

FLORIAN KEUSCH
CURRICULUM VITAE
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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, Department of Sociology, School of Social Sciences, University of Mannheim, Germany.

since 2016 Study Director, Mannheim Centre for European Social Research (MZES), University of Mannheim, Germany.

since 2015 Researcher, Collaborative Research Center SFB884 “Political Economy of Reforms”, 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

Refereed Journal Articles

- McClain, C.A., Couper, M.P., Hupp, A., Keusch, F., Peterson, G., Piskorowski, A., & West, B.T. (2018). A typology of web survey paradata for assessing Total Survey Error. *Social Science Computer Review*. Published online before print February 27, 2018. DOI: [10.1177/0894439318759670](https://doi.org/10.1177/0894439318759670)
- Keusch, F. & Yan, T. (2017). Web vs. mobile Web – An experimental study of device effects and self-selection effects. *Social Science Computer Review*, 35, 751-769. DOI: [10.1177/0894439316675566](https://doi.org/10.1177/0894439316675566)
- Keusch, F. & Zhang, C. (2017). A review of issues in gamified survey design. *Social Science Computer Review*, 35, 147-166. DOI: [10.1177/0894439315608451](https://doi.org/10.1177/0894439315608451)
- Liu, M. & Keusch, F. (2017). Effects of scale direction on response style of ordinal rating scales. *Journal of Official Statistics*, 33, 137-154. DOI: [10.1515/jos-2017-0008](https://doi.org/10.1515/jos-2017-0008)
- Somailova, Z., Keusch, F., & Wolbring, T. (2017). Learning Analytics and survey data integration in work-load research. *Zeitschrift für Hochschulentwicklung*, 12(1), 65-78. DOI: [10.3217/zfhe-12-01/04](https://doi.org/10.3217/zfhe-12-01/04)
- Wagner, A., Keusch, F., Yan, T., & Clarke, P. (2016). The impact of weather on summer and winter exercise behaviors. *Journal of Sport and Health Science*. Published online before print July 16, 2016. DOI: [10.1016/j.jshs.2016.07.007](https://doi.org/10.1016/j.jshs.2016.07.007)
- 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)

Manuscripts in Submission

Keusch, F. & Yan, T. (conditionally accepted). Is satisficing responsible for response order effects in rating scale questions? *Survey Research Methods*.

Keusch, F., Leonard, M.M., Sajons, C., & Steiner, S. (under review). Using smartphone technology for research on refugees – Evidence from Germany. *Sociological Methods & Research*.

Keusch, F., Struminskaya, B., Antoun, C., Couper, M.P., & Kreuter, F. (revised & resubmitted). Willingness to participate in passive mobile data collection. *Public Opinion Quarterly*.

Keusch, F., Bähr, S., Haas, G.-C., Kreuter, S., & Trappmann, M. (under review). Coverage error in data collection combining mobile surveys with passive measurement using apps: Data from a German national survey. *Social Science Computer Review*.

Kreuter, S., Haas, G.-C., Keusch, F., Bähr, S., & Trappmann, M. (under review). Collecting survey and smartphone sensor data with an app: Opportunities and challenges around privacy and informed consent. *Social Science Computer Review*.

Refereed Conference Papers

Kreuter, F., Keusch, F., & Samolova, Z. (2018). International Program in Survey and Data Science. In *Proceedings of the 10th International Conference on Teaching Statistics*, Kyoto, Japan, July 8-13, 2018.

Schacht, S., Keusch, F., Bergmann, N., & Morana, S. (2017). Web survey gamification. Increasing data quality in web surveys by using game design elements. In *Proceedings of the 25th European Conference on Information Systems (ECIS)*, Guimarães, Portugal, June 5-10, 2017 (pp. 2907-2917). ISBN 978-0-9915567-0-0 Research-in-Progress Papers. http://aisel.aisnet.org/ecis2017_rip/40

Books

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

Book Chapters

Keusch, F. & Yan, T. (in press). 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. (in press). 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. (in press). Response styles in cross-cultural surveys: An overview on estimation and adjustment methods and empirical applications. In T. Johnson, B.-E. Pennell, I. Stoop, & B. Dorer (Eds.) *Advances in comparative survey methodology*.

Horwitz, R., Brockhaus, S., Kieslich, P., Henninger, F., Schierholz, M., Keusch, F., & Kreuter, F. (in press). Learning from mouse movements: Improving questionnaires and respondents' user experience through passive data collection. In P. Beatty, D. Collins, L. Kaye, J. Padilla, G. Willis, & A. Wilmot (Eds.) *Advances in questionnaire design, development, evaluation and testing*.

