

FLORIAN KEUSCH
CURRICULUM VITAE
September 2016

University of Mannheim
Department of Sociology
Professorship for Statistics and Methodology
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EDUCATION

Dr.rer.soc.oec. (Ph.D., Social and Economic Sciences), 2011 (with distinction)
WU Vienna University of Economics and Business, Austria

Mag.rer.soc.oec. (MSc, Business), 2004
WU Vienna University of Economics and Business, Austria

Exchange semester abroad, Fall/Winter 2003
University of Illinois at Urbana Champaign, USA

CURRENT AFFILIATIONS

since 2016 Assistant Professor of Statistics and Methodology, University of Mannheim,
Germany.

since 2014 Adjunct Assistant Professor, Joint Program in Survey Methodology, University of
Maryland.

EMPLOYMENT HISTORY

2014-2016 Senior Researcher, International Program in Survey and Data Science, University of
Mannheim, Germany.

2012-2014 Research Fellow, Program in Survey Methodology, Institute for Social Research,
University of Michigan.

2011-2012 Teaching and Research Associate, Institute for Advertising and Marketing Research,
WU Vienna University of Economics and Business, Austria.

2009-2011 Research Assistant, Institute for Advertising and Marketing Research, WU Vienna
University of Economics and Business, Austria.

PUBLICATIONS

Books

Keusch, F. (2011). Web Surveys. Factors Influencing Response Rate and Data Quality of Surveys in Online Panels. (in German) facultas.wuv, Vienna.

Refereed Journal Articles

Liu, M. & Keusch, F. (in press). Effects of ordinal scale direction on acquiescent and extreme response style. *Journal of Official Statistics*.

Wagner, A., Keusch, F., Yan, T., & Clarke, P. (in press). The impact of weather on summer and winter exercise behaviors. *Journal of Sport and Health Science*.

Keusch, F. & Zhang, C. (2015). A review of issues in gamified survey design. *Social Science Computer Review*. Published online before print November 17, 2015. DOI: [10.1177/0894439315608451](https://doi.org/10.1177/0894439315608451)

Keusch, F. (2015). Why do people participate in Web surveys? Applying survey participation theory to Internet survey data collection. *Management Review Quarterly*, 65, 183-216. DOI: [10.1007/s11301-014-0111-y](https://doi.org/10.1007/s11301-014-0111-y)

Yan, T. & Keusch, F. (2015). The effects of the direction of rating scales on survey responses in a telephone survey. *Public Opinion Quarterly*, 79, 145-165. DOI: [10.1093/poq/nfu062](https://doi.org/10.1093/poq/nfu062)

DeCicco, J., Yan, T., Keusch, F., Munoz, D.H., & Neidert, L. (2015). U.S. consumer attitudes and expectations about energy. *Energy Policy*, 86, 749-758. DOI: [10.1016/j.enpol.2015.08.022](https://doi.org/10.1016/j.enpol.2015.08.022)

Clark, P., Yan, T., Keusch, P., & Gallagher, N.A. (2015). The impact of weather on mobility and participation in American adults. *American Journal of Public Health*, 105, 1489-1495. DOI: [10.2105/AJPH.2015.302582](https://doi.org/10.2105/AJPH.2015.302582)

Keusch, F., Raho, R., Chang, L., Lepkowski, J., Reddy, P. & Choi, S.W. (2014). Participation in clinical research: Perspectives of adult patients and parents of pediatric patients undergoing hematopoietic cell transplantation. *Biology of Bone and Marrow Transplantation*, 20, 1604-1611. DOI: [10.1016/j.bbmt.2014.06.020](https://doi.org/10.1016/j.bbmt.2014.06.020)

Keusch, F. (2014). The influence of answer box format on response behavior on list-style open-ended questions. *Journal of Survey Statistics and Methodology*, 2, 305-322. DOI: [10.1093/jssam/smu007](https://doi.org/10.1093/jssam/smu007)

Keusch, F. (2013). The role of topic interest and topic salience in online panel web surveys. *International Journal of Market Research*, 55, 59-80.

