarding what consumers said, did and felt.

3. Semiotic analysis: Capturing associations and memories

Semiotic practices allow us insights into the meaning and application of symbols. Visual-driven exercises (e.g. via online whiteboard tasks or picture/video uploads) help us elicit hidden associations and memories.

4. Cultural Probing: Mapping individual perceptions

Mental mapping exercises help us to put thoughts, experience, associations and emotions in relation to each other. For example, we used drag'n'drop in our online research community to understand perceived brand architecture of Sky.

*Results:* While consumers increasingly demand instant gratification of their entertainment needs as well as endless choice, they also savour moments of anticipation, looking forward to special sports event, movie or their favourite TV series.

*Added Value:* By combining ethnographic online and offline research, we were able to go beyond the obvious and, instead, identified surprising conflicts regarding the changing culture of entertainment. Our insights inspired the new Sky campaign.

## MARK MY WORDS - AN INNOVATIVE METHODOLOGY FOR SOCIAL MEDIA RESEARCH

Author: Lubjuhn, Sarah (1); Bouman, Martine (1); van Steijn, Martin (2)
Organisation: 1: Center for Media & Health, The Netherlands; 2: Endemol, The Netherlands

*Relevance & Research Question:* The Center for Media & Health (CMH) believes in the power of storytelling to create social change in the field of health, sustainability and social tolerance. CMH developed an innovative and applied research project 'Mark My Words' (MMW) based on the concept of 'markers'. Markers are unique words or expressions that do not exist and are newly invented to study the effects of storytelling formats. Powerful markers can be a trigger for online conversations. In MMW the CMH designed in collaboration with the scriptwriters of the soap series Good Times Bad Times (GTBT) unique markers that were incorporated in storylines around health issues (drug addiction and brain damage). GTBT is a long running and popular soap series in the Netherlands with approximately 1.8 million viewers. When viewers use these specific markers in their online conversations and social discourse the effect can be directly attributed to the specific storylines in GTBT. The research question of this pioneering MMW project was: How can we track with the use of markers, interpersonal health conversations in social media, and what are the strengths and weaknesses of this methodology in practice and theory?

*Methods & Data:* The methodology of MMW was based on the following steps: (1) designing specific markers and integrating them in the storylines of GTBT, (2) defining search strategies for data collection (3) broadcasting the GTBT storylines on television (4) detecting and collecting the markers in online conversations on Facebook, Twitter and other social media with a social monitoring tool (5) analyzing the data using text mining techniques.

*Results:* MMW had very interesting results. Both on the GTBT online community as in real life the markers were used by viewers and it was interesting to see how they thought and talked about the specific storylines. Markers can be an effective tool to measure if and how viewers talk about media programs on social media.

*Added Value:* This innovative best practice research project compensates for the limitations of traditional designs (such as randomized controlled trials) and enables researchers to capture the particular mechanisms involved in web-based and social media interventions.

# GOR POSTER AWARD 2016

**Time: Thursday, 03/Mar/2016: 14:00 – 15:30**

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 2016 comes with a prize money of € 500.

Posters are presented in a plenary session on Thursday, 3 March 2016, 14.00 – 15.30. 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 2016. The poster award ceremony will take place on Friday, 4 March 2016 at 11:00.

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**Past winners of the GOR Poster Award are:**

- 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" (2nd place) 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" (2nd place).
- GOR Poster Award 2014: Maria Douneva (University of Muenster), Rafael Jaron (NORDLIGHT research) and Meinald Thielsch (University of Muenster) for their poster "Effects of website design on first impressions, aesthetic judgments, and memory performance" and Ines Schaurer, Bella Struminskaya and Lars Kaczmirek (all GESIS) for their poster "Incentives on demand in a probability-based online panel: redemption and the choice between pay-out options"
- GOR Poster Award 2013: Anna Schnauber (University of Mainz) and Dr. Teresa K. Naab (Hanover University of Music, Drama and Media) for their poster "Measuring Media Habits in a Self-Administered Online Questionnaire"

**The members of the GOR Poster Award 2016 jury are:**

**PROF. DR. FRIEDRICH FUNKE**
Jury Chair, Dresden University of Technology

**YVONNE PRILL**
Keyfacts Onlineforschung GmbH

**ALEXANDER WENZ**
University of Essex

**SEBASTIAN GÖTTE**
aproxima

**PROF. DR. MARTIN WELKER**
HMKW Hochschule für Medien, Kommunikation und Wirtschaft / University of Applied Sciences

# GOR THESIS AWARD 2016

**Time: Thursday, 03/Mar/2016: 15:45 – 16:45 and 17:00 – 18:00**

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 competition parts.

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. This year we have had a high number of 18 submissions for the contest. Theses must have been submitted in 2014 or 2015, 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 2016 are:**

Dissertations:

- “Visualizing Research Fields Based on Scholarly Communication on the Web” by Peter Kraker (Know Center, Austria)
- “Online corporate communication management: Management concepts, Multi Loop Model, and Social Media Governance” by Anne Linke (University of Leipzig, Germany)
- “Risks and Uses of communication on Social Networking Sites: Theoretical Modeling and Empirical Findings Applying the Theory of Reasoned Action” by Julia Niemann (Hanover University of Music, Drama & Media, Germany)

Bachelor/Master:

- “Attentional Bias in Pathological Internet Gamers using a web-based Addiction Stroop” by Franziska Jeromin (Philipps-University Marburg, Germany)
- “Motivated Underreporting and Response Propensity: Do persons likely to respond give better answers to filter and eligibility questions?” by Jessica Wengrzik (GESIS – Leibniz-Institute for the Social Sciences, Germany)
- “The aesthetics of business reports: An application of the VisAWI” by Manuel Wirth (University Muenster, Germany)

**GOR Thesis Award 2016 jury:**

**PD DR. MEINALD THIELSCH**
Jury Chair, University Muenster & DGOF Board

**DR. FREDERIK FUNKE**
LINK Institut für Markt- und Sozialforschung GmbH & datagladiator.net

**PROF. DR. LUTZ HAGEN**
Dresden University of Technology

**PROF. DR. BERNADETTE KNEIDINGER-MÜLLER**
University of Bamberg

**PROF. DR. THOMAS KÖHLER**
Dresden University of Technology

**DR. OLAF WENZEL**
IFP Wenzel

**MARKUS WEISS**
Questback GmbH

# ABSTRACTS

## TRACK TOPICS

**A: Online Research Methodology**
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**B: Data Science for Policy and Business**

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in cooperation with Science 2.0 Leibniz Research Alliance

**D: Applied Online Research (Angewandte Online-Forschung)**
in cooperation with marktforschung.de

# A2: GAMIFICATION

## GAMING-GENRES AND MOTIVATION: WHY DO WE PLAY WHAT WE PLAY?

Author: Stetina, Birgit U.; Klaps, Armin; Kovacovsky, Zuzana; Aden, Jan; Bendas, Christoph; Daude, Alicia; Kluss, Katharina; Lehenbauer-Baum, Mario
Organisation: Sigmund Freud University, Austria

Online gaming is one of the most discussed topics nowadays in the media. However, it seems that the facts that online gaming itself is a term used large group of many different gaming genres is not very well known. The motivational backgrounds to play these different genres were the underlying research question of the presented study. Yee's (2006) taxonomy of motivation factors in online gaming with his three higher-level factors "Achievement", "Social" and "Immersion" and 10 underlying components (Advancement, Mechanics, Competition, Socializing, Relationship, Teamwork, Discovery, Role-Playing, Customization and Escapism) originally surveyed MMORPG players and has not been employed for a wide range of game genres so far.

Using a web-based questionnaire 4238 gamers (14+) (mean age 24.29 years; 91.7% male, 7.8% female, 0.5% transgender/genderqueer) from German speaking areas were surveyed. In addition to demographic questions the Gaming Motivation Scale (Yee, 2006) and several clinical scales were used. Participants were categorized according to their preferred game into seven genres (MMORPG, Shooter (incl. MMO & Tactical), Casual, Actions RPG (incl. Horror/Survival), MOBA, Simulation, RTS/S). Statistical analyses included explorative methods and diverse GLM procedures such as ANOVAs and additional effect size calculations.

Motivational differences were significant in all motivational factors between genres. The most relevant results with huge effect sizes were found in the motivational factors "Competition" ($F(6, 2736) = 64.618$, $p<.001$, $\eta2=.31$) and "Role-Playing" ($F(6, 2731) = 29.647$, $p<.001$, $\eta2=.30$) as motivational components and "Achievement" ($F(6, 2534) = 47{,}060$, $p<.001$, $\eta2=.33$) as higher-level factor. Furthermore gender differences similar to Yee's (2007) findings were found in all genres with "Achievement" as most relevant differentiating factor ($r=.31$/Yee: $r=.26$) and "Competition" as another highly relevant component ($r=.31$/Yee: $r=.17$).

Yee's motivational factors play a crucial role in differentiating between gaming genres and seem to reflect characteristical genre aspects such as "Competition" being most relevant for Shooters and MOBAs and "Achievement" being most relevant for MOBAs in the current study. A unique motivational pattern can be identified for each genre. Online gaming is one of the most discussed topics nowadays in the media. However, it seems that the facts that online gaming itself is a term used large group of many different gaming genres is not very well known. The motivational backgrounds to play these different genres were the underlying research question of the presented study. Yee's (2006) taxonomy of motivation factors in online gaming with his three higher-level factors "Achievement", "Social" and "Immersion" and 10 underlying components (Advancement, Mechanics, Competition, Socializing, Relationship, Teamwork, Discovery, Role-Playing, Customization and Escapism) originally surveyed MMORPG players and has not been employed for a wide range of game genres so far.

## GAMIFYING QUESTIONS USING TEXT ALONE

Author: Cape, Pete
Organisation: SSI, United Kingdom

*Relevance & Research Question:* Most practitioners will be aware of the concept of gamification. Fewer however will be aware of how gamification can be achieved in practice and most, we suspect, will be overwhelmed at the prospect of designing a 'game'. In this presentation we propose a framework for understanding gamification, without the need for games. We define the key features of a game and link this to established theories of motivation and questioning practices emanating from behavioural economics. In experiment we ask the question – can simple text based gamification techniques give us richer and deeper data than our traditional questioning style?

*Methods & Data:* The results of two experiments will be presented. In both instances online interviewing was employed. The first experiment looks at a question of spontaneous brand awareness within the Mobile Phone category. 150 interviews per test (gamified) and control (standard) cell were undertaken. In this test we introduce a game mechanic, the question itself is unchanged. Data to be presented will be the number of brands mentioned and what those brands are. In the second experiment we conducted surveys in two countries with 600 and 300 interviews per country per cell (gamified vs non-gamified). In this experiment game consisted of adding a hypothetical scenario to and open question – getting the respondent to imagine they were speaking to the CEO. A rule that a maximum of only 3 things could be said to the CEO was added.

*Results:* In the first experiment the number of brands mentioned on average increased from 4 to 6. These brands were not obscure "extra" brands, but more mentions of the best known brands. This implies that our standard online questioning techniques encourage satisficing behaviour. The second experiment resulted in more content (measured by number of characters typed) and more codable content being given. The number of people giving 3 codable answers increased from 5% to 47%.

*Added Value:* In addition to proving again that gamification 'works' to increase data this paper also shows how simple it is to execute a gamified question using text alone.

## USING BEHAVIORAL ECONOMIC GAMES AS REPLACEMENT FOR GRID QUESTIONS TO INCREASE RESPONDENT ENGAGEMENT

Author: Buder, Fabian; Unfried, Matthias
Organisation: GfK-Nürnberg e. V., Germany

*Relevance & Research Question:* Latent variables like trust, brand image or attitudes toward a product are widely used in explaining consumer behavior. As these constructs are not directly observable, multi-item scales (also referred to as grid questions), sets of consecutive text statements using the same response scale, are a common measurement instrument. But, the use of grid questions is controversially discussed especially in terms of respondent engagement. This contribution evaluates to what extend experiments with simple behavioral economics games in questionnaires produce similar information about subjects' attitude and provides insights into potentials of such games in terms of engaging and incentivizing respondents.

*Methods & Data:* The data for this contribution were obtained from a two-part survey study: a traditional questionnaire including grid questions on different characteristics regarding the trustworthiness (e.g., diligence, honesty) of people from other European countries as well as two simple games on honesty and the willingness to volunteer. After playing the game the respondents were asked to assess the behavior of participants from other countries to measure their attitudes towards people from these countries. The respondent's monetary reward depended on the accuracy of this assessment.

Firstly, we checked if grid questions and games yield similar results. Secondly, data from the grid questions were analyzed with respect to indications of decreasing respondent engagement over time (decreasing variance between evaluations of different countries, straight lining etc.).

*Results:* In terms of outcome, grid questions and games show quite comparable results regarding, e.g., the ranking of the countries. Regarding respondent engagement, first results for the grid questions indicate decreasing respondent engagement over time.

The biggest advantage of games is the incentive compatible payment. Using just grid questions it is only possible to reward respondents' participation, not thoughtful responses. In the applied games respondents' answers determine their individual payoff motivating them to give honest and thoughtful responses. Evidence shows that the social desirability bias can be reduced.

*Added Value:* The contribution demonstrates a new way to evaluate latent constructs in questionnaires using behavioral economic games. The advantages lie in a higher respondent engagement and better opportunities to incentivize respondents for thoughtful responses.

# B2: DATA SCIENCE FOR POLICY

## THE EFFECTS OF USING FACEBOOK AND TWITTER ON CANDIDATES' ELECTORAL SUCCESS: THE CASE OF THE GERMAN FEDERAL ELECTION 2013

Author: Roßmann, Joss; Gummer, Tobias; Quinlan, Stephen
Organisation: GESIS – Leibniz Institute for the Social Sciences, Germany

*Relevance & Research Question:* Social media have become a constant in the daily lives of many people. Accordingly, some forms of social media presence are now considered as a necessary component of modern election campaigns. However, despite the growing body of research on the use of social media by candidates the empirical evidence on whether using social networks like Facebook or microblogging services such as Twitter have significant effects on electoral outcomes are very limited. Thus, our contribution studies the effects of the use of Facebook and Twitter by candidates in the 2013 German national election on their electoral success.

*Methods & Data:* Our analyses use data from different sources: The German Longitudinal Election Study (GLES) candidate survey (N=1,130), data gathered by GESIS on the Facebook and Twitter use of all candidates in the 2013 German election (N=2,706), and official data on the vote results. Combining these data provides us with a wealth of attitudinal, behavioral, and socio-demographic data on the candidates as well as the use of social media in their election campaigns. We employ regression methods to investigate the effects of politicians' use of social media on electoral outcomes.

*Results:* First, we find that the patterns of use of social media by candidates differ between channels. While Twitter is used by a highly selective subgroup of candidates, Facebook is more widely-used. Second, looking at electoral outcomes, our results show that the most important predictors of electoral success are party, incumbency, and resources. Third, the direct effects of using social media on electoral outcomes are very limited at best. We do not find significant effects for Twitter and the effects of using Facebook are weak and inconsistent across models.

*Added Value:* First, our study is a contribution to the limited body of research on the impact of using social media in campaigning on electoral outcomes. Second, our results rely on the total of candidates from the relevant parties and, thus, remedy shortcomings of more selective data. Third, combining survey with social media data enables us to perform in-depth analyses and control for additional variables.

## THE IMPACT OF SOCIAL NETWORKS ON ACCURACY AND SPEED OF DISASTER INFORMATION. AN ANALYSIS OF THE ELBE FLOODING OF 2013

Author: Fischer, Jana; Hellmund, Peter; Hagen, Lutz M.
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*Relevance & Research Question:* During the flooding of 2013 for the first time social media channels were used by citizens to spread and search for information concerning the event. On one hand this lead to an unprecedented mobilization of volunteers. On the other hand the information flow wasn't controlled by any professionals so that misinformation could spread.

Therefore official disaster management organizations search for future options to channel the streams of information.

In order to develop advice for future natural disaster we ask:

1. What was communicated on Twitter and Facebook during the flooding?
2. How accurate and up-to-date was the information on Twitter and Facebook?
3. How did the information spread and which were the central influencers?

*Methods & Data:* Using the example of Dresden communication data on the social media channels Facebook and Twitter was collected.

On Twitter all tweets containing the search terms „fluddhilfe", „Dresden" or „Hochwasser" were collected in the period of 03.06.2013–11.06.2013 (N=12.114 Tweets).

On Facebook only public posts on Fanpages could be analyzed. Facepager was used to collect all posts of the most "liked" pages concerning the flooding in Dresden:

- Fluthilfe Dresden
- Elbpegelstand
- Hochwasser Dresden

(N=55.316).

To answer the research questions a mixed method approach was applied:

1. A quantitative content analysis of Tweets and Facebook-Posts analyzing the topics, opinions and emotions.
2. A Test of information trueness by comparing the water levels and forecasts disseminated on Twitter and Facebook with official data.
3. A social network analysis of the Twitter data to detect Retweet patterns and central actors.

*Results:* Twitter was found to be a channel for relevant and reliable information. Communication on Facebook in contrary is more personal and opinion based. Information trueness was high on Twitter and Facebook. Media organizations could be identified as central actors and information providers in the Twitter network.

*Added Value:* Recommendations could be developed for disaster managers to become a credible source and influencer on the social media channels. Limits of such social media analysis during disasters were discussed.

## INTERNATIONALIZATION OF CLIMATE CHANGE DISCOURSE ON TWITTER

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2: Carnegie Mellon University, Pittsburgh, USA

*Relevance & Research Question:* The scientific and journalistic consensus about its existence notwithstanding, anthropogenic climate change and global warming remain politically and socially polarizing topics, particularly in online environments. Moreover, researchers blame the lack of comprehensive climate legislation and mitigation policies on the fact that advocates have failed to engage the public. Although research on climate change communication has grown significantly in recent years, there are still research gaps, particularly regarding online discussions and the contribution of different actor groups (e.g., political, scientific, industry, media, NGO, grassroots actors). Our project addresses some of these voids by providing an analysis of climate change discussions from the Twitter microblogging platform.

*Methods & Data:* From the Twitter Decahose (a 10% sample of all tweets) we extracted about 1 Million tweets over the course of three years related to climate change in multiple languages. We created user networks based on mentions and re-tweets for 20 countries/regions of interest. We analyzed each of these networks in terms of reciprocity, fragmentation, and language diversity as well as the interconnectivity of the regional networks. We also localized regional networks in the global Twitter discourse network. Additionally, we analyze the polarization of selected language networks and investigate if people with similar views primarily communicate with one another (homophily).

*Results:* We reveal different structural properties for different countries/regions. In general, we show evidence that these discourses form sparse networks in which news media and governmental institutions (e.g. NASA) play a crucial role. Although, the majority of diadic interactions stays within national borders (75+%), we can also observe a tendency of internationalization in the climate discourse networks on Twitter, often triggered by media, but also around international events (e.g. people's climate march).

*Added Value:* We not only analyze which actors from different societal levels contribute to Twitter communication on climate change in different regions and countries, examine the conversational connections, and identify the most authoritative actors in the different networks, we also study network level characteristics. Moreover, we are especially interested in determining the geography of communication on climate change and how trans-/international the different networks are.

# C2: SOCIAL MEDIA IN ACADEMIC RESEARCH

## SOCIAL NETWORK SITES, CITATIONS AND VISIBILITY: A QUANTITATIVE ANALYSIS OF SOCIAL NETWORK MEMBERSHIP AND ITS IMPLICATIONS FOR ACADEMIC REPUTATION

Author: Dresse, Marcel (1); Schröder, Isabel (2)
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*Relevance & Research Question:* While research has assessed the general usage of Social Networks Sites (SNS) in the academic workflow, potential effects of SNS activities on academic visibility have been disregarded so far. To our knowledge, there is no study comparing different SNS with regard to their ability to increase visibility of German scientists. Further, a general understanding of SNS in academia is lacking. Our contribution is closing this gap by answering the question of how activity in SNS is affecting visibility and academic reputation.

*Methods & Data:* In our analysis we are currently focusing on a sample of German-speaking sociologists (N=233) drawn from the members of the German Sociological Association (DGS). Activity levels, based on a definition by the authors, at Academia.edu, Twitter and Xing as well as citations based on Google Scholar and Web of Science data were collected for these persons. The data was supplemented by the number of queries for these sociologists that were registered in log-files from the social science portal Sowiport. We applied multivariate OLS-regression to assess the impact of active social networking on academic visibility as well as variance analysis to check for group specific differences.

*Results:* Activity in SNS proved to have a positive impact on the visibility of scientist's work measured by citations. Group comparisons showed, that different platforms are used dependent on researcher's academic status, explaining different shares of variance in their visibility. Our results indicate that activities in social networks serve as useful information sources even for users without own profiles. However, the usage of SNS seems not to affect how often people search for scientists in Sowiport. Our data suggest that increased visibility through SNS reduces the number of queries in Sowiport.

*Added Value:* Investigating the relationship between activity in social network sites, including academic and non-academic platforms, our paper helps to understand the impact of the social web on academic visibility and addresses different functions and implications of the existing platforms in academia. Further, using log-files from Sowiport and comparing them to traditional scientometrics, the relevance of search histories for measuring visibility is tested in our paper.

## USAGE OF SOCIAL MEDIA AND ONLINE TOOLS IN ACADEMIC PRACTICE

Author: Pscheida, Daniela (1); Minet, Claudia (2); Herbst, Sabrina (1); Albrecht, Steffen (3); Köhler, Thomas (1)
Organisation: 1: TU Dresden, Germany; 2: HS Mittweida, Germany; 3: KIT Karlsruhe, Germany

*Relevance, Research Question and Added Value:* The Science2.0-Survey investigates the dissemination and use of online tools and social media applications among scientists of all disciplines at German universities (institutions of higher education) and research institutions (Leibniz, Helmholtz, Max Planck). Even though theories of media usage are rather unspecific recent statistics suggest a widespread distribution of social media in the overall population. As well, such tools have found acceptance in science and must therefore be considered a central component of scientific working processes.

*Data and Results:* The data gathered show that certain usage patterns have already been consolidated with regard to the use of these tools in everyday scientific work. Yet, online tools and social media applications are thereby most commonly utilized in a Research context. In addition to Wikipedia (67%), the top three tools used here are online archives and databases (63%), reference managers (49%) and content sharing and cloud services (43%). In teaching, classical learning management systems (32%) play a significant role, even though this mainly applies only to universities.

The main factors cited by scientists as preventing them from using online-based tools and social media applications professionally are a lack of benefit for their own work, insufficient technical assistance and insufficient time to become familiar with the handling of the tools. With regard to the attitudes of scientists in relation to the use of online tools and social media applications, results show that they are aware of privacy issues and have relatively high concerns about the spread of and access to personal data on the Internet. However, scientists generally have few reservations about dealing with social media and show themselves to be open to new technological developments.

*Methods & Data:* This data report documents the results of a Germany-wide online survey of 2,084 scientists at German universities (1.419) and research institutions (665). It explores the usage of 18 online tools and social media applications for daily work in research, teaching, science administration and science communication and was conducted in mid-2014 as a joint project of the Leibniz-Research-Alliance „Science 2.0" led by the TU Dresden's Media Center.

## CHARACTERISTICS OF TWITTER USAGE AT SCIENTIFIC CONFERENCES

Author: Lemke, Steffen (1); Mazarakis, Athanasios (1); Peters, Isabella (2)
Organisation: 1: Kiel University; 2: ZBW – German National Library of Economics – Leibniz Information Centre for Economics

*Relevance & Research Question:* Scientific conferences offer diverse possibilities for purposeful utilization of the micro-blogging service Twitter. Conference organizers can effectively convey organizational announcements to the conference's attendants. Non-attendant members of the scientific community can use Twitter to still witness the conference's talks and discussions from afar by following the output of tweeting attendants. This study answers when during a scientific conference Twitter is used by whom for which purposes.

*Methods & Data:* The study observes and compares the Twitter communication around two runs of the Science 2.0 Conference (Hamburg, March 26th-27th, 2014 and March 25th-26th, 2015) by collection and analysis of 1177 tweets containing the conference's official hashtag. Special focuses are the differentiation between tweets sent by conference attendants or externals, the analysis of short-term peaks in tweet emergence and the development of a codebook for classifying conference tweets. Said codebook was used to classify the tweets regarding three dimensions: communication purpose (6 categories), target of a contained URL (10 categories) and scientific topic of the tweet (11 categories).

*Results:* Comparing the overall findings for both runs (e.g. the tweets' temporal spreading) reveals a high grade of consistency between them, indicating the existence of prevalent regularities regarding Twitter communication around scientific conferences. While attendants and externals follow similar patterns regarding when they tweet, remarkable differences regarding what they tweet about are ascertainable - attendants' tweets for example were more likely to discuss conference contents than externals' tweets (51.23% versus 23.88%), while those sent by externals contained URLs considerably more often (46.77% versus 35.04%). The codebook was evaluated by calculating Fleiss'/Cohen's kappa with three raters in 2014 and two raters in 2015, revealing moderate to substantial levels of agreement regarding purpose (0.60 in 2014, 0.83 in 2015) and topic (0.58 in 2014, 0.64 in 2015) and high agreement regarding URL-target (0.85 in 2014, 0.96 in 2015).