Samoilova, E., Keusch, F., & Kreuter, F. (in press). Integrating Survey and Learning Analytics Data for a Better Understanding of Engagement in MOOCs. In H. Jiao, R. Lissitz, & A.V. Wie (Eds.), *Data Analytics and Psychometrics: Informing Assessment Practices*. MARCES Book Series.

Kreuter, F., Keusch, F., Samoilova, E., & Frößinger, K. (2018). International Program in Survey and Data Science. In C. König, J. Schröder, & E. Wiegand (Eds.) *Big Data. Chancen, Risiken, Entwicklungstendenzen*. Wiesbaden: Springer, 27-41. DOI: [10.1007/2F978-3-658-20083-1_4](https://doi.org/10.1007/2F978-3-658-20083-1_4)

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)

Non-peer Reviewed Papers, Reports, and Working Papers

Yan, T., Keusch, F., & He, L. (2018). The impact of question and scale characteristics on scale direction effect. *Survey Practice*, 11(2). Published online January 15, 2018. DOI: [10.29115/SP-2018-0005](https://doi.org/10.29115/SP-2018-0005)

Horwitz, R., Brockhaus, S., Henninger, F., Kieslich, P., Schierholz, M., Keusch, F., & Kreuter, F. (2017). Learning from mouse movements: Improving questionnaire and respondents' user experience through passive data collection. IAB-Discussion Paper, 34/2017, Nürnberg.

Samoilova, E., Keusch, F., & Kreuter, F. (2017). Integrating Survey and Learning Analytics Data for a Better Understanding of Engagement in MOOCs. IPSDS Working Papers #02.

Samoilova, E., Keusch, F., & Wolbring, T. (2016). Learning Analytics and Survey Data Integration in Workload Research. IPSDS Working Papers #01.

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.

CONTRACTS & GRANTS

2018-2019 *SFB884 Political Economy of Reforms* workshop development grant: Mobile Apps and Sensors in Surveys (MASS) Workshop; awarded €14,880, Co-PIs Jan Karem Höhne, F. Keusch (University of Mannheim)

2018-2021 *German Science Foundation (DFG): Survey Mode, Survey Technology and Technology Innovations in Data Collection* (as part of the SFB884 Political Economy of Reforms); awarded € 493,200, Co-PIs Markus Frölich, F. Keusch, Frauke Kreuter (University of Mannheim)

- 2018-2021 *German Science Foundation (DFG): Evaluating Data Sources for Research into Political Reforms: (Non)probability Online Surveys and Big Data (as part of the SFB884 Political Economy of Reforms); awarded amount €478,000, Co-PIs Annelies Blom, F. Keusch, Frauke Kreuter (University of Mannheim)*
- 2016-2019 *Mannheim Centre for European Social Research (MZES) seed grant: Modernizing Migration Measures: Combining Survey and Tracking Data Collection Among Asylum-Seeking Refugees; amount €36,925, PI F. Keusch (University of Mannheim)*
- 2016-2018 *University of Maryland Tier 1 seed grant: Smoke What?: Examining the Smoking Identity of Black Youth and Young Adults; awarded \$ 50,000 (own share \$5,000), PI Craig Fryer (University of Maryland), Collaborators Mia S. Bynum, F. Keusch (University of Maryland)*
- 2016-2017 *Research Alliance Digitalization (ForDigital): Gamified Survey Design – Increasing Data Quality and Participation in Online Surveys; amount €6,000, Co-PIs F. Keusch (University of Mannheim), Silvia Schacht (Karlsruhe Institute of Technology)*
- 2015 *University of Mannheim seed grant: Participation Motivation in Probability and Nonprobability Online Panels; amount €9,800, PI F. Keusch (University of Mannheim)*
- 2013 *German Society for Online Research (DGOF): Impact of Response Scale Direction on Survey Responses in Web and Mobile Web Surveys; awarded €500, Co-PIs F. Keusch, Ting Yan (University of Michigan)*
- 2011 *WU Vienna University of Economics and Business small scale project grant; awarded €3,600, PI F. Keusch (WU)*

