SHAPING.
ONLINE.
RESEARCH.

GOR

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

SPONSORS & ORGANIZERS

■ GOLD SPONSOR

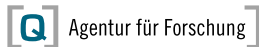respondi
CLOSE TO PEOPLE

■ SILVER SPONSORS

gesis
Leibniz-Institut
für Sozialwissenschaften

IfaD

KEYFACTS
Onlineforschung GmbH

Lightspeed
GMI

NORSTAT

SKOPOS
market research

SSI

TNS

TNS Infratest

■ BRONZE SPONSORS

aproxima
Gesellschaft für Markt- und Sozialforschung
Frische Forschung

Bilendi

INTERROGARE

NORDLIGHT
research

[Q] Agentur für Forschung

questback

research
now

■ START-UP SPONSORS

pollion

quantilope

■ ORGANIZERS

DGOF

TECHNISCHE
UNIVERSITÄT
DRESDEN

■ PROGRAMME & MEDIA PARTNER

marktforschung de

■ PROGRAMME PARTNER

science 2.0
Leibniz Research Alliance

■ MEDIA PARTNERS

marketing
BÖRSE
www.marketing-boerse.de

Research &
Results
Magazin für Media-, Markt und Marketingforschung

■ CONFERENCE SUPPORT

LINEUPR

ro:stoffmedia
MEDIENFABRIK

18th GENERAL ONLINE RESEARCH CONFERENCE

DGOF BOARD
Dr. Otto Hellwig (Chairman DGOF board, respondi AG, Germany)
Dr. Cathleen Stützer (DGOF board, Johannes Gutenberg University Mainz (JGU), Germany)
Oliver Tabino (DGOF board, Q | Agentur für Forschung GmbH, Germany)
PD Dr. Meinald Thielsch (DGOF board, University Muenster, Germany)
Alexandra Wachenfeld-Schell (DGOF board, LINK Institut für Markt- und Sozialforschung GmbH, Germany)

CONFERENCE CHAIR
Dr. Otto Hellwig (Chairman DGOF board; respondi AG, Germany)

LOCAL PARTNER
Dresden University of Technology, Germany

DGOF OFFICE
Birgit Bujard

SUPPORT
Boris Breuer, Armin Dobratz, Peter Eberle, Nicole Filz, Tobias Grothe, Lisette Härtel, Torsten Sauer

PROGRAMME COMMITTEE
Dr. Cathleen M. Stützer (GOR 16 programme chair, DGOF Board and Johannes Gutenberg University Mainz (JGU), Germany)
Dr. Frederik Funke (http://datenmethoden.de and LINK Institut für Markt- und Sozialforschung GmbH, Germany)
Prof. Dr. Friedrich Funke (Dresden University of Technology, Germany)
Sebastian Götte (aproxima Gesellschaft für Markt- und Sozialforschung Weimar mbH, Germany)
Prof. Dr. Lutz Hagen (Dresden University of Technology, Germany)
Prof. Dr. Thomas Köhler (Dresden University of Technology, Germany)
Dr. Suzy Moat (University of Warwick, Warwick Business School, United Kingdom)
Prof. Horst Müller-Peters (marktforschung.de, Germany)
Dr. Guido Scherp (Leibniz Research Alliance Science 2.0 and German National Library of Economics (ZBW), Germany)
Dr. Bella Struminskaya (GESIS – Leibniz Institute for the Social Sciences, Germany)
Oliver Tabino (DGOF Board and Q | Agentur für Forschung GmbH, Germany)
PD Dr. Meinald Thielsch (DGOF Board and University Münster, Germany)
Prof. Dr. Klaus Tochtermann (Leibniz Research Alliance Science 2.0 and German National Library of Economics (ZBW), Germany)
Alexandra Wachenfeld-Schell (DGOF Board and LINK Institut für Markt- und Sozialforschung GmbH, Germany)

INTERNATIONAL BOARD

IN ALPHABETICAL ORDER

Dr. Nikos Askitas, Forschungsinstitut zur Zukunft der Arbeit GmbH (IZA)
Dr. Olle Bälter, Royal Institute of Technology in Stockholm
Prof. Dr. Bernad Batinic, Johannes Kepler University Linz
Dr. Ina Blümel, German National Library of Science and Technology (TIB) & University of Applied Sciences and Arts
Dr. Manuela Blumenberg, GESIS
Dr. Claudia Börner, Dresden University of Technology
Prof. Dr. Christian Bosau, Rheinische Fachhochschule Köln
Prof. Dr. Mick P. Couper, University of Michigan
Prof. Dr. Marcel Das, CentERdata, Tilburg University
Prof. Dr. Leonhard Dobusch, FU Berlin
Prof. Dr. Uwe H. Engel, University of Bremen
Prof. Dr. Enrico Fabrizi, Università Cattolica del Sacro Cuore
Jasmin Fitzpatrick, Johannes Gutenberg-Universität Mainz
Dr. Konrad Ulrich Förstner, University of Würzburg
Muriel Foulonneau, Luxembourg Institute of Science and Technology
Dr. Frederik Funke, datagladiator.net and LINK Institut
Prof. Dr. Friedrich Funke, Dresden University of Technology
Prof. Dr. Anja Göritz, Albert-Ludwigs-Universität Freiburg
Sebastian Götte, aproxima
Dr. Tobias Gummer, GESIS
Prof. Dr. Lutz Hagen, Dresden University of Technology
Christian Heise, Leuphana University Lüneburg
Lambert Heller, German National Library of Science and Technology (TIB)
Frank Heublein, M3 Services
Dr. Anna Maria Hoefler, ZBW Leibniz Information Centre for Economics
Prof. Dr. Joop J. Hox, Utrecht University
Prof. Dr. Ben Jann, University of Bern
Prof. Dr. Robert Jäschke, L3S Research Center
Dr. Florian Keusch, University of Mannheim
Prof. Dr. Bernadette Kneidinger-Müller, University of Bamberg
Prof. Dr. Thomas Köhler, Dresden University of Technology
Susann Kohout, Technische Universität Braunschweig
Dr. Peter Kraker, KNOW-CENTER
Dr. Thomas Krüger, University of Bonn
Katharina Elisabeth Kunißen, Johannes Gutenberg-Universität Mainz
Dr. Katja Lozar Manfreda, University of Ljubljana
Prof. Dr. Holger Lütters, HTW Berlin
Frank Lüttschwager, EARSandEYES GmbH
Dr. Ed Manley, University College London
Dr. Aigul Mavletova, National Research University Higher School of Economics
Dr. Emanuel Maxl, Context-Research
Dr. Philipp Mayr, GESIS