Keusch, F. (2012). How to increase response rates in list-based web survey samples. *Social Science Computer Review*, 30, 380-388. DOI: [10.1177/0894439311409709](https://doi.org/10.1177/0894439311409709)

Keusch, F. (2007). Market segmentation using CHAID and logistic regression. *transfer - Werbeforschung & Praxis*, 52(1), 31-35. (in German)

Book Chapters

Keusch, F., Batinic, B., & Mayerhofer, W. (2014). Motives for joining nonprobability online panels and their association with survey participation behavior. In M. Callegaro, R. Baker, J. Bethlehem, A.S. Göritz, J.A. Krosnick, & P.J. Lavrakas (Eds.) *Online panel research: A data quality perspective*. Chichester, UK: Wiley, 171-191. DOI: [10.1002/9781118763520.ch8](https://doi.org/10.1002/9781118763520.ch8)

Manuscripts in Submission

Keusch, F. & Yan, T. (accepted for publication). Impact of response scale features on survey responses to factual/behavioral questions. In P.J. Lavrakas, E. de Leeuw, A. Holbrook, C. Kennedy, M.W. Traugott, & B.T. West (Eds.) *Experimental methods in survey research: Techniques that combine random sampling with random assignment*. Hoboken, NJ: John Wiley & Sons.

Lee, S., Keusch, F., Schwarz, N., Liu, M., & Suzer-Gurtekin, T. (accepted for publication). Cross-cultural comparability of response patterns of expectation questions: A role of cultural orientation of time perspectives and locus of control. In T. Johnson, B.-E. Pennell, I. Stoop, & B. Dorer (Eds.) *Advances in comparative survey methodology*.

Liu, M., Suzer-Gurtekin, T., Keusch, F., & Lee, S. (accepted for publication). Response styles in cross-cultural surveys: A tutorial on estimation and adjustment methods and empirical applications. In T. Johnson, B.-E. Pennell, I. Stoop, & B. Dorer (Eds.) *Advances in comparative survey methodology*.

Keusch, F. & Yan, T. (accepted for publication). The direction of response scales in surveys. In S.O.Jr. Gaines & V. Taras (Eds.) *SAGE Handbook of Questionnaire Design*.

Keusch, F. & Yan, T. (conditionally accepted). Web vs. mobile Web – An experimental study of mode effects. *Social Science Computer Review*.

Keusch, F. & Yan, T. (under review). Is satisficing responsible for response order effects in rating scales? *Journal of Survey Statistics and Methodology*.

Yan, T., Keusch, F., & He, L. (under review). The impact of question and scale characteristics on scale direction effect. *Survey Research Methods*.

Somailova, Z., Keusch, F., & Wolbring, T. (under review). Learning Analytics and survey data integration in work-load research. *Zeitschrift für Hochschulentwicklung*.

Manuscripts in Preparation

West, B. T., Hupp, A., Keusch, F., Kelley, J., Peterson, G., & Couper, M. (in preparation). A typology of paradata for understanding sources of error in web surveys.

Horwitz, R., Kieslich, P., Henninger, F., Keusch, F., Schierholz, M., & Kreuter, F. (in preparation). Learning from mouse movements: Improving questionnaires and respondents' user experience through passive data collection.

Keusch, F. & Yan, T. (in preparation). Who is straightlining and when?

Reports

Creighton, M., Dykema, J., Gaia, A., Cernat, A., Garbarski, D., Jamal, A., Kaminska, O., Keusch, F., Lynn, P., Oberski, D., Schaeffer, N.C., Uhrig, S.C.N., & Yan, T. (2016). Understanding Society Innovation Panel Wave 8: Results from Methodological Experiments. Understanding Society Working Paper Series 2016-02.

Blom, A.G., Burton, J., Booker, C.L., Cernat, A., Fairbrother, M., Jäckle, A., Kaminska, O., Keusch, F., Krosnick, J.A., Lynn, P., Oberski, D., Pudney, S., Sala, E., Schnettler, S., Silber, H., Stark, T.H., Uhrig, S.C.N., Yan, T. (2015). Understanding Society Innovation Panel Wave 7: Results from Methodological Experiments. Understanding Society Working Paper Series 2015-03.