*Added Value:* The codebook is designed to be easily applied to other conferences. Its further validation and improvement could ultimately lead to the derivation of general algorithms for the automatic classification of tweets, thus providing new instruments in the field of big data analysis.

# A3: REPRESENTATIVENESS AND BIASES IN ONLINE PANELS

## PROPENSITY SCORE WEIGHTING IN A WEB-BASED PANEL SURVEY: COMPARING THE EFFECTS ON ATTRITION BIASES IN ATTITUDINAL, BEHAVIORAL, AND SOCIO-DEMOGRAPHIC VARIABLES

Author: Gummer, Tobias; Roßmann, Joss
Organisation: GESIS – Leibniz Institute for the Social Sciences, Germany

*Relevance & Research Question:* Propensity score weighting (PSW) is frequently used to correct for attrition biases in panel surveys. While there is a rich methodological literature on the logic of PSW and studies on its practical application, we face a lack of in-depth discussion on the effects of using PSW to correct for attrition biases in attitudinal, behavioral, and socio-demographic variables. Consequently, we address the questions, first, whether there are differences in attrition biases between different types of variables and, second, whether we can identify patterns in the effects of applying PSW across these types of variables.

*Methods & Data:* Our analysis draws on data from a seven-wave web-based split-panel survey conducted during the campaign to the 2013 German federal election. The panel is supplemented with cross-sectional surveys that are comparable in terms of sampling and questionnaire. We use these cross-sections to assess attrition biases in the corresponding waves of the panel survey. The propensity score weights are calculated using the predicted propensity of respondents to participate in consecutive panel waves. The estimation of the response propensities draws on the data from the first panel wave. We assess the effect of applying these weights on attrition bias in 48 attitudinal, 38 behavioral, and 27 socio-demographic variables.

*Results:* Our results show that PSW successfully reduced biases in 72 out of the 113 variables. However, looking at the three types of variables, we find the rate of success to be lowest for behavioral variables compared to socio-demographics and attitudinal variables. Furthermore, the magnitude of the reduction in biases is lower for socio-demographic and behavioral variables compared to attitudinal variables.

*Added Value:* Our findings suggest –while considering the estimate-specific nature of bias–, first, that biases vary across different types of variables and, second, that the effects of PSW are not homogeneous across these types. Accordingly, we recommend not to restrict evaluations of attrition in a panel survey to a limited set of (socio-demographic) variables, because this may result in an underestimation of the magnitude of biases and an overestimation of the ability of PSW to reduce biases in other (types of) variables.

## PARTICIPATION IN A MIXED-MODE PANEL OVER THE COURSE OF THE FIELD PERIOD: AN ANALYSIS OF DIFFERENT RESPONSE PROPENSITY STRATA

Author: Struminskaya, Bella; Gummer, Tobias
Organisation: GESIS – Leibniz Institute for the Social Sciences, Germany

*Relevance & Research Question:* Online survey researchers are often confronted with the question for how long they should set the field period. On the one hand, a longer fielding time might lead to higher participation, while on the other hand it requires survey managers to devote more of their time to the data collection efforts. To facilitate the decision about the length of the field period, we study how sample composition changes during the field period. Our main research question is whether a longer fielding time reduces the risk of nonresponse biases.

*Methods & Data:* We use data from the GESIS Panel, a probability-based mixed-mode panel of the general population in Germany that was recruited in 2013 and started the regular operation in 2014 (N(active panel)= 4,938). We analyze both the online and the offline samples, in which respondents were invited to bi-monthly online and mail surveys with a field period of two months. Drawing on information collected during the recruitment interview and the first self-administered survey in 2013, we predict response propensities and divide the panelists into three different strata. We then analyze whether these propensity strata show different response patterns over the field period. We seek to answer the question whether we are getting “more of the same” respondents (i.e., potentially higher nonresponse bias) or different respondents (i.e., potentially lower nonresponse bias) towards the end of the field period.

*Results:* Preliminary findings indicate that different variables predict participation in online and offline modes. Response patterns of the two high-propensity strata are similar for the online and offline modes, however, response patterns for the low-propensity strata differ over the field period between the modes. There is an indication that decreasing the length of the field period would increase potential bias in the online mode more than in the offline mode.

*Added Value:* This study contributes to the understanding of response patterns during the field period. Analysis of potential biases due to increasing or decreasing the fielding time can help survey practitioners determine the optimal field period for online and mail surveys.

# B3: DATA SCIENCE FOR BUSINESS

## AUTOMATIC DETECTION OF E-COMMERCE ADOPTION FROM ONLINE DATA

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Organisation: Universitat Politècnica de València, Spain

*Relevance & Research Question:* In the transition to the digital economy, the implementation of e-commerce strategies contributes to reduce costs and obtain competitive advantages. Indeed, monitoring the adoption of e-commerce by firms is an important concern for national and supranational statistical offices, which include questions about e-commerce in their surveys to businesses. However, most of the information about e-commerce adoption is available online through corporate websites, which are usually public and suitable for being automatically collected and processed. In this context, this work proposes to build a predictive model to detect e-commerce availability from the automatic analysis of corporate websites.

*Methods & Data:* We have designed and implemented a system to automatically scrap and process corporate websites, which include techniques such as text and link analysis and Big Data learning methods. More than 150 website features were extracted and included in the predictive model. To test the system, we have built a data set consisting of 426 corporate websites of manufacturing firms from France and Spain.

*Results:* Results show that the proposed model manages to predict the availability of e-commerce with a precision about 85%. A more detailed analysis evidences that websites with e-commerce tend to include some specific keywords and have a private area.

*Added Value:* The potential of online data for providing fresh and precise knowledge about economic activities is enormous, as some incipient research is evidencing. In this vein, this is the first research work that proposes and implements a system for detecting the adoption of e-commerce strategies by scraping and analyzing corporate websites. Given the automatic nature of the proposal, a large scale monitoring could be developed, providing policymakers with prompt information for making decisions related to Internet and law regulations on this matter.

## INTO THE JUNGLE: WHAT BIG DATA NEEDS MARKET RESEARCH FOR

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*Relevance & Research Question:* The data jungle in companies grows and grows. Why do we still need market research, if we know everything already? Is there still a justification for collecting new data by conducting market research surveys in the big-data era we live in? There is: The big data in companies' databases typically describes who the customers are and what they do, but not why. The ideal customer database contains not only descriptions and actions, but also attitudes and opinions, i.e. typical information that is collected in online surveys. In this presentation, we address the challenge of estimating the "why" from the "who" and the "what".

*Methods & Data:*The basis is formed by two datasets: a large one (the customer database) and a small one (the survey data). On the latter, predictive-analytics models are trained. On the customer data the models are applied to estimate the desired survey information for each case. This procedure requires a set of common variables in both datasets, which can be used as predictors. In a proof-of-principle manner, case studies based on large online survey data are shown. A real check of the models requires complete information for the entire dataset. Therefore part of the survey data was used in place of the database. Real behavioral data are expected to improve the models.

*Results:* The results show that machine-learning techniques can be the bridge between big data and online survey data. In the case studies, several prediction methods are compared. The influence of the size of the survey data sample is studied in detail. The limitations of such models are discussed. However, even if a model performance looks rather mediocre, it can still provide a relevant business advantage.

*Added Value:* The key skill of online market research is gaining insights in the customers' attitudes, opinions, wishes, and potential future behaviors. Instead of trying to replace online survey by mining big data, the valuable survey data should be integrated into the big data. The presented concept enables companies to profit from both: the quantity of big data and the quality of survey data.

## UTILIZING TWITTER AS A JOURNALISTIC WORK-TOOL: THE ISRAELI CASE-STUDY

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*Relevance & Research uestion:* With over 300 million monthly active accounts, Twitter is one of the most popular social networks worldwide. Still, patterns of usage and adoption in Israel are much more complex. Most citizens – many of whom are enthusiastic Facebook and WhatsApp users – refrain from using Twitter, while media professionals (as well as various political players) are dominant participants in this arena. This research looks at the roles that Twitter is playing in the lives of Israeli news people. Research questions focus on the ways in which they utilize Twitter for their personal, as well as for their professional needs, and the different perceptions they have concerning its roles in their lives.

*Methods & Data:* Senior media professionals with an active Twitter account were directly contacted and asked to answer an overt questionnaire. High response rate (70%) of the initial professional list was attained within two months. The questionnaire included closed questions and a few opened questions.

*Results:* 63 media professionals - including senior news analysts and reporters – have answered our questionnaire, 45% of which hold Twitter accounts for more than two years. Findings suggest that Twitter is rarely used for private personal messages: 64% of the respondents always post on Twitter as journalists (vs. as private users), and 77% of them aim their posts at their colleagues. Twitter is considered as „"an excellent working tool"" (75%), one that respondents do not want to work without (54%). 50% claim it has a significant role in setting the media agenda. Likert-style statements towards Twitter comprised two index variables: ‚positive attitude' and ‚presumed influence' of Twitter. A positive correlation ($r=.424$, $p<.001$) exists between positive attitude towards Twitter and the seniority of using it. Even stronger correlation ($r=.641$, $p<.001$) was found between positive attitudes towards Twitter and its presumed influence on the daily journalistic work.

*Added Value:* This research focuses on a unique case-study, where unique patterns of adopting a highly popular online social network exist. In light of its limited diffusion into society as a whole, this study demonstrates Twitter's significant role among Israeli news professionals.

# C3: COLLABORATION AND ENGAGEMENT

## SCIENCE 2.0: ONLINE MEDIA USE AND ATTITUDES TOWARDS CLIMATE CHANGE

Author: Taddicken, Monika; Kohout, Susann; Reif, Anne
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*Relevance & Research Question:* The participatory web gives users opportunities to become actively involved into scientific processes. They have the chance to both easily inform themselves about and supportively or critically discuss scientific issues, results, and scientists. With thus, it is to assume that online use affects the users' attitudes towards and knowledge about science issues. However, earlier research in the US has found the deference to scientific authority as most important predictor for attitudes towards scientific issues – not media use or knowledge (Brossard & Nisbet, 2006; Lee & Scheufele, 2006). Therefore, this study explores online media use including online engagement and its influence on users' attitudes towards the scientific issue climate change – compared with effects of deference to scientific authority, general perception of science as well as different forms of knowledge about climate change.

*Methods & Data:* Therefore, a representative online survey was conducted (n=1463). Online media use was captured by issue-related reception and online engagement (active participation in the online discourse, such as commenting on blogs, as well as using online search engines). To examine the explanatory power of online media use in contrast to the general perception of science, thematic knowledge and socio-demographics, regression analyses were performed.

*Results:* The results detect knowledge about causes of climate change as major predictor for problem awareness and willingness for responsibility. Surprisingly, online media use and online participation seem to not affect attitudes, whilst the use of online search engines positively correlates with both attitudes. Moreover, minor positive effects of mass media use, and the perceived reliability of scientists were found. Interestingly, online participation correlates negatively, using search engines positively with knowledge. Further elucidations are needed to discover who exactly takes actively part in the climate change online discourse.

*Added Value:* People seeking for information via search engines seem to have less critical attitudes towards climate change, thus higher potentials to encourage climate friendly attitudes than people actively participating in the online discourse. Involving less sceptical users into the discourse with specific (search engine based) online campaigns might promote a more balanced online discussion and support climate friendly behaviour.

## UNDER PEER PRESSURE: PEER EFFECTS IN COLLABORATIVE CONTENT GENERATION ON GERMAN WIKIPEDIA

Author: Slivko, Olga
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*Relevance & Research Question:* On Wikipedia, the largest online encyclopedia, editors who contribute to the same articles and exchange comments on articles' talk pages work in collaborative manner engaging in communication about their work. Therefore, they can be considered peers who are likely to influence each other via interactions on the platform. In this article, I examine whether the activity of peers, measured by the average amount of peer contributions or by the number of peers, yields spillovers to the size of individual contributions.

*Methods & Data:* I construct the network of peers using the revision history for the articles of German Wikipedia. This network is characterized by the partially overlapping structure which allows to identify peer effects and to use the number of the indirect peers as an instrument for the activity and the number of direct peers.

*Results:* While controlling for observable editor and peer characteristics, an increase in the monthly average peer contribution by 1 per cent increases the amount of individual monthly contributions to Wikipedia (among individuals who contribute to Wikipedia every month) by about 0.11 per cent. Similarly, spillovers coming from the number of peers yield a positive effect of 0.07 per cent per overall monthly contributions to Wikipedia.

*Added Value:* This paper adopts a method from economic literature on peer effects to the context of online collaboration platforms.

## ENGAGEMENT PATTERNS OF NONTRADITIONAL STUDENTS IN THE QUESTIONNAIRE DESIGN FOR SOCIAL SURVEYS COURSERA MOOC

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2: Institute for Employment Research (IAB), Germany;
3: University of Michigan, USA

*Relevance & Research Question:* While the popularity of Massive Open Online Courses (MOOCs) is increasing, relatively low completion rates are often mentioned as key points of criticism. There is a growing body of research, however, calling for the better understanding of the heterogeneity of the learners. Working professionals as a subpopulation of MOOC participants are of special interest due to their overproportionate MOOC enrollment, MOOC potential in professional training, and limited empirical evidence in the area. This study investigates online learning behaviors and additional characteristics of nontraditional students as well as how they differ from traditional full-time students by answering the two following questions:

- Given the heterogeneity of learners, what are the main patterns of interaction with MOOC components (videos, quizzes, and readings assignments for each week)?
- What are the differences in the distribution of survey demographics, intentions for enrolling, perceived learning outcomes, forum activity, and watching styles (including types of devices used for streaming) across the indicated typologies of the engagement?

The Questionnaire Design MOOC has been offered on Coursera since July 2014. Overall, 58.141 participants have enrolled in the course.

*Methods & Data:* The project uses secondary data collected by Coursera including activity logs, clickstream data, text data, assessment results as well as available survey data. First, we replicate the k-means cluster analysis as applied in Kizilcec et al. (2013). ANOVA and log linear models are then used to compare the identified groups based on learner characteristics as well as more detailed information on learners' interactions with course elements. The analyses are undertaken separately for traditional and non-traditional students. Due to the potential non-response bias in the course surveys, learners' behavioral data are investigated as potential covariates for non-response adjustments.

*Added Value:* Although a number of authors outlined the importance of MOOCs for professional work, to the best of our knowledge, there is no investigation of engagement of working professionals when compared to tradition learners and measured as a record of learning activities on the Web.

# D3: WAS STEHT AUF DEM SPIEL: WIRD RESEARCH SINNLOS?

## WAS STEHT AUF DEM SPIEL: WIRD RESEARCH SINNLOS?

Author: Perry, Thomas; Frank, Dirk; Hildbrand, Geoffrey; Waibel-Flanz, Beate
Organisation: Grenzgänger, Germany

Diskutieren Sie mit dem Grenzgänger-Team

Wir sind zunehmend mit Berichten und Erfahrungen konfrontiert, die auf eine schwere Krise der Markt- und Sozialforschung, aber auch der entsprechenden universitären Forschung deuten. Es geht um große Probleme mit Samples und Repräsentativität, Datenqualität in der Social Media Forschung, die Replikationskrise der Psychologie, die Banalisierung von Tools und Forschungspraxis, um Procurement, das Forschung einzig nach Preis einkauft, dem Ausdünnen der Marktforschung in Unternehmen und völliger Ahnungslosigkeit von Entscheidern im Management, die Research verwenden. Wir meinen, dass diese Signale Grund genug sind, Fragen zu stellen und Antworten zu suchen. Hat Research ein Problem? Was steht dabei auf dem Spiel? Wer ist dafür verantwortlich? Was bedeutet es für die Zukunft von Research? Können die Probleme gelöst werden? Oder stimmt das alles gar nicht? Handelt es sich vielleicht nur um das Rumnölen akademischer old school Jammerlappen, die sich der neuen Zeit nicht stellen wollen? Mit dieser Session möchten wir eine Gelegenheit bieten, den Zustand der Forschung und den nötigen Handlungsbedarf zu diskutieren. Wir bieten dafür kurzen Input, moderieren die Diskussion, beteiligen uns selbst und wünschen uns Kolleginnen und Kollegen, die engagiert und offen diskutieren wollen.

Ein Angebot von Grenzgänger, moderiert von Prof. Dirk Frank, Geoffrey Hildbrand, Thomas Perry, Beate Waibel-Flanz.

# POSTER SESSION

## USE THE POWER OF VIRALITY. HOW TO PREDICT THE SUCCESS OF A VIRAL AD?

Author: Arkhipova, Daria
Organisation: Ipsos GmbH, Germany

*Relevance & Research Question:* More and more companies invest bigger budgets in online communications. Though online advertising is claimed to be the most measurable one, it is hard to say and even harder to predict why one ad campaign goes viral and another gets almost no attention and is just a waste of money. Yet is there any method that can help in predicting the potential of the ad to go viral?

*Methods & Data:* At Ipsos we've already conducted quite a few client related studies, focusing on virality, as well as research on research, which proves the effectiveness of the approach in predicting ads' viral potential. For that we conduct a pre-test study, which is based on our proven method. We use an experimental design with test cell (respondents are shown the ad) and control cell (respondents see only the brand), N=120 each, to measure the behavioral shift. We set up a multimedia environment to simulate realistic media consumption with low attention to ads. Additionally to in-depth diagnostics we calculate re-transmission potential score to predict the viral effect of the ad. We also use facial coding analysis to understand, if the ad engages from the first seconds (important for skippable ads), if the brand integration is emotionally engaging, etc.

*Results:* The main indicators delivered as a result of that type of research include the ad's potential to leave branded memories and effect the brand's intent to buy or/and Equity. The reasons behind the ad performance on those indicators are explained through diagnostics and facial coding analysis. The re-transmission potential index goes alongside with those measures to predict, if the ad has a potential to go viral.

We've conducted a number of self-funded studies, the results of which will be integrated in the presentation.

*Added Value:* The method gives an opportunity to optimize the advertisers' budgets, while airing only the ads, which have the strong potential to get viral and affect the brand positively. In case of not strong enough creatives the approach can also help to optimize it further to get a better potential in the market.

## PANEL ONLINE: HOW IMPORTANT IS THE RECRUITMENT MODE?

Author: Bartoli, Beatrice
Organisation: Demetra Opinioni.net, Italy

*Relevance & Research Question:* Non probabilistic online panels are gaining more and more market shares. The 2 main factors are determining this success are the low cost and speed in the data collection. We focalized our research on the the way panellists were recruited: offline through CATI interview or online through banners and advertisements on facebook. Our main question is : Is there any difference between panelists recruited via CATI and panelists recruited online in terms of data quality ?

*Methods & Data:* For our research we used data collected using our own panel: Opinione.net. This panel was created on January 2011, during the first 4 years the panelists were recruited exclusively offline. In the last years we also started to recruit panelists online. At the time when we've carried out the surveys 6674 panelists were subscribed to our panel, 3632 recruited offline, 3042 recruited online. To assess our hypothesis we analysed the data collected by 5 different web surveys carried out on our panel.

To measure the data quality we've used several indicators (response time, number of DK, non differentiation index)

*Results:* Panelists recruited online are generally quicker than the ones recruited offline, in all 5 surveys the length of interview for the web recruited is shorter (significative difference) and 4 times out of 5 the panelists recruited via cati take 20% more time to complete the questionnaire.

Also the non differentiation index shows differences between two groups: panelists recruited via CATI give more differentiated responses (T test significative).

Panelists recruited online are generally younger, high percentage of women and housewives, while panelists recruited via CATI show a greater percentage of pensioners. Panelists recruited via web are more active (significantly higher number of clicked links/day ), have an higher percentage of 'Completed' and a lower percentage of 'Early Screen Out'.

## BUT FIRST, LET ME TAKE A SELFIE: IS FREQUENT "SELFIE"-TAKING CONNECTED TO CERTAIN PERSONALITY TRAITS?

Author: Bendas, Christoph Gabriel
Organisation: Sigmund Freud University Vienna, Austria

*Background & Research Question:* The "Selfie" is described as a self-portrait, taken by mobile-phone or tablet. It is showing the person who takes it in certain poses or actions alone or together with other persons. The "Selfie" is posted in social networks like Facebook or Instagram afterwards commonly. At the moment, it seems pretty hard imaganing the world of social networks without “Selfies”. In this research, the question was raised, if frequent “Selfie-Taking” is associated with certain personality traits. Psychoanalytical Theories, especially the Psychology of Object-Realtions, are serving as theoretical background.

*Method:* The reserach at hand tried to answer our research-question by conducting an online-survey concerning the use of social networks and the amount of “Selfie”-taking on n=210 users of social networks (Facebook, Instagram, certain Internet-Forums). Our basic-questionnaire was specifically designed for this research. However, it includes existing questionnaires concerning the use of social networks as well. Additionally, histrionic, narcissistic & self-insecure personality accentures and the „Big Five“ personality traits were examined. Therefor, we were using the BFI-10 (Rammsted et al., 2010), and the PSSI (Kuhl & Kazen, 2008).

*Results:* Statistical analysis showed significant correlations between the amount of Selfies and narcissistic (p=.015; r=.19) as well as histrionic (p=.002; r=.23) personality traits. No significant correlations were found for self-insecure personality traits. The frequent „posting“ of Selfies showed a significant correlation with narcissistic- (p=.014; r=.20), but no correlations with histrionic and self-insecure personality traits. Furthermore, we could observe significant correlations between the time spent in social networks, and narcissistic (p=.013; r=.18) as well as histrionic (p=.007; r=.20) personality traits. No results were found for the Big Five personality traits in relation to the amount of “Selfies” taken or posted.

Discussion: Our results indicate, that frequent taking and posting of Selfies rather seems to be associated with clinical personality accentures than with overproportional distribution of the “Big Five” personality traits. The research at hand should be seen as first approach in a newer area of research. Nonetheless, our results can serve as futile ground for further studys concerning “Selfies” and social networks in general.

## NON-RESPONSE IN EVALUATION OF TEACHING

Author: Brinkmöller, Birte; Forthmann, Boris; Thielsch, Meinald T.
Organisation: University of Muenster, Germany

*Relevance & Research Question:* Student evaluations of teaching (SET) gain more and more importance for university teaching, especially web-based SETs. To guarantee the validity of SET and to avoid sample-errors high response rates are necessary – which cannot always be reached. This study investigates different factors, which might give some explanations for nonresponse in SETs. We examined the social exchange-theory, salience, opportunity costs, survey fatigue and the survey mode (online vs. paper-pencil).

*Methods & Data:* We contacted student representatives of 48 universities, additional student groups in social media, and sent approx. 900 invitations via the online-panel PsyWeb. The web-based survey was available for about four months. Participants provided reasons for non-response, information about response behavior, and attitudes. A total of 490 participants (69.59 % female; age: M = 24.10, SD = 4.07) were included in the final sample.

*Results:* First, our results show a significant influence of social exchange on responding in SET ($\Delta R^2$=.069, p < .001). Also the influence of salience ($\Delta R^2$=.201, p < .001) and survey fatigue ($\Delta R^2$= .078, p < .001) show significant influences on the participation in SETs. No significant effects were found for opportunity costs ($\Delta R^2$ = .005, p = .166) as well as for the survey mode ($\Delta R^2$= .004, p = .209).

*Added value:* The results of our study can be helpful for online researchers and evaluation managers in reducing non-response. Notably, our findings stress the importance of communication between students: It influences a student’s evaluation behavior if a fellow student evaluates all of his or her lectures and courses. Thus, universities should indicate how many students take part in a current SET to motivate even more students. Furthermore, it is helpful to increase the students’ identification with their own university and SET, for example with special events or university-games. In addition, the consequences of the SET should be public for the students so they become aware of how they can influence the quality of teaching in their faculty. Finally, we could find no evidence for the often made assumption that an online administration of questionnaires leads to a non-response-problem in SETs.

## DIGITAL WORKERS BY DESIGN? AN EXAMPLE FROM THE ON-DEMAND ECONOMY

Author: Fabo, Brian (1,2); Maselli, Ilaria (2)
Organisation: 1: Central European University, Hungary;
2: Centre for European Policy Studies, Belgium

*Relevance & Research Question:* Recent organisational and technological changes à la Uber have generated a new labour market fringe: a digital class of workers and contractors. In this paper we study the case of CoContest, a crowdsourcing platform for interior design. Our objective is to investigate the profitability of this type of work, from a cross-country perspective, and why professionals choose to supply work on such a platform.

*Methods & Data:* From the technical point of view, we use information openly accessible on the website to create a database of design contests. We downloaded a list of projects, as well as basic information about them through an automatic script (we made our own web crawler), which collected information about all contests on the CoContest website. As a second step, the script went through all contests individually, collecting information about submissions.

As a result we got information about the entire population of contests and designers and sufficient information to calculate the money flows throughout the system. We perform descriptive analysis in respect to our research question for the entire sample and separately for 2 most common countries of origin of designers - Italy and Serbia. Such comparison allowed us to answer our RQ in the context of both high and medium income country.