Dr. Athanasios Mazarakis, Kiel University, Germany
Dr. Natalja Menold, GESIS
Prof. Dr. Gustavo S. Mesch, University of Haifa
Dr. Suzy Moat, University of Warwick
Prof. Dr. Jochen Musch, University of Duesseldorf
Peter Mutschke, GESIS
Dirk Obermeier, Spiegel Institut Mannheim
Thomas Perry, Q | Agentur für Forschung GmbH
Prof. Dr. Isabella Peters, ZBW Leibniz Information Centre for Economics
Prof. Dr. Jürgen Pfeffer, Carnegie Mellon University
Dr. Robert Pinter, Corvinus University of Budapest
Prof. Dr. Tobias Preis, Warwick Business School
Dr. Daniela Pscheida, Dresden University of Technology
Prof. Dr. Anabel Quan-Haase, Western University
Anne Reif, Technische Universität Braunschweig
Yannick Rieder, Q | Agentur für Forschung GmbH
Joss Roßmann, GESIS
Ines Schaurer, GESIS
Kaja Scheliga, Alexander von Humboldt Institute for Internet and Society
Dr. Guido Scherp, ZBW Leibniz Information Centre for Economics
Dr. Lars Schlenker, Dresden University of Technology
Dr. Jasmin Schmitz, ZB MED – Leibniz Information Centre for Life Sciences
Prof. Dr. Matthias Schonlau, University of Waterloo
Carolin Seelmann, Stiftung Lesen
Prof. Dr. Chris Snijders, Eindhoven University of Technology
Prof. Dr. Christian Stegbauer, Goethe-Universität Frankfurt am Main
Dr. Markus Steinbrecher, Bundeswehr Center for Military History and Social Sciences
Dr. Birgit U. Stetina, Sigmund Freud University, Austria
Prof. Dr. Stefan Stieger, Universität Konstanz
Dr. Bella Struminskaya, GESIS
Dr. Cathleen M.Stuetzer, Johannes Gutenberg University Mainz
Sebastian Syperek, car2go Group GmbH
Angela Tanner, GESIS
PD Dr. Meinald T. Thielsch, University of Muenster, Germany
Dr. Angelo Rodolfo Tomaselli, Demetra opinioni.net srl
Prof. Dr. Martin Welker, HMKW Hochschule für Medien, Kommunikation und Wirtschaft/ University of Applied Sciences
Dr. Katrin Weller, GESIS
Alexander Wenz, University of Essex
Dr. Olaf Wenzel, IPF Wenzel, Germany
Kai Willem Weyandt, GESIS
Cornelia Züll, GESIS

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 postersand 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

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.

DGOF

Deutsche Gesellschaft für Online-Forschung e. V. /
German Society for Online Research
Hans-Böckler Str. 163
50354 Hürth
Germany

Phone: +49 (0)22 33-9 98 82 20
Fax: +49 (0)22 33-9 98 81 11
E-mail: office@dgof.de

Internet:

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

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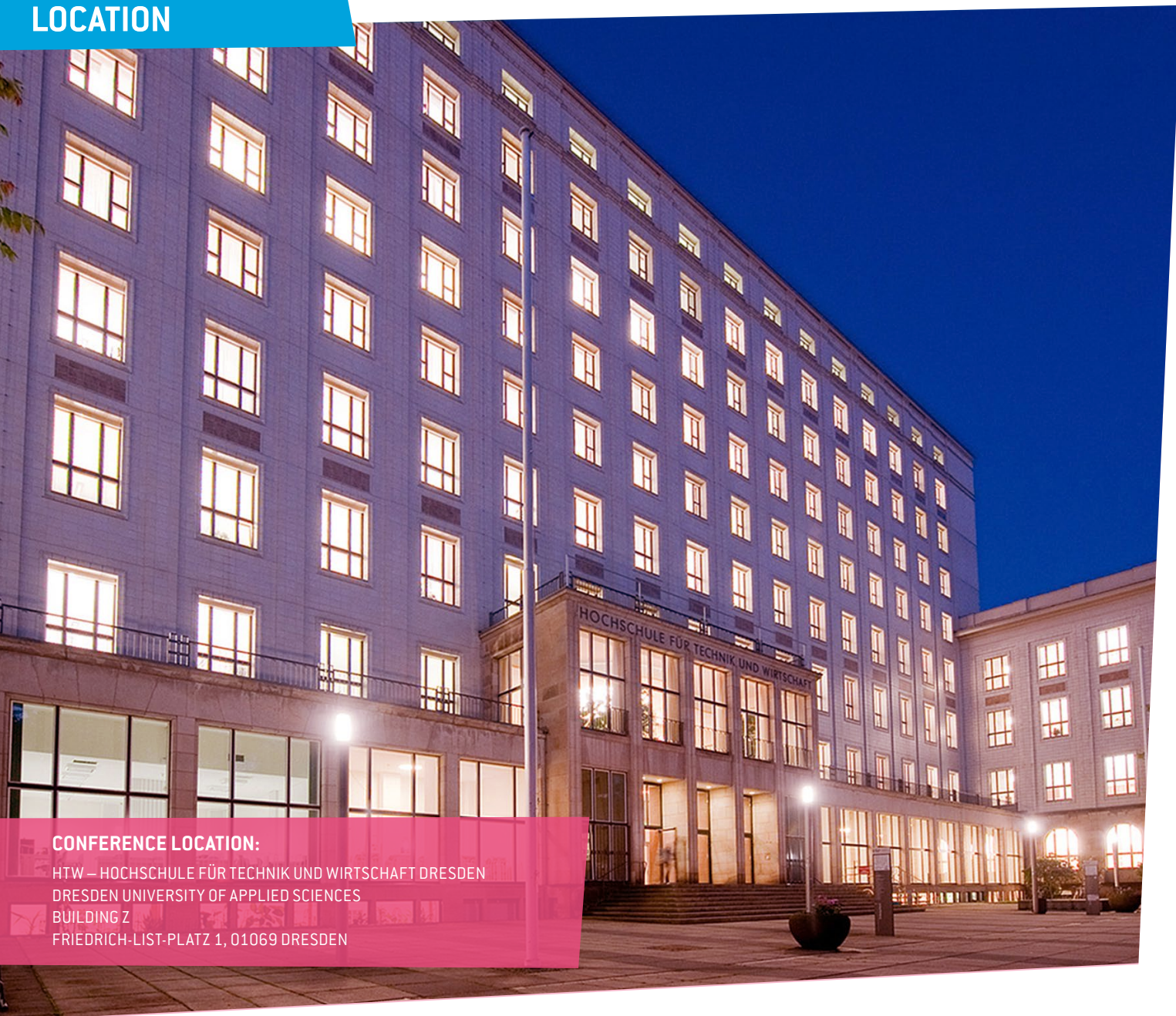
CONFERENCE LOCATION:
HTW – HOCHSCHULE FÜR TECHNIK UND WIRTSCHAFT DRESDEN
DRESDEN UNIVERSITY OF APPLIED SCIENCES
BUILDING Z
FRIEDRICH-LIST-PLATZ 1, 01069 DRESDEN

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, March 2016

Prof. Dr. Friedrich Funke |
Dean Faculty of Education

Prof. Dr. Lutz Hagen |
Dean Faculty of Arts,
Humanities and Social Science

Prof. Dr. Thomas Köhler |
Director Media Centre

PROF. DR. FRIEDRICH FUNKE
Dean Faculty of Education

PROF. DR. LUTZ HAGEN
Dean Faculty of Arts, Humanities and Social Science

PROF. DR. THOMAS KÖHLER
Director Media Centre

All GOR events take place at the Dresden University of Applied Sciences, **Building Z, Friedrich-List-Platz 1, 01069 Dresden,** unless stated otherwise in the Overview.

TRACK TOPICS

A: Online Research Methodology   B: Data Science for Policy and Business
C: Science 2.0 & Open Science   D: Angewandte Online-Forschung (Applied Online Research)

WEDNESDAY 02/03/2016

9:00	**BEGIN CHECK-IN**	
10:00 – 13:00	**WS1: Erste Schritte mit LimeSurvey – Open Source Software für Onlineumfragen** Chair: Frederik Funke | datagladiator.net; LINK Institut, Germany	Room Z208
	WS2: First steps with the eScience Platform - sharing data among researchers Chairs: Jörg Neumann, Peter Seifert | Dresden University of Technology, Germany	Room Z211
13:00 – 14:00	**LUNCH BREAK**	
14:00 – 17:00	**WS 3: Web Surveys for Smartphones: Design and Implementation** Chair: Mick P. Couper | University of Michigan, United States of America	Room Z208
	WS 4: Introduction to R – Next Generation Statistical Software Chair: Oliver Bracht | eoda GmbH, Germany	Room Z312
	WS 5: Mitarbeiterbefragungen online (und offline) Chair: Olaf Wenzel | IPF Wenzel - Institut für Personalforschung, Germany	Room Z308
17:00 – 17:15	**BREAK**	
17:15 – 19:15	**DGOF members meeting** Chair: Otto Hellwig | respondi AG/DGOF, Germany	Room Z211
19:15 – 19:30	**BREAK**	
19:30	**GOR Get-Together**	Room PAB/Z110

THURSDAY 03/03/2016

8:00	**BEGIN CHECK-IN**

9:00 – 10:15 **Opening & Keynote 1: Online Bubbles**   Room Z254
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**   Room Z208
Chair: Florian Keusch | University of Mannheim, Germany   Track A sponsored by

gesis

Gaming-Genres and Motivation: Why do we play what we play?
Birgit U. Stetina, Armin Klaps, Zuzana Kovacovsky, Jan Aden, Christoph Bendas, Alicia Daude, Katharina Kluss, Mario Lehenbauer-Baum |
Sigmund Freud University, Austria

Gamifying Questions Using Text Alone
Pete Cape | SSI, United Kingdom

Using Behavioral Economic Games as Replacement for Grid Questions to Increase Respondent Engagement
Fabian Buder, Matthias Unfried | GfK-Nürnberg e. V., Germany

10:45 – 11:45 **B2: Data Science for Policy**   Room Z312
Chair: Nikos Askitas | IZA - Institute for the Study of Labor, Germany

The effects of using Facebook and Twitter on candidates' electoral success: The case of the German Federal Election 2013
Joss Roßmann, Tobias Gummer, Stephen Quinlan | GESIS Leibniz Institute for the Social Sciences, Germany