DeCicco, J., Yan, T., Keusch, F., Muñoz, D.H., & Neidert, L. (2014). University of Michigan Energy Survey: Year One Report. University of Michigan.

COMPETITIVE GRANTS, AWARDS, & HONORS

- 2015 University of Mannheim seed grant for the project *Participation motivation in probability and nonprobability online panels*, Germany. (€ 9,800)
- Travel grant, German Academic Exchange Service, Germany. (€ 865)
- 2014 Experiment *Impact of response scale direction on survey responses in web surveys* (together with Ting Yan) accepted for data collection in the LISS panel, The Netherlands.
- 2013 DGOF Research Grant 2013 for project *Impact of response scale direction on survey responses in web and mobile web surveys*, Germany. (€ 500)
- Winner TESS (Time-Sharing Experiments for the Social Sciences) Young Investigator Special Competition 2013 with the project *Impact of response scale direction on survey responses to factual/behavioral questions*, United States.

Experiment *Impact of response scale direction on survey responses* (together with Ting Yan) accepted in the Innovation Panel Competition 2013, Understanding Society – The UK Household Longitudinal Study, United Kingdom.

- 2012 Dissertation nominated for Science Award 2012, EHI Retail Institute, Germany.

Dissertation short listed for Science Award 2012, Deutscher Marketing-Verband e.V, Germany.
- 2011 Small scale project grant for WU-Assistants, WU Vienna University of Economics and Business, Austria. (€ 3,600)
- 2010 Travel grant for PhD students, WU Vienna University of Economics and Business, Austria. (€ 1,500)
- 2005 Scholarship for talented students, City of Perchtoldsdorf, Austria. (€ 400)
- 2003 Travel grant for exchange semester, WU Vienna University of Economics and Business, Austria. (€ 700)

TOP-scholarship for exchange students, State of Lower Austria. (€ 2,400)
- 2002 TOP-scholarship, State of Lower Austria. (€ 800)

PROJECTS

- 2016-2017 Questionnaire Development Consultant (PI: Craig Fryer), “Smoke What?: Examining the Smoking Identity of Black Youth and Young Adults,” University of Maryland Tier 1 Seed Grant.
- 2014 Co-Principal Investigator (together with Ting Yan), “Measuring mindfulness and mindlessness in surveys,” Survey Practicum, University of Michigan Program in Survey Methodology.
- 2013-2014 Co-Principal Investigator (together with Sung Choi), “Attitudes & perceptions of BMT clinical trials,” University of Michigan Bone Marrow Transplant Program.

Co-Principal Investigator (together with Ting Yan), “A University of Michigan Energy Survey,” University of Michigan Energy Institute.
- 2011 Questionnaire Designer (PI: Dr. Astrid Podsiadlowski), “Workplace diversity,” 224818 EU-Grant FP7-People-2007-4-3-IRG.

