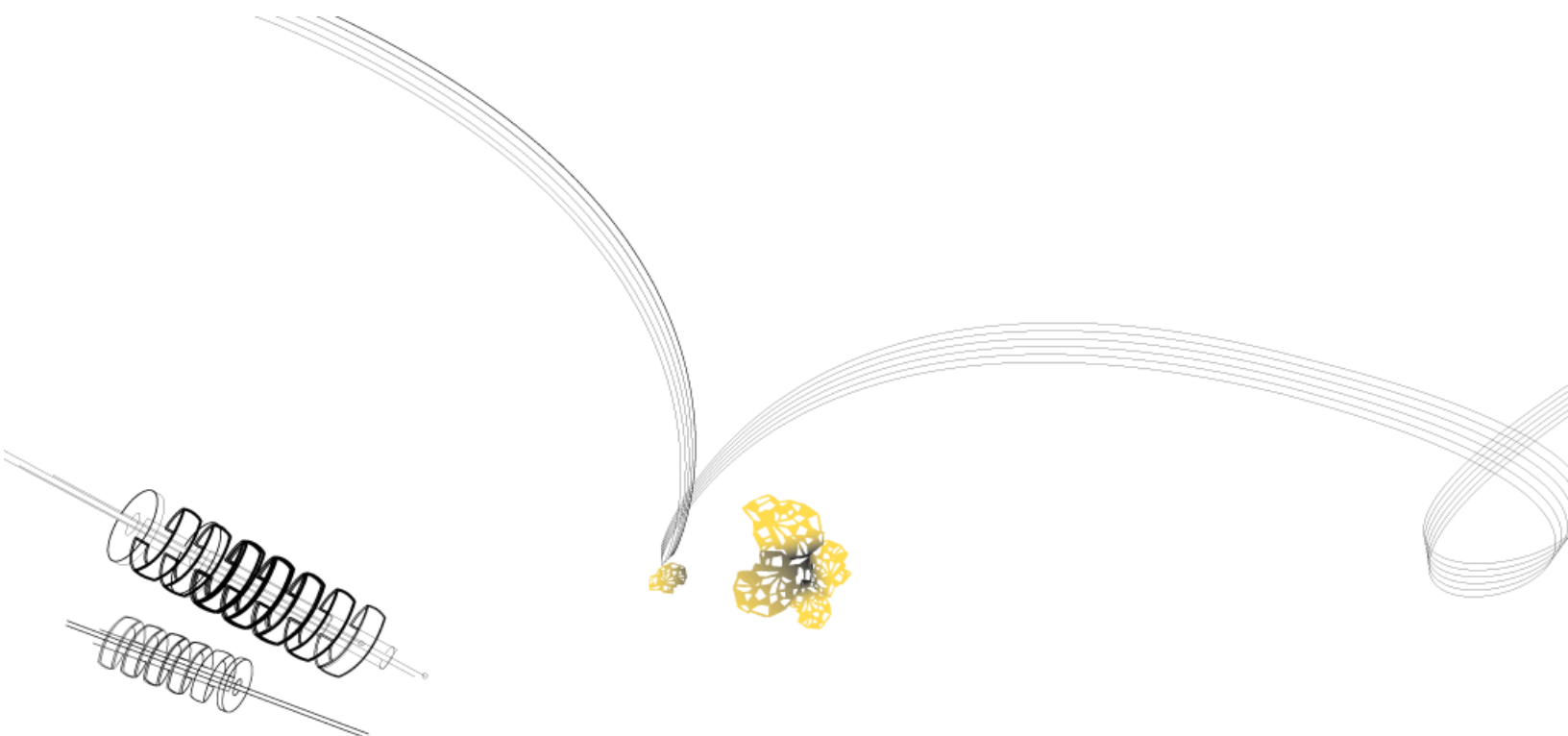


PROGRAMMA BACHELORSYMPOSIUM

Vrijdag 17 juni 2016

Universiteit Twente

Waaier-3 (*plenaire zaal*), **Carré 3-B**, **Carré 3-E**



UNIVERSITEIT TWENTE.

Bachelorsymposium CW - vrijdag 17 juni 2016

Ochtendsessies: 09.00 - 13.15

	Waaier 3	Carré 3B	Carré 3E
09.00 - 09.30	<i>Inloop met koffie en thee (voor Waaier-3)</i>		
09.30 - 09.40	<i>Plenaire Opening (in Waaier 3)</i>		
09.45 - 10.45	Vz: Drs. Mark Tempelman Dr. Ardion Beldad <i>Duvos, Insa</i> <i>Reitsma, Auke</i> <i>Rüsel, Jana</i>	Vz: Dr. Joyce Karreman Prof. Dr. Menno de Jong <i>Nickoleit, Marten</i> <i>Praet, van, Yselle</i> <i>Zorkot, Reda</i>	Vz: Dr. Joris van Hoof Sylvie Pothof (MSc) <i>Böhmer, ten, Marije</i> <i>Becking, Christina</i> <i>Muijsert, Lysanne</i>
10.45 - 11.00	<i>Korte pauze</i>		
11.00 - 12.15	Vz: Drs. Mark Tempelman Dr. Thomas van Rompay <i>Nijkamp, Rosan</i> <i>Skupin, Karina</i> <i>Strikker, Roy</i> <i>Wiesner, Lars</i>	Vz: Dr. Joyce Karreman Tim Haaksma (MSc) <i>Bokhove, Jorieke</i> <i>Siepel, Janique</i> <i>Tolij, van, Frankey</i> <i>Wirtz, Theresa</i>	Vz: Dr. Joris van Hoof Sikke Jansma (MSc) <i>Felker, Olga</i> <i>Russchen, Nicole</i> <i>Völker, Lisa</i> <i>Zandbergen, Janine</i>
12.15 - 13.15	<i>Koffie en thee (in de Foyer, 1e etage Waaier)</i>		

Middagssessies: 13.15 - 17.30

	Waaier 3	Carré 3B	Carré 3E
13.15 - 13.45	<i>Inloop met koffie en thee (in de Foyer, 1e etage Waaier)</i>		
13.45 - 13.55	<i>Plenaire Opening (in Waaier 3)</i>		
14.00 - 15.15	Vz: Drs. Mark Tempelman Tim Haaksma (MSc) <i>Adels, Inga</i> <i>Knippers, Nikki</i> <i>Luijkx, Elora</i> <i>Tijhuis, Tamara</i>	Vz: Dr. Joyce Karreman Niels Baas (MSc) <i>Bos, Paula</i> <i>Peters, Lidewij</i> <i>Slot, van 't, Sanne</i> <i>Wonink, Vivian</i>	Vz: Dr. Joris van Hoof Sikke Jansma (MSc) <i>Beiboer, Joukje</i> <i>Lentferink, Loes</i> <i>Verlage, Carla</i> <i>Wolters, Justine</i>
15.15 - 15.30	<i>Korte pauze</i>		
15.30 - 16.30	Vz: Drs. Mark Tempelman Dr. Mirjam Galetzka <i>Dubois, Thibault</i> <i>Helmich-Blümel, Frederike</i> <i>Müller-Möll, Alena</i>	Vz: Dr. Joyce Karreman Niels Baas (MSc) <i>Borger, Alise</i> <i>Heerink, Jorieke</i> <i>Mulder, Jeroen</i>	Vz: Dr. Joris van Hoof Pieter Cornelissen (MSc) <i>Botma, Jitske</i> <i>Brunink, Rutger</i> <i>Rensner, Felix</i>
16.30 - 17.30	<i>Afsluitende borrel (voor Waaier 3)</i>		

Sessie: 1

Zaal: WA-3

Spreker: Duvos, Insa

"I eat organic because I care"

Titel: *A comparison of organic and non-organic consumers' predictors of organic food purchase intention.*

Abstract:

Ethical consumerism is a recent topic and a growing trend in the whole world. Germany, as Europe's largest producer of pork and second largest producer of beef, faces several environmental problems because of conventional agriculture which causes too high nitrate concentration in ground water. Therefore, many consumers started to choose organic products above conventional ones. This study aims to find the differences in predictors of organic food purchase intention between organic and non-organic consumers. A survey study with 271 organic and 248 non-organic German consumers above 18 years old was conducted and results from hierarchical regression analysis show that there are differences in the predictors between these two groups. Attitude towards organic products was found to be a very strong predictor in the group of non-organic consumers and a strong predictor in the group of organic consumers. Social norm only influenced non-organic consumers' purchase intention and perceived behavioural control only had a strong influence on organic consumers. An ethical self-identity and moral obligation influence both consumer groups. Furthermore past experience with organic products is an important predictor for organic consumers' intention to continue buying organic products.