*Results:* At the current stage, participating in CoContest does not provide sufficient income. Nonetheless, the trend in time shows growing return and thus it is possible to expect that it will becomes a viable alternative for designers in middle income countries, like Serbia. In wealthy countries, it is unlikely it will become a replacement for a full time job.

*Added Value:* Our work is highly innovative: first of all it opens the literature to a new platform never studied before, CoContest, where high-skilled tasks are crowdsourced. Second, it covers on the entire population of crowdsourced workers of this platform, which has never been done before in the literature. Third it explores the on-demand economy making use of web data. The underlying objective is to contribute to the debate about the relationship between workers, tasks, technological change and working conditions

## ALGORITHMIC TRANSFORMATION OF THE PUBLIC SPHERE

Author: Hagen, Lutz; In der Au, Anne-Marie; Wieland, Mareike
Organisation: University of Technology Dresden, Germany

*Relevance & Research Question:* The operation mode of the Internet and especially of the Social Web is - to large parts - based on intelligent algorithms. Information is provided automatically in accordance with individual user preferences or previous behavior. This shift is described as 'algorithmic turn' (Napoli 2014, S. XX). It deeply transforms the way that politics are discussed in the public sphere. Our contribution assesses, how algorithmic digital media affect the ways that citizens perceive and exchange information on political issues. The younger generations (Gen Y and Z) already take the largest part of their news diet from social networks - Facebook in particular (PEW Center 2015).

Our research questions pertain to chances and risks of these changes: On the one hand, algorithmic media offer fast and extensive information processing as well as simplified decision-making by pre-filtering of relevant content. On the other hand, citizens might only receive information that is consonant to their own opinion and get caught in ‚echo chambers' and 'filter bubbles' (Pariser 2011). Fragmentation and radicalization of the public could be further consequences (Bennet & Iyengar, 2008, Sunstein, 2008).

*Methods & Data:* This paper gives an overview over the extant literature on the effects of the algorithmic transformation on reception and exchange of political information. The wide range of notions and terms used in academic literature is systematized and a meta-analysis of empirical findings is conducted which reflects the current state of research.

*Results:* Findings are mixed, showing both positive and negative effects. Most important, it can be shown, that empirical evidence on the effects of algorithmic transformation is scarce and that research is in strong need of refined and new methods. Suggestions are beeing made on how to conduct more effective research .

*Added Value:* Firstly, our results advance the theoretical conceptualization of the digital transformation of the public sphere. Secondly they contribute to refining the methods for measurement. Thirdly they support policy making.

## PEGIDAS ECHO CHAMBER – AND OTHER USES OF FACEBOOK TO DRESDENS NOTORIOUS POLITICAL MOVEMENT

Author: Hellmund, Peter; Hagen, Lutz
Organisation: University of Technology Dresden, Germany

*Relevance & Research Question:* For over one year now, Pegida (Patriotic Europeans against the Islamization of the West) continues to mobilize thousands of citizens every Monday to take to the streets of Dresden and to voice their protests and fears. Unlike any other political movement in Germany, Pegida mobilizes followers and opponents via social online network Facebook. Actually, their fanpage on Facebook forms Pegida´s only public presence besides the weekly rallies. Our contribution therefore analyzes the usage, functions and discursive structures of the Pegida fanpage on Facebook - raising the following main questions: Which functions does it fulfil for Pegida organizers, followers, and opponents? What political positions are discussed, and what are the most relevant topics on the page?

*Methods & Data:* We collected all posts and comments from the fanpage since December 2014 (ongoing). For this purpose we used the Facepager application which connects to the Facebook Graph API. To date more than 1,500 posts and about 900,000 comments were recorded.

Material is analyzed by a quantitative content analysis based on all posts and a random sample of 1,500 comments during a limited period of four weeks. We coded group-focused enmity, participants demands and attitudes towards politicians and the media.

*Results:* The Pegida fanpage is used by it´s leaders for organization, mobilization and agitation purposes. By others, it is used as a platform to express opinions with a high frequency. However, this seldom entails exchange of opinions and political positions or discourse that could count as beeing deliberative in the sense of Habermas (1996). Rather, the fanpage constitutes an echo chamber. It is used for hyperlinking compliant media and for stigmatizing opponents, asylum seekers or religious affiliates. About half of all comments is polemic and does not refer to politicals in a narrow sense.

*Added Value:* Our analysis offers insights in the communication patterns of a counterpublic on Facebook. The page provides little structured information or the coordination of collective action. It is no discursive arena, but a platform for self confirmation purposes and to unload prejudices. Therfore it fosters polarization and radicalization, rather than public dialogue and discourse.

## IMPULSIVENESS, SPEED AND RELIABILITY IN ONLINE QUESTIONNAIRE

Author: Harms, Christopher
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*Relevance & Research Question:* Online questionnaires offer a way to collect paradata, such as response time or mouse movements. As they require participants' behavior, personality is expected to have an influence on how the questions are answered. The present study investigates how impulsiveness influences response times in an online questionnaire. A hypothesis that found mixed evidence in the past (Moltó, Segarra & Avila, 1993; Malle & Neubauer, 1991).

Further we were interested in the effect of response speed on the reliability of questionnaires. Montag & Reuter (2008) found no such link. We extend their study by using more precise client-side response times.

*Methods & Data:* A convenience sample of N=572 participants was recruited, mainly under-graduate students at the universities Bonn and Ulm. Participants studying psychology could receive course credit for participation.

Participants completed an online questionnaire that included demographic data and two personality questionnaires (NEO-FFI, 60 items, and Barrett Impulsiveness Scale, 30 items, each in German translation). Personality items were presented in randomized order for each participant. This enabled us to measure reaction time for each item independently.

Bayesian regression analysis (Rouder & Morey, 2012; Morey & Rouder, 2015) was used to test the relationship between impulsiveness and overall completion time against a model including only age and education (Yan & Tourangeau, 2008). Reliability was measured in terms of internal consistency using Cronbach's Alpha (Cronbach, 1951).

*Results:* Bayesian regression analysis yielded substantial evidence for an effect of age and education on completion time against no effect ($BF_{10}$ = 7.11). Testing our hypothesized model including impulsiveness against the model including only age and educational level yielded some little evidence against our model ($BF_{10}$ = 0.18).

No notable differences in internal consistency were observed in any of the scales for neither very fast nor very slow subjects. All alpha scores ranged between 0.66 and 0.84 showing acceptable to good reliability.

*Added Value:* Our results show that (a) impulsiveness has no impact on the time a subject needs to complete a questionnaire and that (b) the speed of completion does not impact the internal consistency of self-reports. Further studies should strengthen this evidence.

## TEACHING WEB SURVEYS METHODS. CLASSROOM EXPERIENCES AMONG UNIVERSITY INSTRUCTORS

Author: Jablonski, Wojciech
Organisation: University of Lodz, Poland

*Relevance & Research Question:* A thorough literature review shows that the range of publications on survey-specific skills training is rather limited. Most existing studies focus on teaching research methods in general, and, as a result, may deal with other (non-survey) quantitative techniques or with qualitative methods. Our study aimed to determine to what extent university instructors address web survey-related topics in their curricula and check their opinions about the amount of information that should be presented to university students in their coursework.

*Methods & Data:* The poster outlines the selected results of the study conducted in August and September 2015 among instructors of survey methods who were employed in Polish universities with sociology faculties. A total of 112 academics (out of 251 invitations sent) agreed to complete our web-based questionnaire. 73 instructors declared they had, in the previous three academic years, taught at least one such class (undergraduate or graduate) addressing survey-related issues to sociology students. Those respondents were invited to complete the core part of the questionnaire, which included questions about web surveys.

*Results:* The results suggest that the range of web survey-related issues covered by standard survey methods courses is limited. The instructors are willing to incorporate to their curricula topics relating to questionnaire preparation/question types or sampling, but they seldom present multiple devices issues or those concerning fielding and online panels. However, according to the respondents, this situation should be improved, and web survey-related issues should be focused upon more in university courses.

*Added Value:* The results provide an insight into practices of university instructors teaching web survey methods. They might stimulate discussion on the current practices concerning professional training of future online survey researchers. The results can also be the stimuli to develop pedagogical standards regulating the methodological knowledge that should be obtained while survey methods university training.

## THE ASSESSMENT OF NEW EMPLOYMENT OPPORTUNITIES FOR INTERNALLY DISPLACED PERSONS IN UKRAINE

Author: Kharchenko, Natalia (1); Pereverziev, Oleksandr (2)
Organisation: 1: Kiev International Institute of Sociology, Ukraine; 2: National University of "Kyiv-Mohyla Academy"

*Relevance & Research Question:* Since 2014 Ukraine hosted about 1,400,000 internally displaced persons (IDPs) from the Donbas. Only about 9% of registered IDPs indicated that they need work.

Research objectives:

- understand the current employment needs of IDPs and job search strategies;
- determine the range of the most popular occupations and competences in the regions of IDPs localization;
- find the obstacles of IDPs employment from the perspective of employers.

*Methods & Data:* The survey has been conducted by the KIIS during June – October 2015 and included:

- Content-analysis of websites with job openings and resumes on 6 most popular national job websites. Data collection was conducted using specific parsers – algorithms of identification of repeated samples. Totally, 220,452 job opening ads and 567,314 job resumes were analyzed;
- Face-to-face interviews with 2000 adult IDPs 9 oblasts with highest concentration of displaced;
- In-depth interviews and focus-groups with industry experts, employers and HR-professionals on demand in the labour market.

*Results:*

1) Low needs in hiring new workers is one the consequences of the economic recession caused by military conflict;
2) The State Employment Service offers IDPs mainly low-paid and unskilled jobs;
3) The job websites are much more relevant data source about the labour market in Ukraine than the official statistics. The highest demand for labour force can be observed in commerce, service sector, IT and engineering. The supply from job seekers significantly exceeds the demand in lawyers, journalists, translators.
4) The IDPs have the specific barriers for job search, such as higher reservation wage to rent facilities, lack of documents, discouragement, temporal status, prejudiced attitude from local communities, etc.
5) The majority of employers have no information about state benefits in hiring IDPs, but employers consider as effective such measures as the compensation of retraining costs, tax benefits, etc.

*Added Value:* The survey results would support the formulation of state policy to enhance the labour market integration of IDPs by offering programmes that are in line with qualification of IDPs and demands in the labour market.

## HUMAN VS. ARTIFICIAL INTELLIGENCE: ARE SOFTWARE SOLUTIONS ALREADY ABLE TO REPLACE HUMAN BEINGS?

Author: Koch, Martina
Organisation: advise research gmbh, Germany

*Relevance & Research Question:* Human-based coding of open-ended answers is a time-consuming and tedious procedure – especially in terms of large sample sizes. Therefore, in recent years, several software solutions have been developed in order to enable an automatic process of coding. The objective of this study is to investigate if these software solutions can already replace human-based coding or if they should only be used as supportive tools.

*Methods & Data:* In the first step, verbatims were coded by two different people in order to calculate a basis value for inter-rater reliability: therefore, the coders independently assigned the answers to 14 predefined categories. In the next step, three software solutions (one freeware and two commercial software) were used for coding the open-ended answers: All three software programs were applied to cluster the open-ended answers based on the semantics (no predefined categories), while one of the two commercial software was also able to automatically allocate the answers to the 14 predefined categories. For analysis, the different types of coding were compared with each other (human – human, human-machine and machine-machine).

*Results:* Human-human: The human-based coding achieved the highest matching rate (M=86%; average Cohen's kappa $\kappa$=0,8). Human-machine: The clustering of the open-ended answers by their semantics delivered different thematic codes. However, one code was evident with all three software solutions and the human-based coding. Yet, the level of average agreement was rather low (M= 25%; Kappa $\kappa$=0,3). In contrast to that, the machine-based allocation to the predefined categories performed better: the average inter-rater reliability was $\kappa$=0,4 with 38% percent of agreement. Machine-machine: In terms of the code that was evident with all three software, an average agreement of 71% could be achieved between the three different programs (average Kappa $\kappa$=0,6).

*Added Value:* In consideration of the results, it seems that human-based coding is much more precise than machine-based coding. Yet, software solutions can facilitate the tedious procedure of coding: They can be applied before coding in order to get an overview of important keywords and thematic aspects within seconds. Besides, the categorization via predefined categories is also promising.

## FIT4YOU – AN ONLINE SURVEY FOR THE TRANSITION FROM SCHOOL TO VOCATIONAL TRAINING / STUDY

Author: Köhler, Thomas (1); Härtel, Lisette (2); Funke, Friedrich (3); Neumann, Jörg (1); Ossowski, Anne (4); Helwig, Lisa (4); Bartsch, Juliane (4); Sander, Nicole (4)
Organisation: 1: TU Dresden, Media Centre, Germany; 2: GWT Dresden, Germany; 3: TU Dresden, Faculty of Education, Germany; 4: TU Dresden, Institute of Vocational Education, Germany

*Research Question:* The City of Dresden is making an active contribution to the improvement of career and study orientation for students and young adults. Thus, it supports sustainable securing of trainees not only locally but also throughout Saxony. The transition from school to training is the first threshold young people have to overcome on the way to working life. To do so they have to make decisions in a large number of options, which are dependent on endogenous and exogenous influences. In decision-making, young people are supported by a variety of instances, among them parents, school and their peers, with their attitudes, wishes and values that influence career choices. As well, there is a multitude of diverse career and study orientation services.

*Methods and benefit:* As part of the ESF-funded project, "Regional Coordination Centre for career and study orientation" the TU Dresden has developed an online survey instrument for career and study orientation. This instrument is to be used in the first training or academic year with little effort for the survey of students in the leaving classes in general education as well as apprentices and thus helping to gain reliable data on how young people deal with the transition from school to training / study. The online surveys goal is to strengthen the City of Dresden's competency in career development by using comprehensive, comparable data available for transient behavior of pupils and thus an improved view of their behavior in the profession receive and study orientation.

*Data and results:* Meanwhile, the online tool is implemented in the education market place Saxony. Data was collected from 148 respondents that represent four different types of school. The poster will present details of the technology as well as selected data from the test phase whereas possible student work will be included. Results are twofold and show (A) the need for an organizational integration of the online survey (hosting, data procedures and curricular aspects of using the data) as well as (B) the difference of career orientation patterns in the respected school types (middle school versus secondary school versus special needs school).

## CONCEPTUAL CONSTRUCTION AND INTERACTION IN A MATH VIRTUAL LEARNING COMMUNITY

Author: Lugo, Ingrid (1); Ordoñez, Claudia Lucía (2); Köhler, Thomas (1)
Organisation: 1: Technische Universität Dresden, Germany; 2: Universidad Nacional de Colombia

*Relevance & Research Question:* We created a Virtual Learning Community (VLC) to promote interaction between first semester students of Universidad Nacional de Colombia (Unal) to strengthen their competencies in basic Mathematics. More than 200 students participated in 87 discussion activities around 8 topics, during an intensive Math course in July 2015. Here we answer questions about the types of interaction and the types of conceptual construction that occurred in those interactions. Finding strong conceptual construction and interaction skills in this learning environment will allow the largest public university in our country to use this VLC extensively to improve Math learning and achievement levels in the basic Math courses, which are taken for most of the different careers and are presently causing the highest failure and drop-out rates in the whole institution.

*Methods & Data:* We choose the subject sample for the research by means of Social Netwok Analysis, which generates a description of the status quo of the on-line learning community created and the different roles played by the participants. The on-line data registered by these subjects will be categorized according to the types of interaction found, both deductively from a comprehensive literature review and inductively from what we can read in them. We will also look for different categories of conceptual construction, on the basis of the types of Math thinking and processes described in the Colombian National Math Standards

*Results:* We expect to find forms of real interaction for learning and strong conceptual construction in Math, allowing us to promote the use of the VLC as an effective learning environment to complement the basic Math courses at Unal.

*Added Value:* The results of our research will add to the knowledge constructed on VLCs as effective learning environments and to the one on Math teaching and learning already advanced.

## SEARCHING FOR CANCER APPS ON THE GOOGLE PLAY STORE FOR ANDROID APPS: THE QUESTION OF TOPICAL RELEVANCE

Author: Marton, Christine Franziska
Organisation: University of Toronto, Canada

Android is currently the most popular mobile app platform. The Google Play Store has over one million Android apps; many of them are free. How does one find Android mobile apps that satisfy a specific information need from such abundance? The classic information retrieval concept of topical relevance, also known as subject relevance, which can be defined as the direct correspondence between the search terms utilized to retrieve a specific item from many items and the terms that characterize the items, is examined in the context of mobile apps. Given the popularity of online health information seeking and the prevalence of cancer as a leading cause of mortality in both men and women, colon cancer was selected as the information problem for this exploratory study.

*Resaerch Question:* Does the search engine for Android apps on the Google Play Store website exhibit high topical relevance?

*Method:* Two types of searches were conducted for colon cancer. First, keyword searches consisted of entering the search term, colon cancer, in the search box on the Google Play website without any punctuation. Second, the search terms were enclosed in double quotation marks to force Google search to match the search terms exactly. Search results were categorized as having high relevance, partial relevance or low relevance based on the correspondence between the search terms and the terms in the app titles.

*Key Findings:* Overall, the pattern of search results was similar for both types of searches: Android apps on colon cancer were retrieved (high topical relevance), as well as apps on other cancer topics and other colon disorders (partial topical relevance) as well as health and medical topics unrelated to cancer (low topical relevance). For both searches, not all of the first 10 search results were colon cancer apps. The fixed phrase search did not improve relevance, as expected, however, it did retrieve far fewer search results than the keyword search: 64 versus 166.

*Conclusion:* Those searching for Android apps on colon cancer from on the Google Play Store website using its Google search engine cannot assume the most relevant apps will be retrieved first.

## DOES SCREEN SIZE MATTER? PERCEIVING AND EVALUATING POLITICIANS' DISPLAYS OF EMOTIONS ON MOBILE DEVICES

Author: Masch, Lena
Organisation: University of Trier, Germany

*Relevance & Research Question:* Public opinion research has substantially analyzed which effects different modes of data collection can have on the quality of survey data. However, mode effects in online surveys based on the usage of various devices (mobile vs. stationary) have only recently begun to gain attention. Mode effects could occur due to different screen sizes and situational contexts. Particularly, participants' perceptions and assessments of built-in video-clips have not been compared across devices. This also holds true for displayed emotions in video-clips and the recognition of emotions such as anger, sadness and happiness. Hence, this paper addresses the quality of web surveys twofold: First, how does the respondents' usage of various devices impact the general data quality of the survey? To evaluate this question, indicators such as the response and completion rates are taken into consideration. And second, do respondents perceive and assess emotional displays in video-clips similarly regardless of the device used?

*Methods & Data:* This study is based on a representative large-scale German online survey experiment consisting of three waves that was conducted in the spring of 2015. Participants were randomly selected into experimental and control groups, and received video-clips that contained emotional displays from leading German politicians, either expressing anger and joy or neutral emotions.

*Results:* Comparing smartphone, tablet and Laptop/PC users, minor differences regarding their response and completion rates to the follow-up waves of the panel design can be observed. However, no significant differences exist between these user groups regarding their perception and assessment of politicians' appearances and their respective emotional displays.

*Added Value:* The impact of built-in video-clips does not vary across devices and therefore, the data quality does not suffer from mode effects when quality checks for sound and video-features are implemented in the questionnaire.

## EVOLVING ONLINE SURVEY ENVIRONMENT AND THE BURDEN OF MOBILE RESPONDING

Author: Mulder, Joris; de Bruijne, Marika; Oudejans, Marije
Organisation: CentERdata - Tilburg University, The Netherlands

*Relevance & Research Question:* As widely reported nowadays, also in the two Dutch online probability-based household panels, the CentERpanel and the LISS panel, we see that increasingly more people are using devices different from the PC to access web surveys. In this exploratory study we take a deeper look into the way respondents experience completing online questionnaires on such devices in terms of respondent burden.

*Methods & Data:* This study was administered through a web survey in the CentERpanel. We investigate whether the situational context –such as stimuli from surroundings, social situation, posture and multitasking– of spontaneous mobile respondents differs from that of respondents using a computer and whether the level of concentration differs between these respondent groups.

*Results:* The results show that online respondents are no longer confined to a computer-based, quiet, high-focus environment. When looking at the level of concentration while completing the survey, we found that age, multitasking, presence of others, and level of noise had a significant effect where the latter was the strongest predictor of focus.

*Added Value:* The type of device the respondent uses has as such no impact on the respondent's concentration. The device is merely related indirectly, through the respondent's location. Clearly, it is the context of use that matters. These findings show the changing respondent behavior in online panels and the need for a new online 'survey etiquette', especially for surveys requiring a high level of concentration.

## QUALIFYING THE QUANTIFIED SELF – HOW SELF-TRACKING DATA ARE SHARED ONLINE

Author: Oehrl, Mareike
Organisation: Graduate of University of Hohenheim

*Relevance & Research Question:* Self-Tracking is resounded throughout the land – research on this phenomenon, however, is still limited. Especially online communication of self-trackers has hardly been examined yet: which motives drive sharing data with others online, where does it take place and who is involved? This study additionally pays attention to the kind of data which is shared: are the differences between exercise, body and nutritional data?

*Methods & Data:* In order to understand the self-trackers' online communication, 18 semi-structured interviews were conducted, based on a quota plan sample. The quota plan was used to distinguish between (1) frequent and rare users, (2) to vary age and gender and (3) to ensure a mix of different parameters tracked (exercise, body and nutritional data).

*Results:* Results indicate that sharing data online depends on several factors: (1) expected audience. Data are not shared with a broad public (e.g. all Facebook friends) as this audience is too diverse, but in places where like-minded people – self-trackers – meet: in specific Facebook groups or online forums. (2) Type of data: Not all kinds of data are shared. Sharing is heavily influenced by expected legitimacy of data: only data which is socially accepted by the online audience will be shared. Exercise data are more legitimate than nutritional data as they represent achievement – in contrast to nutritional data which symbolize abstinence. (3) Motives for sharing data online are social: users want to classify their results, strife for personal improvement and also seek exchange with others in order to receive social support.

*Added Value:* This study helps to broaden the understanding of how self-trackers share their data. It suggests that there are, indeed, differences in sharing and points out the possibilities for future research to stronger focus on the interplay of the above-mentioned factors.

## CHANGING THE SCORING PROCEDURE AND THE RESPONSE FORMAT TO GET THE MOST OUT OF MULTIPLE-CHOICE TESTS CONDUCTED ONLINE

Author: Papenberg, Martin; Diedenhofen, Birk; Musch, Jochen
Organisation: Heinrich-Heine University, Germany

*Relevance & Research Question:* Traditional multiple-choice (MC) tests are often administered using paper and pencil, and typically rely on calculating the number of correctly solved questions to measure a test-taker's knowledge. A major disadvantage of MC tests is their inability to capture partial knowledge and to adequately control for guessing and for testwiseness. We investigated whether conducting multiple choice tests online can help to address these problems by changing either the scoring procedure or the response format.

*Methods & Data:* We conducted a series of experimental investigations involving several hundred participants each. To investigate whether the traditional number-right scoring procedure can be improved, we computed option weights for MC tests both empirically and by querying experts. We also used two alternative response formats that can better be employed online than offline: (1) Discrete-option multiple choice (DOMC) testing that employs a sequential, rather than simultaneous presentation of answer alternatives; this response format presumably provides a better control of testwiseness because it does not allow test-takers to compare all available answers. (2) Answer-until-correct (AUC) testing, a response format that allows test takers to answer repeatedly until they identify the correct answer. By determining how many attempts a test taker needs to successfully solve an item, AUC allows to capture partial knowledge and to provide test takers with a direct feedback on their performance.

*Results:* We found that DOMC tests allowed for a better control of testwiseness than traditional MC tests while achieving the same level of reliability and validity. We also found that both, answer-until-correct testing and empirical option weighting allowed to improve the validity of a knowledge test. However, option weights were useful only if they were determined automatically on an empirical basis, rather than by querying experts.

*Added Value:* We compare the advantages and disadvantages of the various methods, and give recommendations on when the different response formats and scoring procedures should best be used, and when they should better be avoided.

## USING PASSIVE DATA FROM A METER TO COMPLEMENT SURVEY DATA IN ORDER TO STUDY ONLINE BEHAVIORS?

Author: Revilla, Melanie (1); Ochoa, Carlos (2)
Organisation: 1: RECSM, Universitat Pompeu Fabra, Spain;
2: Netquest

*Relevance & Research Question:* Surveys have been used as main tool of data collection in many areas of research and for many years. However, the environment is changing, more and more quickly, creating new challenges and opportunities. In this new context, human memory limitations lead to non-accurate results when using surveys in order to study objective online behaviors: people cannot recall everything they did.

*Methods & Data:* We investigate the possibilities of using, in addition to survey data, passive data coming from a tracking application (called "meter") installed on the participants' device to register their online behavior. This poster presents both the main drawbacks and the potential added value linked to passive data collection. It uses data collected in spring 2015 using the Netquest metered panel in Spain.

*Results:* The poster shows that there are still important limitations to the use of passive data, but also that the data from the web survey and the meter lead to very different results about the online behaviors of the same sample of respondents. This suggests the need for combining several sources of data collection in the future.