CONFERENCE ACTIVITY

Papers Presented

- 2016 Keusch, F. & Yan, T. What drives straightlining, respondent or grid characteristics? International Conference on Questionnaire Design, Development, Evaluation, and Testing (QDET2), Miami, Florida, November 9-13.
- Horwitz, R., Kieslich, P., Henninger, F., Keusch, F., Schierholz, M., & Kreuter, F. Learning from mouse movements: Improving questionnaires and respondents' user experience through passive data collection. International Conference on Questionnaire Design, Development, Evaluation, and Testing (QDET2), Miami, Florida, November 9-13.
- Lee, S., Keusch, F., Schwarz, N., Liu, M., & Suzer-Gurtekin, Z.T. Cross-cultural comparability of response patterns of subjective probability questions. 3MC International Conference 2016, Chicago, Illinois, July 25-29.
- Suzer-Gurtekin, Z.T., Liu, M., Keusch, F., & Lee, S. Response styles in cross-cultural surveys: A tutorial on estimation and adjustment methods and empirical applications. 3MC International Conference 2016, Chicago, Illinois, July 25-29.
- Samoilova, Z., Wolbring, T., & Keusch, F. Investigating student workload using learning analytics. Workshop Studentischer Workload: Definition, Messung und Einflüsse, Leipzig, Germany, June 23.
- Keusch, F. & Yan, T. Straightlining – Who does it and when? AAPOR 71th Annual Conference, Austin, Texas, May 12-15.
- Hu, M., Yan, T., & Keusch, F. The impact of response scale direction on survey responses in a mixed-mode survey. AAPOR 71th Annual Conference, Austin, Texas, May 12-15.
- Keusch, F. & Yan, T. Web vs. mobile Web – An experimental study of mode effects. General Online Research 16, Dresden, Germany, March 2-4.
- Samoilova, Z., Keusch, F., & Kreuter, F. Engagement patterns of nontraditional students in the Questionnaire Design for Social Surveys Coursera MOOC. General Online Research 16, Dresden, Germany, March 2-4.
- 2015 Keusch, F. & Yan, T. Does satisficing drive scale direction effects? 6th Conference of the European Survey Research Association, Reykjavik, Iceland, July 13-17.
- Yan, T. & Keusch, F. Impact of response scale direction on survey responses in web and mobile web surveys. 6th Conference of the European Survey Research Association, Reykjavik, Iceland, July 13-17.

Lee, S., Keusch, F., & McClain, C. Item nonresponse, heaping and response certainty in subjective probability questions. AAPOR 70th Annual Conference, Hollywood, Florida, May 14-17.

McClain, C., Keusch, F., Yan, T., Vanette, D.L., & Lepkowski, J. Priming mindful responding: Relationships between survey instructions, mindfulness, and data quality in a telephone survey. AAPOR 70th Annual Conference, Hollywood, Florida, May 14-17.

2014 Keusch, F. Applying survey participation theory to Web surveys. 7th Internet Survey Methodology Workshop, Bolzano, Italy, December 1-3.

Keusch, F. & Zhang, C. A review of issues in gamified survey design. 38th Annual Conference of the Midwest Association for Public Opinion Research, Chicago, Illinois, November 21-22.

Keusch, F. Motives for joining nonprobability online panels and their association with survey participation behavior. AAPOR 69th Annual Conference, Anaheim, California, May 15-18.

Keusch, F., Yan, T., Han, S., & He, L. Impact of response scale direction on survey responses in web and mobile web surveys. AAPOR 69th Annual Conference, Anaheim, California, May 15-18.

He., L., Yan, T., Keusch, F., & Han, S. The impact of question and scale characteristics on scale direction effect. AAPOR 69th Annual Conference, Anaheim, California, May 15-18.

Keusch, F., Yan, T., Han, S., & He, L. Impact of response scale direction on survey responses in web and mobile web surveys. General Online Research 14, Cologne, Germany, March 5-7.

2013 Keusch, F. The influence of answer box format, personal topic interest, and respondent characteristics on response behavior in open-ended questions. AAPOR 68th Annual Conference, Boston, Massachusetts, May 16-19.

2012 Keusch, F. Answer box presentation in open-ended non-narrative response questions: One large vs. ten small boxes. 37th Annual Conference of the Midwest Association for Public Opinion Research, Chicago, Illinois, November 16-17.

Keusch, F. The direction of rating scales and its influence on response behavior in web surveys. AAPOR 67th Annual Conference, Orlando, Florida, May 17-20.

Keusch, F. The influence of social desirability on data quality in face-to-face and web surveys. General Online Research 12, Mannheim, Germany, March 5-7.