FELLOWSHIPS, PRIZES, & AWARDS

- 2017 *PUMA Online Surveys 2018 data collection awarded for the study Concerns of Smartphone Owners When Using their Device for Research (together with Martin Weichbold)*
- 2015 *German Academic Exchange Service (DAAD) travel grant; awarded €865*
- 2014 *Longitudinal Internet Studies for the Social Sciences (LISS) data collection awarded for the experiment Impact of Response Scale Direction on Survey Responses in Web Surveys (together with Ting Yan)*
- 2013 *Winner Time-Sharing Experiments for the Social Sciences (TESS) Young Investigator Special Competition 2013*

Understanding Society – The UK Household Longitudinal Study Innovation Panel Competition 2013 data collection for the experiment Impact of Response Scale Direction on Survey Responses (together with Ting Yan)

- 2012 Dissertation nominated for *EHI Retail Institute Science Award*
- Dissertation short listed for *Science Award 2012* of the *Deutscher Marketing-Verband e.V.*
- 2010 PhD students travel grant *WU Vienna University of Economics and Business*; awarded € 1,500
- 2005 Scholarship for talented students of the *City of Perchtoldsdorf*; awarded € 400
- 2003 *WU Vienna University of Economics and Business* travel grant; awarded € 700
- State of Lower Austria* TOP-scholarship for exchange students; awarded € 2,400
- 2002 *State of Lower Austria* TOP-scholarship; awarded € 800

CONFERENCE ACTIVITY

Papers Presented

- 2018 Keusch, F., Kreuter, F., Struminskaya, B., & Weichbold, M. (2018). Combining active and passive mobile data collection: A survey of concerns. BigSurv18, Barcelona, Spain, October 25-28.
- Conrad, F. & Keusch, F. (2018). Emergent issues in the combined collection of self-reports and passive data using smartphones. BigSurv18, Barcelona, Spain, October 25-28.
- Haas, G.-C., Keusch, F., Kreuter, F., Trappmann, M., & Bähr, S. (2018). What do researchers have to invest to collect smartphone data? BigSurv18, Barcelona, Spain, October 25-28.
- Silber, H., Weiß, B., Keusch, F., Beuthner, C., & Schröder, J. (2018). Framing consent questions in mobile surveys: Experiments on question wording. BigSurv18, Barcelona, Spain, October 25-28.
- Amaya, A., Bach, R., Kreuter, F., & Keusch, F. (2018). Measuring the strength of attitudes in social media data. BigSurv18, Barcelona, Spain, October 25-28.
- Amaya, A., Bach, R., Kreuter, F., & Keusch, F. (2018). Identifying error in multivariate analyses of non-probability data. BigSurv18, Barcelona, Spain, October 25-28.

Trappmann, M., Bähr, S., Haas, G.-C., Keusch, F., & Kreuter, F. (2018). Verknüpfung einer laufenden Panelstudie mit einer Mobiltelefonstudie: Die IAB-SMART Studie. 39. Kongress der Deutschen Gesellschaft für Soziologie, Göttingen, Germany, September 24-28.

Keusch, F., Sajons, C., Steiner, S., & Leonard, M.M. (2018). Using smartphone technology for research on refugees in Germany. XIX World Congress of Sociology, Toronto, Canada, July 15-21.

Kreuter, F., Keusch, F., & Samolova, Z. (2018). International Program in Survey and Data Science. 10th International Conference on Teaching Statistics, Kyoto, Japan, July 8-13.

Keusch, F. & Yan, B. (2018). The influence of rating scale direction on reliability. AAPOR 73th Annual Conference, Denver, Colorado, May 16-19.

Keusch, F. & Buskrik, T. (2018). Getting persnickety about pair-wise Wikis: Investigating the relationship between initial settings for pair-wise Wiki Surveys and respondent engagement using a randomized experiment. AAPOR 73th Annual Conference, Denver, Colorado, May 16-19.

Kreuter, F., Keusch, F., Haas, G.-C., Bähr, S., & Trappmann, M. (2018). Does smart data collection reduce respondent burden? AAPOR 73th Annual Conference, Denver, Colorado, May 16-19.

Haas, G.-C., Keusch, F., & Kreuter, F. (2018). Comparing single-sitting versus modular text message surveys in Egypt. AAPOR 73th Annual Conference, Denver, Colorado, May 16-19.

Yan, T. & Keusch, F. (2018). Direction of agree-disagree rating scales and data quality. AAPOR 73th Annual Conference, Denver, Colorado, May 16-19.