*Added Value:* This study is the first, at our knowledge, that compares, for the same sample, data from surveys and from a meter installed on both PCs and mobile devices. It is a first step toward understanding when and how active and passive data could be combined in the future. This could allow getting a more complete and accurate picture of the phenomena of interest.

## THE ADEQUACY OF OUTLIER DEFINITIONS BASED ON RESPONSE TIME DISTRIBUTIONS IN WEB SURVEYS: A PARADATA USABILITY STUDY

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

*Relevance & Research Question:* Web surveys are commonly used for data collection in empirical social research because they are cheaper, faster, and simpler to conduct than other survey modes. Furthermore, they enable researchers to capture a variety of additional data (so-called paradata) during the survey process such as response times. Measuring response times has by now a long tradition in social psychological research as well as survey research to investigate response behavior and response processes. One key problem, however, is the determination of appropriate thresholds to define outliers; to a certain degree researchers determine them arbitrarily. Until now, there is no scientific consensus with respect to the definition of outliers.

*Methods & Data:* In our study we developed an (innovative) two-stage outlier definition procedure for web surveys using paradata. This approach is based on the activity of the web survey while processing, accompanied by an outlier definition that is based on the distribution of the response times. Our web survey (n = 1899) is based on an onomastic sampling approach and contained individual questions as well as grid questions. Moreover, we tested different procedures for dealing with outliers based on the response time distributions.

*Results:* Our analyses show that common outlier definition procedures, which are based on the distributions of response times, provide insufficient results. This implies that they are frequently unable to capture respondents who leave the web survey for a short time period so that the response times are biased upwards. Particularly, this circumstance can be observed for grid questions.

*Added Value:* Altogether, our findings suggest that the two-stage outlier definition procedure is superior to common methods for dealing with outliers that are only based on response time distributions.

## MIXED-METHOD APPROACHES IN ENTERPRISE SOCIAL SOFTWARE EVALUATION

Author: Schnurr, Jan-Mathis; Bülow, Christina; Behrendt, Sebastian
Organisation: Universität der Bundeswehr München, Germany

*Relevance & Research Question:* Businesses are increasingly implementing Enterprise Social Software (ESS) for more efficient employee communication, improved knowledge sharing, increased productivity, and enhanced innovative abilities. Beginning with blogs and wikis in the early 2000s, ESS may now include any combination of tools for social networking, video conferencing, text messaging, or project management. However, common metrics and methods for the evaluation of the impact of ESS have yet to be established. Not only is the market for ESS diversified and ever-changing, business goals, work processes, and organizational structures differ from company to company. This results in varying evaluation metrics and methods in almost every case study. Executives need more guidance on the following question: Which metrics are suitable for ESS evaluation and what are the strengths and limitations of corresponding methods?

*Methods & Data:* The submission is based on five years of ongoing case study research on ESS in a public research institution. We gathered the data from ESS of three large German companies. Methods used are logfile analysis, network analysis, content analysis, genre analysis, standardized user web surveys, and in-depth interviews with stakeholders.

*Results:* While network statistics provide a wealth of detailed information on user activity, shared content, active project groups, and business relevant outcomes, they often lack context and may be difficult to interpret correctly. Standardized user surveys and in-depth interviews, on the other hand, provide a lot of context, but not enough raw data to justify business decisions. Therefore, we recommend a combination of methods within a mixed approach. This approach needs to be tailored to suit a business goals, work processes and organizational structures. Furthermore, it needs to be periodically evaluated and adjusted to the company's current requirements.

*Added Value:* The submission provides an overview of current mixed-methods research in ESS evaluation, adequate methods for several key metrics, as well as information on what the particular strengths and limitations of the different methods are. Company executives can choose metrics that are relevant to them and use the overview as a research-based guidance in selecting adequate methods for ESS evaluation.

## USING WEB TOOLS FOR REDUCING THE SCIENTIST-PRACTITIONER GAP – EFFECTS OF INTERACTIVITY ON THE UTILIZATION OF SCIENTIFIC KNOWLEDGE

Author: Thielsch, Meinald T. (1); Gerlach, Friederike (2); Müller, Greta (3); Hertel, Guido (1)
Organisation: 1: University of Muenster, Germany; 2: University of Kassel, Germany; 3: HRpepper GmbH & Co. KGaA, Germany

*Relevance & Research Question:* The present study explores strategies using web tools to reduce the scientist-practitioner-gap (SPG) in personnel psychology. We expected that interactive knowledge reception facilitates the transfer of scientific findings about personnel selection instruments when recipients control the acquisition process and interact with an expert. While most studies on the SPG investigate factors inhibiting the transfer of scientific knowledge, the current study presents a first approach of empirically examining facilitating factors, namely participatory aspects of the web.

*Method & Data:* A total of N = 103 economic science students were instructed to act as HR managers and received information on different personnel selection instruments in a web-based experiment. Randomly assigned to a 2x2 between subjects design, they received the information either via text or via a hyperlinked website (manipulation of recipients control), and could either discuss the information with an expert via chat, or read the protocol of a similar chat conversation (randomized yoking; manipulation of personal interaction with an expert). Afterwards, participants were asked to choose one of the presented selection instruments.

*Results:* In line with the hypothesis, participants who read the text were more likely to choose a scientifically established selection instrument after chatting with an expert (high interaction) as compared to no expert interaction, $p < 0{,}05^*$. However, we found no improvement in this decision when combining both interactivity strategies (high recipients control and expert interaction via chat): Even though participants in this combined condition chose better compared to a non-interactive knowledge reception, they were less likely to choose the scientific selection instrument as in the text + chat or the website + no chat conditions, $p < 0.05$.

*Added Value:* Positive effects of interactivity on the transfer of scientific knowledge provide both practitioners and scientists with insights on how to reduce the scientist-practitioner gap. Web-based interactivity provides interesting potential for communicating research results and addressing questions and concerns from practitioners. However, further research is needed to better understand the interaction of different interactivity strategies.

## THE VISION OF INTERDISCIPLINARITY VS. THE REALITY OF DIGITAL RESEARCH IN THE UK?

Author: Tsatsou, Panayiota; Zhao, Yupei
Organisation: University of Leicester, United Kingdom

This poster presents recently collected and under ongoing analysis data from an ESPRC-funded study on digital research in the UK. The study explored the employment of digital tools, resources and services by the social research community in the UK, from the stage of designing the research through to data collection and dissemination of the results. It aimed to map out the actual, claimed and potential role of digital technologies in social research so as to offer a critical assessment of the existing and potential innovation pathways signalled by the employment of digital technologies in social research, especially in relation to the development of a digital research culture and the subsequent rise of a digital research community.

The interview and ethnographic data of the study demonstrate – among other things – the existence of an emerging community of research experience exchange and knowledge sharing among researchers who employ digital technologies, tools and services in the UK, but with this community being from accomplishing the vision of interdisicplinarity. On the contrary, the study found that digital researchers in the UK seem not to be particularly concerned with the subject of interdisciplinarity, while also problematising its meaning and actual standing. The researchers who participated in the study seemed to think as if interdisciplinarity is not something that derives from or is significantly affected by the employment of digital technologies in research and, therefore, they did not reflect much on interdisciplinarity in association with digital technologies and digital research in particular.

These findings can add to ongoing debates on the meaning and importance of interdisciplinarity, while challenging prevalent assumptions that digital research and interdisciplinarity go hand-in-hand, with one being in need of and requiring the other. Also, the study findings point out the unpredictability of the digital domain in general, as researchers are not confident making concrete plans and developing specific visions about the use of digital technologies to inter-disciplinary research in the future.

## MOBILE APP RESPONDENTS: A STUDY ON PANEL ENGAGEMENT

Author: Scharioth, Nicolas; Tschida, Kathrin
Organisation: POLLION GmbH, Germany

*Relevance & Research Question:* Mobile market research provides a way to engage with consumers and citizens in an interactive and fast fashion. This raises a number of methodological questions. How often can such app respondents be surveyed? What role do incentives play with regards to response speed and the final response rates? Does speed come at the expense of truthfulness? How effective are push notifications in relation to email notifications?

*Methods & Data:* We tested these questions by polling a sample of 1,668 active biopinio app users in December 2015. The sample was divided into 6 demographically similar groups (n=278), each of which was incentivized and notified in a distinct fashion, but with an otherwise identical questionnaire:

Group A: secure win, push and email notifications
Group B: secure win for first 200 participants, push and email notifications
Group C: lottery with 20% chance of winning, push and email notifications
Group D: lottery without transparent chance of winning, push and email notifications
Group E: lottery without transparent chance of winning, push notifications only
Group F: lottery without transparent chance of winning, email notifications only

Groups A-D differ in the type of incentivization the user was offered. Groups E and F have the same incentivization as Group D, but were notified either just by push notification or just by email. A measure for truthfulness was included through a disguised repeat question in all groups.

*Results:* Given the incentivization structure we expected Group B to respond the quickest (which was the case). There is little indication that speed came at the expense of truthfulness. The response rate varied between 64% and 80% with a guaranteed win resulting in the highest participation rate. Push notifications on their own are the least effective notification tool. App participants indicate a willingness to respond at high frequency (several surveys per month or even week).

*Added Value:* The results provide insights into how to optimize survey design, incentivization and frequency for mobile settings. App users' high engagement can be utilized for new types of market research designs.

## THE KEY FACTORS OF SUCCESS OF CORPORATE COMMUNICATIONS IN FACEBOOK: RESULTS OF A QUANTITATIVE ONLINE SURVEY

Author: Wattenberg, Malte (1); Niggemeier, Michael (2)
Organisation: 1: Bielefeld University of Applied Sciences, Germany; 2: Lemgo University of Applied Sciences, Germany

*Relevance & Research Question:* The intensity of use of social network sites (SNS) like facebook by a huge number of companies seems to be unbroken. However, several questions arise in this context: "What is the average behavior of facebook users?", "Which structural elements are important for an online presence of companies at facebook?", "Are there any content-based factors which lead to a very successful corporate-communication?" Particularly, the small and middle sized companies need easy-to-use recommendations for action for their online presence in SNS.

*Methods & Data:* Between Nov. and Dec. 2015 a quantitative online survey consisting of 28 questions was conducted among 403 facebook users.

*Results:* The key findings can be distinguished in the following categories: "usage", "structure", "topics" and "interaction". 83% of the participants use facebook on a daily basis with an average of 7 logins per day. The main days of usage and time of the days can be found from Friday to Sunday, between 18:00 and 21:00 o'clock (67%). As most important structural element users identify a link to the corporate website (stated by 87%) and a brief description of the company (85%). Concerning reasons for liking a page users mainly expect the topics "dates and events" (61%), "news from the industry" (44%), "corporate news" (42%) and "additional information about products" (42%), whereas the postings users find most interesting are product tests. Reasons for liking a post are mostly due to informative (81%) or funny (56%) content, which has to be readily identifiable (69%) and preferably contains a picture (63%). Regarding interaction 69% of the users never contacted a company via facebook in the past but estimate a response time of under a day (55%).

*Added Value:* The results lead to recommendations when to post an article in order reach the largest audience, which topics should be covered, writing style and interaction and thus enables companies to enhance their online presence on facebook.

## DIGITAL INFORMATION SKILLS FROM A PROCEDURAL PERSPECTIVE – AGE RELATED DIFFERENCES IN STRATEGIES FOR INFORMATION SEARCHING IN THE INTERNET

Author: Wieland, Mareike
Organisation: TU Dresden, Germany

*Relevance & Research Question:* Based on the idea of "digital natives" (Prenzky, 2001), many studies focus on technical aspects of internet usage (e.g. Livingstone & Helsper, 2010). As a consequence, the dimension of how to find appropriate information has been neglected. As cognitive abilities like regulating the information searching process are considered as substantial for successful information searching (e.g. Brand-Gruwel, Wopereis & Walraven, 2009), information skills have to be seen as dynamic instructional knowledge depending highly on individual characteristics.

This study examines age related differences in strategies used for solving information problems in the internet from an individual perspective.

*Methods & Data:* The study is based on a combination of interviews, observation and thinking aloud method. Ten user between 16 and 77 fulfilled two search tasks on the computer while thinking aloud. Using a navigational approach (Karnowski, von Pape & Wirth, 2012), the search processes are structured by the phases of information searching (Marchionini, 1995) and analyzed by considering actions (screencast), meta-cognitive processes (verbal expressions) and contextual information (interviews).

*Results:* Findings show that successful information searching is subject to the chosen strategy and the task. Age influence solving the information collecting task: The younger recourse to a strategy named "heading", means they are led by hyperlinks but staying oriented to the search goal. Using this strategy, younger benefit from the abundance of information. The older show more preference for a planned and linear search, but are prone to deviate from the goal.

In the second task where defined facts had to be found, no age related differences are found. In conclusion, there are no general deficits in the information searching abilities of older, but differences in the strategies people choose to solve a particular information problem.

*Added Value:* Digital skills have to be examined in a distinguished manner. Effective usage of the internet for information purposes depends on an interaction of task, technical sovereignty, strategy and meta-cognitive skills.

The impact of the strategy on successful information searching shows that conveying digital skills should be in line with the daily search routines to empower user to manage their individual information searching.

## TIME STABILITY OF USER PERCEPTION OF WEBSITE AESTHETICS

Author: Witte, Dustin (1); Hirschfeld, Gerrit (2); Thielsch, Meinald T. (1)
Organisation: 1: University of Muenster, Germany; 2: University of Applied Sciences Osnabrück, Germany

*Relevance & Research Question:* Aesthetics is besides content and usability the most important construct which determines a user's evaluation of a website. Website aesthetics is defined as "an immediate pleasurable subjective experience that is directed toward an object and not mediated by intervening reasoning" (Moshagen & Thielsch, 2010, p. 690). Amongst others Leder, Oeberst and Augustin (2004) revealed that aesthetics is processed fast and implicit at first sight and particularly contribute to the first impression rating of a website. However, no study has been conducted yet that examines the time stability of aesthetics ratings over a given period of time. By gaining further insights in the perception of website aesthetics, our online study aims to close this gap.

*Methods & Data:* A total of 212 participants (59% female) evaluated respectively one out of eight different websites over a time period of two weeks. The websites were chosen to cover a broad range of different categories (e-commerce, search engine, corporate website, e-recruiting, download, e-learning, information site and an information mocksite) and could be used fully functionally during the evaluation. The time difference between T1 and T2 was on average 1.5 days, between T2 and T3 12 days and thus 13.5 days between T1 and T3. The Visual Aesthetics of Website Inventory (VisAWI) with its four subscales simplicity, diversity, colorfulness and craftsmanship was used to evaluate the websites.

*Results:* High correlations between the data points were found for the overall scores ($r = .88 - .91$, $p < .001$) as well as for the aesthetics subscales ($r = .77 - .86$, $p < .001$). As we found no mean differences in the website evaluations over time, these correlations can be interpreted as an evidence for time stability of perceived website aesthetics.

*Added Value:* While the importance of aesthetics for first impressions is well proven we found additional evidence for the stability of aesthetics evaluation over short and medium periods. This points clearly to the importance of aesthetics in applied and market research and the suitability of a measurement instrument such as the VisAWI.

# A5: MEASUREMENT IN MOBILE WEB SURVEYS

## OPEN NARRATIVE QUESTIONS IN PC AND SMARTPHONES: IS THE DEVICE PLAYING A ROLE?

Author: Revilla, Melanie (1); Ochoa, Carlos (2)
Organisation: 1: RECSM, Universitat Pompeu Fabra, Spain; 2: Netquest

*Relevance & Research Question:* Most survey questions are closed questions, where respondents have to select an answer from a proposed set of alternatives. However, a lot of surveys also include, at least occasionally, some open questions. Open questions that call for elaborated and developed answers, called "open narrative questions", are used when the researchers want to go deeper into what the respondents think.

*Methods & Data:* This presentation compares the answers to open narrative questions when the respondent is participating in a PC survey, in a smartphone-not-optimised survey or in a smartphone-optimised survey. The experiment was carried out in Spain using data collected by the Netquest online access panel. Respondents were assigned randomly to each type of device and survey format, in two successive waves. Because respondents have to type in their answer, we expect differences between devices, linked with the size and the kind of keyboards (i.e. physical versus digital, touch-screen or not).

*Results:* The speed of answers is longer in smartphones, in particular in the non-optimized version. There is no difference in item non-response, in the proportions of "don't know" and the one of non-sense. However, the precision of answers is lower in both smartphones groups. The use of abbreviations is higher in smartphones (both groups) but overall quite low, so it cannot explain the differences in precision.

*Added Value:* Previous research was mainly based on one-wave survey, and/or small/specific samples, and non-sensitive questions. On the contrary, this study uses a full cross over design, with 3 control groups and 6 treatments groups. This allows to compare the answers both across but also within subject, to get more precise conclusions. In total 1,608 respondents of a large opt-in panel in Spain answered both waves. Also, sensitive topics are studied (e.g. about euthanasia or immigrants), for which we can expect more differences across devices, due to the portability of the smartphones (higher probability to have people around).

## GRIDS VERSUS ITEM-BY-ITEM DESIGNS ON SMARTPHONES

Author: Couper, Mick P.
Organisation: University of Michigan, United States of America

*Relevance & Research Question:* Grid or matrix questions pose problems for mobile devices (smartphones). Several survey software systems optimize for mobile devices by turning grids into item-by-item scrolling pages, but there is little empirical research to support this decision. We exploit a quasi-experimental design in which the same questions were asked in two different formats in two successive years to see if the item-by-item alternative takes less time to complete on smartphones than grids, and if data quality (specifically, missing data) is affected.

*Methods & Data:* We use data from a student Web survey. The 2013 survey used a traditional grid layout for many pages. The 2014 survey used a new version of mobile optimization from the vendor that turned grids into item-by-item scrolling pages. A total of 12 grid questions were identical in the two surveys. About 11% of the 2013 survey respondents (n=3,223) used a smartphone, while 22% did so in 2014 (n=4,233). This paper builds on analyses of the 2012 and 2013 surveys presented at GOR last year.

*Results:* Grid pages took on average 9% longer for smartphone users (26.93 secs) than PC users (mean=24.62 secs) in 2013. However, the stacked item-by-item pages in 2014 took on average 21% longer for smartphone users (mean=29.97 secs) than PC users (mean=24.86 seconds). Comparing the same set of 12 grid questions in 2013 and 2014, the stacked version took about 6% longer than the grid version (mean=28.8 in 2013 versus 30.51 in 2014) for smartphone users. We find no differences in missing data rates between the two versions.

*Added Value:* There is great interest in finding alternatives to grid questions for mobile devices, and software vendors are offering solutions without research evidence. This research provides some insight into this important practical question. We provide the first evidence that the stacked item-by-item alternative may not improve efficiency for smartphone users over traditional grid questions.

## A STUDY ON PANEL ENGAGEMENT IN A MOBILE SURVEY APP

Author: Scharioth, Nicolas; Tschida, Kathrin
Organisation: POLLION GmbH, Germany

*Relevance & Research Question:* Mobile market research provides a way to engage with consumers and citizens in an interactive and fast fashion. This raises a number of methodological questions. How often can such app respondents be surveyed? What role do incentives play with regards to response speed and the final response rates? Does speed come at the expense of truthfulness? How effective are push notifications in relation to email notifications?

*Methods & Data:* We tested these questions by polling a sample of 1,668 active biopinio app users in December 2015. The sample was divided into 6 demographically similar groups (n=278), each of which was incentivized and notified in a distinct fashion, but with an otherwise identical questionnaire:

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Groups A-D differ in the type of incentivization the user was offered. Groups E and F have the same incentivization as Group D, but were notified either just by push notification or just by email. A measure for truthfulness was included through a disguised repeat question in all groups.

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*Added Value:* The results provide insights into how to optimize survey design, incentivization and frequency for mobile settings. App users' high engagement can be utilized for new types of market research designs.

# B5: SOCIAL MEDIA USAGE AND COMMUNICATION

## COMPARISON OF FACEBOOK AND WHATSAPP USAGES

Author: Ariel, Yaron; Vasiliu, Vlad
Organisation: Yezreel Academic College, Israel

*Relevance & Research Question:* Concomitant use of several online social networks is a common phenomenon. This study examines the uses of the two most popular online social networks in Israel, Facebook and WhatsApp. Understanding of usage patterns and expression patterns on each network may highlight the possible values of using each network for researchers and practitioners.

*Methods & Data:* 332 undergraduate students answered a printed questionnaire (to avoid the potential bias of technological literacy). The questionnaire included a broad range of questions about the frequency, patterns of use of the type of content shared online social networks Facebook and WhatsApp. Most of the questions were constructed to enable a comparison between the two.

*Results:* Two index variables examined social network uses, one that comprised of 8 items and measured Facebook general usages (Cronbach's alpha=.82) and the second comprised of 7 items and measured WhatsApp general usages (alpha=.87). A paired-samples t-test was conducted to compare the general level of use in Facebook and WhatsApp. There was a significant difference ($t(315)=18.96$, $p<.001$) in the level of use between Facebook ($M=4.15$, $SD=1.13$) and WhatsApp ($M=5.65$, $SD=1.38$). Multiple regression analysis was used to test if personal attributes (age, gender), the number of Facebook friends and the willingness to share personal moods and personal political opinions significantly predicted participants' level of use in Facebook. The results of the regression indicated the predictors explained 41.3% of the variance ($F(5,303)=12.44$, $p<.001$); Sharing one's personal moods significantly predicted general uses level ($\beta=.16$, $p<.001$), as did share political opinions ($\beta=.32$, $p<.001$). Similar regression model tested the general level of use of WhatsApp. The results indicated the predictors explained 31% of the variance ($F(5,304)=6.53$, $p<.001$); Sharing one's personal moods significantly predicted general uses level ($\beta=.13$, $p<.05$), as did share political opinions ($\beta=.25$, $p<.001$) and the number of WhatsApp groups to which a person belongs.

*Added Value:* This study implies that the usage level of online social networks largely depends on personal expression patterns of the user rather than other user's reference variables. This conclusion suggests scholars should consider the overvaluation of the characteristics of the technology platform.

## THE TWO SIDES OF SOCIAL MEDIA FRIENDSHIP – POSITIVE AND NEGATIVE OUTCOMES OF MAKING 'FRIENDS' IN SOCIAL NETWORKS

Author: Bosau, Christian; Bosch, Anna Katrin
Organisation: Rheinische Fachhochschule Köln, Germany

*Relevance & Research-Question:* A classical activity in social networks is making 'friends' and accepting new people on a friends list. While having many friends could clearly have positive outcomes - i.e. in terms of social support – (Ellison, Steinfield & Lampe, 2007; Kim & Lee, 2011), it might also create negative consequences due to misleading perceptions of the lives of others since they are generally presented excessively positively in social networks (Chou & Edge, 2012). Thus, friendship in social networks may be a described as a double-edged sword.

*Methods & Data:* This online-study (N=143) analyzed both the positive and the negative influence of high number of friends in social networks, resulting finally in an increase or decrease of well being and life satisfaction (SWLS: Glaesmer, Grande, Braehler & Roth, 2011). On the positive path more friends would probably lead to a higher number of likes that increase the self-esteem of people (SES: Rosenberg, 2014) which in turn leads to higher life satisfaction. Negatively though, more friends would result in more content in social network profiles leading automatically to an intensified network usage. However, the more people use the network the more they get the perception that others have a better life and are happier (Chou & Edge, 2012) which in turn would lead to lower life satisfaction.

*Results:* In correspondence with the theoretical assumptions, the SEM-analysis shows that both paths can be supported. More friends lead to more received likes ($r=.29$, $p<.01$) and more likes increase the self-esteem ($r=.18$, $p<.10$), leading finally to higher life satisfaction ($r=.57$, $p<.01$). However, more friends also mean longer network usage ($r=.23$, $p<.05$), which then results in the perception that others are better off ($r=.17$, $p<.05$), leading finally to lower life satisfaction ($r=-.37$, $p<.01$). The fit-indices show an adequate model fit.

*Added Value:* This study is the first study that analyses positive and negative outcomes of friendship in social networks at the same time. By that, it further develops the understanding of friendship management in social networks and sheds light on the currently increasing problem of dealing with extremely huge number of friends in social networks.

## FEW-TO-MANY COMMUNICATION. PUBLIC FIGURES' SELF-PROMOTION ON TWITTER THROUGH "JOINT PERFORMANCES" IN SMALL NETWORKED CONSTELLATIONS

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*Relevance & Research Questions:* Twitter is often associated with digital citizenship and democratic communication, enabling 'anyone to chat with anyone' (many-to-many). Simultaneously, research is pointing at a gap between elite users and 'ordinary users' with the latter becoming passive audiences of the first. Despite the awareness about the hierarchal nature or Twitter, there is need for detailed analyses of elite power and elite visibility. Not least, it is necessary to pay attention to how users with high status 'collaborate' in their efforts to 'win the audience' (Castells 2007: 241). Thus, the purpose is to explore how members of a Twitter elite interact and perform together "before" their manifold followers/audiences, as if from a raised platform. The study seeks to answer the following: RQ 1: What different types of 'joint performances' are possible to identify and more precisely what does the interaction look like, discursively speaking? RQ2: How could this elite 'collaborative' way of establishing mass communication on Twitter be conceptualized? One-to-many is restricted to individual performance, but is it possible to formulate an equivalent concept that instead covers "joint performances"?