- 2011 Keusch, F. Does the direction of rating scales influence response behavior in web surveys? 4th Conference of the European Survey Research Association, Lausanne, Switzerland, July 18-22.
- Keusch, F. The influence of personality traits and motives for joining on participation behavior in online panels. AAPOR 66th Annual Conference, Phoenix, Arizona, May 12-15.
- Keusch, F., & Mayerhofer, W. Online panels in marketing research: Who is participating and why? 8th International Circle Conference, Dubrovnik, Croatia, April 27-29.
- Keusch, F. The influence of personality traits and motives for joining on participation behavior in online panels. General Online Research 11, Dusseldorf, Germany, March 14-16.
- 2010 Keusch, F., Mayerhofer, W., & Jungreithmaier, S. The personality of online panel members: Money-grubbing mercenaries or valuable respondents? 4th German-French-Austrian Conference on Quantitative Marketing, Vienna, Austria, September 16-18.
- Keusch, F., Mayerhofer, W., Jungreithmaier, S., Weilbuchner, N., Führer, R., Kling, H. Can a professional questionnaire layout make up for a boring topic? The moderating role of topic interest in the relationship between questionnaire layout, response rate, and data quality in online access panels. General Online Research 10, Pforzheim, Germany, May 26-28.
- Keusch, F., Mayerhofer, W., Weilbuchner, N., & Jungreithmaier, S. Does making the survey topic more salient lead to an expert bias? – The influence of announcing survey topics in e-mail invitations for web surveys in online access panels on response rate and data quality. AAPOR 65th Annual Conference, Chicago, Illinois, May 13-16.
- 2009 Keusch, F., Kurz, H., & Penzkofer, P. Increasing response rates in list-based web surveys. General Online Research 09, Vienna, Austria, April 6-8.
- Keusch, F., Kurz, H., & Penzkofer, P. (2009). Response enhancing measures in list based web surveys. Symposium für anwendungsorientierte Online-Forschung in der Betriebswirtschaftslehre (SymanO 09), Mannheim, Germany, February 11-12. (in German)
- Posters Presented**
- 2016 Keusch, F., Liu, M., & Yan, T. The impact of scale direction, alignment, and length on responses to rating scale questions in a web survey. AAPOR 71th Annual Conference, Austin, Texas, May 12-15.

- 2015 Keusch, F., Yan, T., Vannette, D.L., & Lepkowski, J. The influence of question order on social desirability bias in a telephone survey. AAPOR 70th Annual Conference, Hollywood, Florida, May 14-17.
- Yan, T., Keusch, F., Vannette, D.L., & Lepkowski, J. Mindfulness in the survey context: Who are mindful and who are mindless? AAPOR 70th Annual Conference, Hollywood, Florida, May 14-17.
- 2012 Keusch, F. Open-ended questions in web surveys: One large vs. ten small boxes. AAPOR 67th Annual Conference, Orlando, Florida, May 17-20.
- 2011 Keusch, F. The influence of the direction of Likert-type scales in web surveys on response behavior in different respondent groups. AAPOR 66th Annual Conference, Phoenix, Arizona, May 12-15.
- Keusch, F. The influence of the direction of Likert-type scales in web surveys on response behavior in different respondent groups. General Online Research 11, Düsseldorf, Germany, March 14-16.
- 2010 Führer, R., & Keusch, F. Online access panels: A detailed look at different ways of entering, their costs, and participation behavior. General Online Research 10, Pforzheim, Germany, May 26-28.
- Keusch, F., Mayerhofer, W., Nemeth, A., & Kling, H. Online access panels: A detailed look at membership characteristics, ways of entering and participation behavior. Improving Survey Methods, Bremen, Germany, November 12-13.

INVITED TALKS

- 2016 Smart(phone) data collection – Combining mobile web surveys with device tracking. Mannheim Centre for European Social Research (MZES), University of Mannheim, Germany, September 20.
- Questionnaire development. JPSM Junior Fellows Program, University of Maryland, College Park, MD, June 9.
- Methodological issues when surveying refugees. Walter Eucken Institut, Freiburg, Germany, June 2.
- The influence of the direction of response scales on survey responses. University of Göttingen, Germany, January 12.
- 2015 Challenges in the modern data collection context – An experimental study of mode effects between Web and mobile Web. Unipark Anwendertag 2015, Albert Ludwigs University of Freiburg, Germany, December 18. (in German)