Bähr, S., Haas, G.-C., Keusch, F., Kreuter, F., & Trappmann, M. (2018). Enriching an ongoing panel survey with mobile phone measures: The IAB-SMART app. ASC One-day Conference Don't Ask! Gaining insights without questions, London, UK, May 10.

Keusch, F. Haas, G.-C., Kreuter, F., Bähr, S., & Trappmann, M. (2018). Coverage error in smartphone data collection. General Online Research 18, Cologne, Germany, February 28 - March 2.

Achimescu, V. & Keusch, F. (2018). Do response times get shorter in the long term? A longitudinal analysis of response times to recurring items in a probability online panel. General Online Research 18, Cologne, Germany, February 28 - March 2.

2017 Keusch, F. & Yan, T. (2017). In your opinion, in which direction should the answer categories go? 7th Conference of the European Survey Research Association, Lisbon, Portugal, July 17-21.

Samoilova, E., Keusch, F., & Wolbring, T. (2017). Integrating learning analytics, survey self-reports, and qualitative data: Insights from two pilot studies. 7th Conference of the European Survey Research Association, Lisbon, Portugal, July 17-21.

Burgdorf, K., Blom, A., Bruch, C., John, M., & Keusch, F. (2017). The effect of matrix and single questions on the response behavior when switching to a mobile first design. 7th Conference of the European Survey Research Association, Lisbon, Portugal, July 17-21.

Keusch, F., Antoun, C., Couper, M.P., Kreuter, F., & Struminskaya, B. (2017). Willingness to participate in passive mobile data collection. AAPOR 72th Annual Conference, New Orleans, Louisiana, May 18-21.

Trappmann, M., Baehr, S., H., G.-C., Keusch, F., & Kreuter, F. (2017). Enriching an ongoing panel survey with mobile phone measures: The MoDeM study. AAPOR 72th Annual Conference, New Orleans, Louisiana, May 18-21.

Bähr, S., Haas, G.-C., Keusch, F., Kreuter, F., & Trappmann, M. (2017). Enriching an ongoing panel survey with mobile phone measures: The MoDeM Study. CLOSER Workshop on New Technologies for Measuring Non-health Topics in Longitudinal Studies, London, UK, May 4.

Schacht, S., Morana, S., Bergmann, N., & Keusch, F. (2017). Survey gamification. An experimental design. ForDigital-Workshop, Karlsruhe Institute of Technology, Germany, April 6.

Samoilova, E., Wolbring, T., Keusch, F., & Kreuter, F. (2017). Workload research: Comparison of Learning Analytics and self-reports. 12. Jahrestagung der Gesellschaft für Hochschulforschung, Hannover, Germany, March 30-31. (in German)

Samoilova, E., Keusch, F., & Kreuter, F. (2017). How to foster engagement in vocational online learning. Results from three pilot studies. 12. Jahrestagung der Gesellschaft für Hochschulforschung, Hannover, Germany, March 30-31. (in German)

Keusch, F., Brockhaus, S., Henninger, F., Horwitz, R., Kieslich, P., Kreuter, F., & Schierholz, M. (2017). Learning from mouse movements: Improving web questionnaire and respondents' user experience through passive data collection. General Online Research 17, Berlin, Germany, March 15-17.

Achimescu, V., Keusch, F., & Liu, M. (2017). No pay, no gain. The relationship between monetary and non-monetary motivation to participate in web surveys and data quality in an international context. General Online Research 17, Berlin, Germany, March 15-17.

Bruch, C., Blom, A., Burgdorf, K., John, M., & Keusch, F. (2017). The effect of horizontal and vertical scales on the response behavior when switching to a mobile first design. General Online Research 17, Berlin, Germany, March 15-17.

2016

Keusch, F. & Yan, T. (2016). 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. (2016). 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. (2016). 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. (2016). 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. (2016). Investigating student workload using learning analytics. Workshop Studentischer Workload: Definition, Messung und Einflüsse, Leipzig, Germany, June 23.

Keusch, F. & Yan, T. (2016). Straightlining – Who does it and when? AAPOR 71th Annual Conference, Austin, Texas, May 12-15.

Hu, M., Yan, T., & Keusch, F. (2016). The impact of response scale direction on survey responses in a mixed-mode survey. AAPOR 71th Annual Conference, Austin, Texas, May.

Keusch, F. & Yan, T. (2016). 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. (2016). 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. (2015). Does satisficing drive scale direction effects? 6th Conference of the European Survey Research Association, Reykjavik, Iceland, July 13-17.