The impact of Social Networks on accuracy and speed of disaster information. An analysis of the Elbe flooding of 2013.
Jana Fischer, Peter Hellmund, Lutz M. Hagen | Technische Universität Dresden, Germany

Internationalization of Climate Change Discourse on Twitter
Cornelia Brantner (1), Jürgen Pfeffer (2) | 1: TU Dresden, Germany; 2: Carnegie Mellon University, Pittsburgh, USA

10:45 – 11:45 **C2: Social Media in Academic Research**   Room Z308
Chair: Guido Scherp | ZBW Leibniz Information Centre for Economics, Germany   Programme Partner

science 2.0
Leibniz Research Alliance

Social Network Sites, Citations and Visibility: A Quantitative Analysis of Social Network Membership and its Implications for Academic Reputation
Marcel Dresse (1), Isabel Schröder (2) | 1: GESIS - Leibniz Institute for the Social Sciences, Germany; 2: Independent Researcher

Usage of social media and online tools in academic practice.
Daniela Pscheida (1), Claudia Minet (2), Sabrina Herbst (1), Steffen Albrecht (3), Thomas Köhler (1) |
1: TU Dresden, Germany; 2: HS Mittweida, Germany; 3: KIT Karlsruhe, Germany

Characteristics of Twitter Usage at Scientific Conferences
Steffen Lemke (1), Athanasios Mazarakis (1), Isabella Peters (2) | 1: Kiel University; 2: ZBW – German National Library of Economics – Leibniz Information Centre for Economics

10:45 – 11:45 **D2: GOR Best Practice Award 2016 Competition**   Room Z211
Chair: Alexandra Wachenfeld-Schell (1), Oliver Tabino (2) | 1: DGOF 2: Q | Agentur für Forschung, Germany   The GOR Best Practice Award 2016 is sponsored by

SSI

The Insight Activation Studio
Anouk Willems (1), Tom De Ruyck (1), Annemiek Temming (2) | 1: InSites Consulting, The Netherlands; 2: Danone Dairy, The Netherlands

Omnichannel Cultural Research – Combining on- and offline ethnographic research for understanding irrational consumer behaviour
Kathleen Ix (1), Wolf Andrea (2) | 1: STURM und DRANG, Germany; 2: Sky, Germany

Mark My Words – an innovative methodology for social media research
Sarah Lubjuhn (1), Martine Bouman (1), Martin van Steijn (2) | 1: Center for Media & Health, The Netherlands; 2: Endemol, The Netherlands

TRACK TOPICS
A: Online Research Methodology   B: Data Science for Policy and Business
C: Science 2.0 & Open Science   D: Angewandte Online-Forschung (Applied Online Research)

PROGRAMME
THURSDAY 03/03/2016

11:45 – 12:00   **BREAK**

12:00 – 13:00   **A3: Representativeness and Biases in Online Panels**   Room Z208

Chair: Robert Dietrich | Bilendi GmbH, Germany4

Track A sponsored by

gesis

Propensity score weighting in a web-based panel survey: Comparing the effects on attrition biases in attitudinal, behavioral and socio-demographic variables

Tobias Gummer, Joss Roßmann | GESIS, Germany

Participation in a mixed-mode panel over the course of the field period: An analysis of different response propensity strata.

Bella Struminskaya, Tobias Gummer | GESIS - Leibniz Institute for the Social Sciences, Germany

---

12:00 – 13:00   **B3: Data Science for Business**   Room Z312

Chair: Fabian Buder, GfK-Nürnberg e. V., Germany

Automatic detection of e-commerce adoption from online data

Desamparados Blazquez, Josep Domenech, José A. Gil, Ana Pont | Universitat Politècnica de València, Spain

Into the Jungle: What Big Data needs Market Research for

Hannes Schettler | IfaD - Institut für angewandte Datenanalyse GmbH, Germany

Utilizing Twitter as a journalistic work-tool: the Israeli case-study

Vered Malka, Yaron Ariel | Yezreel Valley College, Israel

12.00 – 13:00   **C3: Collaboration and Engagement**   Room Z308

Chair: Guido Scherp, ZBW Leibniz Information Centre for Economics, Germany

Programme Partner

science 2.0
Leibniz Research Alliance

Science 2.0: Online Media Use and Attitudes towards Climate Change

Monika Taddicken, Susann Kohout, Anne Reif | Technische Universität Braunschweig, Germany

Under peer pressure: Peer Effects in Collaborative Content Generation on German Wikipedia

Olga Slivko | Centre for European Economic Research (ZEW), Mannheim, Germany

Engagement patterns of nontraditional students in the Questionnaire Design for Social Surveys Coursera MOOC

Evgenia Samoilova (1), Florian Keusch (1,3), Frauke Kreuter (1,2,3) |
1: University of Mannheim, Germany; 2: Institute for Employment Research (IAB), Germany; 3: University of Michigan, USA

---

12 :00 – 13:00   **D3: Was steht auf dem Spiel: Wird Research sinnlos?**   Room PAB/Z110

Diskutieren Sie mit dem Grenzgänger-Team

moderiert von Prof. Dirk Frank, Geoffrey Hildbrand, Thomas Perry und Beate Waibel-Flanz | Grenzgänger Germany

---

13:00 – 14:00   **BREAK: LUNCH**

14:00 – 15:30   **Panel Discussion: The Big Show-Stopper: Online Research in the Stranglehold of Data Protection Regulation?**   Room Z211

Chair: Horst Müller-Peters, marktforschung.de, Germany

Programme Partner

marktforschung.de

Panellists:
• Andrea Schweizer (Lawyer, Kanzlei Prof. Schweizer, Germany)
• Dr. Thomas Rodenhausen (President, Harris Interactive AG, Germany)
• Kim Leonard Smouter (Government Affairs Manager, ESOMAR, The Netherlands)