- Questionnaire development. JPSM Junior Fellows Program, University of Maryland, College Park, MD, June 11.
- 2014 Questionnaire development. JPSM Junior Fellows Program, University of Maryland, College Park, MD, July 9.
- 2013 Influence of rating scale direction on responses in Web surveys. Unipark-Netzwerktreffen 2013, University St. Gallen, Switzerland, November 29. (in German)
- Questionnaire development. JPSM Junior Fellows Program, University of Maryland, College Park, MD, June 20.
- 2012 Marketing research and new media. Online Panels, Mobile Research and Web 2.0. Media Sales Academy News Publishing House, Vienna, Austria, May 30. (in German)
- Factors influencing response rate and data quality of online panel web surveys. Deutscher Marketing-Verband e.V., Frankfurt, Germany, February 1. (in German)
- 2011 Web surveys. Factors influencing response rate and data quality of surveys in online panels. University of Vienna, Austria, December 12. (in German)
- The average consumer. Forum Wettbewerbsrecht 2011, Vienna, Austria, November 25. (in German)
- 2010 Online market research at the Institute for Advertising and Market Research. 1. Unipark Anwendertag an der WU, Vienna, Austria, September 23. (in German)
- Online research in Austria 2010. Expertenforum Onlineforschung, Vienna, Austria, February 12. (in German)
- 2009 The influence of web questionnaire design on data quality and quantity – Examples from research and practice. Unipark Anwendertag, Huerth, Germany, December 4. (in German)
- The influence of questionnaire design on data quantity and quality in web surveys. Globalpark Anwendertag, Huerth, Germany, September 4. (in German)
- Online market research. Brave new world?! IMC FH Krems, University of Applied Sciences Austria, Krems, Austria, March 25. (in German)
- Online market research in Austria 2009. Expertenforum Onlineforschung, Vienna, Austria, January 23. (in German)
- 2008 Online market research in Austria 2008. Expertenforum Onlineforschung, Vienna, Austria, January 18. (in German)

2007 Comparing survey methods online – offline. Expertenforum Onlineforschung,
Vienna, Austria, June 20. (in German)

TEACHING EXPERIENCE

University of Mannheim

Data Collection (in German; 6 ECTS undergraduate course; Fall/Winter 2016)

Seminar in Research Methods: Using Modern Data Collection Methods to Study Transient Populations (4 ECTS graduate course; Fall/Winter 2016)

University of Maryland/University of Mannheim International Program in Survey and Data Science

Fundamentals of Survey and Data Science (together with Jennifer Sinibaldi; 3-credit/6 ECTS graduate online course; Spring 2016)

University of Maryland

Fundamentals of Survey Methodology (3-credit graduate online course; Winter 2015, Spring 2015, and Fall 2015)

Questionnaire Design and Evaluation (together with Frauke Kreuter; 3-credit graduate online course; Spring 2015 and Winter 2016)

University of Michigan

Fundamentals of Survey Methodology (together with Jim Lepkowski, Fred Conrad, and Mick Couper; 3-credit graduate course; Fall 2012 and Fall 2013)

Survey Practicum: Data Analysis (together with Brady West and Ting Yan; 2-credit graduate course; Fall 2012 and Fall 2013)

Survey Practicum: Data Collection (together with Ting Yan; 2-credit graduate course; Winter 2013 and Winter 2014)

University of Michigan Summer Institute in Survey Research Techniques

Data Collection Methods (together with Fred Conrad; 3-credit graduate course; Summer 2013, Summer 2014, Summer 2015, and Summer 2016)

Harvard Medical School

Survey Design (together with Cathy Jenkins; 2-hr online webinar in the Global Clinical Scholars Research Training Program; Spring 2015)

GESIS Summer School in Survey Methodology, Germany

Mobile Web Surveys (2-day short course; Summer 2015)

Modul University Vienna, Austria

Online Data Collection (together with Andreas Zins and Arno Scharl; 4 ECTS PhD seminar; Summer 2015)

WU Vienna University of Economics and Business, Austria

Marketing Research Practicum (together with Wolfgang Mayerhofer; in German; 4 ECTS undergraduate course; Winter 2010)