- Yan, T. & Keusch, F. (2015). 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. (2015). 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., Vannette, D.L., & Lepkowski, J. (2015). 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. (2014). Applying survey participation theory to Web surveys. 7th Internet Survey Methodology Workshop, Bolzano, Italy, December 1-3.
- Keusch, F. & Zhang, C. (2014). 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. (2014). 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. (2014). 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. (2014). 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. (2014). 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. (2013). 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. (2012). 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. (2012). 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. (2012). 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. (2011). 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. (2011). 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. (2011). Online panels in marketing research: Who is participating and why? 8th International Circle Conference, Dubrovnik, Croatia, April 27-29.

Keusch, F. (2011). 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. (2010). 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. (2010). 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. (2010). 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. (2009). 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

2018 Keusch, F. & Antoun, C. (2018). What data do mobile survey apps collect? AAPOR 73th Annual Conference, Denver, Colorado, May 16-19.

- Steiner, S., Keusch, F., Sajons, C., & Leonard, M. (2018). Using smartphone technology for research among refugees – Evidence from Germany. Conference Demographics, Immigration, and the Labor Market, Nuremberg, Germany, April 6-7.
- 2017 Schacht, S., Keusch, F., Bergmann, N., & Morana, S. (2017). Web survey gamification. Increasing data quality in web survey by using game design elements. 25th European Conference on Information Systems, Guimarães, Portugal, June 5-10.
- 2016 Keusch, F., Liu, M., & Yan, T. (2016). 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. (2015). 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. (2015). Mindfulness in the survey context: Who are mindful and who are mindless? AAPOR 70th Annual Conference, Hollywood, Florida, May 14-17.
- 2012 Keusch, F. (2012). Open-ended questions in web surveys: One large vs. ten small boxes. AAPOR 67th Annual Conference, Orlando, Florida, May 17-20.
- 2011 Keusch, F. (2011). 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. (2011). 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. (2010). 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. (2010). 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

- 2018 Using smartphone technology for research on refugees in Germany. GESIS, Mannheim, Germany, September 18.

- Participation in passive mobile data collection using smartphone apps. Statistics Netherlands (CBS), Heerlen, The Netherlands, May 25.
- 2017 Participation in passive mobile data collection. Institute for Social and Economic Research, University of Essex, UK, November 6.
- Advantages of using new communication technologies. Statistics Austria, Vienna, Austria, October 2.
- Marketing research in the year 2020. WU, Vienna University of Economics and Business, Austria, September 21. (in German)
- Passive data collection via smartphone apps. What do users think? Tagung für Datenerfassung und -analyse mit Wearables, University of Linz, Austria, May 12. (in German)
- Survey Gamification. How do game elements affect surveys? University of Kassel, Germany, February 15. (in German)
- 2016 Using smartphones for survey and passive mobile data collection. University of St. Gallen, Switzerland, December 19.
- Smartphone surveys, behavior tracking, and Big Data. Opportunities and challenges of new modes of survey data collection. University of Neuchâtel, Switzerland, December 13.
- What drives straightlining, respondent or grid characteristics? Fresenius University of Applied Sciences, Munich, Germany, December 1. (in German)
- Smart(phone) data collection – Combining mobile web surveys with device tracking. Mannheim Centre for European Social Research (MZES), Germany, September 20.
- Questionnaire development. JPSM Junior Fellows Program, University of Maryland, College Park, MD, June 9.
- Methodological issues when surveying refugees. Walter Eucken Institute, 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.
- Advantages of using new communication technologies. Statistics Austria, Vienna, Austria, October 2.
- Marketing research in the year 2020. WU, Vienna University of Economics and Business, Austria, September 21. (in German)
- 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

CDSS Workshop: Sociology (3 ECTS PhD course; Spring/Summer 2018)

Exemplary Empirical Studies (4 ECTS graduate course; Spring/Summer 2017 and
Spring/Summer 2018)

Data Collection (in German; 6 ECTS undergraduate course; Fall/Winter 2016 and Fall/Winter
2017)

Data Collection Lab (in German; 6 ECTS undergraduate course; Fall/Winter 2017)

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)

Questionnaire Design (2-credit graduate online course; Spring 2018)

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

Introduction to Data Collection Methods (2-day short course; Summer 2018)

Data Collection Methods (together with Fred Conrad; 3-credit graduate course; Summer 2013, Summer 2014, Summer 2015, Summer 2016, and Summer 2017)

