

## Market Theory and Research Methods

Currently available topics for your Master's Thesis

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1. **"Attention, Attention!" – A Meta-Analytic Review of the Use of Attention Checks in Marketing Research**
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**“Attention, Attention!” – A Meta-Analytic Review of the Use of Attention Checks in Marketing Research**

Marketing researchers frequently use online access panels, such as Amazon MTurk or Prolific, to acquire participants for their studies. However, researchers can hardly control the effort of the participants and the quality of their responses. Attention checks are one possible way to check whether participants have understood instructions and answered survey questions thoroughly. Even though the usage frequency of attention checks in surveys has steadily increased in recent years, a comprehensive overview of the use of attention checks in marketing research is still missing. Thus, this master thesis aims to (1) provide an overview of the literature on attention checks in the context of online survey research. (2) More specifically, this thesis should analyze the use of attention checks in the leading marketing journals in the last decade using a meta-analysis. The results shall be used to (3) critically discuss the use of attention checks in marketing research, (4) derive implications for marketing research and panel providers, as well as (5) provide an outlook for future research.

**Type:** Literature review, Meta-analysis

**Advisor:** [Alexander Rupertus](#)

**Literature:**

Oppenheimer, Daniel M., Tom Meyvis, and Nicolas Davidenko. 2009. “Instructional Manipulation Checks: Detecting Satisficing to Increase Statistical Power.” *Journal of Experimental Social Psychology* 45(4):867–72. doi: 10.1016/j.jesp.2009.03.009.

Paas, Leonard J., Sara Dolnicar, and Logi Karlsson. 2018. “Instructional Manipulation Checks: A Longitudinal Analysis with Implications for MTurk.” *International Journal of Research in Marketing* 35(2):258–69. doi: 10.1016/j.ijresmar.2018.01.003.

Paas, Leonard J., and Meike Morren. 2018. “Please Do Not Answer If You Are Reading This: Respondent Attention in Online Panels.” *Marketing Letters* 29(1):13–21. doi: 10.1007/s11002-018-9448-7.