Sessie: 1

Zaal: WA-3

Spreker: Reitsma, Auke

Should an organization be the first to disclose information about a crisis?

Titel: *An Experimental Study on the Effects of Crisis Severity and Different Timing Strategies on an Organization During a Crisis.*

Abstract:

When an organization is faced with a crisis the organizational reputation can be damaged. However, an organization can prevent a lot of damage by using the right response strategy. Another factor that can be just as important according to the literature is timing strategy, the organization can choose to be the first to disclose information about a crisis (stealing thunder) or wait for others to do so first. It is researched in this study if having a proactive timing strategy helps preventing damage to the organization. Also the effects of crisis severity is researched, because in the literature there are conflicting results. For this quantitative research a 2 (timing strategy: reactive vs proactive) x 2 (crisis severity: high severity vs. low severity) experiment is done using a fictitious crisis in a hospital. Contrary to expectations no significant effects of the use of different timing strategies were found. However, crisis severity showed significant effects on the participants emotions, there is a positive correlation with anger and a negative correlation with sympathy. This contradicted most hypotheses in the Western literature.



Sessie: 1

Zaal: WA-3

Spreker: Rüssel, Jana

Is the German 'welcoming-culture' only facade?

Titel: *An exploratory research into the predictors of the attitude of German students towards the influx of Syrian refugees to Germany*

Abstract:

Many researches in the field of sociology deal with the attitude of population towards immigrants coming to a country for majorly economic reasons. With the huge influx of refugees to Germany, the German nation was split up into supporters and defenders of the immigration policies set up by the German government. After sex assaults on New Year's Eve in 2015, the defenders of the refugee policies claimed that male Syrian refugees were the offenders. Therefore, they protested against the influx of Syrian refugees in Germany with the aim to deport them. These two happenings raised the question how the recent attitude of Germans towards the influx of Syrian refugees to Germany in general is and how these attitudes are built. Because of the insight that political attitudes are formed during adolescence, the research sample participating in the survey are German students in the age between 18 and 26. After performing different analyses, it is possible to conclude that German students in general have a slightly positive attitude towards Syrian refugees in Germany. While symbolic threat, realistic threat and negative stereotypes influence the attitude towards Syrian refugees negatively, endorsement of multiculturalism, intergroup contact and injunctive norms influence the dependent variable positively.



Sessie: 1

Zaal: WA-3

Spreker:

Titel:

Abstract:



Sessie: 1

Zaal: CR-3B

Spreker: Nickoleit, Marten

Titel: Antecedents of evaluation and customer loyalty in times of crisis
A case study of the Volkswagen Group

Abstract:

In times of crisis organizations and companies see their corporate image, corporate reputation, future intentions of customers and positive wordofmouth endangered. As a result the company's existence may be threatened which makes properly actions mandatory. The Volkswagen Group, as one of the biggest car manufacturers, sees itself confronted with a major crisis. In late 2015 information about manipulated software used in cars of the Volkswagen Group came upfront which resulted in an emission crisis called 'the dieselgate'. The manipulated software was designed to make cars produce lower carbon dioxide during laboratory testings. This crisis can be declared as an intentional crisis which is the most harmful for companies. As stated, the corporate image and reputation as well as the future intention and wordofmouth are in danger when dealing with intentional crises. In this study corporate image and corporate reputation are conceptually combined into 'evaluation' and customer future intentions and wordofmouth are conceptually combined into 'customer loyalty'. Trust, perceived corporate social responsibility, perceived communication affair communication, anger, customer satisfaction, perceived integrity and product quality are used as predictors of evaluation and customer loyalty and tested for predictive ability. A onetime measurement was conducted using an online questionnaire to investigate the relationships of the variables. Results show that trust, perceived corporate social responsibility, anger, perceived product quality and perceived integrity have predictive ability on evaluation and customer loyalty in the case of the Volkswagen Group. However, the corporate image, future intentions and wordofmouth seem to be in slightly positive shape, whereas corporate reputation was negatively assessed. Managerial recommendations are given. Furthermore, future research intentions and limitations of the study are mentioned.

Sessie: 1

Zaal: CR-3B

Spreker: Praet, van, Yselle

Titel: Weet wat je eet!
Hoe meer jonge vrouwen gestimuleerd kunnen worden om een gezonder gewicht te bereiken doormiddel van gezonde voeding en voldoende te bewegen.

Abstract:

Overgewicht is een van de grootste 'publieke health'-problemen van nu en de toekomst. Het doel van dit onderzoek is om van jonge vrouwen de attitude, de motivaties en barrières over gezonde voeding en voldoende beweging te identificeren, en de invloed van de social media hierop. Om dit te onderzoeken zijn 15 diepte interviews gehouden met jonge vrouwen tussen de 18 en 25 jaar. Uit de resultaten bleek dat uiterlijk en lichamelijke gesteldheid erg belangrijk zijn om een gezond gewicht te bereiken. Motivaties om gezond te eten zijn, uiterlijk en je goed voelen. De grootste barrière hierbij is de verleiding om ongezond eten te laten staan. Motivaties om te bewegen zijn, fit voelen, energie krijgen en conditie. Hierbij is de grootste barrière tijd en zin. De social media heeft zowel positieve als negatieve invloed. Concluderen kan gezegd worden dat meer vrouwen op een gezond gewicht komen als ze hier bewust mee omgaan.

Sessie: 1

Zaal: CR-3B

Spreker: Zorkot, Reda

Titel: **Predictors of Ethical Consumption in German and Dutch Students**
The Theory of Planned Behaviour meets Altruism

Abstract:

Despite the increasing vast research on ethical consumption in the last few decades, the gap between attitude and behavioural intention still needs to be closed. Finding out more about the consumers and the predictors of ethical behavioural intentions, could be of great use for understanding, predicting and influencing ethical consumer behaviour and of great use for closing this gap, which could lead to more people consuming ethically. An online survey was conducted consisting of 10 constructs, measuring 44 items in a seven point likert scale and four conditions, namely the two nationalities and the two ethical products. 143 eligible respondents were collected and were used for a factor analysis, Anova analysis and a regression analysis.. Results showed significant predictions of 24% from two variables, which are perceived behavioural control region and perceived behavioural control price. Furthermore, no significant difference between the four conditions was found. In conclusion, this study had a lot of limitations and problems but can still be seen as another confirmation to the existing literature about this subject. Also, it hopes to raise the awareness of this gap and to inspire more researchers to look into this subject, in order to reach the goal of a future, in which the fair and sustainable production and distribution of goods is the norm.