Marketing Research and Advertising Seminar (in German; 3.75 ECTS graduate course, Summer 2011)

Panel Research and Short-term Forecasting (in German; 3.75 ECTS graduate course; Winter 2011)

Consumer Behavior Analysis and Market Segmentation Using Statistical Methods (in German; 3.75 ECTS graduate course; Summer 2012)

Marketing (E-Learning Teaching Assistant; 2002-2004)

WU Vienna Executive Academy

Advertising Theory (in German; 4 ECTS course; Winter 2009 and Winter 2010)

FH bfi Vienna

Introduction to Marketing Research (in German; 2 ECTS graduate course; Winter 2015)

IMC FH Krams, University of Applied Sciences Austria

Marketing Research (3 ECTS undergraduate course; Winter 2008, Summer 2009, Winter 2009, and Summer 2010)

Marketing Research and Applied Statistics (in German; 3 ECTS undergraduate course; Summer 2010, Summer 2011, and Summer 2012)

PhD Student Advising

Vlad Achimescu (Dissertation Committee Chair), 2016-

Mariel Leonard (Dissertation Committee Chair), 2016-

Jessica Wengrzik (Dissertation Committee Co-Chair), 2016-

In addition, I have supervised 8 Master's theses and 25 Bachelor's theses at WU and IMC FH Krams.

SERVICE TO THE PROFESSION

Ad hoc Journal Manuscript Reviewer

Field Methods (3). Herbert von Halem Books (1). International Journal of Marketing (formerly: Der Markt) (1). International Journal of Public Opinion Research (3). Internet Research (1). Journal of Computer-Mediated Communication (1). Journal of Family Planning and Reproductive Health Care (1). Journal of Official Statistics (2). Marketing Review St. Gallen (1). Mathematical Population Studies (1). methods, data, analyses (1). Public Opinion Quarterly (3). Social Science Computer Review (1). Wiley Books (1).

Book Manuscript Reviewer

2004-2012 transfer – Werbeforschung & Praxis

Conference Session Organizer

RC33 9th International Conference on Social Science Methodology, UK (2016), Session on *Gamification of Surveys*

ESRA Conference, Iceland (2015), Session on *Direction of Response Scales*

Conference Session Discussant

AAPOR Annual Conference, USA (2013, 2015)

MAPOR Annual Conference, USA (2014)

Conference Session Moderator

AAPOR Annual Conference, USA (2012, 2013, 2015)

General Online Research, Germany (2011, 2012, 2014, 2016)

International Conference on Questionnaire Design, Development, Evaluation, and Testing (QDET2), USA (2016)

Conference Paper Reviewer

AAPOR Annual Conference, USA (2011, 2012, 2013, 2014, 2015, 2016)

AAPOR Annual Conference, USA, Student Poster Competition Jury (2016)

General Online Research, Germany (2010, 2011, 2012, 2013, 2016)

General Online Research, Germany Poster Award Jury (2014)

AAPOR Education Committee

Member of the Online Education Subcommittee (since 2016)

DEPARTMENTAL/UNIVERSITY SERVICE

University of Mannheim

2015- Associate Member of the SFB “Political Economy of Reforms.”

Faculty Board of the “International Program in Survey and Data Science”

University of Michigan

2012-2014 Organization and moderation of the bi-weekly PhD Student Research Meeting for PhD students in the Program in Survey Methodology.

WU Vienna University of Economics and Business, Austria

2012 Development of Guidelines for Cumulative Dissertations at the Department Marketing.

Member of the Admission Committee for the MSc in Marketing.

