

Title	Fake News, Fake Reviews, Deepfakes – What Else? Distinguishing Different Types of Misinformation on Digital Platforms
Goal Part 1 (6 ECTS)	<p>With fake news in the 2016 US presidential elections on Facebook and Twitter, misinformation on digital platforms gained new momentum. However, the phenomenon of misinformation on digital platforms is not limited to political news on social media. Fake customer reviews on Amazon, anti-vaccine campaigns on Reddit, or deepfake videos on TikTok are other examples of misinformation disseminated on various digital platforms. A systematic literature review on the types of misinformation on digital platforms can help further research to better understand the phenomenon. Therefore, the goal of the first part of this seminar thesis is to</p> <ul style="list-style-type: none"> - provide a comprehensive overview of the manifestation of misinformation on digital platforms, and - distinguish different types of misinformation on different digital platforms based on criteria grounded in literature.
Goal Part 2 (6 ECTS)	The systematic literature review in part 1 is the foundation of part 2. The goal of the second part is to conduct an experiment and analyze the data to address one specific research question that was identified in the literature review.
Readings	to be announced.
Supervisor	Laura Schulze

Title	Is this Really True? User Engagement in Checking (Mis-)information on Digital Platforms
Goal Part 1 (6 ECTS)	The prevalence of fake news, fake customer reviews, fake profiles and other kinds of misinformation on digital platforms might make users question the credibility of the information they receive online. While individual differences between users, for instance in their propensity to engage in analytical reasoning, might influence whether they belief or question information, there might be additional reasons for engaging in fact checking behavior. The goal of this master seminar is to find out what influences users to engage in further research on information they receive on digital platforms. In the first part of this seminar thesis, a structured literature will be conducted to identify the relevant factors and conditions under which digital platform users engage in fact checking behavior.
Goal Part 2 (6 ECTS)	The systematic literature review in part 1 is the foundation of part 2. The goal of the second part is to conduct an experiment and analyze the data to address one specific research question that was identified in the literature review.
Readings	to be announced.
Supervisor	Laura Schulze

Title	Catching the Lies – Governing Misinformation on Digital Platforms
Goal Part 1 (6 ECTS)	<p>The prevalence of misinformation on digital platforms, e.g., fake news during the 2016 US presidential elections on social media, raises the question of how to prevent the creation of misinformation, and how to limit its influence on users. Digital platforms themselves create governance mechanisms, such as Amazon’s “Verified Purchase Reviews”, Facebook’s “Disputed Flags” (which were discontinued in 2017), or Apple News’ “News Literacy Guide”. Additionally, third party fact-checkers, such as Hoaxy have emerged. The enduring prevalence of misinformation on digital platforms, as well as empirical findings suggest that some of these mechanisms might be limited in their effectiveness. A systematic literature review on the mechanisms employed on digital platforms to combat misinformation helps to prevent the creation and spread of misinformation. Therefore, the goal of the first part of this master seminar is to conduct a systematic review of literature and practice on the different mechanisms and platform design choices to combat misinformation on digital platforms. Thereby, the following research questions will be investigated:</p> <ul style="list-style-type: none"> - How do digital platforms prevent the creation of misinformation in the first place? - After they are created, how are misinformation on digital platforms detected and combated?
Goal Part 2 (6 ECTS)	The systematic literature review in part 1 is the foundation of part 2. The goal of the second part is to conduct an experiment and analyze the data to address one specific research question that was identified in the literature review.
Readings	to be announced.
Supervisor	Laura Schulze

Title	Antecedents of Users' Beliefs in (Mis-)information on Digital Platforms
Goal Part 1 (6 ECTS)	<p>A recent study found that flagging false news on social media does not influence users' beliefs in these news. Thus, the question arises which factors influence the believability of information provided on digital platforms. The goal of this master seminar is to identify factors which make users believe that information provided on digital platforms is true or false. In the first part of this thesis a structured literature review will investigate the following research questions:</p> <ul style="list-style-type: none"> - Why do users believe in (false) information on digital platforms? - When do users believe (more or less) in (false) information on digital platforms?
Goal Part 2 (6 ECTS)	The systematic literature review in part 1 is the foundation of part 2. The goal of the second part is to conduct an experiment and analyze the data to address one specific research question that was identified in the literature review.
Readings	to be announced.
Supervisor	Laura Schulze