14:00 – 15:30 **POSTER SESSION**

Room PAB/Z110

The GOR Poster Award
2016 is sponsored by

KEYFACTS

Online Research Methodology

Panel Online: how important is the recruitment mode ?
Beatrice Bartoli | Demetra Opinioni.net, Italy

Non-response in evaluation of teaching
Birte Brinkmöller, Boris Forthmann, Meinald T. Thielsch | University of Muenster, Germany

Impulsiveness, Speed and Reliability in Online Questionnaire
Christopher Harms | Rheinische Friedrich-Wilhelms-Universität Bonn, Germany

Human vs. artificial intelligence: Are software solutions already able to replace human beings?
Martina Koch | advise research gmbh, Germany

Evolving Online Survey Environment and the Burden of Mobile Responding
Joris Mulder, Marika de Bruijne, Marije Oudejans | CentERdata - Tilburg University, The Netherlands

Changing the scoring procedure and the response format to get the most out of multiple-choice tests conducted online
Martin Papenberg, Birk Diedenhofen, Jochen Musch | Heinrich-Heine University, Germany

Using passive data from a meter to complement survey data in order to study online behaviors?
Melanie Revilla (1), Carlos Ochoa (2) | 1: RECSM, Universitat Pompeu Fabra, Spain; 2: Netquest

The Adequacy of Outlier Definitions based on Response Time Distributions in Web Surveys: A Paradata Usability Study
Stephan Schlosser, Jan Karem Höhne | University of Göttingen, Germany

Mobile app respondents: a study on panel engagement
Nicolas Scharioth, Kathrin Tschida | POLLION GmbH, Germany

Social Media and Internet Research

Digital workers by design? An example from the on-demand economy
Brian Fabo (1,2), Ilaria Maselli (2) | 1: Central European University, Hungary; 2: Centre for European Policy Studies, Belgium

Algorithmic Transformation of the Public Sphere
Lutz Hagen, Anne-Marie In der Au, Mareike Wieland | University of Technology Dresden, Germany

Pegidas Echo Chamber - And other Uses of Facebook to Dresdens Notorious Political Movement
Peter Hellmund, Lutz Hagen | TU Dresden, Germany

Searching for cancer apps on the Google Play Store for android apps: the question of topical relevance
Christine Franziska Marton | University of Toronto, Canada

Qualifying the Quantified Self – How self-tracking data are shared online
Mareike Oehrl | Graduate of University of Hohenheim

The vision of interdisciplinarity vs. the reality of digital research in the UK?
Panayiota Tsatsou, Yupei Zhao | University of Leicester, United Kingdom

The Key Factors of Success of Corporate Communications in Facebook: Results of a Quantitative Online Survey
Malte Wattenberg (1), Michael Niggemeier (2) | 1: Bielefeld University of Applied Sciences, Germany; 2: Lemgo University of Applied Sciences, Germany

TRACK TOPICS

A: Online Research Methodology   B: Data Science for Policy and Business
C: Science 2.0 & Open Science   D: Angewandte Online-Forschung (Applied Online Research)

PROGRAMME
THURSDAY 03/03/2016

Digital Information Skills from a procedural perspective – Age related differences in strategies for information searching in the Internet
Mareike Wieland | TU Dresden, Germany

Time stability of user perception of website aesthetics
Dustin Witte (1), Gerrit Hirschfeld (2), Meinald T. Thielsch (1) | 1: University of Muenster, Germany; 2: University of Applied Sciences Osnabrück, Germany

Applied Online Research

Use the power of Virality. How to predict the success of a viral ad?
Daria Arkhipova | Ipsos GmbH, Germany

Teaching Web Surveys Methods. Classroom Experiences Among University Instructors
Wojciech Jablonski | University of Lodz, Poland

The assessment of new employment opportunities for internally displaced persons in Ukraine
Natalia Kharchenko (1), Oleksandr Pereverziev (2) | 1: Kiev International Institute of Sociology, Ukraine; 2: National University of „Kyiv-Mohyla Academy"

Fit4You – an online survey for the transition from school to vocational training / study
Thomas Köhler (1), Lisette Härtel (2), Friedrich Funke (3), Jörg Neumann (1), Anne Ossowski (4), Lisa Helwig (4), Juliane Bartsch (4), Nicole Sander (4) |
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

Conceptual construction and interaction in a Math Virtual Learning Community
Ingrid Lugo (1), Claudia Lucía Ordoñez (2), Thomas Köhler (1) | 1: Technische Universität Dresden, Germany; 2: Universidad Nacional de Colombia

Mixed-Method Approaches in Enterprise Social Software Evaluation
Jan-Mathis Schnurr, Christina Bülow, Sebastian Behrendt | Universität der Bundeswehr München, Germany

Using web tools for reducing the Scientist-Practitioner Gap – Effects of interactivity on the utilization of scientific knowledge
Meinald T. Thielsch (1), Friederike Gerlach (2), Greta Müller (3), Guido Hertel (1) |
1: University of Muenster, Germany; 2: University of Kassel, Germany; 3: HRpepper GmbH & Co. KGaA, Germany

15:30 – 15:45   **BREAK**

15:45 – 16:45   **A5: Measurement in Mobile Web Surveys**   Room Z208
Chair: Bella Struminskaya, GESIS - Leibniz Institute for the Social Sciences, Germany

Track A sponsored by

gesis

Open narrative questions in PC and smartphones: is the device playing a role?
Melanie Revilla (1), Carlos Ochoa (2) | 1: RECSM, Universitat Pompeu Fabra, Spain; 2: Netquest

Grids versus Item-by-Item Designs on Smartphones
Mick P. Couper | University of Michigan, United States of America

A study on panel engagement in a mobile survey app
Nicolas Scharioth, Kathrin Tschida | POLLION GmbH, Germany