SELECTED PROFESSIONAL DEVELOPMENT

- 2014 Analyzing Repeated Measures Data: The GLM and Mixed Model Approaches (8-week online course at The Analysis Institute with Karen Grace-Martin)
- Gamification (12-week online course at University of Pennsylvania/Coursera with Prof. Kevin Werbach)
- 2013 Postdoctoral Short-Course on College Teaching in Science and Engineering (8-week course at Center for Research on Learning and Teaching, University of Michigan with Rachel Niemer, Ph.D. & Amber L. Smith, Ph.D.)
- Advanced Focus Group Moderator Techniques (Half-day AAPOR workshop with Nancy Ellen Kiernan, Ph.D.)
- 2012 Latent Variables and Structural Equation Modeling (CB-SEM and PLS-SEM) (Four-day VHB course with Prof. Marko Sartsedt, Prof. Jörg Henseler, & Prof. Christian Ringle)
- Comprehensive Statistical Research Analyses using R (Nine-day online course at The Georgia R School with Prof. Geoffrey Hubona)
- 2011 How to Strike the Right Tone. Voice, Speech, and Respiratory Training (Full-day WWG workshop with Andrea Radakovits)
- Selected Quantitative Methods of Empirical Statistic. Advanced Workshop (Two-day WU-internal training program course with Prof. Alois Geyer)
- 5th International Research Workshop (Five-day courses on Analyzing Panel Data with Prof. Nisar Ahmad & Prof. Torben Dall Schmidt, Introduction to the German Socio-Economic Panel (SOEP) with Marco Giesselmann, Structural Equation Modeling with Amos with Prof. Volker Müller-Benedict & Katja Spanier, and Data Analysis with R with Prof. Wenzel Matiaske)
- Survey Nonresponse. Reduction, Bias and Comparability (Half-day ESRA workshop with Ineke Stoop & Jelke Bethlehem)
- The Benefits & Challenges of Address-Based Sampling Designs (Half-day AAPOR workshop with David Dutwin, Ph.D. & Michael W. Link, Ph.D.)
- 2010 SPSS Profi-Workshop (Full-day SPSS workshop with Michael Straif)
- The Psychology of Survey Response (Four day CASS short course with Prof. Roger Tourangeau)
- 2009 Online Experiments (Half-day DGOF workshop with Dr. Ulf-Dietrich Reips)

- 2008 What They See is What You Get: Nuts and Bolts of Web Surveys (Half-day DGOF workshop with Reg Baker, Ph. D.)
- Online Surveys in Practice: Pitfalls and Success Factors (Half-day DGOF workshop with Dr. Axel Theobald)
- 2007 Mixed-Mode in Online Market Research (Half-day DGOF workshop with Holger Geissler)

SOFTWARE KNOWLEDGE

AMOS (Intermediate)
Atlas.ti (Intermediate)
EFS Survey Center (Expert)
Qualtrics Research Suite (Expert)
R (Intermediate)
SAS (Basic)
SmartPLS (Intermediate)
SPSS (Expert)
Stata (Basic)

PROFESSIONAL MEMBERSHIP

American Association for Public Opinion Research (AAPOR), 2010-
American Statistical Association – Survey Research Methods Section (ASA-SRMS), 2016-
Deutsche Gesellschaft für Onlineforschung e.V. (DGOF), 2009-
European Survey Research Association (ESRA), 2011-
Expertenforum Onlineforschung (EFOF), 2007-2012
Midwest Association for Public Opinion Research (MAPOR), 2012-
Österreichische Statistische Gesellschaft (ÖSG), 2009-
Österreichische Werbewissenschaftliche Gesellschaft (WWG), 2002-
Verband der Marktforscher Österreichs (VMÖ), 2008-

NON-ACADEMIC WORK

- since 2012 Survey design and questionnaire consulting for various commercial partners (e.g., Survey Monkey, Happy Socks, Context Research)
- 2007-2009 General Secretary, Österreichische Werbewissenschaftliche Gesellschaft (Austrian Advertising Research Association), Vienna, Austria.
- 2005-2009 Managing Editor, transfer – Werbeforschung & Praxis, Österreichische Werbewissenschaftliche Gesellschaft (Austrian Advertising Research Association), Vienna, Austria.

2004-2005 Zivildienst (Alternative social service to the compulsory military service), SOS
Children's Village, Hinterbruehl, Austria.

LANGUAGES

German (native)
English (fluent)
French (4 years)

REFERENCES

Available upon request