Harvard Medical School Global Clinical Scholars Research Training Program

Tools for Developing and Testing Questionnaires (1-hr online webinar; Spring 2017 and Spring 2018)

Survey Design (together with Cathy Jenkins; 2-hr online webinar; Spring 2015, Spring 2016, Spring 2017, and Spring 2018)

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 Krems, 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 Advisor), 2017-
Ruben L. Bach (Dissertation Committee Member), 2018
David Bretsch (Dissertation Advisor), 2018-Mariel Leonard (Dissertation Advisor), 2016-
Jessica Herzing (Dissertation Committee Member), 2018
Jessica Wengrzik (Dissertation Co-Advisor), 2016-

In addition, I have supervised 9 Master's theses and 25 Bachelor's theses at the University of Mannheim, WU, and IMC FH Krens.

SERVICE TO THE PROFESSION

Ad hoc Journal Manuscript Reviewer

Communication Methods and Measures. Field Methods. Herbert von Halem Books. International Journal of Marketing. International Journal of Public Opinion Research. International Journal of Sociological Research Methods. Internet Research. Journal of Computer-Mediated Communication. Journal of Family Planning and Reproductive Health Care. Journal of Survey Statistics and Methodology. Journal of Official Statistics. Marketing Review St. Gallen. Mathematical Population Studies. methods, data, analyses. PLOS ONE. Public Opinion Quarterly. Social Science Computer Review. Social Science Research. Sociological Methods and Research. Springer World Sustainability Series. Survey Research Methods. Wiley Books.

Book Manuscript Reviewer

2004-2012 transfer – Werbeforschung & Praxis

Conference Chair

General Online Research, Germany (Conference Program Vice Chair & Track Chair 2018, Conference Program Chair & Track Chair 2019)

Workshop Organizer

1st Mobile Apps and Sensors in Surveys (MASS) Workshop, Mannheim, Germany (2019).

Conference Session Organizer

BigSurv18, Barcelona, Spain (2018). *Session on Smartphone sensor measurement and other tasks in mobile web surveys*
AAAS Annual Meeting, Austin, TX (2018). *Session on Survey Data Collection: Theoretical and Practical Perspectives*
7th ESRA Conference, Portugal (2017). *Sessions on Passive Mobile Data Collection and Direction of Response Scales*
RC33 9th International Conference on Social Science Methodology, UK (2016). *Session on Gamification of Surveys*
6th 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, 2017, 2018)
International Conference on Questionnaire Design, Development, Evaluation, and Testing (QDET2), USA (2016)
Inequality and Fairness of Political Reforms (2016)

Conference Paper Reviewer

AAPOR Annual Conference, USA (2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018)
AAPOR Annual Conference, USA, Student Poster Competition Jury (2016, 2018)
BigSurv18, Barcelona, Spain (2018)
BigSurv18, Barcelona, Spain, Student Paper Competition Winner Jury (2018)
General Online Research, Germany (2010, 2011, 2012, 2013, 2016, 2017, 2018)
General Online Research, Germany, Poster Award Jury (2014, 2017)
UXPA, Canada (2017)

AAPOR Education Committee

Member of the Online Education Subcommittee (since 2016)

German Society for Online Research (DGOF)

Board Member (since 2017)

DEPARTMENTAL/UNIVERSITY SERVICE

University of Mannheim

2017 Council member of the “Mannheim Centre for European Social Research” (MZES)

Taskforce member for university-wide course evaluation system

2015- 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

2018 Using Beacons and GPS-Tracking for Research Purposes (Half-day DGOF workshop with Dr. Silvana Jud)

- 2017 Into the Stream: An Introduction to Big Data Access for Survey Researchers and Social Scientists (Half-day AAPOR workshop with Prof. Trent Buskirk and Prof. Adam Eck)
- 2016 Visualization with R (One-day MZES workshop with Prof. Richard Traunmüller)
Web Scraping with R (One-day MZES workshop with Dr. Simon Munzert)
- Modern Bayesian Methods and Computing for Survey Research (Half-day AAPOR workshop with Prof. Jeff Gill)
- 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 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

Atlas.ti, EFS Survey Center, Qualtrics Research Suite, R, SPSS.

PROFESSIONAL MEMBERSHIP

American Association for Public Opinion Research (AAPOR), 2010-
American Statistical Association – Survey Research Methods Section (ASA-SRMS), 2016-
German Society for Online Research (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