*Methods & Data:* A qualitative discourse analysis of Twitter activities among six Swedish public figures who are nationally acknowledged politicians, journalists and PR consultants. The empirical material, which was collected in February and September 2014, consists of in total 1689 items (tweets and retweets) in which a selection has been used for the qualitative analysis (primarily tweets while the retweets have served as contextual material).

*Results:* The identification of three discourse types; expert sessions; professional 'backstage' chatting and exclusive lifestreaming. Altogether, they demonstrate how a Twitter elite 'socialize' on Twitter in a top-down manner.

*Added Value:* Critical and qualitative knowledge about barriers to democratic interaction on Twitter and the formulation of a concept that complements the widely used concept of one-to-many. Thus, it is suggested that the identified 'elite collaborative' tweeting represents another form of mass communication, namely few-to-many.

Methodological challenge/problem to be discussed: What happens when transferring discourse analytical tools, originally intended for studies of traditional media, to Twitter?

# C5: GOR THESIS AWARD 2016 COMPETITION: BACHELOR/MASTER

## MOTIVATED UNDERREPORTING AND RESPONSE PROPENSITY: DO PERSONS LIKELY TO RESPOND GIVE BETTER ANSWERS TO FILTER AND ELIGIBILITY QUESTIONS?

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*Relevance & Research Question:* Does a lower nonresponse error end in a higher measurement error? How is the total survey error affected by taking more efforts in recruiting? These are questions bothering research for considerable time (Kreuter/Müller/Trappmann 2010; Olson2006; Tourangeau/Groves/Redline 2010; Fricker 2007). On the one hand bringing in late or reluctant respondents boosts the response rate which was often an aim in many surveys as high response rates were associated with a low nonresponse error. On the other hand there are concerns that reluctant respondents could give inaccurate answers and increase the measurement error.

Kreuter (2013) claimed in her summary paper "Facing the nonresponse challenge" that researchers should stop focusing only on nonresponse error rates and extend their view to a broader perspective of error sources, considering the background of shrinking response rates and survey budgets.

I will capture this call-up to further examine the relationship between measurement and nonresponse error. Particulary as recent research shows inconsistent findings for this relationship In her meta analysis Olson (2013) recommends to look further at the various reasons for measurement and nonresponse error to gain better understanding of this relationship.

One reason for measurement error can be misreporting, in particular motivated underreporting. Motivated underreporting is a consciously untrue statement in a survey with the purpose to shorten it, or make it less repetitive or boring. Potential reasons for this behaviour could be reducing the survey burdens, item difficulty, acquiescence or survey disinterest.

Some evidence was already found for motivated underreporting in filter, looping and eligibility questions. Their primary focus was on CATI, CAPI and non-panel studies. Nevertheless, no study has so far analysed the link between motivated underreporting and response propensity. My paper closes this research gap.

Based on three datasets from a variety of countries and modes, this paper explores whether motivated underreporting to filter and eligibility questions is worse among those respondents who were the least likely to respond to the survey. Particularly the LISS panel dataset adds value to the motivated underreporting research as online and panel studies are in this research area so far rare.

*Data & Methods:* This paper uses three datasets to analyse the above listed research questions: Longitudinal Internet Studies for the Social Sciences (LISS panel), Survey on Free Time (SOFT) and Life in America (LIA) survey. Each of these datasets was conducted in another mode. This allows me to test the robustness of my findings in regard to survey mode.

The methods section describes measuring motivated underreporting and the applied statistical poisson and logistic regression models I use to investigate the connection between response propensity and motivated underreporting. To identify the reluctant respondents, I build response propensity models using statistical boosting, a technique of statistical learning.

*Results:* This study has three main findings. (1) Motivated Underreporting is a common practice in both, filter questions and eligibility questions. This evidence is robust for the three different survey modes online, CATI and CAPI. (2) In filter questions does not appear to be more motivated underreporting among reluctant respondents. No connection of measurement and nonresponse error is supposed. (3) Whereas for eligibility questions the motivated underreporting phenomena is strongly related to response propensity. People who are not very likely to respond tend to do motivated underreporting in eligibility questions and skip the screening and main interview. A link between measurement and nonresponse bias can be supposed.

Respondents with low response propensities who do nevertheless participate are not more likely to short-cut the filter questions, but are more likely to make themselves ineligible to the screener questions, suggesting that the size of the reward is an issue.

*Added Value:* A consequence resulting for questionnaire designers is to focus on the grouped format in filter questions and on the roster format in eligibility questions.

The findings of the second research question shows that people who are not very likely to participate do not engage in more motivated underreporting. This means, that efforts to increase response rate do not backfire and additional respondents give not worse answers than other respondents. As the nonresponse and measurement error are not supposed to be linked by spending more money to recruit people the studies' nonresponse bias could be reduced while the measurement bias due to misreporting is supposed to stay the same.

For eligibility questions it makes a difference if the respondent is likely to participate or not. So if survey institutes spend more money in reducing the nonresponse bias it would be likely that these hardly recruited people screen out in the eligibility question. If the survey institutes disguise the population when doing screening as in the roster format, without mentioning the eligibility criteria, the overall response rate is lower because the low response propensity people just do not do the screener.

Further research in balancing the measurement and nonresponse error in eligibility questions is recommended.

This study shows further motivated underreporting is in panel and online studies as common as in other studies. In previous motivated underreporting experiments only one online and one panel survey has been used therefore particularly the findings of the LISS panel add value to the motivated underreporting research.

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## ATTENTIONAL BIAS IN PATHOLOGICAL INTERNET GAMERS USING A WEB-BASED ADDICTION STROOP

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*Relevance & Research Question:* Pathological Internet gaming is associated with decreasing academic performance, neglecting other activities, interpersonal conflicts, loneliness, and sleep deprivation. Internet Gaming Disorder is included in the appendix of the fifth edition of the Diagnostic and Statistical Manual of Mental Disorders as a disorder that merits further research. The diagnostic criteria are based on those for Substance Use Disorder and Gambling Disorder. The question arises whether Internet Gaming Disorder and the disorders it is modelled on share features in the development and maintenance such as conditioning and attentional processes. Persons with Substance Use Disorder and pathological gamblers exhibit an attentional bias that manifests itself in an increased attention towards stimuli that are associated with their respective addiction. If addicted persons pay more attention to addiction-related objects, they experience craving. This may lead to renewed consumption and may hinder abstinence. The most commonly used measure for attentional bias is the addiction Stroop. In a previous laboratory experiment with a small sample, an attentional bias towards computer-related stimuli in pathological Internet gamers was found using an addiction Stroop. The present study aimed at extending this result with a larger sample of pathological Internet gamers by using a web-based version of the same experiment. Web-based experiments have the advantages of being easily accessible to a large audience, convenient, and economic. The research question was whether pathological Internet gamers would exhibit an attentional bias towards computer-related stimuli.

*Methods & Data:* The participants took part in the study on their computer at home. They answered questions concerning their demographics, their gaming and Internet usage, took part in the Compulsive Internet Use Scale (CIUS), the State-Trait Depression Scale, the Ishihara test to measure colour vision, and completed the addiction Stroop. The sample consisted of 170 people (43 female, mean age: 27.9 ± 9.3). The CIUS was used to divide the sample into 54 pathological Internet gamers, 57 casual Internet gamers and 59 non-gamers. Reaction times were measured by using a web-based addiction Stroop that was programmed with JavaScript (version 1.8.5, Netscape) and incorporated into the online survey tool LimeSurvey. The program was executed client-side and at end of the addiction Stroop, the reaction times were transferred to the LimeSurvey server. The participants saw 20 computer-related words (e.g., 'keyboard') and 20 neutral words (e.g., 'telephone'). Neutral and computer-related words had equal frequencies in the German language and the same number of letters and syllables. Each word was presented once in red, yellow, green, and blue, resulting in 160 stimuli for each block. Between the two blocks, participants were able to take a short break. Each trial lasted 1000 milliseconds (ms), in which subjects saw one word in the centre of the screen against a grey background. Each word was presented until a key was pressed or the 1000 ms expired. Once a key was pressed, a white fixation cross appeared for the remainder of the trial. After 1000 ms, the next word appeared automatically. The order of words and colours was randomised. The participants used their keyboard to indicate the colour of the words. Prior to the experimental blocks, they familiarised themselves with the task in a practice run with 10 animal words (once in each colour, i.e., 40 stimuli). If a person pressed the same key several times or kept it pressed for too long, a pop-up window with a warning was shown and the experimental block started anew. Reaction times, pressed keys, missed words, and number of re-starts were saved. It was expected that pathological Internet gamers would react slower to computer-related than to neutral words compared to casual Internet gamers and non-gamers. A 3x2 design with the between subjects factor group (pathological Internet gamers, casual Internet gamers, non-gamers) and the within-subjects factor word type (neutral words, computer-related words) was employed.

*Results:* The pathological Internet gamers used Internet games significantly more hours per week ($M = 22.3 \pm 16$) than the casual gamers ($M = 15.6 \pm 15.5$), $t(109) = 2.22$, $p = .028$, $r = .201$. The games most played were World of Warcraft, Guild Wars, and Star Wars. Regarding the addiction Stroop, the 3x2 mixed-design ANOVA yielded a main effect for group $F(2, 167) = 8.823$, $p < .001$, $\eta 2 = .096$. Gabriel's post-hoc tests showed that the pathological Internet gamers ($M = 604.8$ ms $\pm$ 42.4) were faster than the non-gamers ($M = 639.6$ ms $\pm$ 54.8), $t(167) = -3.764$, $p = .001$, $r = .279$, but not than the casual Internet gamers (M = 608.1 ms ± 50.8), $t(167) = -0.354$, $p = .979$. The casual Internet gamers were faster than the non-gamers, $t(167) = -3.455$, $p = .002$, $r = .258$. There was no main effect for word type, $F(1, 167) = 0.0632$, $p = .858$, meaning that the reaction times overall did not differ between neutral and computer-related words. Group and word type did not interact, $F(2, 167) = 1.082$, $p = .341$. The groups did not differ in their reaction times towards neutral and computer-related words. The participants pressed the wrong key in 4.2% and missed a key in 3% of all trials. The participants' number of errors and missed keys were analysed with a 3x2 mixed design ANOVA. It did not yield any significant effects.

*Added Value:* The hypothesis was not supported; pathological Internet gamers did not exhibit an attentional bias towards computer-related words in an addiction Stroop. A possible explanation is that the attentional bias was not found because an Internet experiment was employed. Reaction times measurements in Internet experiments can be interference-prone due to distractions of the participants (e.g., hearing noises) or technical reasons (e.g., having several programs open at once). However, distractions did not seem to be problematic in our experiment because the participants made very few errors and missed very few trials overall. The groups did not differ in the number of errors and missed keys. This suggests that they were equally concentrated. Technical problems were minimized because the program was executed client-side and reaction times were only transferred to the LimeSurvey server at end of the addiction Stroop. This prevented different browsers, internet connections, and transmission protocols from distorting the reaction times. Hence, the internal validity of the experiment did not seem to be violated. Another possible explanation for the results would be that pathological Internet gamers do not show an attentional bias towards computer-related material. This is in line with two other experiments investigating the attentional bias in pathological gamers. Possibly, Internet Gaming Disorder differs from Substance Use Disorder and Gambling Disorder in this respect.

## THE AESTHETICS OF ONLINE CORPORATE ANNUAL REPORTS - AN APPLICATION OF THE VISAWI

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*Relevance & Research Question:* Besides fulfilling legal commitments, enterprises try to use the corporate annual report for good self-representation. Aiming for this, enterprises utilize the opportunities in the design to present fix contents in an aesthetic way. With expanded audiences, the report's significance has changed and became the most important corporate document. Thus, enterprises make big efforts on creating the reports (cf. Stanton & Stanton, 2002; Voelzkow, 2008; Piwinger, 2014). Considering its high value and the big efforts to companies, the research literature is rare, especially concerning the online versions of the reports. In the present study the effects of online corporate annual reports, particular its aesthetics, on valuating the according enterprise were studied. Moreover, the construct of online annual report aesthetics were examined. Former research ascertained the empiric structural model of website aesthetics and the VisAWI (Visual Aesthetics of Website Inventory) as a valid instrument measuring aesthetics with its facets (Moshagen & Thielsch, 2010). The empiric structural model and the VisAWI should be valid for online corporate annual reports assuming them to be websites, as well.

*Methods & Data:* To answer the research questions an online study was conducted and data were analyzed by a total of 156 participants (female=86, mean age=32.9 years). Eight online annual reports according to DAX30 enterprises reporting their financial years 2013 were selected by an expert interview and served as stimuli materials. The measures were repeated corporate valuations (cf. Fombrun & Shanley, 1990; Gatewood, Gowan & Lautenschlager, 1993; Allen, Mahto & Otondo, 2007) to analyze changings from before to after reading the reports, and the report aesthetics (VisAWI, Moshagen & Thielsch, 2010) to analyze correlations with the corporate valuations and to investigate the structural model and the test criteria. Therefor convergent and divergent constructs were measured additionally. In the survey, participants were referred randomly to one of the eight enterprises, valuated the enterprise and then explored the enterprise's online annual report. After answering questionnaires, e.g. concerning the report aesthetics, the enterprise was valuated again.

*Results:* Analyzes of the corporate valuations showed improvements for each enterprise from first to second measuring. Overall enterprises, valuations were improved significantly ($t(155)=-7.08$, $p<.001$) and these improvements correlated significantly with the report aesthetics ($r=.41$, $p<.001$). Analyzing the structural model of the report aesthetics and the validity of the VisAWI, confirmatory factor analysis yielded an acceptable fit to the data. Interference statistics were $\chi^2(131)=282{,}04$, $p<.001$ and RMSEA=.086. Descriptive statistics were $\chi^2/df=2.15$, SRMR=.07 and CFI=.9. Factor loadings were good to excellent (.75 to .92) and item loadings were acceptable to good (.51 to .85). Validating test criteria of the VisAWI showed convergent, but not divergent construct validity by significant correlations with both, constructs suggested as convergent and constructs suggested as divergent. Internal consistencies were good to excellent ($\alpha=.78$ to .88 for the subscales and $\alpha=.93$ for the total score).

*Added Value:* Regarding the online corporate annual report as a self-representing medium, makes it reasonable for enterprises to make effort on its design. Knowing its online annual report improves the perception of the enterprise and this effect depends on the report aesthetics. The more aesthetic the online annual report, the more the valuation of the enterprise is improved. And besides fix contents, opportunities are given just in the report's appearance. Furthermore, designers should take into account the structural model of the online reports aesthetics and the VisAWI to measure it.

# D5: SEGMENTIERUNG UND PROFILING: DIE ZUKUNFT DER ZIELGRUPPEN

## DIE SINUS MILIEUS® IM DIGITALEN ZEITALTER

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Die Sinus-Milieus® sind ein wissenschaftlich fundiertes und international anerkanntes Zielgruppenmodell, das seit über 30 Jahren die Lebenswelten der Menschen betrachtet und diese nach ihrer Grundhaltung und Lebensweise gruppiert. Um die Lebenswelt-Expertise und das ganzheitliches Wissen aus der offline in die digitale Welt zu übertragen, wurden gemeinsam mit Nugg.ad statistische Modelle entwickelt, die über einen iterativen Evaluierungsansatz auf Grundlage von mehr als 10.000 Fällen analysiert und ausgewertet wurden.

Über Predictive Behaviour Targeting-Lösungen von Nugg.ad lassen sich die 10 Sinus Milieus® nun auch online gezielt ansprechen bzw. Inhalte je nach Milieu optimiert ausspielen.

Die digitale Variante der Sinus-Milieus® stellt dabei keinen Ersatz des Originals dar, sondern ist eine umsetzungorientierte Ergänzung für die Umsetzung von Big Data. Erkenntnisse aus klassischen Befragungen lassen sich dadurch auch mit Beobachtungen des Online-Verhaltens abgleichen.

Mögliche Anwendungsfelder für die Digitalen Sinus Milieus sind zum Beispiel:

360° Data Integration / Cross Media Optimierung: Bei vielen Menschen lässt sich heute kaum noch zwischen offline- und online-Leben unterscheiden. Daher ist es für das Marketing umso wichtiger Kommunikation nicht nur offline für die anvisierten Milieus zu optimieren, sondern diese auch in der digitalen Umgebung optimal zu platzieren. Durch die Digitalen Sinus-Milieus können das erste Mal Zielgruppen crossmedial erreicht werden.

Digital Content Optimierung: Dank der Digitalen Sinus-Milieus lässt sich auch die Gestaltung von Webseite besser auf den jeweiligen User abstimmen. Gegenüber anderer Behavioral Predictive Targeting-Methoden greifen die Sinus Milieus® die real-existierenden Lebenswelten der Menschen hinter dem User umsetzungsrelevant auf.

Integration der Lebensweltexpertise in Analytics Tools: Technisch ist es nicht nur möglich dem User im Moment des Seitenaufrufs ein Milieu zuzuweisen und dadurch Nutzer-Strukturen von Webseiten zu analysieren. Die Milieuzuordnung lässt sich auch in Analytics Tools wie z.B. Webtrekk oder interne Lösungen einpflegen und ermöglicht damit eine fortlaufende und selbstoptimierende Arbeit mit den Zielgruppen.

Die Echtzeit-Zielgruppentechnologie von Nugg.ad ermöglicht es mit den Digitalen Sinus-Milieus dem Internetnutzer abseits der vorliegenden Cookie-Informationen ein Gesicht zu geben und mit Leben zu füllen. In Zeiten von Big Data sind Segmentierungen somit unmittelbar umsetzbar.

Mit den Sinus-Milieus® werden auch im digitalen Zeitalter die Zielgruppen der Zukunft optimal angesprochen.

## DAS NÄCHSTE LEVEL DER ZIELGRUPPENANALYSE: CONNECTING BIG DATA MIT YOUGOV PROFILES

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Mit Profiles hat YouGov ein neues und innovatives Mediaplanungs- und Zielgruppenanalysetool für Marken und Agenturen auf den Markt gebracht. YouGov Profiles bietet dabei nicht nur die von etablierten Markt-Mediastudien gewohnten Features, sondern zeichnet sich zudem durch eine deutlich höhere Aktualität und Flexibilität aus. Eine Kombination verschiedener Erhebungsmethodiken ermöglicht eine detaillierte Analyse der Ziel- und Nutzergruppen über eine Vielzahl von Merkmalen hinweg, die deutlich über die üblichen soziodemographischen Eigenschaften sowie Marken- und Mediennutzung hinausgehen. So ergibt sich ein holistischer Blick auf die Zielgruppe.

Die verschiedenen Methoden reichen von klassischen Umfragen über passive Digitalmessungen hin zur YouGov-eigenen Online-Plattform, die ähnlich wie Facebook „Likes" und Interaktion innerhalb der Panel-Community erfasst. Alleine hierdurch erhebt YouGov mit bis zu 4.000 Interviews täglich einen kontinuierlichen Datenstrom unter den 200.000 deutschen Panelisten. So steht Nutzern von YouGov Profiles ein wöchentlich aktualisierter Datensatz mit mehr als 150.000 erhobenen Datenpunkten zur Verfügung.

Ähnliche Produkte sind deutlich statischer in Bezug auf die Häufigkeit der Erhebung und Publikation, wodurch sie die flexible Reaktion auf aktuelle Themen und Trends stark einschränken beziehungsweise zeitkritische Analysen nicht ermöglichen. Profiles erlaubt Erkenntnisse so dynamisch wie der Markt, für den sie gemacht sind. Über Re-Contacts haben Profiles-Nutzer die Möglichkeit, in kürzester Zeit kundenexklusive Fragestellungen erheben zu lassen oder eigene Segmentierungen in exklusive Datensätze einzuspielen. Bekannte Zielgruppen-Segmentierungen können so problemlos integriert, aber auch kundenindividuelle Segmentierungen erstellt und für weitere Analysen genutzt werden. Dadurch ergeben sich auch jenseits der klassischen Mediaplanung vielfältige Anwendungsmöglichkeiten. Durch die Kombination aus Standardisierung und Flexibilität bietet YouGov Profiles mehr als nur „syndicated" oder „customized" Data: YouGov Profiles bietet beides in einem Produkt. Damit ist Profiles die optimale Schnittstelle zwischen Big Data und etablierten Segmentierungen. Bekannte Zielgruppen können in einem neuen Licht betrachtet und neue Erkenntnissen gewonnen werden. Hierdurch hebt Profiles die Zielgruppenanalyse auf das nächste Level.

## VON DER KUNDENSEGMENTIERUNG ZUR ZIELGENAUEN ANSPRACHE DES KUNDEN DURCH PREDICTIVE CUSTOMER INSIGHT

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Die meisten Unternehmen arbeiten bereits heute mit Kundensegmentierung, um Ihre Kunden gezielter ansprechen zu können. Viele stehen vor der Herausforderung, Ihren Kunden immer weniger in Filialen persönlich ansprechen zu können, da die Verbraucher ihre Konsumaktivitäten zunehmend ins Internet verlagern. Insbesondere bei den Digital Natives oder sogenannten Generation Y Kunden, beobachten wir seit einiger Zeit den Wunsch nach individueller Ansprache und Peer Group Vergleichen. Zur Erstellung eines Kundenprofiles können heute neben den Daten aus CRM Systemen und Marktforschungsdaten der einschlägigen Anbieter auch Informationen aus Sozialen Netzwerken herangezogen werden. Dabei wird es immer wichtiger, die verschieden Kommunikationskänale in der Interaktion mit dem Kunden (e-Mail, Chat, Facebook, Twitter, XING, LinkedIn) zu kennen und analysieren zu können. Wer seine Kunden kennt und auch bei Life Events in verschiedenen Lebenshasen gezielt mit Ihnen kommunizieren kann, wird seine Response Rate in Marketing Kampagnen erhöhen und im Vertrieb mehr Abschlüsse machen.

Der Vortrag zeigt wie innovative Software Lösungen auf Basis kognitiver Technologien von IBM Ihr Marketing und Ihren Vertrieb in der Nutzung wertvoller Kundeninformationen unterstützen und effizienter gestalten können.

# A6: UNIT AND ITEM NONRESPONSE

## EFFECTS OF ISSUE SALIENCE, QUESTIONNAIRE DESIGN AND INCENTIVES ON WEB SURVEY RESPONSE RATES

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*Relevance & Research Question:* In order to get player feedback and gain deeper insight into player motivation, InnoGames regularly conducts Web surveys among its international online game communities. Striving for higher response rates to guarantee the generalizability of the survey results, three studies were conducted, investigating different factors that were expected to increase survey participation. Study 1 examined the influence of emphasizing issue salience (personal relevance) of the survey topic in the introduction on the first survey page. Study 2 dealt with the effects of matching the survey design and/or the survey introduction to the survey invitation (in-game pop-up). Study 3 tested the influence of different types of incentives. We primarily expected the high salience introduction, a survey design and introduction matching the survey invitation, and all types of incentives to increase response and completion rates.

*Methods & Data:* In the context of three surveys, players were randomly assigned to different groups. Study 1 (n=7,496): High salience, or low salience introduction on the first survey page. Study 2 (n=9,264): No introduction and no design match, no introduction match but design match, no design match but introduction match, or introduction as well as design match of the in-game survey invitation and the survey. Study 3 (n=20,021): Pre-paid incentive, post-paid incentive, lottery, or no incentive for participating in the survey.

*Results:* A survey design matching the survey invitation as well as all types of incentives were able to significantly improve response and completion rates. Within the incentive study, pre- and post-paid incentives yielded the highest participation, followed by the lottery.

*Added Value:* With our survey invitations distributed via in-game pop-ups and a highly engaged player base eager to provide feedback, a high base line response rate of 51% could be reached, enabling sample sizes with several thousand respondents per test group. The surveys were carried out in different markets which also allowed for international comparisons. Thus, we could also reveal market differences regarding the effectiveness of our tested conditions for improving web survey response rates.

## HOW THE PLACEMENT OF THE LINKAGE CONSENT QUESTION IMPACTS THE CONSENT RATE IN AN ONLINE ESTABLISHMENT SURVEY

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*Relevance & Research Question:* Sample surveys routinely ask for respondent consent to link survey information with administrative databases, but not all survey units agree to the linkage. Next to respondent socio-demographic characteristics also design factors of the linkage consent question has been identified to influence consent propensity (e.g., wording, placement). Some of these findings run contrary to conventional wisdom. For instance, some studies have found that asking for linkage consent near the beginning of the survey interview is more effective than asking for it at the end. Surveys have long administered the linkage consent question at the end of the survey interview under the assumption that this is the point at which respondent-interviewer rapport is likely to be at its highest. However, these studies have only been performed in household surveys administered by an interviewer. Whether placement matters in self-administered modes (e.g., web) and for other types of target populations (e.g., establishments) remains an open question. We present results of a placement experiment in a web survey of establishments in Germany and offer insights and contribute to “best practice” guidelines for maximizing online linkage consent rates for establishments.

