How do online citizens persuade fellow voters? Using Twitter during the 2012 Dutch parliamentary election campaign / Bengu Hosch-Dayican, Chintan Amrit, Kees Aarts, & Adrie Dassen

This paper explores how Twitter was used by voters to participate in electoral campaigning during the Dutch election campaign of 2012. New social media networks like Twitter are believed to be efficient tools of communication between electoral candidates and voters during electoral campaign periods. Yet only few studies have been conducted so far to discover in what way the content of online discussions is being used for campaigning. In particular, there have been very few studies of electoral campaigning, which study the content of the social media messages sent by citizens. In order to understand the extent to which citizens utilize Twitter in different forms of electoral campaigning – i.e. persuading followers about voting for a particular party or to conduct negative campaigning, we conducted an automated content analysis of a large corpus of tweets collected during the Dutch parliamentary election campaign of 2012. Our findings show that citizens participate significantly in online electoral campaigning on Twitter, whereas they differ from professional users in the style of campaigning. Persuasive campaigning is observed to a lesser extent among citizens than among politicians, while citizens more commonly use negative campaigning. Moreover, qualitative content analysis of campaigning tweets by citizens has revealed that expressions of emotions and opinions make up a large majority of negative tweets, indicating that citizens regard Twitter more as an outlet for expressing discontent than as a medium for negative campaigning.

Exploring the relationships between different types of Facebook use, perceived online social support and adolescents' depressed mood / Eline Frison & Steven Eggermont

Abstract: The current study aims to provide a deeper understanding of the relationships between different types of Facebook use, perceived online social support, and boys' and girls' depressed mood. To address this aim, the present study (N = 910) developed a comprehensive model which (1) differs between specific types of Facebook use, (2) examines the mediating role of perceived online social support, and (3) takes adolescent users' gender into account. Structural equation modeling showed that the harmful impact of Facebook use exclusively occurs among girls who passively use Facebook and among boys who actively use Facebook in a public setting. Girls, however, who actively use Facebook, either in a public or private setting and subsequently perceive online social support, benefit from actively using Facebook, as perceived online social support negatively predicted girls' depressed mood. The discussion focuses on the explanation and understanding of these findings, key limitations, and directions for future research.

Linking Cultural Capital with Subjective Well-Being and Social Support: The Role of Communication Networks / Seungyoon Lee, Jae Eun Chung, & Namkee Park

Abstract: This study examines the ways in which different forms of cultural capital are associated with college students' subjective well-being and social support. Results show that when social capital is accounted for, cultural capital derived from sports participation was positively associated with subjective well-being and social support. Further, the size and density of discussion networks about culture were positively associated with well-being and social support in general, while the heterogeneity of networks was negatively related. Findings from this study extend previous research on cultural capital by 1) drawing attention to the inclusive aspect of cultural capital; 2) examining online cultural participation as well as multiple forms of cultural activities including popular and sporting events; 3) applying the literature on interpersonal discussion networks to the context of culture and demonstrating the value of communicative action about cultural experiences; and 4) understanding the implications of cultural capital in a college setting.

Psychometric Validation of the Compulsive Internet Use Scale (CIUS): Relationship with Adolescent's Demographics, ICT Accessibility and Problematic ICT Use / Amandeep Dhir, Sufen Chen, & Marko Nieminen

Abstract: Compulsive Internet usage is on the rise in developing countries such as India. To date, no tested, validated, and verified instrument for measuring compulsive Internet use among Indian adolescents has been made available. In order to bridge this gap, our present study has examined the psychometric properties of the English version of the Compulsive Internet Use Scale (CIUS) with 2,381 adolescent Internet users (aged 12 to 19) in India. Exploratory and confirmatory factor analyses were conducted to examine the factorial and construct validity, reliability, and homogeneity of the English version of the CIUS. Relationships between adolescents' CIUS scores, demographics, ICT accessibility, and problematic ICT use were also examined. The study results confirm that the CIUS has good psychometric properties, high internal reliability, and homogeneity, and is a valid self-reporting instrument for measuring compulsive Internet use. The present study reveals the same factor structure as the earlier studies using the CIUS in other languages. Finally, we found that male and older adolescents experience higher compulsive Internet use compared to female and younger adolescents, while compulsive Internet users experience lower life satisfaction, lower academic performance and problematic ICT use including Internet, mobile, and online gaming.

The Dynamic Identity Fusion Index (DIFI): A new continuous measure of identity fusion for web-based questionnaires / Juan Jiménez, Ángel Gómez, Michael D. Buhrmester, Alexandra Vázquez, Harvey Whitehouse, & William B. Swann, Jr.

Abstract: We introduce a computer-based measure of "identity fusion", a form of group alignment characterized by a visceral feeling of oneness with a group. Past measures of identity fusion (a single pictorial item and a seven-item verbal scale) have demonstrated a unique capacity to predict willingness to engage in extreme pro-group behaviors (e.g., fighting and dying for one's group). The Dynamic Identity Fusion Index (DIFI) combines

the simplicity of the single pictorial item with the higher fidelity afforded by a continuous scale. The DIFI runs on a script written in JavaScript and works on both traditional computers and modern touch-pad devices. It allows for simultaneous assessment of self-group distance and overlap, two conceptually distinct components of group alignment. Study 1 assessed the criterion validity of the two components of the DIFI and discovered that the overlap metric was a better indicator of identity fusion than the distance metric. Four more studies demonstrated DIFI's temporal stability (Study 2), convergent and discriminant validity (Study 3), and predictive validity, specifically endorsement of pro-group behaviors (Study 4). We discuss implications of the DIFI for future research on identity fusion and recommend when it should be used.

Improving Survey Response Rates in Online Panels: Effects of Low-Cost Incentives and Cost-Free Text Appeal Interventions / Mogens Jin Pedersen & Christian Videbæk Nielsen

Abstract: Identifying ways to efficiently maximize the response rate to surveys is important in survey-based research. However, evidence on the response rate effect of donation incentives and especially altruistic and egotistic text appeal interventions is sparse and ambiguous. Via a randomized survey experiment among 6,162 members of an online survey panel, this article shows how low-cost incentives and cost-free text appeal interventions may affect the survey response rate in online panels. The experimental treatments comprise (a) a cash prize lottery incentive, (b) two donation incentives that promise a monetary donation to a good cause in return for survey response, (c) an egotistic text appeal, and (d) an altruistic text appeal. Relative to a control group, we find higher response rates among recipients of the egotistic text appeal and the lottery incentive. Donation incentives yield lower response rates.

A Web Experiment Showing Negative Effects of Slider Scales Compared to Visual Analogue Scales and Radio Button Scales / Frederik Funke

Abstract: This paper adds evidence that there is a substantial difference between slider scales and visual analogue scales (VAS), two types of rating scales used in Web surveys that are frequently mixed up. In an experimental design, both scales were compared to standard HTML radio buttons and offered three, five, or seven response options. Slider scales negatively affect response rate (especially on mobile devices), the sample composition, the distribution of values and also increase response times. VAS and radio buttons, however, can be used without negative side effects, even on touch screen devices like smart phones. Overall, it is recommended to avoid slider scales. As small differences in rating scales – here drag and drop versus point and click – has a huge influence on data collection, an optimal implementation of VAS is suggested. However, measurement of discrete variables with a moderate number of response options should be done with radio buttons scales unless a small screen size – e.g., on smart phones – requires an economical use of space.