Title	Putting Yourself in the Hands of Technology – When and Why do Effective Technologies Prevent Thinking?
Goal Part 1 (6 ECTS)	<p>Throughout the last years, technologies that are more powerful help individuals to make decisions in their professional and private lives that are more effective. While studies on technology in the past 30 years have often highlighted individuals' suspicion and distrust in information systems and supposedly intelligent services, this distrust has now given way to blind trust in some areas, e.g. in navigation. As technology evolves, individuals experience the power of advanced technologies whose skills are beyond human capacities. A prominent example is the board game GO, which allegedly could not be mastered by computers, but in which AI has now developed superior strategies that are difficult for individuals to understand or reproduce.</p> <p>Building upon these developments, the goal of the first part of this seminar thesis is</p> <ul style="list-style-type: none"> - to provide a comprehensive overview of the conditions under which individuals (blindly) rely on technology, and - to uncover and classify the mental consequences of using superior technology.
Goal Part 2 (6 ECTS)	The systematic literature review in part 1 is the foundation of part 2. The goal of the second part is to conduct an experiment and analyze the data to address one specific research question that was identified in the literature review.
Readings	to be announced.
Supervisor	Manuel Trenz

Title	My Name is Peter Müller – Why People Misrepresent Themselves and What That Means for AI
Goal Part 1 (6 ECTS)	<p>Having accurate information is an important element of business success, but wrong entries in customer databases have always been challenging to identify as correct. When information is provided digitally, misrepresentation is one of the common behaviors that individuals exhibit when they are required to provide information that they don't want to share with a service provider. While incorrect data entries have always had a negative influence on the effectiveness of interaction with those particular customers (e.g. ineffective targeting or personalization), larger amounts of incorrect data have a negative impact on the effectiveness of the service as a whole when artificial intelligence and related approaches are used to optimize the service experience.</p> <p>Therefore, the goal of the first part of this seminar thesis is</p> <ul style="list-style-type: none"> - to identify the conditions under which people misrepresent themselves as well as theoretical explanations for such actions, and - to uncover specific strategies to detect and prevent such behaviors.
Goal Part 2 (6 ECTS)	The systematic literature review in part 1 is the foundation of part 2. The goal of the second part is to conduct an experiment and analyze the data to address one specific research question that was identified in the literature review.
Readings	to be announced.
Supervisor	Manuel Trenz

Title	Satisficing in Online Surveys – Forms, Detection, Prevention and Outcomes
Goal Part 1 (6 ECTS)	<p>Online surveys present a cheap and fast alternative to other methods of data collection. However, their nature makes them particularly prone to a satisficing. Satisficing refers to the behavior that occurs when optimally answering a survey question would require substantial cognitive effort. Satisficing behavior can have dangerous effects on the measurement quality and on the study overall.</p> <p>Therefore, the goal of the first part of this seminar thesis is</p> <ul style="list-style-type: none"> - to analyze the phenomenon of satisficing in online survey based on a literature review, and - to identify different satisficing detection and prevention mechanisms.
Goal Part 2 (6 ECTS)	The systematic literature review in part 1 is the foundation of part 2. The goal of the second part is to conduct an experiment and analyze the data to address one specific research question that was identified in the literature review.
Readings	to be announced.
Supervisor	Manuel Trenz

Title	Mitigating the Privacy Risks Expected from Complex Digital Services – A Systematic Approach
Goal Part 1 (6 ECTS)	<p>Interacting with digital services or devices often goes along with active or inactive disclosure of private information. Such disclosure of private information can lead to different perceptions of risk, such as financial risks, social risks etc. that inhibit transactions or interactions. Because risk is a primary inhibitor of transactions and use, it is of primary importance for firms to identify the specific privacy risks that individuals associate with their service and to mitigate those risks through effective service design. The aim of the first part of this seminar thesis is therefore</p> <ul style="list-style-type: none"> - to analyze the state-of-the-art conceptualizations and measurements for information privacy risks - to identify risk mitigation strategies for dimensions of privacy risks.
Goal Part 2 (6 ECTS)	The systematic literature review in part 1 is the foundation of part 2. The goal of the second part is to conduct an experiment and analyze the data to address one specific research question that was identified in the literature review.
Readings	to be announced.
Supervisor	Manuel Trenz

Title	Navigating the Long Tail - Exploration Behavior in Abundance Markets
Goal Part 1 (6 ECTS)	<p>The diffusion of tools for distribution, tools for creation and more efficient matching solutions has facilitated the growth of markets for very specific and differentiated goods and services called the “long tail”. At the same time, studies show that there is an increase in demand concentration in such markets (“rich get richer”). This can be particularly challenging for service platforms that do not scale efficiently and for subscription services. But when do users make use of the new opportunities of long tail markets?</p> <p>The aim of the first part of this seminar thesis is therefore</p> <ul style="list-style-type: none"> - to uncover individuals exploration behavior in abundance markets, and - to identify theories that can explain and predict exploration behavior, and - to identify potential approaches to facilitate or reduce exploration behavior.
Goal Part 2 (6 ECTS)	The systematic literature review in part 1 is the foundation of part 2. The goal of the second part is to conduct an experiment and analyze the data to address one specific research question that was identified in the literature review.
Readings	to be announced.
Supervisor	Manuel Trenz