15:45 – 16:45   **B5: Social Media Usage and Communication**   Room Z312
Chair: Martin Welker, HMKW Hochschule für Medien, Kommunikation und Wirtschaft // University of Applied Sciences, Germany

Comparison of Facebook and WhatsApp usages.
Yaron Ariel, Vlad Vasiliu | Yezreel Academic College, Israel

The two sides of social media friendship – Positive and negative outcomes of making "friends" in social networks
Christian Bosau, Anna Katrin Bosch | Rheinische Fachhochschule Köln, Germany

Few-to-many communication. Public figures' self-promotion on Twitter through ,joint performances' in small networked constellations
Peter Berglez | Örebro University, Sweden

15:45 – 16:45	**C5: GOR Thesis Award 2016 Competition: Bachelor/Master**	Room Z308

Chair: Meinald T. Thielsch, University of Muenster, Germany

The GOR Thesis Award 2016 is sponsored by

Motivated Underreporting and Response Propensity: Do persons likely to respond give better answers to filter and eligibility questions?
Jessica Wengrzik | GESIS – Leibniz-Institute for the Social Sciences, Germany

Attentional Bias in Pathological Internet Gamers using a web-based Addiction Stroop
Franziska Jeromin | Philipps-University Marburg, Germany

The Aesthetics of Online Corporate Annual Reports - An application of the VisAWI
Manuel Wirth | WWU Muenster, Germany

15:45 – 16:45	**D5: Segmentierung und Profiling: Die Zukunft der Zielgruppen**	Room Z211

Chair: Horst Müller-Peters, marktforschung.de, Germany

Programme Partner

Die Sinus Milieus® im digitalen Zeitalter
Manfred Tautscher, Jan Hecht | SINUS Markt- und Sozialforschung GmbH, Germany

Das nächste Level der Zielgruppenanalyse: Connecting Big Data mit YouGov Profiles
Dörthe Peters | YouGov Deutschland AG, Germany

Von der Kundensegmentierung zur zielgenauen Ansprache des Kunden durch Predictive Customer Insight
Stefan Herbert, Alexander Frank | IBM Analytics, Germany

16:45 – 17:00	**BREAK**	

17:00 – 18:00	**A6: Unit and Item Nonresponse**	Room Z208

Chair: Chair: Pete Cape, SSI, United Kingdom

Track A sponsored by

Effects of Issue Salience, Questionnaire Design and Incentives on Web Survey Response Rates
Annika Hentschel, Arne Müller | InnoGames GmbH, Germany

How the Placement of the Linkage Consent Question Impacts the Consent Rate in an Online Establishment Survey
Basha Vicari (1), Joseph Sakshaug (2) | 1: Institute for Employment Research, Germany; 2: University of Manchester, UK

Consequences of the forced answering option within online surveys: Do higher item response rates come at the expense of participation and answer quality?
Philipp Sischka (1), Jean Philippe Décieux (1), Alexandra Mergener (2), Kristina Neufang (3) |
1: University of Luxembourg, Luxembourg; 2: Federal Institute for Vocational Education and Training (BIBB), Germany; 3: University of Trier, Germany

17:00 – 18:00	**B6: Social Media and Society**	Room Z312

Chair: Evgenia Samoilova, University of Mannheim, Germany

Public Agenda 2.0: Comparing data from traditional and new media during the 2015 Israeli election
Yaron Ariel, Vered Malka, Ruth Avidar, Dana Weimann-Saks | Yezreel Valley College, Israel

The benefits of the diary method for mobile communication research
Bernadette Kneidinger-Müller | University of Bamberg, Germany

TRACK TOPICS
A: Online Research Methodology   B: Data Science for Policy and Business
C: Science 2.0 & Open Science   D: Angewandte Online-Forschung (Applied Online Research)

PROGRAMME
THURSDAY 03/03/2016

17:00 – 18:00 **C6: GOR Thesis Award 2016 Competition: Dissertationsr**   Room Z308
Chair: Meinald T. Thielsch, University of Muenster, Germany

The GOR Thesis Award 2016 is sponsored by
questback

Visualizing Research Fields Based on Scholarly Communication on the Web
Peter Kraker | Know Center

Risks and Uses of communication on Social Networking Sites: Theoretical Modeling and Empirical Findings Applying the Theory of Reasoned Action
Julia Niemann | Hanover University of Music, Drama & Media, Germany

Online corporate communication management: Management concepts, Multi Loop Model, and Social Media Governance
Anne Linke | University of Leipzig, Germany

17:00 – 18:00 **D6: Welcome to the future! Besser – Schneller – Effizienter. Start-up-Szene Marktforschung**   Room Z211
Chair: Otto Hellwig | respondi AG/DGOF, Germany

Programme Partner
marktforschung.de

Teilnehmer:
• Thomas Fandrich, COO quantilope
• Nico Jaspers, CEO Dalia Research
• Jonathan Kurfess, CEO appinio
• Nicolas Scharioth, CEO pollion
• Bastian Verdel, CXO CXlive

20:00 **GOR 16 Party**
Location: KIEZKLUB (Louisenstrasse 55, 01099 Dresden)

The GOR Party is sponsored by
NORSTAT

The GOR Best Practice Award 2016 will be awarded at the Party!
Drinks and fingerfood included in the ticket price.
You need a valid ticket for the party. Your party ticket is included if you have a conference ticket for all days or a day ticket for Thursday!