Sessie: 1

Zaal: CR-3B

Spreker:

Titel:

Abstract:



Sessie: 1

Zaal: CR-3E

Spreker: Böhmer, ten, Marije

Titel: **Het ASS IQ: over de kennis en het beeld dat mensen hebben van ASS**
Hoe er wordt gedacht over mensen met een Autisme Spectrum Stoornis (ASS)

Abstract:

Ongeveer een procent van de Nederlandse bevolking heeft een ASS (Baird et al., 2006). Mensen met een ASS hebben te maken met een hardnekkig stigma. Er zijn diverse campagnes gestart die moeten helpen het stigma rondom ASS weg te nemen. Voorbeelden zijn de campagne Autisme Geschikt, AutismeTenTop, NVA Autismeweek, Samen Sterk Zonder Stigma en Diagnose Heel Normaal. Het is dan wel algemeen bekend dat ASS kampt met een hardnekkig stigma, het is niet wetenschappelijk onderzocht hoe dit stigma er precies uitziet – en waar de campagnes zich dan ook op zouden moeten richten. Daar brengt dit onderzoek verandering in. Dit onderzoek kijkt naar het verschil tussen de officiële DSM-criteria en het beeld dat mensen hebben van ASS.



Sessie: 1

Zaal: CR-3E

Spreker: Becking, Christina

Titel: **The integration and its problem**
The attitude of the German natives towards the integration of the refugees in Germany.

Abstract:

This study is about the attitude of German natives towards the integration of refugees in Germany. This is done in form of a quantitative research. A randomized sample of German natives participated in an online survey and answered questions about their attitude, the symbolic threat posed by the refugees, the realistic threat posed by the refugees, their intergroup anxiety, their comprehension of the term integration, their knowledge about the refugees, the contact they have had to the refugees, their maintenance of culture, their ingroup identification and about their wellbeing. This paper shows in how far these constructs are related to the natives' attitude they have towards the integration of refugees and what kind attitude they have towards the integration of refugees. Furthermore recommendations are given on how to activate the natives to help refugees to integrate into the German society.



Sessie: 1

Zaal: CR-3E

Spreker: Muijsert, Lysanne

Titel: Hoe kijken 55-plussers aan tegen online dating?

Abstract:

Online dating heeft de afgelopen decennia een groei doorgemaakt. Zo is het aantal gebruikers op dit moment nog nooit zo hoog geweest. Echter blijven de 55-plussers achter in het gebruik van online dating, ondanks dat zij de afgelopen jaren wel meer gebruik maken van het internet. Daarom is er in dit onderzoek afgevraagd hoe 55-plussers tegen online dating aankijken. Hierbij is de attitude en het vertrouwen gemeten. Ook is afgevraagd in hoeverre de computer gemedieerde communicatie uitmaakt. Uit de resultaten blijkt dat meerderheid van de 55-plussers vindt dat deze computer gemedieerde communicatie wel uitmaakt. Voornamelijk het persoonlijke aspect ontbreekt. Ook het vertrouwen in online dating is niet heel hoog. Mensen kunnen zich namelijk anders voordoen. De attitude is wisselend. Er is voornamelijk begrip dat anderen gebruik van maken van online dating, maar voor de meeste 55-plussers is het niet aan hun bestemt.



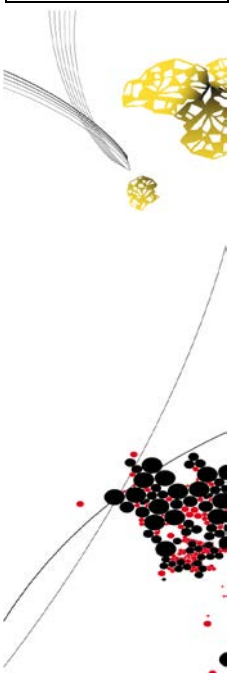
Sessie: 1

Zaal: CR-3E

Spreker:

Titel:

Abstract:



Sessie: 2

Zaal: WA-3

Spreker: Nijkamp, Rosan

Titel: De interactie tussen verpakkingsdesign en keurmerken

Abstract:

Productenverpakkingen hebben grote invloed op de productverwachtingen van consumenten en hoe consumenten het product ervaren. Zo is er al veel onderzoek gedaan naar welke elementen binnen een verpakkingsdesign ervoor zorgen dat een product er gezond of juist smaakvol uitziet. Naast de vaste designelementen als kleur, vormgeving en typografie worden ook steeds vaker keurmerken ingezet om de consument informatie te geven over het product. In dit onderzoek wordt gekeken naar de interactie tussen het verpakkingsdesign en het plaatsen van een keurmerk. Er zijn vier verpakkingen ontworpen en meegenomen in het onderzoek: (1) een ongezond ogende verpakking zonder keurmerk; (2) een ongezond ogende verpakking met keurmerk; (3) een gezond ogende verpakking zonder keurmerk en (4) een gezond ogende verpakking met keurmerk. Aan de hand van een vragenlijst met stellingen zijn acht constructen gemeten over verwachtingen ten opzichte van het product en productervaringen. Respondenten kregen één van de vier verpakkingsdesign te zien en kregen allen hetzelfde yoghurtdrinkje te proeven. Vervolgens is de verkregen data geanalyseerd met een univariate variantie analyse. Hieruit blijkt dat het keurmerk geen significante invloed heeft op de gemeten constructen. Wel is er een significant hoofdeffect gevonden op de variabele verpakkingsdesign bij de constructen verwachtingen over gezondheid, natuurlijkheid en hulp bij gewichtsverlies en de constructen algemene verpakkingsevaluatie, multi-sensorische evaluatie en prijsverwachting.



Sessie: 2

Zaal: WA-3

Spreker: Skupin, Karina

Titel: The influence of context information and social media responses on consumers' attitude toward controversial advertisement

Abstract:

The field of marketing and the accompanied marketing strategies, has always created controversy. Due to the fact, that the market is so broad, the marketers are forced to come up with new and innovative strategies. This has an effect on the advertising strategies that are developed. The strategies became more controversial in order to attract the consumers' attention. In this study, specifically, sexual appeals and stereotypes and consumers' attitudes towards this, are being investigated. While there is many previous research available about controversial advertisement and the factors that influence consumers' attitudes toward it, the influence of context information as such a factor has not been examined to a large extent. That is why this study will focus on the role that context information has when it comes to influencing the attitude of consumers toward controversial advertisement. Also, due to the increase of the use of the internet and social media, the influence of social media feedback on consumers' attitudes is part of this study. An online survey is being constructed. The findings suggest, that there is a slight influence of the context information and the social media responses on the attitude of consumers toward the presented advertisement. Apart from this, implications and directions for further research are outlined.



Sessie: 2

Zaal: WA-3

Spreker: Strikker, Roy

Title: **The best decision for face recognition**
Effects of the messaging strategy on the effectiveness of face recognition cameras in different environments

Abstract:

The use of face recognition surveillance is growing rapidly, both in the consumer world and among police. However, the impact on society lies in the not known future and it is not yet clear what the best strategy is to communicate this new technology in a variety of situations. For this reason, the aim of this study is to investigate the effects of the messaging strategy on the effectiveness of face recognition cameras in two different environments. The first location is Schiphol, which was seen as a natural environment to make use of face recognition surveillance and at second, a park which was seen as unnatural. In these two environments, three different messaging strategies have been used: Undetailed information about face recognition surveillance, detailed information and information about the safety. It will be the impression, safety perceptions and general attitude of the Dutch citizens that measure the effectiveness. Six short films were made as stimulus materials and 80 respondents watched one of the randomly assigned six films and filled in a face-to-face survey afterwards.



Sessie: 2

Zaal: WA-3

Spreker: Wiesner, Lars

Title: "The effect of billboards along your way"

Abstract:

This study has dealt with the question whether movement, traffic density and vividness of the advertisement have influence on the perception of these billboards. To do so, a questionnaire has been filled in by 160 respondents. They were spread over eight conditions and had to watch a video with an advertisement for water bottles.

In the first condition the advertisement was manipulated with a vivid and a non-vivid background. The second condition had a variety of traffic density and the third condition contained different manners of movement of the film. This resulted in a 2x2x2 design. After the respondents had seen the video, they had to remember the ad and describe it in their own words. Afterwards they had to answer questions on their attitude about the product.