*Methods & Data:* A representative sample of establishments was invited to participate in an online survey with focus on establishment hiring practices. Over 4,200 responding establishments completed the online questionnaire, which included a consent request to access and link administrative information from Germany's Federal Employment Agency to their survey records. The consent experiment included three placement manipulations. Establishments were randomized to receive the linkage consent question either at the beginning, middle, or end of the survey interview.

*Results:* We show that the beginning of a survey is significantly the best placement for achieving a high rate of consent, followed by the middle-, and end-placement. The result appears to be robust across different subgroups.

*Added Value:* To our knowledge, this is the only linkage consent experiment that has been conducted on a sample of establishments, and the only study that has manipulated more than two placement locations in a web survey.

### CONSEQUENCES OF THE FORCED ANSWERING OPTION WITHIN ONLINE SURVEYS: DO HIGHER ITEM RESPONSE RATES COME AT THE EXPENSE OF PARTICIPATION AND ANSWER QUALITY?

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*Relevance:* Too often online surveys are conducted without adequate attention to implementation details. One example is the frequent use of the forced answering option, which forces the respondent to answer each question in order to proceed through the questionnaire. The avoidance of missing data is often the idea behind the use of the forced answering option. There has been a tremendous increase in the use of this option; however, the inquirers are often not aware of possible consequences.

*Research Question:* Currently, only a few studies have researched the impact of forced answering on different quality parameters (e.g. dropouts, item nonresponse), with inconsistent results. To date no study has systematically examined effects of forced answering formats on answer quality. Given the rise in the popularity of online surveys in general and the frequent use of the forced answering option in particular, the impact of forced answering on data quality needs to be addressed. Our study assesses the consequences of the implementation of the forced answering option on dropouts as well as on answer quality. Our major hypothesis is that forcing respondents to answer will cause reactance, which in turn will decrease answer quality and increase dropout rates.

*Methods & Data:* To analyse the consequences of the implementation of forced answering option on response behaviour, we use split-ballot-field-experiments. We already conducted two studies (n=1056 & n=615) with differing experimental conditions and a third is ongoing. To determine answer quality, we use instructed response items, self-report for faking and other self-reports.

*Results:* Our results show a significant increase in dropouts and higher percentages of fakers under the forced answering condition. Both can be interpreted as reactance behavior arising from the force to answer each question in this condition.

*Added Value:* So far, no study has systematically examined effects of forced answering formats on answer quality. Our Paper address this issue.

## B6: SOCIAL MEDIA AND SOCIETY

### PUBLIC AGENDA 2.0: COMPARING DATA FROM TRADITIONAL AND NEW MEDIA DURING THE 2015 ISRAELI ELECTION

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*Relevance & Research Question:* This study examines the online public discourse over Web 2.0 platforms (e.g. social networks and readers' comments in news websites) during the 2015 Israeli general election, and compares its main topics of discussion with the main topics that were mentioned in television evening news broadcasts at the same time. The first research question examines whether, and to what extent, compatibility can be found between the public agenda 2.0, as manifested in the free discourse of Internet users, and the traditional media agenda, as manifested in evening news broadcasts. The second research question explores the extent to which television preserves its power as an agenda-setter in an age in which the Internet and social networks are experiencing increasing popularity.

*Methods & Data:* Two quantitative research methods were employed as part of this study: (1). A content analysis of all television evening news broadcasts (n=126) during the six weeks preceding the Election Day (in Israel's public channel and the two commercial channels). (2). Monitoring system that crawls through cyberspace 24/7 for conversations in the major web 2.0 platforms - public and open - Israeli online social networks, responses to articles, forum posts, and blogs, during the same period (the system collected automatically all conversations with the minimum of two active participants and two comments displayed).

*Results:* Significant correlation was found between the media agenda and the online public agenda ($r = .42$, $p < .05$). There were no significant differences between the three television channels as for the salient topics. Ordinal regression analysis revealed that the relative salience trends in the online public discourse followed those of the television news broadcasts ($X2(df=587) = 21.205$, $p < .01$). A comparative analysis of trends in the coverage of the topics at hand revealed a similarity between the two media spheres.

*Added Value:* This research emphasizes the interconnectedness and convergence of 'old' and 'new' media. Online public discourse is still fed by, among other things, information sourced from traditional media. At the very least it is too early to declare television's demise as a relevant, important platform.

## THE BENEFITS OF THE DIARY METHOD FOR MOBILE COMMUNICATION RESEARCH

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*Relevance & Research Question:* The presentation introduces the method of (online) diary studies as an alternative way to analyze (online)media usage habits. Whereas survey or interview methods depend on the retrospective self-report data of the users, diary studies document even trivial and unconscious usage habits shortly after they were done. Diary studies are especially useful for the analysis of mobile communication habits because many aspects of mobile interactions are stored automatically on the smartphones. Based on a study about mobile communication habits the presentation illustrates data differences that occur in a comparison of answers that are collected in retrospective qualitative interviews and self-administrative diaries.

*Methods & Data:* 24 persons between 20-30 years participated in a two-step study about mobile communication habits. In a first step, they documented all incoming and outgoing short messages (SMS) and all message of their favorite mobile messaging application on three determined days using a standardized diary table. For each message various variables are collected, e.g. time, place, content, motivational attributes and contextual factors. In a second step, all participants have been asked in qualitative interviews about their mobile communication habits, especially their mobile availability management and the usage of the mobile during interactions with others.

*Results:* The diary data (N=3224 messages) was analyzed quantitatively and a qualitative content analysis of the interviews were conducted. Finally, the findings of the two methods were combined and compared. Thereby, some discrepancies between the self-estimation and the diary documentation of usage behavior can be observed. For example, many participants estimate their habit of parallel communication via mobile phone in presence of face-to-face interaction partners wrongly in the interviews. Similar divergences will be presented in relation to other aspects of mobile communication.

*Added Value:* The presentation illustrates the added value of a combination of (online)interviews/(online)surveys and the diary method for different types of media usage studies. Diary data cannot only be used to validate retrospective self-report data but offers a much more detailed insight in unconscious everyday usage habits.

# C6: GOR THESIS AWARD 2016 COMPETITION: DISSERTATIONS

## VISUALIZING RESEARCH FIELDS BASED ON SCHOLARLY COMMUNICATION ON THE WEB

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In science, information overload is not a contemporary issue. At the beginning of a scientific study, it is therefore usually quite hard to get an overview of a research field. One needs to work through long lists of search results and their references to build a mental model of the field. In my doctoral thesis, I aim to address this problem of classic literature search with visualizations based on scholarly communication on the web.

Knowledge domain visualizations are traditionally based on citations. Co-citation is an established measure of subject similarity and can thus be used to structure a field. Due to the publication lag, however, the appearance of citations is considerably delayed. For this thesis, I propose to employ readership statistics instead of citations to calculate subject similarities. Readership statistics have a distinct advantage over incoming citations: they are available much earlier, shortly after the paper has been published. The assumption is that the more often the same two documents have been read together (meaning that they have been added to the same user library), the more likely they are of the same or a similar subject. To the best of my knowledge, this measure (co-readership) has not been exploited before for knowledge domain visualization.

In my work, I analyze the adequacy and applicability of readership statistics recorded in social reference management systems for creating knowledge domain visualizations. As a use case I have chosen educational technology, because it represents a field that is multidisciplinary and highly dynamic in nature. First, I evaluate the preconditions of overview visualizations: I have carried out group discussions with researchers from educational technology to investigate their research practices on the web. Furthermore, I have analysed the the distribution of subject areas in user libraries of educational technology researchers on Mendeley to evaluate whether co-readership does imply subject similarity. Then, I present a semi-automatic procedure to create the knowledge domain visualization, and discuss the resulting prototype for educational technology. Afterwards, I report on the evaluation which was carried out in two parts: (1) I have conducted a qualitative literature comparison with other analyses of the field of educational technology, and (2) I have carried out expert interviews with participants from educational technology.

The results show that the preconditions for a visualization based on readership co-occurrence are being met. In the focus groups, I found that online reference management systems are used by educational technology researchers in many different activities along the research process. In the quantitative analysis, I found that around 69% of a user library can be attributed to a subject category; this is in the same realm as the subject category distribution found in reference lists. Co-readership can therefore be expected to serve as a useful indication of subject similarity.

The visualization prototype confirms this expectation: based on the most read publications in educational technology on Mendeley, the visualization reveals 13 topic areas of educational technology research. The visualization is fully automated with the exception of choosing the number of publications to include and correcting some of the names from the naming algorithm. The visualization is a very recent representation of the field: 80% of the publications included are from the last 10 years. The papers included in the co-readership analysis are on average almost half as young as the papers included in a comparable co-citation analysis conducted by Cho et al. (2012). While the co-readership visualization has similarities to visualizations based on citations, it is therefore a more up-to-date representation of the field in terms of the topics that are covered. It was furthermore shown that a broad range of research areas are covered by the co-readership visualization.

Being based on the readers, however, their characteristics may introduce biases to the visualization. Educational technology is an interdisciplinary field, but in Mendeley's discipline taxonomy it appears as a sub-discipline of education. Therefore, the map represents a view that is dominated by education and psychology. Areas that are mostly influenced by computer science such as adaptive hypermedia are missing from the visualization.

In conclusion, knowledge domain visualizations based on readership statistics are multifaceted and timely. They seem promising, especially in dynamic and dispersed fields such as educational technology. Nevertheless, it is important that the characteristics of the underlying sample are made transparent. Finally, it will also be important to carry out further comparison studies to better understand the differences between co-citation analysis, bibliometric coupling and co-readership analysis.

## RISKS AND USES OF COMMUNICATION ON SOCIAL NETWORKING SITES: THEORETICAL MODELING AND EMPIRICAL FINDINGS APPLYING THE THEORY OF REASONED ACTION

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Social Networking Sites (SNS) meet up the growing need for flexible communication and relationship maintenance in information societies. As a consequence, they have been adopted by numerous internet users around the globe. Notwithstanding their benefits, SNS comprise serious risks for the users´ privacy. Fatefully, to a large extend the users undermine their privacy all by themselves in providing content to these platforms. They publish their personal data into a semi-public environment which they are unable to control and which can be accessed by fellow users, the SNS provider, as well as further business companies, and governmental agencies. Hence, SNS users risk that their personal data will not be handled in the way they intended and loose informational privacy on the long run.

The study at hand provides a detailed theoretical examination of the special tension between informational privacy and self-disclosure on SNS. On the one hand, privacy is an essential psychological and societal need. On the other hand "complete" privacy is seldom eligible. Individuals regulate their ideal level of privacy on a continuum between crowding and social isolation according to their personality and the given situation (Altman, 1975). In digital environments like SNS, self-disclosure is a central adjustment factor to regulate privacy. It is needed to establish meaningful conversations and maintain social relationships that last. Unlike other adjustment factors used for privacy regulation (e. g. personal space in a face-to-face-situation), self-disclosure on the internet regulates unidirectional towards more crowding and less isolation. Once published on the social web personal content cannot be taken back and it can no longer be controlled by the user, due to persistence of online data.

Prior empirical evaluations of the behavior of self-disclosure on the social web show that users are indeed very aware of the potential consequences of their behavior and worry a lot about privacy. Nonetheless they share personal information. This gap between cognitions and behavior has been referred to as privacy paradox (Barnes, 2006). A literature review reveals mayor shortcomings of prior research on the privacy paradox. For instance, the paradox has largely been considered to be a phenomenon concerning merely young users despite the broad reach SNS achieve in all age segments. Moreover, established theoretical models which were conceptionalized to bridge the gap between cognition and behavior have not yet been applied to the phenomenon.

The current study aims to obliterate these shortcomings and addresses the essential question: "Why do users of SNS share personal information on SNS besides the fact that they are aware of risks for their informational privacy?" To answer this question, a model based on the Theory of Reasoned Action (TRA) was developed. The TRA divides the cognitive process which leads to a certain behavior into several substeps (Ajzen & Fishbein, 1980): In the TRA, the intention to perform a behavior is the only and sufficient predictor of a behavior. Intention has two prerequisites: attitude toward the behavior and subjective norm. To address the assumptions leading to the privacy paradox, beliefs on benefits as well as risks were included as predictors of attitude into the model. In line with continuing criticism of the rational choice perspective inherent to the TRA, habit was added as an additional predictor of behavior (see Figure 1 for the final model).

The model was evaluated using data gathered during a standardized online survey in spring 2014. The sample consists of 1031 German Facebook users between 14 and 69 years which were all members of an online access panel. The sample corresponds to the population in age and gender and is considered to be representative. A two wave panel design was chosen to meet the research logic of the TRA and to control for autoregressive effects between past and current behavior.

Results reveal that self-disclosure on SNS is a multidimensional construct and that participants use the different dimensions separately to adjust their ideal level of privacy. After assuring that necessary preconditions were all met, structural equation modelling was applied. According to established criteria (CFI $\geq$ ,90; RMSEA $\leq$ ,05; SRMR $\leq$ ,10), the model showed sufficient fit [Footnote 1]. Figure 2 contains a representation of the statistical analysis. The following three core conclusions highlight the progress the current study provides for the examination of the privacy paradox:

(1) The results on beliefs reveal that the prior focus on risks while ignoring beneficial aspects of self-disclosure on SNS is misleading. Abstract long term risks of informational privacy might not be able to outweigh hedonic short-term gains of disclosure.

(2) Besides attitudes, subjective norms have again proven to be a relevant driver of risky behavior. Social (peer) pressure is a significant predictor of intention to perform self-disclosure on SNS. Therefore self-disclosure has to be analyzed in the context of the specific social situation.

(3) While the model proved that self-disclosure on SNS can be performed as a result of rational intention, it also provided evidence for a non-rational, habitual path to the behavior. This result challenges both, research on the privacy paradox as well as the preassumptions of the basic TRA.

The current study does not solve the privacy paradox. Nonetheless, it provides deeper insights into the cognitive process and shows that the paradox does not exist between cognitions and behavior: It lies within the decision process itself, respectively in attitude formation. The knowledge gained in this study can be used to develop future interventions and educational campaigns that raise users´ awareness to the privacy paradox. Such campaigns could target the three aspects mentioned above (habituation, social pressure and potential benefits versus risks) and could foster a more reflected decision process. Thus, SNS users could actively consider which information to post and which to keep private.

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Footnotes

[1] The model testing involved several tests raising in complexity. In more complex versions alternative predictors were considered as background factors and group comparisons based on sociodemographic criteria were calculated

## ONLINE CORPORATE COMMUNICATION MANAGEMENT: MANAGEMENT CONCEPTS, MULTI LOOP MODEL, AND SOCIAL MEDIA GOVERNANCE

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Introduction: Changing conditions in the online sphere mean challenges for corporate communication. Research regarding the adjustments in the management of communication is rare and challenged by the fast development as well as its disconnected, complex terminology. This dissertation addresses this research gap with the research question How do social media change the process of corporate communication management? suggesting that companies can only operate social media communication successfully in the long run if they adapt to their changing environment.

Theoretical Background: The author develops the interdisciplinary Multi Loop Model (MLM) of communication management and a comprehensive understanding of Social Media Governance. The name “multi loop” refers to the fact that due to the dynamics and complexity of the social web, more and more process loops must be followed through. The MLM can be defined as a model for the corporate communications management process that takes into account the specific requirements in the social media era and its impact on the analysis, planning, implementation and evaluation of communication activities. Hence, it integrates a broad range of external and internal changes and corresponding adjustments to the communication management process. For each step, action alternatives range from determination (following plans, strong controlling idea) to laissez-faire (large open spaces, little control).

Secondly, adjustments include an adequate structural framework - “Social Media Governance”. The comparison of different disciplines such as political or communication science and economics allows a comprehensive, interdisciplinary understanding of the term, which is transferred to the special subject of social media communication. In sum, Social Media Governance includes any formal or informal framework for action by the members of an organization in the social web, consisting of rules (understanding and influence modi) and resources (allocative and authoritative). In addition to the guidelines and budgets, it includes training or strategies etc.

Empirical Study: To specify the concepts developed as well as to ascertain the status quo of adjustments in German companies, the empirical part of the thesis encompasses a method mix of qualitative and quantitative methods and data triangulation. The research gap regarding the management process of social media communication initially suggests an exploratory approach. For that, five case studies of companies were used which are already awarded for their social media communications (BASF, Daimler, Lufthansa, Puma and RWE). The corresponding social media presences and related documents were subject to content analysis. In addition, eight expert interviews with the responsible communication managers were conducted. Based on the Multi Loop Model, four main theses and 33 hypotheses could be derived using the qualitative part of the study. These relate to the four levels of analysis: situation of corporate communications, social media applications, Social Media Governance and communication management process. The hypotheses were tested using an online survey of

540 communications officers in Germany. The questionnaire consisted of 27 questions, each based on the scientific hypotheses incorporating existing theories and previous empirical findings. The subjects received a personal invitation to participate as well as a reminder. The link to the online survey was sent to 4,000 communications professionals via e-mail in the spring of 2012. As a basis, the database of the Federal Association of German press spokesman (BdP) and the magazine "pressesprecher" supplied the contact data of communication professionals from different types of organizations and industries. While these are voluntary and therefore selective contacts, by combining the two subsamples a good cross-section of the communications officers in Germany is reached. There was a good response rate of 21.5 percent achieved. The sample had to be reduced to 540 business representatives due to the focus of the work.

Findings: With the help of the quantitative data, it could be shown that social media activities are widespread in corporate communications. A change from the first years of experimentation with social media towards process integration and professionalization can be demonstrated with the data but has not reached its climax so far. The concept of Social Media Governance can be further specified with the empirical data. Referring to the general status quo in Germany, such aspects as technical access and commitment of top management are often in place, juridical regulations and key performance indicators are lacking behind. The quantitative study documents that companies in Germany are increasingly investing in governance structures. A factor analysis reveals three underlying dimensions behind the list of governance aspects: regulation, support and feedback system. This three-division goes beyond the purely theoretical distinction of Giddens (1988) in rules and resources. A cluster analysis of the data also reveals different types of social media communications with varying degrees of established governance aspects and process changes in communication management: Persisters, Selectives, Risk avoiders, Avantgardists, Strategists, Mediocres, and Impulsives In addition to the average category, Mediocres (n = 92) mainly Persisters (n = 83) and Avantgardists (n = 81) appeared - a very diverse picture. A hierarchical regression demonstrates that both, the number of activities and the number of Governance aspects, have a significant impact on the number of process changes towards the theoretical ideal of the Multi Loop Model. A path analysis of the data also shows that there are two different ways to realize the MLM: More critical companies first create a framework with adequate management processes and structures before they become active. The opposite pole is formed by those who test the new communication platforms without the necessary framework. They build governance only gradually.

Discussion: The dissertation suggests a practical application of Giddens' structuration theory and combines it with the governance concept. Both is reconceptualized and transferred to the field of social media communication. Thereby, contributes to communication science and social media research and provides impetus for the practice.

# D6: WELCOME TO THE FUTURE! BESSER – SCHNELLER – EFFIZIENTER. START-UP SZENE MARKTFORSCHUNG

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Start-ups sind junge Unternehmen, die getrieben von einem hohen Grad an Innovation neue Geschäftsmodelle entwickeln. Seit einigen Jahren treten auch in der Marktforschung Start-ups mit dem gemeinsamen Ziel an, die Branche schneller, besser, effizienter zu machen und sie näher an ihre Zielgruppe zu bringen.

Welche Ideen stecken hinter diesen Start-ups? Welche Märkte wollen sie erobern? Was sind die größten Stolpersteine? Wie sind ihre bisherigen Erfahrungen? Welche Tipps können sie anderen Gründern mit auf den Weg geben?

In dieser Session diskutieren fünf junge Geschäftsführer ihre Ideen und stellen sich gemeinsam diesen Fragen.

**Teilnehmer:**

- Peter Aschmoneit, CEO quantilope
- Nico Jaspers, CEO Dalia Research
- Jonathan Kurfess, CEO appinio
- Nicolas Scharioth, CEO pollion
- Bastian Verdel, CXO CXlive

Moderation: Otto Hellwig, CEO respondi AG, Vorstand DGOF

# A7: DATA QUALITY AND RESPRESENTATIVENESS

## COMPARING DATA QUALITY BETWEEN ONLINE PANEL AND RIVER SAMPLES

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*Relevance & Research Question:* Although some research efforts have devoted to the comparison of survey findings between probability- and nonprobability-based Web survey samples, different types of non-probability-based samples have not been thoroughly examined. In this study, we compare the data quality between online access panel sample and river sample. Online panel refers to a pre-recruited and profiled pool of respondents. Email addresses of the panelists are obtained and surveys are sent to them through emails. River sample is a pool of respondents that are obtained through banners, ads, or promotions. Anyone can click on them and subsequently respond to a survey. Respondents are not pre-recruited or profiled.

*Methods & Data:* In this study, we present findings from a study comparing survey responses between SurveyMonkey Audience (online panel) and Tapjoy (river sample). Three surveys (52, 29, and 19 questions respectively) are administered to both samples. The data quality indicators examined include speeding, open end validity, response rounding, straight lining, trapping, knowledge, and sensitive questions. Propensity score weighting is used to adjust the two samples in order to account for the effect of differential sample compositions. Since all river samples are mobile respondents, we also analyze the data by extracting the mobile respondents from the panel.

*Results:* For the 52 question version, about one third of the questions examined show significant difference between two samples. When restrict the comparison to mobile respondents only, the significant differences drop to about only 20% of the items. For the most part, the online panel produces superior quality data than river sample. Similar patterns are found for the 29 and 19 question versions. Also, as the survey length reduces, the difference between the two samples also decreases. This suggests that lengthy survey can cause poor data quality, particularly for the river sample.

*Added Value:* Understanding the difference between online panel and river samples is of practical importance survey researchers and practitioners, when choosing the sample sources for their studies and determining whether it is appropriate to blend sample from different sources.

## CALIBRATING RESULTS OF CLASSICAL MARKET RESEARCH WITH INNOVATIVE ONLINE RESEARCH

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*Relevance & Research Question:* This research for the automobile industry demonstrates how results of classical market research can be supported by analyzing user generated content in social media. Classical approaches commonly focus on customer's answers to predefined questions. In contrast to this, text mining in social media focusses on exploring stakeholder's motives, reasons and emotions. Users share their expressions freely and "unasked". How can the analysis of this content support classical research and help to define new questions and subject areas?

*Methods & Data:* The customer satisfaction survey used in this case is a typical paper-pencil / online questionnaire, filled out by car buyers after the purchase. It consists of typical rating scales and open-ended questions. The basis for the social media research are user comments from over 15 online sources (forums, facebook, twitter, blogs, etc.). The texts are processed via text analysis (segmenting, POS tagging, etc.). A new methodology combines automatic presorting of relevant statements using domain specific dictionaries (e.g. automotive vocabulary) followed by manual analysis of relevant data. Thereby, in-depth analysis of individual sentences is enabled. Sample tests and statistic procedures allow accurate analysis.

*Results:* Research shows that results of classical research are mirrored in social media. For example, new multimedia devices are rated poorly in the questionnaire. This problem is also dominant in the evaluation of social media comments. Nevertheless, the internet data shows this specific topic is part of a greater field: radio, sound and touchscreen monitors are highly valued while only the navigation function of the multimedia device is heavily criticized. Depending on the source (e.g. facebook, forums) different areas of interest – from design to technical aspects – are predominant and indicate the mindstate of its users.

*Added Value:* Results show that classical market research evolves around problems that are known beforehand. Asking explicit questions leads to specific answers that revolve only around a few topics. Therefore, new insights are hardly gained. By comparing the results to statements in the internet, a synthesis of "old" and "new" methods is achieved and can help to calibrate questions in classical research and derive new insights.

## BEYOND SOCIODEMOGRAPHICS – ENHANCING THE REPRESENTATIVITY OF ONLINE SURVEYS VIA PSYCHOLOGICAL AND SURVEY-RELATED FACTORS

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*Relevance & Research Question:* The validity of results drawn from (non-probability) samples via access-panels are still under doubt, compared to those from probability-based personal and telephone samples. Adjustement via weighting still remains a possible solution to overcome this lack, but is highly dependent on the auxiliary information available and the quality of the adjustement method itself. The paper/presentation will highlight this problem in the context of electoral studies in the forefront of the general election 2013 in Germany. It will focus on two related questions: Are psychological and survey-related variables (e.g. political interest) able to explain – beside sociodemographics – differences between modes of data collection and does the type of technically calculating the weights matter?

*Methods & Data:* Components 1 (personal interview, probability-based), 2 (telephone interview, probability-based) and 3 (online interview, quota sample) of the “German Longitudinal Election Study” (GLES) 2013 (http://gles.eu/wordpress/english/) will be used. Logit-models will evaluate the potential of sociodemographic, psychological and survey-related factors to explain differences between the surveys. Statistical adjustement via matching will be applied to match the online sample to the multivariate distributions of the personal and telephone sample with respect to the three evaluated models. Several matching algorithms (e.g. “Genetic Matching”) will be evaluated in terms of balancing the distributions according to the “standardized mean difference”.