FRIDAY 04/03/2016

8:30 **BEGIN CHECK-IN**

9:00 – 10:00 **A7: Data Quality and Representativeness**   Room Z208
Chair: Wojciech Jablonski, University of Lodz, Poland

Track A sponsored by
gesis

Comparing Data Quality Between Online Panel and River Samples
Mingnan Liu | SurveyMonkey, United States of America

Calibrating Results of Classical Market Research with Innovative Online Research
Andreas Minarski, Dr. Oliver Kohl | m-result, Market Research & Management Consulting GmbH, Germany

Beyond Sociodemographics – Enhancing the Representativity of Online Surveys via Psychological and Survey-Related Factors
Sven Vollnhals | University of Mainz (JGU), Germany

9:00 – 10:00 **B7: Online Advertising and Consumer Behaviour** Room Z312

Chair: Daniele Toninelli, University of Bergamo, Italy

Elaboration Likelihood Model and Hedonic Consumption Theories on Online Advertising
Maria Elena Aramendia-Muneta | Universidad Pública de Navarra, Spain

Mobile vs Desktop Online Consumer Search Behaviour
Julia A Jacobs (1), Stefan Klein (1), Christopher P Holland (1,2) | 1: University of Münster, Germany; 2: Manchester Business School, United Kingdom

Differentiation of virality and popularity in online social networks: A proposed model
Vlad Vasiliu | University Of Haifa, Israel

9:00 – 10:00 **C7: eScience-Research Network Saxony I** Room Z308

Chair: Carsten Felden (1), Thomas Köhler (2) |1: Technical University Bergakademie Freiberg; 2: TU Dresden, Germany

Programme Partner

science 2.0
Leibniz Research Alliance

Dynamic Communities. Harnessing Relational Research on Floating Publics
Klaus Liepelt (1), Thomas Köhler (2), Kristan Schneider (1), Dirk Labudde (1), Rika Fleck (1), Markus Denk (1) |
1: HS Mittweida, Germany; 2: TU Dresden, Germany

What may an e-scientist need: Available Methods, Tools and Functions
Claudia Koschtial, Carsten Felden | Technical University Bergakademie Freiberg, Germany

Is E-Science a part of an all-day work life of all scientists?
Daniela Pscheida (1), Claudia Koschtial (2) | 1: University of Technology Dresden, Germany; 2: Technical University Bergakademie Freiberg, Germany

9:00 – 10:00 **D 7: Digital Research & Tool Session I: Digital Research – Chancen und Herausforderungen** Room Z211

Chair: Oliver Tabino, Q | Agentur für Forschung, Germany

Programme Partner

marktforschung.de

Teilnehmer:
• Sebastian Pertramer (uberMetrics Technologies)
• Julia Lehmann (Talkwalker)
• Elena Artiles (Brandwatch)

10:00 – 10:15 **BREAK**

10:15 – 11:00 **Keynote 2: Rich and Reliable Signals: Making Responsible Choices for Working with Social Interaction Data** Room Z254
Keynote Speaker: Jana Diesner | University of Illinois at Urbana-Champaign, United States of America

11:00 – 11:45 **AWARD CEREMONY** Room Z254

11:45 – 12:00 **BREAK**

12:00 – 13:00 **A9: Paradata and New Developments** Room Z208

Chair: Alexandra Ils | Goethe-University Frankfurt am Main, Germany

Track A sponsored by

gesis

Pitfalls and opportunities of research using passive metering software
Kathrin Kissau, Dominic Fischer | NET-Metrix AG, Switzerland

Effects of motivating question types with graphical support in multi channel design studies
Holger Lütters (1), Malte Freksa (2), Sandra Vitt (3) | 1: HTW Berlin, Germany; 2: GapFish GmbH, Germany; 3: Mediengruppe RTL Deutschland

Analyzing Cognitive Burden of Survey Questions with Paradata: A Web Survey Experiment
Jan Karem Höhne (1), Stephan Schlosser (1), Dagmar Krebs (2) | 1: University of Göttingen, Germany; 2: University of Giessen, Germany

TRACK TOPICS
A: Online Research Methodology   B: Data Science for Policy and Business
C: Science 2.0 & Open Science   D: Angewandte Online-Forschung (Applied Online Research)

PROGRAMME
FRIDAY 04/03/2016

12:00 – 13:00   **B9: Demos: Showcasing New Technical Developments**   Room Z312
Chair: Julia Niemann, Hanover University of Music, Drama & Media, Germany

Gaining ethnographic insights with qualitative online communities
Zacharias de Groote | Liveloop GmbH, Germany

Moving research methodology toward escience
Thomas Köhler (1), Pscheida Daniela (1), Scherp Ansgar (2), Koschtial Claudia (3), Felden Carsten (3), Neumann Jörg (1) |
1: TU Dresden, Germany; 2: ZBW Hamburg, Germany; 3: TU Bergakamdie Freiberg

PageFocus: A Paradata Tool to Detect Window Switching Behavior in Online Tests
Birk Diedenhofen, Jochen Musch | University of Düsseldorf, Germany

---

12:00 – 13:00   **C9: eScience-Research Network Saxony II**   Room Z308
Chair: Claudia Koschtial (1), Thomas Köhler (2) | 1: Technical University Bergakademie Freiberg, Germany; 2: TU Dresden, Germany

Programme Partner

Introduction: Sustainable networks in online research
Thomas Weith, Philip Pohlenz, Sarah Berndt, Jana Zscheichler |
Leibniz-Zentrum für Agrarlandschaftsforschung Müncheberg (ZALF) e.V., Germany

science 2.0
Leibniz Research Alliance

Roundtable discussion: eScience platform evaluation
Thomas Köhler | TU Dresden, Germany

12:00 – 13:00   **D9: Cool, ich bin Marktforscher?! Von Hard facts, Soft facts und einem Berufsbild im Wandel**   Room Z211
Chair: Claas Lübbert, marktforschung.de, Germany

Programme Partner

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)

marktforschung.de

Moderation: Dorothee Ragg (Redakteurin, marktforschung.de)