The results showed that most of the participants had seen the ad. They also could recall and describe the advertisement sufficiently. Furthermore the results showed that high vividness of the ad has a positive influence in certain circumstances on the appreciation of the product. Eventually it became obvious that traffic density also influences the respondents' ability to remember the ad and how positively they evaluate it.

This made it possible to draw practical implications. Hence it seems efficiently to place ads in locations where a medium to high traffic density is present. Another recommendation would be to choose the vividness, based on the circumstances of the location and to place those in locations where traffic participants do not pass the ad too fast, so they have sufficient time to see, process and evaluate it.



Sessie: 2

Zaal: CR-3B

Spreker: Bokhove, Jorieke

Titel: The effectiveness of color and warning signs on perceived danger of household chemicals

How to make parents aware of the danger of cleaning products for their children.

Abstract:

Every year a lot of little children end up in the emergency room by drinking household chemicals. Adults need to be more aware of the dangers of these chemicals at the most important moment, when using it. This could be done through the package design. This leads to the research question: Which package design makes adults the most aware of the dangers of household chemicals? From literature research it became clear that color is an important factor of a package. Besides this, a warning sign has a major role in perceiving danger. Therefore a 4x2 conceptual model was created with as independent variables color (4) and warning label (yes/no). These are measured by eight different surveys, with each a different stimulus material. Results has shown that a blue package design with a warning sign makes adults the most aware of the dangerous consequences by ingestion. But it also ranked high on the purchase intention. It also has shown that a warning sign on the label is less attractive to children according to adults. So it not only makes adults aware of the dangers, but also the chance of ingestion by children is reduced.



Sessie: 2

Zaal: CR-3B

Spreker: Siepel, Janique

Titel: Does coffee machines have a gender?

The preference for a male or a female design in two different cultures.

Abstract:

Design is one of the most important determinants of a product performance. Symbolic product properties contribute to personify the design of a product. Especially symbolic product properties that respond to the sense of sight influence a consumer to notice the product and to be attracted to the product. An unisex product can thus by means of the design be male or female. In this study examinations are performed to explore if there are differences between the responses of male and female consumers in two different cultures (masculine oriented and feminine oriented) to a typically masculine and feminine product design. An experiment among Germans and Dutchmen (N=185) shows that that there are no differences between the two cultures and between men and women in noticing of and personification of the symbolic product properties. In this study an unisex product is associated with the aid of the design, as masculine or feminine design. For the affective response can be said that in almost 70 percent of the cases, the Germans have more positive feelings when seeing the corresponding gender design. In the Netherlands, the difference between the two designs and the emotional response is null. Regarding purchase intention, it is visible that men are more inclined to buy the male design than to buy the female design.



Sessie: 2

Zaal: CR-3B

Spreker: Tolij, van, Frankey

Titel: **Enhancing the online shopping experience.**
How to replace the lack of touching and trying on clothes using multisensory cues?

Abstract:

Online shopping is becoming more and more popular. But next to all the positive things that come with online shopping, there are also some negative aspects. In an online shopping environment, consumers can have a negative experience because of the lack of touching and trying on clothes. This study examines how to replace this lack of touching and trying on clothes using multisensory cues. The research question in this study is: How can you replace the lack of touching and trying on clothes by using multisensory cues to enhance the online shopping experience?

This study was done by using an experimental approach, namely a 2x2x2 between-subjects-design. For the tactile experience two options were used: product description (short and detailed) and visuals (picture and zoom). For the trying on systems two systems were tested: uploading a full body picture or comparing with another brand. Eight different stimuli were created. The participants had to evaluate the different stimulus materials. The differences in the need for touch was taken into account.

The results showed that there were no significant main effects for the three different dependent variables. The only significant difference that was found was for the interaction between Need For Touch and product description for the dependent variable product liking. People who are high in their need for touch don't like products with a short product description as compared to people low in their need for touch. The fact that there were no significant differences found in this study can have different reasons. These reason are opportunities for future research.

Sessie: 2

Zaal: CR-3B

Spreker: Wirtz, Theresa

Titel: **The influence of brand name and packaging color on purchase intention of chocolate.**

Abstract:

Most of the buying decisions are made in-store. Therefore, the packaging of a product is an important factor in the consumers' decision to purchase a specific product. This study investigates how the color and brand name influences the purchase intention of chocolate. Color and brand name were manipulated at the packaging of the product "Lindt Mousse Au Chocolat feinherb". It was looked at differences in purchase intention and overall associations with the product between white or pink colored packaging and the brand names Lindt or Linda. Four different packages were developed. The manipulated packages are copycat products. An experiment with 180 respondents from Germany was conducted. There was a statistically significant effect of colors on purchase intention and the overall attitude toward the product. It was found that the attitude toward the product mediated the effect of color on purchase intention. Marketers can use colors in their marketing strategy to evoke different meanings. With colors the attitude of the consumers toward a specific product can be influenced and this can have a positive influence on purchase intention. A copycat brand with the name Linda would be successful, because there were no differences in purchase intention between the two brand names.

Sessie: 2

Zaal: CR-3E

Spreker: Felker, Olga

Titel: **Intercultural conflict between refugees**
Examining determinants for intercultural conflict between refugees in German refugee camps, with a particular look on Syrian refugees

Abstract:

At this moment, Germany is facing a refugee crisis. In addition to this, escalated conflicts between refugees of different nationalities are frequently seen in the media. However, there is no existing research which examines why these conflicts occur. Therefore, the aim of the study at hand is to find determinants for intercultural conflict between refugees, looking at Syrian refugees in particular. In order to find these determinants, six Syrian refugees have been interviewed with the Critical Incident Technique. Furthermore five employees of German refugee camps have been interviewed indepth regarding the conflict situation in the camps. The collected data has been openly coded and thematically merged. The analysis suggests that the greatest factor for intercultural conflict is the ingroup/outgroup categorization. Especially new arriving refugees are categorized in the outgroup and are seen as a threat for the approval of the own asylum application. Furthermore, the camp circumstances and inner Islamic differences contribute to the conflict in the refugee camps. It is recommended to further research the found determinants quantitative study, in order to investigate whether these factors play a pivotal role in other camps in Germany.



Sessie: 2

Zaal: CR-3E

Spreker: Russchen, Nicole

Titel: **Vluchtelingencrisis – Hoe beïnvloedbaar ben jij?**
Een experimenteel onderzoek naar de attitude van de Nederlandse burgers omtrent de vluchtelingencrisis in Nederland

Abstract:

Het doel van dit experimentele onderzoek is om te onderzoeken in hoeverre de attitude van de Nederlandse burgers te beïnvloeden is omtrent de vluchtelingencrisis in Nederland. Kwalitatief vooronderzoek in de vorm van interviews vond plaats met als doel het in kaart brengen van de constructen van attitude. Vervolgens is het experimentele onderzoek uitgevoerd op basis van een 2x2x2 factor design. Zichtbaarheid van de vluchtelingen en empathie zijn de twee voorspellers die als manipulatie tijdens het experiment zijn gekozen op basis van de literatuurstudie en het vooronderzoek. Tevens werd er onderscheid gemaakt op basis van geslacht. Hierdoor ontstonden er acht condities met verschillende manipulaties, alle respondenten beantwoordden dezelfde vragenlijst.

Uit de resultaten blijkt dat empathie een significant effect heeft op attitude. Zichtbaarheid en geslacht daarentegen tonen geen effect. Daarnaast worden resultaten uit vorige onderzoeken bevestigd door dit onderzoek, bijvoorbeeld dat mensen met een lager onderwijsniveau over het algemeen een negatievere attitude ten opzichte van de vluchtelingen hebben. Het is dus mogelijk om de attitude van de Nederlandse burger te beïnvloeden, maar niet met iedere voorspeller. Empathie blijkt in dit onderzoek een voorspeller te zijn die attitude wel kan beïnvloeden. Door empathie toe te passen zal de attitude van de Nederlandse burgers positiever worden. Vervolgonderzoek moet uitwijzen op welke manier empathie het beste kan worden toegepast.