*Results:* As work is still in progress, final results can be delivered in about two weeks. Evidence at the moment: All three group of factors explain significant differences between the personal and online sample (Mc Fadden/Nagelkerkes): 0.15/0.23 (“Sociodemographic”), 0.26/0.40 (“Sociodemographic+Psychological”), 0.41/0.59 (“Sociodemographic+Psychological +Survey”), and therefore have the potential to correct for different forms of a bias in the participation process. Telephone vs. online will also be evaluated. Concrete models/covariates will be reported.

*Added Value:* The paper underlines that a succesful weighting adjustement has to account for additional factors beside sociodemographics and that the concrete choice of the matching algorithm is essential to adjust an online sample according to a reference study to – potentially – reduce the bias on further target variables of an online survey.

# B7: ONLINE ADVERTISING AND CONSUMER BEHAVIOUR

## ELABORATION LIKELIHOOD MODEL AND HEDONIC CONSUMPTION THEORIES ON ONLINE ADVERTISING

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*Relevance & Research Question:* This paper uses theoretical approach to online advertising. The Elaboration Likelihood Model and Hedonic Consumption theories help compare online advertising across two key types of advertisement-hosting websites: Content and Search.

After reviewing the literature in this field, the study formulates the following propositions:

P1: There is more motivation and persuasion (central route) on Search than Content networks.
P2: Reactance and negative effect are more likely on Content than Search networks.
P3: Goal-directed information plays a relevant role on Search Networks.
P4: Large advertisement sizes and animations are more successful on Content than on Search networks.
P5: Price saving and convenience carry more weight on Search than on Content networks.

*Methods & Data:* We create different AdWords following those propositions and we still keep the current AdWords. The data are collected according to specific information that AdWords give us. One of the best measures is the best click-through- rate (CTR), which show us which ad will be the most successful for our prospective customer. Based on those results, we could confirm or reject the above propositions. Data will be gathered from 10 November to 10 December 2015.

*Results:* In the first days, it appears that “price saving and convenience” are equally valued in both networks. Further results will be included.

*Added Value:* We try to combine both real experiences in the real environment of AdWords and theoretical approaches, in that way we examine both fields.

## MOBILE VS DESKTOP ONLINE CONSUMER SEARCH BEHAVIOUR

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*Relevance & Research Question:* Extant literature suggest that mobile devices change the way consumers use search engines (Church et al. 2008). Kamwar and Baluja (2006) and Kamwar et al. (2009) found that mobile users tend to do fewer search queries on mobile devices (1.6 per session) compared to desktops (>2). However, Kamwar and Baluja (2006, p. 27) conjecture that mobile "breadth and depth of information desire" will increase. Literature also suggests the socio-demographic characteristics, such as age or income, have an influence on consumer behaviour (Hernandez et al. 2011). We want to investigate the differences of search behaviour using mobile devices compared to desktop computers based on average website visits per month. We operationalise search breadth and depth in terms of consideration set (CS) (Howard 1977) and time (Hoyer 1984, Ratchford et al. 2003). Therefore, our research question are:

1a) Are there differences between mobile and desktop search behaviour?
1b) If yes, what are the differences?
2) What is the moderating effect of age or income on the mobile and desktop search behaviour?

*Methods & Data:* Our study is based on ComScore clickstream data. We compare the behaviour across three subsets of users (mobile only, desktop only, both) aggregated at the level of a month. We take consideration set, total time, frequency, and time per visit as metrics of search behaviour.

*Results:* Our initial findings based on US market data suggest clear variations across our four metrics for the different subsets of users. Time spent on search is lower for mobile users than for desktop users. Age and income variables have a moderating effect on search breadth and depth. Similarly, our initial results do not support the assumption of Kamwar and Baluja (2006).

*Added Value:* The results of this study highlight the impact of devices used on the search behaviour. Previous findings, which have been mainly based on log-file analysis and suggest that mobile searchers show similar search patterns to web searchers (Church et al. 2008) are not supported by our findings. The initial findings promise to have practical implications for marketing.

## DIFFERENTIATION OF VIRALITY AND POPULARITY IN ONLINE SOCIAL NETWORKS: A PROPOSED MODEL

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Organisation: University Of Haifa, Israel

*Relevance & Research Question:* This paper focuses on the conceptual distinction and the empirical measurement of viral and popular content on online social networks. The use of the terms "viral" and "popular" in various contexts is not differentiated enough and may be one of the reasons recent research on the subject finds it difficult to explain what makes content go "viral." This paper proposes a theoretical distinction between these concepts.

*Methods, Data & Results:* This distinction yields a classification of four possible categories: Viral and popular, only viral, only popular or neither. Virality is based on several factors: Social sharing, the speed of acceleration, and diversity of reached (social) networks while popularity is a measure of the content's reach by numbers. The essay discusses terms and information dissemination models that have been used in numerous fields, to describe content virality. The term "viral" is discussed starting from its origins in the field of biology to its adaptation and various uses in computer science, marketing and finally in today's use regarding content behavior on the internet.

Terms such as word-of-mouth, memes, and information cascades, differ in several aspects from the notion of virality and each other. To test empirically the proposed classification, the use of a software program is proposed, which will accumulate and register, as a function of time, the behavior of content on social networks regarding social sharing, engagement ("likes" and comments), and reach by numbers. Subsequently, the collected data will be used to classify content according to its virality and popularity, and a regression model will be developed to correlate this classification to the content's intrinsic characteristics (e.g. length, emotions portrayed)

*Added Value:* An understanding of content's characteristics that can potentially contribute to it becoming viral or popular content contributes not only on a theoretical level but has practical implications in various fields. The present paper not only provides a frame of reference based on the known literature but also suggest an applicable model of collecting, categorizing and analyzing content.

# C7: E-SCIENCE - RESEARCH NETWORK SAXONY I

## DYNAMIC COMMUNITIES. HARNESSING RELATIONAL RESEARCH ON FLOATING PUBLICS

Author: Liepelt, Klaus (1); Köhler, Thomas (2); Schneider, Kristan (1); Labudde, Dirk (1); Fleck, Rika (1); Denk, Markus (1)
Organisation: 1: HS Mittweida, Germany; 2: TU Dresden, Germany

*Relevance & Research Question:* For more than a decade, studies in formation of publics, and in use of online media, have been in the focus of interdisciplinary research groups at Mittweida's Media Faculty (HSMW) and Dresden's Media Center (TUD). These institutions are presently pooling their efforts to transform the paradigms of dynamic systems analysis into innovative techniques and methods for observing and handling the emergence and dispersion of floating publics. Targets will be the trendsetters in the learning and acting communities of public communicators – ranging from the academic networks of E-learning to the future managers of social turbulences.

*Method:* The paper deals with a major concern of research in floating publics. We are looking for empirical evidence for a central thesis, derived from relational theory: Although in any collective public, each of its particles will, by unique footprints, exhibit its own particular identity, there are "flows" (nota bene: neither behaving persons, nor personal opinions) that may be considered "molecules" of the system. These prime units of analysis will couple and decouple into moving patterns that may systematically be observed in order to uncover the agents of change (of Stop and Go), and their interactions, in a self-organized complex domain. By concluding from our observations of one identity to another or more (similar) counterparts, we expect do uncover, perhaps even unlock, the blueprints for switchings of publics in a particular market environment. Important: Complexity will continuously develop while the system builds its structure bottom-up: perhaps in analogy to a simple metaphor of nature – using particles, molecules, cells, functional subsystems.

*Sample & Results:* As its empirical building blocks, the project will use four small markets in Saxony with which the participants have developed some familiarity over time. In this particular case we apply relational tools for the observation of (1) Mobile Publics (Local and Regional Commuting), (2) Local Media Publics (Grassroots Socialization), (3) Social Media Publics (Expression of Voice), (4) Learning Publics (Educational Choices).

## WHAT MAY AN E-SCIENTIST NEED: AVAILABLE METHODS, TOOLS AND FUNCTIONS

Author: Koschtial, Claudia; Felden, Carsten
Organisation: Technical University Bergakademie Freiberg, Germany

While addressing online applications and platforms for scientists, it is obvious that there is a very large number of different tool offers covering often only individual and independent functions. In terms of a platform-oriented and thus bundled function deployment, it is necessary to know the separated function offers in addition to the identification of needs coming out of the scientific processes. Following the traditional perspective of business informatics in accordance to Mertens, integration of individual functions into an aggregated process is a meaningful task [Mertens 2004]. Looking at the research process as a whole, it is initially relevant, which functions are covered by available tools in order to provide added value in terms of an integrated platform offering. To achieve this, various offers were examined with respect to its functions and tested for their coverage of research task requirements in an overall process.

To this end, the allocation of different offers of online applications and tools for individual functions took place in a market survey. As a result, different functional groups in tools could be identified, which allow the design of an integrated platform from a market-based perspective.

## IS E-SCIENCE A PART OF AN ALL-DAY WORK LIFE OF ALL SCIENTISTS?

Author: Pscheida, Daniela (1); Koschtial, Claudia (2)
Organisation: 1: University of Technology Dresden, Germany; 2: Technical University Bergakademie Freiberg, Germany

The transfer and change of the everyday live by digitalization and the linking-up is an ongoing process, which happens in regards to private and professional domains [Koschtial, Felden 2015]. E-science, science 2.0, or grid computing are samples of the terms describing the effects on the everyday work live of researchers and scientists, whose work processes are subject to digitalization, linking-up and a transformation into online-networks, too [Hine 2006, Jankowski 2007]. The extent of the transformation is already under research among a couple of studies, where the general usage of classes of tools and tools itself are analyzed [Pscheida et. Al. 2015] or explain case studies of tools for a research project like [Narock, Fox 2012; Shen, Fan, Pamidighantam 2014; López, San-Juan 2013]. Besides, the mentioned studies neither explain the change of the researchers' everyday work live nor the conditions when whether those tools are in use or not. Therefore the research network E-Science Saxony has carried out two qualitative investigations in regards of the perspective of working processes of researchers or scientists. The everyday work live of researchers has been examined as well as the usage of (non-online) desktop tools and web technologies. The results give insights into characteristics of tasks carried out by researchers and related tools used accordingly. Overall, virtual teams and spread working groups play an important role in regards to the usage of web technologies.

# D7: DIGITAL RESEARCH & TOOL SESSION I

## DIGITAL RESEARCH – CHANCEN UND HERAUSFORDERUNGEN

Author: Tabino, Oliver
Organisation: Q | Agentur für Forschung, Germany

Diese Session besteht aus zwei Teilen (D7 & D10)

In dieser Session stellen Brandwatch, Talkwalker und uberMetrics kurz ihre Monitoing-Tools vor.

Zusätzlich werden anhand von drei Fallbeispielen, die Möglichkeiten von Digital Market Research, Digital Political Research oder Digital Social Research aufgezeigt.

Am Ende dieser Session werden Fragen, Herausforderungen, Probleme und Wünsche gesammelt, die wir am Nachmittag gemeinsam diskutieren.

Außerdem können die Teilnehmer an einer Verlosung für einen Tool-Zugang der drei Anbieter mitmachen. Die Gewinner werden in der Session D10 bekannt gegeben.

Die Ziele beider Sessions: eine offene Diskussion der Stärken, Möglichkeiten, Alltagsproblemen und Schwächen von Monitoring-Tools und Social Media Research

**Teilnehmer:**

- Sebastian Pertramer, uberMetrics Technologies
- Julia Lehmann, Talkwalker
- Elena Artiles, Brandwatch

Moderation: Oliver Tabino, Q | Agentur für Forschung & DGOF

# A9: PARADATA AND NEW DEVELOPMENTS

## PITFALLS AND OPPORTUNITIES OF RESEARCH USING PASSIVE METERING SOFTWARE

Author: Kissau, Kathrin; Fischer, Dominic
Organisation: NET-Metrix AG, Switzerland

*Relevance:* Site-centric measurement gives an accurate and detailed account of Internet usage of websites. However, this media research approach has two main limitations: First, it is restricted to tagged online content so that research questions on the general use of pcs, smartphones or tablets cannot be answered.

Second, the results that site-centric measurement produce are fragmented across clients (browsers/cookies). This is especially the case for mobile devices, as for any given online application a separate client is registered. Without collecting device-centric or even user-centric data, insights on the overlap in app/browser-usage per user would be impossible.

*Research Question:* Having planned to add the reach of mobile applications into the official Swiss web currency study in spring of 2015, we addressed these restrictions by testing the integration of a passive metering software panel, which allows monitoring of all online-behaviour of users on their devices, into our site-centric research system. We evaluated this solution regarding 1) data quality and 2) feasibility of running tracking software on very personal devices such as smartphones.

*Methods & Data:* We set out with the goal of building a panel of 1000 users delivering a constant stream of data by running a proxy (iOS Devices) or a tracking-app (Android Devices) on one or more of their mobile devices (passive metering software). All panellists were recruited by a Swiss panel-provider via an online recruitment-survey and then routed to a set-up guide to install the software.

*Results:* We have successfully collected data on the daily usage of mobile browsers and apps since the onset of the panel in August 2014 and the introduction of the mobile reach metrics into our web currency study was a success. The panel is still running continuously as part of our media research system.

*Added Value:* We would like to share our experiences building and maintaining a passive metering panel (user experience, data security issues, conversion rate, churn, etc.) and discuss the technological advantages and challenges of a passive meter and its effects on data quality (proxy vs. app, rolling out software updates, classification of relevant user activity, etc.).

## EFFECTS OF MOTIVATING QUESTION TYPES WITH GRAPHICAL SUPPORT IN MULTI CHANNEL DESIGN STUDIES

Author: Lütters, Holger (1); Freksa, Malte (2); Vitt, Sandra (3)
Organisation: 1: HTW Berlin, Germany; 2: GapFish GmbH, Germany; 3: Mediengruppe RTL Deutschland

*Relevance & Research Questions:* More and more participants respond on different mobile devices to questionnaires.

Research describes this phenomenon as "unintended mobile participation".

The drop-out rate in those studies is higher in mobile studies and the response time is considerably longer making research more expensive.

While looking for new approaches in the sphere of HTML5 a joint team of researchers compared the behaviour of mobile and desktop respondents when confronted with modern technology with graphical support compared to a standard HTML questionnaire.

*Methods & Data:* With the support of a professional panel provider and the market research app of a major german TV company the study integrated more than 800 complete interviews in Germany. The recruiting took plave over three major technical channels: PC Browser, Mobile Browser, an Mobile In-App questionnaire.

A control group received classic question types while the experimental group received HTML5 supported questiontypes for the identical questionnaire.

The comparisons included:

- Single Choice (without vs. with graphical support)
- Drop-Down (List vs. Graphical Scaling)
- Sorting Task (Drop-Down vs. Graphical Sorting)
- Price-Sensitivity-Meter (Type-In vs. Graphical)
- Analytic Hierarchy Process (Classic vs. HTML 5)

All elements were designed to be functioning device agnostic on all online devices in the same mechanics.

*Results:* The HTML5 questionnaire design allows faster responses, lowering the burden of mobile responses resulting in less drop-out.

Some of the new question types show deviant result patterns compared to the classic approach of asking. While some of the new question types seem to drive research into a direction of higher validity, other ideas did not meet the expectations of the team looking for ways to interview people on all possible channels.

*Added Value:* The team is willing to share their findings in the field of mobile browser and In-App research approaches for a world with less problematic questionnaires.

## ANALYZING COGNITIVE BURDEN OF SURVEY QUESTIONS WITH PARADATA: A WEB SURVEY EXPERIMENT

Author: Höhne, Jan Karem (1); Schlosser, Stephan (1); Krebs, Dagmar (2)
Organisation: 1: University of Göttingen, Germany; 2: University of Giessen, Germany

*Relevance & Research Question:* The measurement of attitudes, opinions, and behaviors with agree/disagree questions is a common and popular method in empirical social research. For instance, in the German General Social Survey, the Eurobarometer, and the ISSP this question type is frequently used. Fowler (1995), however, suggests that agree/disagree questions require an effortful and intricate cognitive information processing; he argues for the use of item-specific questions because they seem to be less burdensome. So far, this assumption lacks empirical evidence.

*Methods & Data:* In the current study, we examine cognitive burden of agree/disagree and item-specific questions in web surveys using paradata. Measuring response times makes it possible to examine the cognitive burden of different question types and provides insights into cognitive response processes. We used an innovative double-stage outlier correction that is based on the activity of the web survey while processing, followed by an outlier definition that is based on the distribution of the response times. Additionally, we captured computer mouse clicks to evaluate response times. We conducted a two group experiment that is based on an onomastic sampling approach. The first experimental group (n = 533) received eight agree/disagree questions on achievement motivation. The second group (n = 472) received eight similar item-specific questions on achievement motivation.

*Results:* Our findings suggest that the item-specific questions show, on average, significantly higher response times than their agree/disagree counterparts. The computer mouse clicks, however, show no significant differences between the two experimental groups. Hence, the question types do not seem to affect response times systematically.

*Added Value:* Altogether, it appears that item-specific questions contrary to the current state of research require a deeper cognitive information processing than agree/disagree questions.

# B9: DEMOS: SHOWCASING NEW TECHNICAL DEVELOPMENTS

## GAINING ETHNOGRAPHIC INSIGHTS WITH QUALITATIVE ONLINE COMMUNITIES

Author: de Groote, Zacharias
Organisation: Liveloop GmbH, Germany

*Relevance & Research Question:* Insight communities have traditionally high potential to provide researchers with ethnographic insights. Today, new methodological and technical developments allow for new opportunities to get closer to such moments of truth in such online qualitative research projects.

*Methods & Data:* We will showcase a working demo of an online qualitative insight community – with a combination of asynchronous and synchronous ethnographic methods with of blog and diary elements, enhanced with picture uploads, user generated video recordings, ethnographic creative exercises, and individual in-home webcam interviews.

*Results:* The practical example of an ethnographic insight community will demonstrate how researchers benefit from the flexibility, speed, and authenticity of most recent digital qualitative methods and technological advancements.

*Added Value:* The software showcased provides researchers with new opportunities to engage their target audiences in online qualitative projects with a strong ethnographic focus – providing them with easier access to the lifeworld of their target audiences.

## MOVING RESEARCH METHODOLOGY TOWARD ESCIENCE

Author: Köhler, Thomas (1); Daniela, Pscheida (1); Ansgar, Scherp (2); Claudia, Koschtial (3); Carsten, Felden (3); Jörg, Neumann (1)
Organisation: 1: TU Dresden, Germany; 2: ZBW Hamburg, Germany; 3: TU Bergakamdie Freiberg

*Relevance & Research Question:* E-science or electronic science describes the various research and development areas in the context of the construction and use of computer technologies in scientific research. While the term e-science predominates primarily in Germany and Great Britain, a comparable concept of a "cyber infrastructure" can be found in the U.S. or the term "e-research" in Australia. Currently, with using the buzzword "science 2.0", the discussion expands especially to scientific collaborative digital work (Weichselgartner, 2010).

*Methods & Data:* eScience is as well a research network of saxon universities which developed a platform as new backbone for joint online research activity, and by that a new methodology. The presentation outlines recent patterns of usage as well as new developmenst when moving the platform into a next stage. It provides users with technical support as well as social advice and learning input to organise, filter and exploit information in a more efficient and sustainable way.

*Results:* By that the research partners tackle the core challenge of knowledge society to manage large amounts of information jointly online. The ability for understanding, using and developing data processing strategies in a methodological sound way will become a basic cultural technique for any scientist, not only in the field of online research. In fact, information management is one of the basic competences today.

*Added Value:* Authors will present and discuss how open an innovation training platform is both: a working environment for the quality analysis of online data collections with data mining methods and a training environment with information, learning and exchange offers for digital information management.

## PAGEFOCUS: A PARADATA TOOL TO DETECT WINDOW SWITCHING BEHAVIOR IN ONLINE TESTS

Author: Diedenhofen, Birk; Musch, Jochen
Organisation: University of Düsseldorf, Germany

*Relevance & Research Question:* Participants switching back and forth from the survey page to other web pages or applications threaten the validity of online surveys. In achievement tests, window switching behavior has been shown to be indicative of cheating, whereas in other contexts, window switching may be the result of distractions. In either case, detecting when and how often participants abandon the survey page is a useful information to better understand the participants' behavior. We present the paradata tool Pagefocus that provides this information.

*Methods & Data:* PageFocus is a JavaScript that can easily be implemented in any kind of web survey page. The script works with all major web browsers (Firefox, Chrome, Safari, and Internet Explorer), and it includes a workaround to run also in older versions of the Internet Explorer. The PageFocus script registers a timestamp whenever a participant switches to another window or browser tab, and again when the participant returns to the survey page. Thus, PageFocus provides information about when and for how long participants abandon the survey page.

*Results:* Data from validation studies that applied PageFocus in the context of achievement tests found the script to be useful to detect and prevent cheating. A demonstration of PageFocus and an analysis of the data collected by PageFocus using R will be presented.

*Added Value:* The PageFocus script can be applied to all kinds of web surveys to detect when and for how long participants switch to other windows or browser tabs. The results of validation studies suggest that PageFocus can help to improve data quality in online research. PageFocus allows to identify cheating or distracted participants, and to measure the time a participant actually spends on a survey page more accurately.

# C9: ESCIENCE-RESEARCH NETWORK SAXONY II

## INTRODUCTION: SUSTAINABLE NETWORKS IN ONLINE RESEARCH

Author: Weith, Thomas; Pohlenz, Philip; Berndt, Sarah; Zscheichler, Jana
Organisation: Leibniz-Zentrum für Agrarlandschaftsforschung Müncheberg (ZALF) e.V., Germany

*Relevance & Research Question:* Online technologies require organizational change. Networks as a "cooperation in and / or between relatively autonomous, nevertheless in a network of relationships involved organizations or enterprises or organizational units" (translated form Sydow 2010) are becoming increasingly common in the last two decades. Such forms of organization have a considerable degree of strategic flexibility (cp. Ibid). Advantages of such networks are the restriction of single organizations on their core competencies, the possibility to use distributed resources and to increasingly contributing to creative solutions and innovations through knowledge sharing.

*Method:* Research networks as independent mergers are built on complex structures and relationships, which is why they cannot be controlled hierarchically. As difficult is the task of network management. Here comes a special role in addition to the moderation of network processes of evaluation as a necessary pre-requisite for assessment of goal achievement, deployed effects and of organizational learning processes. It enables the continuous improvement of networking by documenting the internal state and the external action of the network, thus allowing a comparison with the objectives.

*Sample & Results:* The "eScience – Research Network Saxony" (www.escience-sachsen.de) is a joint project of all Saxon universities, led by the TU Dresden, TUBA Freiberg and HTWK Leipzig. E-Science stands for "electronic science" and includes a broad range of research and development fields in the field of use of computer technologies in scientific research. The ESF-funded Network consists of three thematic clusters (E-Business, E-Learning, E-Systems) and aims to introduce common standards and links for existing research activities in the field of eScience in Saxony. In addition, conditions and potentials of cooperation and networking in an increasingly digitized science should be deepened.

## ROUNDTABLE DISCUSSION: ESCIENCE PLATFORM EVALUATION

Author: Köhler, Thomas
Organisation: TU Dresden, Germany

Discussants: Thomas Weith, Philip Pohlenz, Sarah Berndt, Jana Zscheichler, Carsten Felden, Thomas Köhler, Claudia Koschtial, Jörg Neumann

# D9: COOL, ICH BIN MARKTFORSCHER?! VON HARD FACTS, SOFT FACTS UND EINEM BERUFSBILD IM WANDEL

Author: Ragg, Dorothee
Organisation: marktforschung.de, Germany

Dass Marktforschung an vielen Stellen digital geworden ist, ist mittlerweile schon ein alter Hut. Doch welche Veränderungen für das Berufsbild „Marktforscher" gehen damit einher? Und wie ist es im Zuge dessen um Aspekte wie Arbeitszufriedenheit und Weiterbildungsbereitschaft bestellt? Diese und weitere Punkte werden im Rahmen einer Diskussionsrunde erörtert – nicht ohne die Frage auszusparen, ob es auch in Zukunft noch cool ist, Marktforscher zu sein.

**Teilnehmer:**

- Sabine Menzel, Director Consumer & Market Insights L'Oréal Deutschland GmbH
- Olaf Hofmann, Geschäftsführer SKOPOS Institut für Markt- und Kommunikationsforschung GmbH & Co. KG
- Stephan Teuber, Geschäftsführer GIM Gesellschaft für Innovative Marktforschung mbH
- Svenja Prins, Senior Project Director & Director Communications, Happy Thinking People

Moderation: Dorothee Ragg (Redakteurin, marktforschung.de)

# A10: MODE EFFECTS IN MOBILE WEB SURVEYS

## DEVICE EFFECTS – HOW DIFFERENT SCREEN SIZES AFFECT ANSWERS IN ONLINE SURVEYS

Author: Fischer, Beat; Bernet, Felix
Organisation: LINK Institut, Switzerland

*Relevance & Research Question:* The number of online panellists accessing surveys with mobile devices is increasing rapidly. Within the LINK Internet-Panel in Switzerland 28% of the panellists fill in questionnaires with a smartphone (17%) or a tablet (11%). Yet, little is known about the influence of the screen size on survey data quality. How do answers given on a small screen device (e.g. smartphone) differ from answers given on a large screen device (e.g. laptop or desktop computer)?

In the presentation we would like to show our latest scientific results from a methodical study.

*Method:* Online survey with optimised questionnaire for large and small screen devices.

*Sample:* Representative Swiss sample from LINK Internet-Panel and LINK Mobile-Panel. These panelists regularely answer questionnaires on both large screen devices and small screen devices (e.g. Smartphone). Applying an identical split sample approach, we examined the effects of the device used for answering on the given answers:

Group 1 had to answer the questionnaire on a large screen device (invitation by e-mail)

Group 2 had to answer the questionnaire on a smartphone (invitation by SMS)

Sample sizes: N=546 for group 1 and N=421 for group 2
Participation rate approximately 45%

*Results:* Differencies in answering behaviour of panelists using a large screen device compared to panelists using a small small screen device. Results show device effects on various question types such as open questions (partially small significant effects), matrix questions (frequently significant effects), closed questions (no effect), etc.

*Added Value:* Sharing new and relevant results about the influence of the screen size on the answer behaviour in online surveys which help to better cope with unintended mobile respondents.

## DOES THE USE OF SMARTPHONES TO PARTICIPATE IN WEB SURVEYS AFFECT THE SURVEY EXPERIENCE WHEN SENSITIVE QUESTIONS ARE PROPOSED?

Author: Toninelli, Daniele (1); Revilla, Melanie (2)
Organisation: 1: University of Bergamo, Italy;
2: RECSM - Universitat Pompeu Fabra, Spain

*Relevance & Research Question:* Survey methodologists recently started dealing with a rapid change observed in the web survey participation: the spread of mobile devices and of the mobile web usage made the mobile participation more and more common. This causes the rise of new methodological questions concerning, for example, the comparability of collected data. In fact, the different characteristics of mobile devices (reduced size of the screens, high portability, etc.) and the potentially different contexts of participation (wider range of places, presence of bystanders) can significantly affect the survey experience and, consequently, how the information is reported. This papers aims at understanding if the use of smartphones and the use of a questionnaire optimized for mobile participation can significantly affect respondents' survey experience, when sensitive questions are proposed.

*Methods & Data:* Our experiment was implemented in Spain at the beginning of 2015 by the online opt-in panel Netquest. It involved 1,800 panelists who were randomly assigned to PC, smartphone non-optimized or smartphone optimized, in two waves. This allows evaluating the device and the optimization effects for the same respondents.

*Results:* Our results confirm previous literature findings about the participation place (the preferred is "home"). Nevertheless, the survey context for smartphones respondents can be very different because of the higher variety of places and the more common presence of bystanders. Nevertheless the use of smartphones does not play a role in determining the survey experience measured by the following aspects: the trust in the survey confidentiality, the perceived sensitivity of the questions, the feeling uneasy during the survey. Nevertheless, with a smartphone it is more probable being distracted by other tasks. The role of the questionnaire optimization is also not significant.

*Added Value:* Our results provide new findings about the survey experience for PC and smartphone respondents in a country not studied before: Spain. The web survey participation by means of smartphones can be very different from the classic PC-based survey participation. Nonetheless, even if sensitive questions are proposed, the respondents are not influenced by the used device or by the different context and the survey experience is not affected.

## WEB VS. MOBILE WEB – AN EXPERIMENTAL STUDY OF MODE EFFECTS

Author: Keusch, Florian (1); Yan, Ting (2)
Organisation: 1: University of Mannheim, Germany;
2: Westat, United States

*Relevance & Research Question:* Due to rising mobile device penetration, Web surveys are increasingly accessed and completed on smartphones or tablets instead of desktop computers or laptops (i.e., unintentional mobile respondents). Mobile Web surveys are also gaining popularity as an alternative self-administered data collection mode among survey researchers. There might exist mode effects as different cognitive mechanisms might be at play when respondents answer surveys on mobile devices compared to PCs. In addition, the limited amount of space for displaying questions and scales on mobile screens poses new challenges for survey researchers.

*Methods & Data:* We conducted a methodological experiment with iPhone owners recruited on Amazon Mechanical Turk. Respondents who started the survey on a PC (n=1,511) were randomly assigned to one of two groups; they were asked to either switch from PC to iPhone to finish the short questionnaire ("switch to iPhone") or to proceed with the survey on PC ("no switch PC"). Respondents who started the survey on an iPhone (n=109) finished the survey on the iPhone ("no switch iPhone"). We compared these three groups in terms of their demographic composition and response behavior (break-offs, item missing, response times, response distribution, and satisficing behavior).

*Results:* We found that respondents who completed the survey on PC were more likely to be male, to have a lower educational level, and to have more experience with Web surveys than mobile Web respondents. Mobile Web respondents had more missing data and took longer to complete the survey than respondents who answered the questions on a PC but they also showed less straightlining behavior. However, there are only minimal mode effects on answers obtained from both devices.

*Added Value:* Our experimental study adds to the survey literature on mode effects by showing that very short mobile Web surveys are a viable alternative to Web surveys. Given the increasing interest in self-administered data collection through mobile devices, the results of the study will be of high relevance and significance to academic and non-academic survey researchers who consider collecting data through mobile devices.

# B10: HUMAN-COMPUTER INTERACTION

## AN APPROACH TO EVALUATE TECHNOLOGY ACCEPTANCE BASED ON THE EXAMPLE OF THE EDUCATIONAL APP POCKET CODE

Author: Tarkus, Astrid (1); Glatz, Daniela (1); Katrin, Mauthner (1); Petri, Anja (2); Slany, Wolfgang (2)
Organisation: 1: evolaris next level, Austria; 2: Dept for Software-technology, Graz University of Technology, Austria

*Relevance & Research Question:* Nowadays, a vast number of apps is being created and published. Most of them fail to establish themselves for continued use by the target users. Therefore, it is of paramount importance to evaluate and improve technology acceptance in order to achieve long-term use. In our study, we have evaluated the technology acceptance of the Pocket Code app. Pocket Code was developed at the Graz University of Technology. It allows children and teenagers all over the world to create their own games and programs directly on their smartphones or tablets and thereby teaches them fundamental programming skills.

*Methods & Data:* Based on Oliver's "Expectation-Confirmation-Theory", a research model to measure certain aspects of technology acceptance was created. The obtained structural equation model estimates the influence of 'ease of use' and 'usefulness', measured prior to using as well as after the use of Pocket Code, on 'perceived enjoyment' and 'intention to use'. Hence, data was raised before and after the usage of the app via a quantitative survey conducted at a secondary school in Graz. The collected data was analyzed using PLS (partial least squares) path modeling techniques.

*Results:* The proposed model is well suited to describe the technology acceptance of Pocket Code. It suggests that the influence of 'usefulness' on 'enjoyment' is much larger than the influence of 'ease of use'. The impact of 'enjoyment' on the 'intention for future use' is highly significant. Furthermore, the model suggests that there is a difference in the influence of 'ease of use' for boys and girls. We discovered that for students with prior programming experience 'usefulness' is the determining factor, whereas for students with no programming experience also 'ease of use' is important.

*Added Value:* The model is an example of a technology acceptance model that takes dynamic changes of acceptance over a period of time into account. It contributes to the understanding of the intention of long-term-use and can be employed by the scientific community for similar studies. In a current study the model is reused and reevaluated with a larger number of respondents from several schools.

## TINSORT: ASKING MARKET RESEARCH QUESTIONS THE TINDER WAY

Author: Lütters, Holger (1); Westphal, Daniel (1); van Heerden, Gené (2)
Organisation: 1: HTW Berlin, Germany; 2: University of Pretoria, South Africa

*Relevance & Research Question:* Tinder has become a standard of non-scientific matching in the dating business. Tinder simplifies the decision making with a haptic answering experience. It works on a mobile device and millions of users quickly understood this very simplified way of responding to a presented stimulus.

The charm of the idea lies in the opportunity of showing a graphical stimulus which is rated in a haptic way by swiping the stimulus to the right for a positive or to the left for a negative evaluation. Technically speaking this means using dichotomous answering patterns with graphical support or simply put: a multiple choice question where the items are rated in a sequence instead of seeing them all at one time.

The plan to transfer this idea into a market research question type started under the name TinSort with an implementation in the survey tool questfox. The questiontype is functional on mobile devices with touch and also on computer devices with mouse, touchpad etc.

*Methods & Data:* In a panel study in Germany a sample of n> 800 was split into control and experimental group. The control group had to answer standard multiple choice options while the experimental group was confronted with the new TinSort questiontype on three different levels:

1. task with pure text (10 items)
2. task with text and a supporting picture (8 items)
3. task with a distinctive picture (10 items)

A background check of paradata was used to measure the comparison of the time consumed to answer in the two different formats and to control the burden of answering.

Contentwise the questions dealt with the willingness to participate in market research questionnaires.

*Results:* This first controlled usage of the question type TinSort shows much less item non-response compared to the classic answering pattern while consuming the same amount of time.

*Added Value:* Overall these results show a promising new device agnostic question type for market research. TinSort seems to be creating valid data while even entertaining the respondents on all kinds of devices. The validity of multiple choice questions needs to be questioned now.

### USABILITY RESEARCH IN THE DIGITAL AGE. HOW WEBSITES AND APPS DO BENEFIT FROM TASK-BASED ONLINE RESEARCH APPROACHES

Author: Schmidt, Sebastian; Winkler, Till
Organisation: SKOPOS GmbH & Co. KG, Germany

*Relevance & Research Question:* Usability can be seen as the prerequisite for the success of a website or an app, whether it is about online shopping, information seeking or receiving help. Present quantitative online research approaches primarily aim to asses particular aspects of a website/app such as clarity, navigation, comprehensibility etc. on rating scales in order to identify areas of improvement. However, these ratings contain several shortcomings. Unanswered questions are: Why do people assess the area of the website as they do it and in which context do they do this? For example, were they not able to find a particular product due to misleading categories? Or was the description of the product insufficient?

A promising enrichment are task-based methods such as tree testing and card sorting. Tree testing strives to observe and track actual behaviour by prompting respondents with search tasks while card sorting enables respondents to re-structure and name website categories according to their preferences.

*Methods & Data:* Different websites in the telecommunications sector are being evaluated. First by standardized rating scales containing overall satisfaction as well as factors that consider usability aspects as mentioned above, followed by online tree testing and online card sorting task. To emphasize the rapid and iterative approach of task-based research, findings from the first tree testing and card sorting are then used to test an updated website structure in order to evaluate the added value derived from the results.

The analysis is going to focus on dependencies between the conventional rating scales and the task-based approach within and between the examined websites. Additionally light is shed on beneficial analytics in the task-based research, such as cluster analysis and PCA.

*Results:* Available by the beginning of January.

*Added Value:* The presentation will highlight to what extent task-based research is able to provide additional insights while emphasizing benefits and limitations of tree-testing and card sorting tasks, in order to improve website and app performances.

## D10: DIGITAL RESEARCH & TOOL SESSION II

### LET'S GET SERIOUS... INTERAKTIVE SESSION ZUR SOCIAL MEDIA FORSCHUNG

Author: Tabino, Oliver
Organisation: Q | Agentur für Forschung & DGOF, Germany

Diese Session besteht aus zwei Teilen (D7 & D10)

Neben der Möglichkeit, Experten zu befragen, werden in dieser Session zur Social Media Forschung diskutiert:

- deren größte Vorteile und Benefits
- deren größte Schwierigkeiten und Probleme im Forschungsalltag
- Wünsche an Monitoringanbieter für die Zukunft
- die Rolle von Social Media Forschung in der Toolbox der Markt-, Sozial-, und Politikforschung

Am Ende der Session werden Testzugänge für ein Monitoringtool (Brandwatch, Talkwalker und uberMetrics) verlost

**Teilnehmer:**

- Sebastian Pertramer, uberMetrics Technologies
- Julia Lehmann, Talkwalker
- Elena Artiles, Brandwatch

Moderation: Oliver Tabino, Q | Agentur für Forschung & DGOF

## A11: SPECIAL TOPICS IN WEB SURVEYS

### WEB SURVEYS VERSUS OTHER SURVEY MODES: AN UPDATED META-ANALYSIS COMPARING RESPONSE RATES

Author: Wengrzik, Jessica (1); Bosnjak, Michael (1); Lozar Manfreda, Katja (2)
Organisation: 1: GESIS – Leibniz-Institute for the Social Sciences, Germany; 2: University of Ljubljana, Slovenia

*Relevance & Research Question:* The aim of this meta-analysis is to update a previous meta-analysis by Lozar Manfreda et. al. (2008), synthesizing experiments published between 1998 and 2005 on response rate differences between Web and other survey modes. Based on 45 experimental studies identified, Web surveys yielded 11% lower response rates on average compared to all other modes. Furthermore, substantial variability around this average effect size was discovered, which could have been partially explained by the sample recruitment base, the solicitation mode and the number of contacts. Other factors as the type of mode web was compared to, type of target population, sponsorship, publication year or incentives showed no significant influence in this previous study. However, the original study by Lozar Manfreda et. al. (2008) faced a statistical power problem due to small numbers of observations for certain moderator levels.

Since 2005, numerous studies carrying information about response rates differences between Web and other survey modes have been published. Consequently, we seek to address the following research questions in our update: How robust are the previous findings over time? Do web surveys still yield lower response rates, the same, or even larger response rates? If we still detect any effects, which factors influence response rate differences?

*Methods & Data:* To identify studies published after 2005, we used the same eligibility criteria employed by Lozar Manfreda et. al. (2008) and have identified 94 experimental comparisons altogether, extracted from 57 papers.

*Results:* The overall findings indicate a remarkably robust response rate difference over time (12% lower response rates for Web surveys on average). Moreover, because of the increased number of primary studies, we were able to get more accurate estimates for all moderator variables (type of comparison mode, sample recruitment base, target population, sponsorship, solicitation mode, incentives, number of contacts, publication year) considered.

*Added Value:* Practical implications and avenues for future research are being discussed.

## SITUATIONAL INFLUENCES ON THE RESPONSES IN EMPLOYEE SURVEYS A BEHAVIORAL SCIENTIFIC APPROACH TO IDENTIFY AND LIMIT SITUATIONAL INFLUENCES IN EMPLOYEE SURVEYS

Author: Brodalle, Marcel; Zimoch, Katharina; Engels, Pasqua
Organisation: SKOPOS VIEW GmbH & Co. KG

*Relevance & Research Question:* With an employee survey the employer wishes to identify factors that keep employees satisfied, motivated and committed. It can thereby be observed that companies never find the “right” time to implement an employee survey: Vacation periods, ongoing restructuring or the general business situation as well as situational factors outside of the company such as stress for personal reasons may influence the employees to make a biased assessment of their employer. However, for the measurement, it is fundamental that the responses are as authentic as possible to improve decision-making by obtaining the main problems in the company.

In a first step, the magnitude and significance of situational influences are quantified and the employees’ current mood and satisfaction are evaluated. Based on an experimental self-reflection approach methods are introduced to limit these situational emotional influences.

*Methods & Data:* In an online-access-panel survey among employees participants are initially asked about their current mood. The sample is subsequently divided into groups “positive mood” vs. “negative mood”. Hypothesis: Employee satisfaction depends also on the emotional state of a respondent.

Monadic test groups:

1. Control group: Asked about their satisfaction at the beginning, thereafter no stimuli.

2. Test group: Asked about their satisfaction at the end. Hypothesis: Halo- and sequence effects occur.

3. Test group: Need to name five positive/negative experiences (last 12 months), followed by questions on employee satisfaction. Hypothesis: Framing helps to abstract from situational influences and overall evaluations are more balanced.

4. Test group: Asked to name five aspects that brought a great deal of fun to their work. Thereafter asked about their employee satisfaction. Hypothesis: One-sided focus on positive subjects leads to higher levels of satisfaction than in test-group 3.

*Results:* Data currently being collected.

*Added Value:* The authors will emphasize to which extent situational influences affect the employee`s perceived satisfaction with their employer. Based on the experiment the next step will be to map out possible measures to limit these situational influences without affecting validity of measurement - ultimately leading to a measurement of employee satisfaction less biased by situational factors.

## THE LENGTH AND CONTENT OF CLARIFICATION FEATURES IN WEB SURVEYS

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 to open-ended questions in Web surveys. Previous research on clarification features in Web surveys has shown that they 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, there has been no research on the length and content of clarification features. The assumption is that short clarification features are read more thoroughly by respondents, whereas long clarification features are only scanned. Therefore, we expect that short clarification features are more effective on survey responses than long clarification features. Regarding the content of clarification features we assume an interaction with their length.

*Methods & Data:* In a randomized field experimental Web survey (n=4,034), a between-subjects design was implemented in open-ended questions to test the effectiveness of clarification features that vary in length. Short and long clarification features are distinguished. Variations in length are tested for two types of clarification features that either aim at clarifying the question meaning (definitions) or motivating the respondents to search their memories for relevant information (motivating statements) and furthermore for different contents. Concerning the content, extending and restricting clarification features are tested for both types, respectively.

*Results:* Results indicate that regarding extending clarification features, the long version yielded a stronger effect on survey responses than the short version. Concerning restricting clarification features, however, the short version was similarly effective, and in some cases, even more effective compared to the long version.

*Added Value:* The length of clarification features influences their effectiveness in improving the quality of survey responses. Based on the present findings, the length of clarification features should be extended if they are intended to broaden the meaning of a survey question or if they ask respondents for retrieving all relevant information. By contrast, if clarification features are used which restrict the meaning of the survey question or limit the retrieval of information, they should be kept short.

# B11: IMPROVING METHODS

## PARTICIPANT STIMULATION IN A MIXED-METHOD SCENARIO EMPLOYING A WEB-BASED DIARY APPLICATION AND FOCUS GROUPS

Author: Pagel, Sven; Seemann, Christian; Simon, Tobias
Organisation: Hochschule Mainz, University of Applied Sciences, Mainz, Germany

*Relevance & Research Question:* To gain insights regarding consumer behavior within the digital landscape, we conducted research using a mixed methods approach. Using three different methods (web diary application, 25 telephone interviews, 3 focus groups) we could pinpoint different needs and capabilities within the observed groups and are able to extend definitions of vulnerable, trusting and responsible consumers regarding digital scenarios. The web diary application was developed solely for this research and uses a user-centric design to allow easy and fast note-taking employing a reduced user-interface. Participants created 1074 entries in total.

After finishing the main project, we are looking to consolidate this approach by reducing the amount of methods for future studies. This project focuses on the question of how the chosen research methods, especially the easy to use diary application and the focus group discussions were intertwined.

*Methods & Data:* A qualitative and quantitative comparison between the three methods has to be conducted. As the data is only partially available in a quantitative manner, results from focus group discussions have to be recoded. Thereafter links between the models can be identified using categorical and descriptive analytics. The main focus is stimulation, time-based dependencies and usage intensity of the diary application.

*Results:* The results show, that the diary application was helping the participants to prepare for the focus group discussions. This activation was the strongest for those, who entered the most data into the diary. People who entered less information did not benefit from prior activation and thus contributed less to the focus group discussion.

*Added Value:* The user-centric web diary is an unobtrusive way to allow note taking during the day. Users could complete entries within 30 seconds. The usage of a diary application had a positive impact on the participant preparation, forcing participants to question their behavior and pinpoint possible insights for the telephone interview or the focus group discussion.

## TESTING COGNITIVE ABILITY ONLINE – INFLUENCES ON USER EXPERIENCE AND TEST ACCEPTANCE

Author: Ulfert, Anna-Sophie; Ott, Michael
Organisation: Justus-Liebig-Universität Gießen, Germany

*Relevance & Research Question:* The online context offers a large variety of design possibilities when compared to traditional paper-pencil testing, especially concerning test design and formatting. It is well known that participants' behavior and responses are not only affected by the content of a web survey but also by its formatting and design. When it comes to online cognitive ability tests, little is known about the influence of design.

We propose that during online ability tests, the reactions of the participants can be separated into cognitive and emotional reactions towards the test content (test acceptance, e.g. perceived face validity) and towards the test design (user experience).

In the present study, we investigated whether different formats of presenting ability test items have a positive impact on user experience and test acceptance. This might affect psychometric properties of the test as well as nonresponse and dropout.

*Methods & Data:* The experiment was conducted as an online study with university students (N=398). Respondents were randomly assigned to one out of three conditions. Within each condition, respondents answered a questionnaire consisting of an ability test. The test items were presented either all items on a single page, each item on a separate page with the option of going back and forth between items or each item on a separate page without this option. After the test participants filled out a user experience and a test acceptance questionnaire. Furthermore, item missing data and response times were examined.

*Results:* In contrast to our expected results no group differences were found concerning user experience, test acceptance, and performance. However, there was a substantial relationship between test performance and user experience as well as test acceptance. This suggests a strong link between performance and ratings of both test content and design. Furthermore, the influence of design on psychometric properties, nonresponse, and dropout were compared.

*Added Value:* The study gives implications about user experience in online cognitive ability tests. Furthermore, it indicates a strong dependence of user experience ratings on actual task performance.

# C11: ICH WEISS, WAS DU NÄCHSTEN SOMMER TUN WIRST – ÜBER SICH VERÄNDERNDE BEZIEHUNGEN ZWISCHEN ONLINE-SPHÄRE, GESELLSCHAFT UND INDIVIDUUM

Author: Götte, Sebastian
Organisation: aproxima, Germany

Die General Online Research Konferenz ist ein großartiger Ort, um über die unzähligen Möglichkeiten zu reden, die wir als Forscher in der Online-Sphäre haben. Wir freuen uns über den besseren Zugang zu unseren Studienobjekten (auch bekannt als Nutzer), über disruptive Technologien, über Open Science, über soziale Netze und die neue Macht des Volkes und nicht zuletzt über noch mehr Gelegenheiten für Marketing und Verkauf. Es ist eine schöne neue Welt, jedes Jahr aufs Neue, und wir sind bereit, sie zu entdecken.

Nur selten schauen wir jedoch auf die Rückseite der Medaille.

Das Internet begann als sein Tool zur Vernetzung und Kommunikation ohne zeitliche und räumliche Hürden – hübsch verpackt in einen Browser, unsere Kommandozentrale. Doch mit der Zeit hat es sich in praktisch alle Sphären unseren Lebens geschlichen. Wir sind vernetzt, liefern Daten und werden von Maschinen-Algorithmen gesteuert – praktisch überall wo wir gehen, fahren, konsumieren, kommunizieren, unsere Freizeit genießen. Der Browser ist auf dem Weg, ein Relikt aus alten Zeiten zu werden. Er repräsentiert nur noch einen kleinen Teil der Online-Sphäre. Digitale Vernetzung ist allgegenwärtig geworden.

Was super ist für all die Dinge in unserem Alltag, die leichter werden, schneller erledigt sind, mehr Spaß machen.

Aber wie das mit Parties so ist: spät abends, nach vielen Gesprächen und einigen Gläsern Wein, werden die Unterhaltungen nachdenklicher. Nun, da also unsere inspirierende GOR 16 ihrem Ende entgegen geht, wollen wir – mit unseren Mänteln in der einen und einem letzten Glas in der anderen Hand – einige Fragen dieser anderen Seite der Beziehung zwischen Online-Sphäre, Gesellschaft und Individuum diskutieren: Nutzen immer noch wir das Netz oder nutzt es schon uns? Wer hat in dieser Beziehung die Hosen an? Sind wir uns bewusst über all das Geben und Nehmen in unserem Verhältnis zur Online-Sphäre? Wie verändert die ständige Vernetztheit unser Verhalten, unsere Gedanken, unser Selbst? Und sind wir immer noch autonome Individuen?

Eine Menge Fragen, die vielleicht zu neuen Forschungen anregen, auf deren Ergebnisse wir uns zur GOR17 freuen können.

So wie die Online-Sphäre sich überallhin ausgedehnt hat, haben auch diese Fragen Diskussionen in sehr verschiedenen wissenschaftlichen Disziplinen ausgelöst. Wir freuen uns auf Diskussionsgäste, die einige davon repräsentieren:

- Prof. Dr. Matthias Hagen, Leiter der (bisher einzigartigen) Forschungsgruppe „Big Data Analytics“ an der Bauhaus-Universität Weimar
- Dr. Daniela Otto, Lehrbeauftragte an der Universität Augsburg und Autorin der Bücher “Vernetzung. Wie Medien unser Bewusstsein verbinden“ und “Digital Detox”
- Jörg Friedrich, Unternehmer und Philosoph, Inhaber der Softwarefirma INDAL, Autor des Buchs „Kritik der vernetzten Vernunft“
- Sebastian Götte (Moderator der Diskussion), Unternehmer und Soziologe, Mitinhaber des Sozialforschungsinstituts aproxima

Seid also Teil einer hoffentlich anregenden Schlussrunde in relaxter Atmosphäre, die Euch auf Euren Weg nach Hause oder auf Euer Wochenende im schönen Dresden einstimmt.

## SEE YOU AT GOR16 IN DRESDEN