13:00 – 14:00   **BREAK: LUNCH**

14:00 – 15:00   **A10: Mode Effects in Mobile Web Surveys**   Room Z208
Chair: Patrick Schmich, Stefan Albrecht | Robert Koch-Institut, Germany

Track A sponsored by

Device Effects - How different screen sizes affect answers in online surveys
Beat Fischer, Felix Bernet | LINK Institut, Switzerland

gesis

Does the Use of Smartphones to Participate in Web Surveys Affect the Survey Experience when Sensitive Questions are Proposed?
Daniele Toninelli (1), Melanie Revilla (2) | 1: University of Bergamo, Italy; 2: RECSM - Universitat Pompeu Fabra, Spain

Web vs. Mobile Web – An Experimental Study of Mode Effects
Florian Keusch (1), Ting Yan (2) | 1: University of Mannheim, Germany; 2: Westat, United States

---

14:00 – 15:00   **B10: Human-Computer Interaction**   Room Z312
Chair: Sarah Lubjuhn | Center for Media & Health, The Netherlands

An approach to evaluate technology acceptance based on the example of the educational app Pocket Code
Astrid Tarkus (1), Daniela Glatz (1), Mauthner Katrin (1), Anja Petri (2), Wolfgang Slany (2) |
1: evolaris next level, Austria; 2: Dept for Softwaretechnology, Graz University of Technology, Austria

TinSort: Asking Market Research Questions the Tinder Way
Holger Lütters (1), Daniel Westphal (1), Gené van Heerden (2) | 1: HTW Berlin, Germany; 2: University of Pretoria, South Africa

Usability Research in the Digital Age. How Websites and Apps Do Benefit From Task-Based Online Research Approaches
Sebastian Schmidt, Till Winkler | SKOPOS GmbH & Co. KG, Germany

---

TRACK TOPICS

A: Online Research Methodology   B: Data Science for Policy and Business
C: Science 2.0 & Open Science   D: Angewandte Online-Forschung (Applied Online Research)

14:00 – 15:00	**C10: Meet & Greet: GOR16 Programme Committee & DGOF**	Room Z308

Chair: Cathleen M. Stuetzer | Johannes Gutenberg University Mainz, Germany

Meet the GOR16 programme committee and learn more about the DGOF activities. Use your chance to meet the people who have put together the GOR16 programme.

You have the option to ask all your questions about the GOR conference series and further activities of DGOF such as financial research support (DGOF-Forschungsförderung) and DGOF publications.

14:00 – 15:00	**D10: Digital Research & Tool Session II: Let's get serious... Interaktive Sessions zur Social Media Forschung**	Room Z211

Chair: Oliver Tabino, Q | Agentur für Forschung, Germany

Programme Partner

Teilnehmer:
• Sebastian Pertramer (uberMetrics Technologies)
• Julia Lehmann (Talkwalker)
• Elena Artiles (Brandwatch)

marktforschung.de

15:00 – 15:15	**BREAK**

15:15 – 16:15	**A11: Special Topics in Web Surveys**	Room Z208

Chair: Jan Karem Höhne | University of Goettingen, Germany

Track A sponsored by

gesis

Web Surveys versus Other Survey Modes: An Updated Meta-Analysis Comparing Response Rates
Jessica Wengrzik (1), Michael Bosnjak (1), Katja Lozar Manfreda (2) |
1: GESIS – Leibniz-Institute for the Social Sciences, Germany; 2: University of Ljubljana, Slovenia

Situational influences on the responses in employee surveys. A behavioral scientific approach to identify and limit situational influences in employee surveys.
Marcel Brodalle, Katharina Zimoch, Pasqua Engels | SKOPOS VIEW GmbH & Co. KG

The length and content of clarification features in Web surveys
Anke Metzler, Marek Fuchs | Darmstadt University of Technology, Germany

15:15 – 16:15	**B11: Improving Methods**	Room Z312

Chair: Christine Franziska Marton | University of Toronto, Canada

Participant stimulation in a mixed-method scenario employing a web-based diary application and focus groups
Sven Pagel, Christian Seemann, Tobias Simon | Hochschule Mainz, University of Applied Sciences, Mainz, Germany

Testing cognitive ability online – influences on user experience and test acceptance
Anna-Sophie Ulfert, Michael Ott | Justus-Liebig-Universität Gießen, Germany

15:15 – 16:15	**C11: Ich weiß, was Du nächsten Sommer tun wirst – Über sich verändernde Beziehungen zwischen Online-Sphäre, Gesellschaft und Individuum**	Room Z211

Chair: Sebastian Götte | aproxima, Germany

Teilnehmer:
• Prof. Dr. Matthias Hagen, Bauhaus University Weimar
• Dr. Daniela Otto, Augsburg University
• Jörg Friedrich, INDAL

16:15 – 17:00	**GOR Farewell Drinks**	Room Z211

Joins us for a goodbyedrink before heading home

sponsored by

aproxima
Gesellschaft für Markt- und Sozialforschung
Frische Forschung

Bilendi

Panels in 11 Ländern Europas

Internationales Partnernetzwerk

Von Sampling bis Full-Service

300+ Selektionskriterien

Wer groß werden will

muss klein
anfangen.

Als wir und die Onlineforschung noch in den Kinderschuhen steckten. Und vielleicht nicht jeder daran geglaubt hat, wuchs die Überzeugung in uns, dass dieser Forschungsbereich ein ganz großer werden wird. Heute, 20 engagierte Jahre später sind wir beide erwachsen. Fest etabliert und reichlich erfahren. Geblieben aber ist unsere kindliche Neugierde und der Antrieb Marktforschung und ihre Methoden kritisch zu hinterfragen, um sie und uns noch besser zu machen. Denn wir alle wachsen mit unseren Erkenntnissen.

www.skopos.de