Sessie: 2

Zaal: CR-3E

Spreker: Völker, Lisa

YOUTH AND POLITICS IN GERMANY

Titel: *How policy should be organized to reach young people; An explanatory study among German young adults*

Abstract:

In recent years, Germany has seen a decrease in participation numbers among young citizens. For democratic functioning it is of crucial importance for the German Bundestag to foster young citizens' involvement in political affairs. Empirical evidence underlines that political interest is a fundamental antecedent for voting, political knowledge and participation. Thus, stimulating the interest in politics remains to be an important condition for political behavior. Surprisingly, social scientists have devoted little attention studying the interest in politics as a dependent variable. Against this background, this study expands the knowledge about drivers that influence political interest. The findings, based on a quantitative survey among young German adults between 18 and 28 years (n=152), revealed three factors that have a positive effect on the interest in politics: attention to politics, online news media exposure and participation. The attention young Germans pay to politics is moderated by information seeking and social utility. As a result, this study revealed a model shaping future direction in predicting political interest. Now, other scholars and scientists are able to build upon that model by investigating additional factors and underlying relationships. Altogether, this study presents some ideas and recommendations to the German Bundestag about which channels, features and contents remain important in order to increase young adults' interest in politics.



Sessie: 2

Zaal: CR-3E

Spreker: Zandbergen, Janine

The ways journalists use scientific articles to their advantage

Titel: *A critical look at newspaper articles referencing a scientific study*

Abstract:

An increasing pressure of deadlines and the number of articles raise questions about the quality of newspaper articles. This research studied to what extent newspaper articles refer critically and accurately to conducted studies used as a source in their articles, in the context of climate change. Completeness, tone of voice, and framing in different types of newspapers were studied by means of a content analysis of 90 Dutch articles of the 5 most read newspapers of the Netherlands. To measure accuracy, the researchers were asked to reflect on the, translated, articles in which they are referenced. Results show popular newspapers provide less important details than quality newspapers. All newspapers use a sceptic tone, even when the research they use is not. Newspapers in the Netherlands are concluded to all write about climate change in a similar way, which does not stroke with the research they base their articles on and the opinion of the public. Both popular and quality newspapers are encouraged to write longer articles in which a more balanced view with more necessary details can be realized.



Sessie: 3

Zaal: WA-3

Spreker: Adels, Inga

PHOTO SHARING ON FACEBOOK – TWO SIDES OF THE COIN

Titel: *Examining the effect of photo sharing behavior on Facebook on the perceived risk of online self-disclosure during job application and the factors influencing this behavior.*

Abstract:

Although photo sharing online is an increasing phenomenon since years, its potential effects on job application are not well established. The key objective of this study was to find out to what extent aspects of actual photo sharing behavior (depth and breadth) influence the perceived risk of online self-disclosure during job application and what factors influence this photo sharing behavior (Attitude, Subjective Norm, Perceived behavioral Control, Free Choice, Trust in Facebook User and Trust in Facebook Provider). Besides, it was presumed that the variables Gender and Facebook activity would moderate the relationship between the behavior and the perceived risk. A total of $n = 152$ participants filled out an online questionnaire and build the basis for analysis.

Conducting several analyses including a correlation analysis, linear regression and hierarchical regression the following outcomes were found: Both the depth and breadth photo sharing behavior variables negatively influence the perceived risk of online self-disclosure during job application. Then, Attitude and Subjective Norm both positively influence depth and breadth photo sharing behavior and Free Choice does negatively influence breadth photo sharing behavior. The remaining factors did not influence the actual photo sharing behavior. Also no moderation effect was found testing both Gender and Facebook activity.

Sessie: 3

Zaal: WA-3

Spreker: Knippers, Nikki

De effectiviteit van Facebook advertenties

Titel: *Een experimenteel onderzoek naar variatie in verschijning en inhoud van Facebook advertenties*

Abstract:

Het onderzoek gaat over de effectiviteit van Facebook advertenties. Er bestaan verschillende advertentietypes, waarbij dit onderzoek de verschijning en inhoud van advertenties benadrukt. De verschijning kan gevraagd of ongevraagd zijn en de inhoud kan informatief of entertainend zijn. De onderzoeksvraag is wat de effecten van variatie in verschijning en inhoud van Facebook advertenties op de reacties van consumenten zijn. De verwachting is dat consumenten positiever reageren op gevraagde advertenties, in vergelijking met ongevraagde advertenties en dat consumenten positiever reageren op entertainende advertenties, in vergelijking met informatieve advertenties.

Deze hypothesen werden getest via een 2 (verschijning) x 2 (inhoud) between-subjects experiment. Resultaten toonden geen significante hoofdeffecten van verschijning en inhoud op de reacties van consumenten, die werden gemeten aan de hand van attitude tegenover de advertentie, attitude tegenover het merk en de koopintentie. Echter heeft de verschijning van advertenties een significant effect op alleen de attitude tegenover de advertentie. Gevraagde advertenties brengen een positievere attitude tegenover de advertentie teweeg dan ongevraagde advertenties. Bovendien toonden de resultaten een trend die bovenstaande verwachtingen bevestigt. Tevens werden de modererende effecten van klikgedrag op advertenties en productbetrokkenheid onderzocht.

Sessie: 3

Zaal: WA-3

Spreker: Luijkx, Elora

Titel: **Het zijn weer overstapweken!**
Onderzoek naar de overdracht tussen PO en VO in opdracht van CSG Het Noordik.

Abstract:

Er is onderzoek gedaan naar de overdracht van leerlingen van het PO naar het VO in opdracht van CSG Het Noordik. De casus gaat over locatie de Noordikslaan in Almelo en haar aanleverende basisscholen. Om de hoofdvraag te beantwoorden is naar de volgende deelvragen gekeken: "Welke partijen zijn bij de overdracht betrokken en welke rollen vervullen zij?", "Welke factoren zijn bij de overdracht van belang?" en "Welke successen en knelpunten komen bij de overdracht voor". Om antwoorden te verkrijgen op deze vragen is er eerst een theoretisch kader opgesteld. Bij een succesvolle overdracht spelen leerlingen, ouders, het PO en het VO een belangrijke rol. Vooral voor het PO en VO is een goede informatieoverdracht belangrijk. Op die informatieoverdracht tussen organisaties hebben verschillende aspecten invloed, zoals vertrouwen, betrokkenheid, gedeelde visie en verschillende vormen van afstand. Daarnaast gaat het ook om de inhoud van informatie die wordt overgedragen. De belangrijke informatie bij een Warme overdrachtsmiddag bestaat uit: Cognitieve prestaties & capaciteiten, Onderwijshistorie, Sociaal emotionele ontwikkeling, Beperkingen, behandelingen & begeleiding, Gedrag & houding en Achtergrondkenmerken. Het PO en VO verschillende rollen bij de facilitering van de Warme overdrachtsmiddag. Het hoofdonderzoek is gevormd door interviews af te nemen onder verschillende partijen vanuit het PO en VO die betrokken zijn bij de overdracht. In totaal zijn er zeven interviews gehouden met een gemiddelde lengte van +/- 60 minuten. Daarnaast is er, naar aanleiding van resultaten uit de interviews, ook besloten om een groepssessie te houden met 20 brugklasdocenten. Alle data is getranscribeerd en gecodeerd volgens een codeboek. Het codeboek is op betrouwbaarheid getest door een tweede codeur ($Kappa=0,78$). In de resultaten zijn veel verschillende aspecten, knelpunten, successen en rollen benoemd die bij de overdracht tussen het PO en VO een rol spelen. Naar aanleiding van de uitkomsten zijn een aantal aanbevelingen opgesteld, zoals het verbeteren van de interne informatiestroom en het organiseren van feedback en terugkoppeling. Ook kwaliteitskringen houden om de doorlopende leerlijnen en contact tussen PO en VO te bevorderen wordt geadviseerd. Meer samenwerking en daarmee een verbeterde relatie tussen het PO en de Noordikslaan is erg belangrijk. Als antwoord op de hoofdvraag is gesteld dat de overdracht nog niet zo heel lekker loopt, maar er is zeker ruimte voor verbetering.

Sessie: 3

Zaal: WA-3

Spreker: Tijhuis, Tamara

Titel: **Wie betaalt, die bepaalt?**
Exploratief onderzoek naar de rol van ouder en kind in het (online) besluitvormingsproces van kinderkleding aankopen

Abstract:

Kwalitatief onderzoek naar de rolverdeling van ouder en kind bij het aankoopproces van kinderkleding en met name in de online context. In hoeverre geldt het dat wie betaalt die bepaalt? Hoe veel invloed heeft het kind in dit proces? En welke factoren hebben hier betrekking op?

Sessie: 3

Zaal: CR-3B

Spreker: **Bos, Paula**

Happiness of children in the living environment

Titel: *An experimental study investigating the impact of self designed licence plates on others in Germany.*

Abstract:

Little is known about what actually makes children happy. That is why in this research, the happiness of children in their living environment takes a central place. There are three spaces that are investigated: the inner space, the physiographic space and the social space. Those spaces are investigated by a qualitative research, namely semi-structured interviews. 17 interviews were collected from children in Twente between 7-12 years old. Main findings were that respondents rate their life overall as very happy and that hobbies, family, friends, animals and sports in their environment are very important to them. Recommendations for municipalities, parents and schools are given in the three spaces. Examples of those recommendations are enlarging playgrounds and encourage children's accomplishments. In future research can elaborate about influence and importance of animals to children. The present research can also be executed on a larger scale.



Sessie: 3

Zaal: CR-3B

Spreker: **Peters, Lidewij**

De kijk van kinderen op de vluchtelingensituatie

Titel: *Een kwalitatief onderzoek naar de opvattingen van kinderen uit groep acht en de eerste en tweede klas over de huidige vluchtelingensituatie.*

Abstract:

In de huidige samenleving is er dagelijks nieuws over vluchtelingen. En dit onderzoek richt zich op de kijk van kinderen op de huidige vluchtelingensituatie. Aan 20 kinderen uit groep 8 en de eerste en tweede klas is gevraagd of zij een tekening wilde maken van wat zij wisten van de vluchtelingen. Aan de hand van deze tekening is een interview gehouden en op basis van deze interviews is een codeboek opgesteld. Dit codeboek heeft met behulp van een tweede codeur een betrouwbaarheid van 0.681 behaald. Aan de hand van alle gecodeerde interviews kwam de conclusie dat kinderen negatief aankijken tegen het feit dat vluchtelingen überhaupt moeten vluchten uit hun land. Daarentegen waren ze wel positief tegenover het feit dat vluchtelingen in Nederland worden opgevangen mits ze geen overlast veroorzaken. Voor vervolgonderzoek is goed om rekening te houden met de populatie. In dit onderzoek zaten er 12 van de 20 respondenten bij elkaar in de klas. Een ander discussiepunt is het codeboek, dit codeboek was niet geheel toereikend om alle interviews goed te coderen maar door tijdsgedbrek was er geen mogelijkheid om het codeboek te herzien.



Sessie: 3

Zaal: CR-3B

Spreker: Slot, van 't, Sanne

Titel: Gezond eten aantrekkelijker maken voor kinderen
Een studie naar het effect van visuele manipulaties op fruit

Abstract:

Eerdere onderzoeken hebben al bewijs geleverd voor de effectiviteit van strategieën om het voor kinderen aantrekkelijker te maken om meer groente en fruit te consumeren, en dus gezonder te gaan eten. Met dit onderzoek is getracht inzicht te krijgen op welke manier visuele strategieën invloed hebben op de waardering van een appel. Deze invloed werd onderzocht met behulp van een proeftest en een vragenlijst over productbeleving in vier basisschoolklassen met kinderen tussen 9 en 12 jaar. Er was een controleconditie (N = 18), een stickerconditie (N = 27), een partjesconditie (N = 20), en een sterconditie (N = 24). Elke groep kreeg een van de condities. Met een selectie van acht kinderen uit elke groep vonden focusgroepen plaats over eetgewoonten en gezond eten. Een relevant resultaat is dat de groepen significant afweken in hun wijze van beoordeling. Bovendien werd de sterconditie voor het construct normaliteit significant lager beoordeeld vergeleken met de andere condities. Ook beoordeelden de respondenten in de stickerconditie normaliteit significant lager dan de respondenten in de controleconditie. De algemene waardering was voor de controleconditie echter het hoogst. Wat ook relevant is, is dat er significante verschillen in de wijze van beoordeling tussen de groepen bestonden. Dit heeft implicaties voor de interpretatie van de resultaten. Op de items over eetgewoonten antwoordden respondenten dat zij het gezond eten belangrijk vonden. In totaal antwoordde 22.5% "een beetje belangrijk" op de vraag "vind je gezond eten belangrijk?", en 73.0% antwoordde met "heel erg belangrijk". Respondenten handelden hiernaar door voldoende eetmomenten op de dag te hebben en het eten van groente en fruit meerdere keren per dag (respectievelijk 31.4% en 45.5%) of een keer per dag (respectievelijk 55.8% en 33.0%). Hoewel uit de resultaten van de vragenlijst over productbeleving bleek dat de controleconditie het hoogst werd beoordeeld, suggereren de antwoorden van de kinderen in de focusgroepen wel dat creatieve vormen, associaties met filmfiguren, en kleinere stukjes fruit zouden moeten zorgen voor een hogere waardering van fruit. Een andere aanpak voor het onderzoek zou deze resultaten waarschijnlijk naar boven kunnen halen.

Sessie: 3

Zaal:

Spreker: Wonink, Vivian

Titel: EXPLORING REFUGEE CHILDRENS' VIEWS ON THEIR LIVES
Insights based on participatory action research

Abstract:

More than four million people had to flee out of Syria. Approximately half of them are children (under the age of 18). This study examines a group of Syrian refugee children and their lives. The children in this research are hosted in The Netherlands after escaping the war in Syria. The insights are based on participatory action research, which caused the participants to be very free and able to choose and show creativity. The refugee children that participated were aged 4 to 11 and experienced all different kinds of horrific situations. The purpose of this research was to give them an opportunity to talk about their lives and needs. The findings indicate that most of the children miss their family members that are left behind in Syria or neighboring countries. However, the children show how important it is to remember the good things in life and to stay positive. Most of the refugee children are happy with their new school and friends. Also, they learn quickly to adjust in The Netherlands by learning the language and some cultural habits. They may have lost a lot, but they did not lose hope for a better future.

Sessie: 3

Zaal: CR-3E

Spreker: **Beiboer, Joukje**

Titel: **Het imago van Overijssel Vandaag**
Een onderzoek naar de waardering van een vernieuwd televisieformat

Abstract:

Dit onderzoek betreft een programma-format-evaluatie aan de hand van een imago-onderzoek. Aanleiding van het onderzoek is de verandering van het programma-format in februari 2015. Er is onbekend hoe dit vernieuwde programma door het publiek ervaren wordt. De onderzoeksvraag is: hoe waarderen inwoners van Overijssel het huidige televisieprogramma Overijssel Vandaag?

In dit onderzoek is onderscheid gemaakt tussen het "soll" en het "Ist" imago van Overijssel Vandaag. Respectievelijk het gewenste en werkelijke imago (Van Riel, 1996). De onderzoeksvraag is beantwoord aan de hand van kwalitatief vragenlijstonderzoek. Het gewenste imago van Overijssel Vandaag is omschreven aan de hand van focusgroepsinterviews met redactieleden (n=8) en redactioneel (n=4) leidinggevenden. Dit diende als exploratief vooronderzoek voor het opzetten van de vragenlijst.

Overijssel Vandaag wordt gezien als een nieuwsprogramma voor de regio. Overijssel Vandaag wordt geassocieerd met de woorden als "nieuws", "regio", "regionaal", "oost", "Twente", "Overijssel", "betrouwbaar" en "actueel". De resultaten van het vragenlijstonderzoek (n=176) zijn vergeleken met hoe gewenste imago van Overijssel Vandaag zoals dit door de programmamakers omschreven werd.

Het werkelijke imago van Overijssel Vandaag wijkt op een aantal punten af van het gewenste imago. Er zijn praktische aanbevelingen gegeven om de discrepantie tussen het werkelijke en het gewenste imago te verkleinen.

Sessie: 3

Zaal: CR-3E

Spreker: **Lentferink, Loes**

Titel: **Differences in media coverage with reference to CSR**
A study about the differences in media coverage of Tony's Chocolonely and Nestlé

Abstract:

This research provides a basis for understanding in what extend there is a difference in media coverage of an internal consistent CSR brand as Tony's Chocolonely and an external consistent CSR brand as Nestlé. In total, 90 media coverages about the organizations were analysed. The corpus consisted 45 media coverages about Tony's and 45 media coverages about Nestlé, these were divided in media reports and press releases. A quantitative content analysis measured the presence of the following constructs: environment, employee relations, community and labor and human rights. Besides that, the tone of voice of the media coverages was measured. In order to ensure the reliability of the study, a second coder coded 10% of the corpus. The results of the study reveal that Tony's as an internal consistent CSR brand, appoints problems in the cacao branch in their press releases. Nestlé, as an external consistent CSR brand also appoints some constructs but is not mentioning problems in the branch. Nestlé had an more positive tone about their organization in their press releases then Tony's Chocolonely had, but in media reports, the tone about the organization Tony's Chocolonely was more positive.

Sessie: 3

Zaal: CR-3E

Spreker: Verlage, Carla

How to manage the crisis

Titel: *An experimental study on the Situational Crisis Communication Theory and the effect of acting against its recommendations*

Abstract:

This research questions the recommendations made by the Situational Crisis Communication Theory (SCCT) referring to how organizations should respond to crises differing in emerge and the crisis organizations' self-responsibility. The effect of matching three crisis clusters (victim, deny, preventable) with three crisis response strategies (deny, diminish, rebuild) against the recommendations of the theory gives rise to questions because previous research mainly stresses the effects of three best combinations. Nevertheless, organizations often act against the recommendations because of financial or time related motivations. In a 3x3-design, the effects of those recommended ones and the six not recommended combinations on public crisis responses are examined. Comparing the three to the six give answers to the question whether acting against the SCCT can be beneficial for organizations. The effect is tested on the public crisis response variables organizational trust, corporate reputation, purchase intention, and emotions. Looking at the effect of alternative crisis response strategies on differently characterized crises is relevant because they show how organizations can act effectively and financially efficient during times of crises. In total, 292 Germans participate in this research. The manipulation material contained an online questionnaire in which the participants were confronted with a manipulated news article comprising one crisis cluster and one crisis response strategy.

Results show that there is no strategy during victim crises that affects the public responses in a more positive way than the others. Also, findings indicate that all three recommended combinations affect public crisis response positively. Rebuild strategies should be used in accidental crises to affect stakeholders' trust in the organization and the organizations' reputation positively. Furthermore, using diminish strategies during crises in which the organization itself is victim of the incidents causes more organizational trust and a better corporate reputation. In comparison to the recommended combinations, denying is the worst strategy in all crisis situation. In general, more concession is always possible and the more concession is done by the organization, the greater is the participants' trust in the organization and the more positive is the corporate reputation in public.

Sessie: 3

Zaal: CR-3E

Spreker: Wolters, Justine

Ready, set, go!

Titel: *Een inhoudsanalyse van de framing van elektrische auto's in Nederlandse kranten*

Abstract:

Fossiele brandstoffen raken op en er moet een alternatief komen. Elektrische auto's lijken de oplossing in de toekomst. De media hebben door framing veel macht in de berichtgeving over technologieën. Het is voor de opkomst van de elektrische auto belangrijk dat de media deze positief framen, zodat de consument een positieve attitude krijgt ten opzichte van de auto. Dit zorgt voor een hogere adoptiewaarschijnlijkheid.

Het primaire doel van deze studie was om te onderzoeken of elektrische auto's positief of negatief worden geframed. Met behulp van een inhoudsanalyse zijn drie constructen gemeten: instrumentele, milieu- en symbolische attributies. Met een codeboek zijn 129 artikelen (N=129) geanalyseerd. In totaal zijn 2018 codes toegekend aan de artikelen: 975 codes positief (48,3%), 669 codes negatief (33,2%) en 374 codes neutraal (18,5%).

Geconcludeerd is dat de vijf meest gelezen Nederlandse kranten elektrische auto's positief framen. Uit de resultaten blijkt dat de media de symbolische attributies als irrelevant beschouwen, terwijl ze wel van belang zijn voor de adoptiewaarschijnlijkheid van de elektrische auto. Een van de aanbevelingen in dit onderzoek is dat retailers van elektrische auto's deze symbolische attributies zelf positief naar voren brengen in de marketingstrategie, zodat op deze manier de symbolische attributies de potentiële koper bereiken.

Sessie: 4

Zaal: WA-3

Spreker: Dubois, Thibault

Titel: **The effects of Product Recalls in the car sector.**
Analyzing different response strategies by using Opel as an example

Abstract:

This research was about the effects of product recalls on consumer responses in the car sector by taking Opel as an example. If errors in the car occur this could affect the trust of the customer. Furthermore also the image and the reputation of an organisation could be affected. Therefore those constructs were chosen as dependent variables in this research.

By means of an online survey different response strategies were tested, which were built upon the constructs voluntariness and responsibility. It was hypothesized that a proactive and highly responsible response strategy would have a positive effect on trust, image and reputation. However, the analysis revealed that proactivity only had a significant effect on trust. In contrast to the expectation low responsibility had a significant effect on the three dependent variables.

Though there were some limitations, some important insights could be gained. The research showed that Opel should use a proactive response strategy to make sure that the customers get the bad news from them and not from the media. Finally this research revealed some interesting aspects and delivered some insights that could be researched in the future.

Sessie: 4

Zaal: WA-3

Spreker: Helmich-Blümel, Frederike

Titel: **Studying on the bright side of life**
An alternative idea for an inspiring study environment in the library of the University of Twente.

Abstract:

The motivation for this study is the request of the library of the University of Twente (LISA) to develop an inspiring and modern study environment for students. In a qualitative preliminary research it was found that students would appreciate to have the option to study outside on the green campus. Therefore, an online survey was conducted to measure the differences in the student's inspiration, their satisfaction with the library, the emotional value of the library and the image of the library by comparing the existing library with an open-air library. Furthermore, moderating effects of student needs on these differences were measured. 141 respondents filled in the online questionnaire and matched the criteria to be included in the final data set. Findings suggest that studying in an open-air library is expected to have a positive influence on student's inspiration, the emotional value and the image of the library. Except of the gender of students, no moderating effects of student needs were found. The findings implicate an open-air library as a useful addition to the existing library of the University of Twente.

Sessie: 4

Zaal: WA-3

Spreker: Müller-Möll, Alena

PREDICTING CONSUMERS' WILLINGNESS TO ACCEPT TECHNOLOGY-BASED SYSTEMS

Titel: *Factors influencing consumers' intention to use a customer service chat and a M-Commerce application of an online medical store located in Germany*

Abstract:

This research presents an advanced version of the technology acceptance model (TAM) that integrates trust and perceived risk to predict consumers' willingness to accept customer service chats and M-Commerce applications. The technology readiness index (TRI) is integrated to identify the effects of its personality traits on the constructs of the advanced TAM. The model was empirically tested with data of two online surveys filled in by consumers of a German online medical store. Correlation analyses and ANOVA were used to verify the hypotheses. The findings indicated that all constructs of the advanced TAM affected significantly consumers' behavioural intention to use technology. It was found that perceived usefulness is the best predictor. The outcomes demonstrated that technology driver had significant influence on the predictors of consumers' behavioural intention. Technology inhibitor had significant influences on trust and perceived risk, but not on perceived ease of use and perceived usefulness. The theoretical implication is that TRI plays a role by the adoption of technology. Practical implications are a customer service chat would earlier be accepted as well as the design of the customer service chat must reduce consumers' perceived risk and emanate trustworthiness and a high ease of use.



Sessie: 4

Zaal: WA-3

Spreker:

Titel:

Abstract:



Sessie: 4

Zaal: CR-3B

Spreker: **Borger, Alise**

Titel: **Communicatie met debiteuren**
De invloed van framing

Abstract:

Het onderzoek is uitgevoerd voor een externe partij, AfterPay. Om de strategie te optimaliseren is er onderzoek gedaan naar de invloed van framing op het gedrag van de consumenten. De vraag is of gain en loss framing er toe leidt dat een consument de rekening sneller gaat betalen. Daarvoor zijn er meer dan 3000 e-mails verstuurd naar consumenten van AfterPay. Er is onderscheidt gemaakt in verschillende type consumenten, op basis van het betaal verleden van de consument. Er zijn drie varianten e-mails verstuurd: gain framing, loss framing en de huidige e-mail (zonder andere communicatie uitingen). Uit het onderzoek zijn geen significante verschillen naar voren gekomen. De framing van de e-mail lijkt dus geen overtuigende invloed te hebben op het gedrag van de verschillende consumenten. Daarnaast zijn er interviews bij willekeurige respondenten afgelegd om de attitude en gedragsintentie te onderzoeken. Respondenten moest zich in verschillende type consumenten inleven en werd er gevraagd welke e-mail er het snelst toe zou leiden dat de rekening betaald zou worden. Hier kwamen vele verschillen uit naar voren. Dit kan ook verklaring waarom er geen verschillen in het kwantitatieve onderzoek zijn aangetoond. Wellicht moet er naar andere variabelen gekeken worden zoals leeftijd, geslacht of woonplaats.



Sessie: 4

Zaal: CR-3B

Spreker: **Heerink, Jorieke**

Titel: **Would you buy it?**
Een studie naar het effect van marketing strategieën van luxe en massamarkt merken.

Abstract:

Zou jij het product kopen dat te zien is in een Facebook advertentie? Of zou jij het product kopen dat te zien is in een Fashion blog? Wat vind jij van het product en de advertentie? Wie weet heeft het merk dat het product adverteert hier ook wel invloed op? Dat is precies waar dit onderzoek over gaat. Door middel van een experiment is gezocht naar de invloed van de marketingstrategieën van luxe en massamarkt merken op de intentie om het product te kopen en de houding tegenover het product, het merk en de advertentie. Would you buy it?



Sessie: 4

Zaal: CR-3B

Spreker: Mulder, Jeroen

Titel: **Www.ikstopnu.nl: Het Meten en Verbeteren van de Usability Door een Iteratief Ontwerptraject**

Testen, herontwerpen, testen, herontwerpen, testen, herontwerpen...

Abstract:

Is het je al opgevallen? Sinds 20 mei 2016 staan er afschrikwekkende afbeeldingen op sigaretverpakkingen. Daarnaast verwijst elke verpakking naar een telefonische stoppen-met-rokenlijn en de website www.ikstopnu.nl. De website moet rokers met een stopwens ondersteunen bij het stoppen met roken. Het Trimbos-instituut (verslavingszorg) ontwikkelt deze website door middel van een iteratief ontwerpproces. Dit onderzoek draagt hieraan bij door de usability van de website te meten en aanbevelingen op te stellen ter verbetering. In totaal zijn er dertien rokers en niet-rokers individueel geïnterviewd. Dit is gebeurd in drie rondes. Tijdens een interview is gevraagd naar hun verwachtingen en wensen van de website en hebben deelnemers een zestal realistische taken uitgevoerd op de website. Na elke ronde zijn er op basis van de suggesties en opmerkingen van respondenten aanbevelingen opgesteld en is de website hiernaar aangepast. Op 20 mei 2016 is de website door staatssecretaris van Volksgezondheid, Welzijn en Sport, Van Rijn, gelanceerd. Het is hiermee de belangrijkste bron van informatie geworden voor rokers met een stopwens.



Sessie: 4

Zaal: CR-3B

Spreker:

Titel:

Abstract:



Sessie: 4

Zaal: CR-3E

Spreker: Botma, Jitske

Titel: Employability of Communication studies undergraduates

Abstract:

In order to enhance the employability of graduates, higher educational instances try to incorporate materials that are focused on this topic, such as internships. The aim of this study is to examine whether perception of high person-job fit has positive effects on the employability of students from the program Communication studies at the University of Twente. Students with work experience through internships were compared to the students who have not done an internship based on their perceptions of person-job fit and employability. 95 Students of the program Communication studies participated in the study. The results show non-significant differences in terms of employability and perceived person-job fit between the two groups. A moderate, yet significantly positive correlation was found between person-job fit. Internships do not have a significant influence on the relation between perceived person-job fit and employability. Based on these results of this study, internships should not be stronger recommended to students than at the moment.



Sessie: 4

Zaal: CR-3E

Spreker: Brunink, Rutger

Titel: **The effects of corporate storytelling and corporate information on the consumer's appreciation of organizations;** *Do corporate stories really influence the consumer's appreciation of organizations more positively than corporate information?*

Abstract:

In response to an increased use of corporate storytelling in order to strengthen the organizational reputation, this study sought to examine if corporate stories affect the consumer's appreciation of organizations more positively than corporate information. Although it is often assumed that corporate storytelling influences the consumer's appreciation of organizations more positively than corporate information, there is barely empirical proof for this supposition. Therefore, in this study, an online experiment is conducted to investigate whether or not the effects of both text types are significantly different. The results of this study revealed that the differences between the effects of corporate storytelling and corporate information were very small. Only a significant difference between the effects of both text types on the perceived quality of the organization was found. On the basis of these results, the conclusion of this study is that corporate storytelling is not, by definition, more effective than corporate information in order to influence the consumer's appreciation of organizations positively. Nevertheless, since this study was intended to set the first step towards a clearer view of the effects of corporate storytelling and corporate information, future research is needed to draw generalizable conclusions.



Sessie: 4

Zaal: CR-3E

Spreker: Rensner, Felix

Taking the risk?

Titel: *An investigation of perceived risk-facets and the role they play when using internet banking services*

Abstract:

The rapid development of the internet has changed the way internet banking services are delivered to users. Nevertheless, the adoption of internet banking services doesn't come without obstacles. Perceived risks can have an influence on the adoption of internet banking services. Therefore, this study aimed to investigate which risks user perceive to be playing a role when using internet banking services. The research sample of this study consisted of 30 students from the University of Twente aged between 19 and 27 years old. The Q-sort method was used in order to measure the perceived role of various risk-facets as discussed by the e-commerce and especially the internet banking literature. This was followed by interviews in which respondents explained their beliefs and opinions. The results of this study show that financial, security and privacy risks are the ones that play a role when using internet banking services. Respondents especially connected concerns regarding internet criminals to those three risk-facets. Future research could focus on how other aspects regarding internet banking like trust might be influenced by perceived risks. Also, it could be investigated to what extent the perceived risk-facets as discussed in this study might be interconnected to each other.



Sessie: 4

Zaal: CR-3E

Spreker:

Titel:

Abstract:



