

Workshop: Implementing Contemporary Research Methods with Ready-to-Use Tools

Hauke Roggenkamp

ETH Zurich

Constant Pieters

Copenhagen Business School

Melanie Clegg

University of Lausanne

Rik Pieters

Tilburg University

Cite as:

Roggenkamp Hauke, Pieters Constant, Clegg Melanie, Pieters Rik (2026), Workshop: Implementing Contemporary Research Methods with Ready-to-Use Tools. *Proceedings of the European Marketing Academy*, 55th, (133056)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



Workshop: Implementing Contemporary Research Methods with Ready-to-Use Tools

Session Chairs:

Hauke Roggenkamp (ETH Zurich) (session chair)

Constant Pieters (Copenhagen Business School) (session co-chair)

The following four papers will be presented (presenter is underlined):

1. *“DICE: Advancing Social Media Research Through Digital In-Context Experiments”* by Hauke Roggenkamp (ETH Zurich), Johannes Boegershausen (Erasmus University Rotterdam), and Christian Hildebrand (University of St. Gallen)
2. *“MUVID: An Interactive Online Application to Tackle the Challenges of Automatic Video Analytics”* by Marc Bravin (University of Lucerne), Melanie Clegg (University of Lausanne), Reto Hofstetter (University of St. Gallen), Marc Pouly (Lucerne University of Applied Sciences and Arts), and Jonah Berger (University of Pennsylvania)
3. *“Improving the Discriminant Validation of Multi-Item Scales”* by Constant Pieters (Copenhagen Business School), Hans Baumgartner (Pennsylvania State University), and Rik Pieters (Tilburg University, Catolica University Lisbon)
4. *“Mediatrix: A Novel Effect Size Metric and Tool for Process Insight in Marketing”* by Rik Pieters (Tilburg University, Catolica University Lisbon)

Note: Each presenter has agreed to register for the conference and to present the paper, if the proposal is accepted; and none of the papers have been submitted to other conference tracks.

Session Abstract

This Special Session features four tutorials on research-based tools. It thereby reverses the conventional research presentation format: instead of progressing from problem statement through theory, data, and conclusions to eventual implementation, each presentation focuses on a research-based tool as the implementation of its contributions. Attendees will be able to experiment with the tools, learn about the underlying methods that support them, and discuss applications with the presenters.

Our proposed workshop format addresses a persistent challenge in marketing research: methodological advances, hallmarks of marketing research (Ding et al. 2020), fail to make impact if they are only available to select specialists and do not reach large audiences (Bergh et al. 2022). Developing user-friendly tools that enable researchers to implement these methods can bolster their accessibility and diffusion (Pikal et al. 2025). The field increasingly recognizes research-based tools, which range from annotated code files to stand-alone web applications. This is also evidenced by an upcoming Journal of Marketing special issue that promotes both substantive and methodological contributions that are intertwined with research-driven companion apps (Chintagunta et al. 2022).

The Special Session provides a platform for the following four complementary tools that cover diverse methodological contexts. Each tool builds on published or previously presented research with newly developed tutorials. By demonstrating how accessible tools can make methodological advances more accessible, the Special Session also aims to inspire similar efforts within the EMAC community.

“DICE: Advancing Social Media Research Through Digital In-Context Experiments” by Hauke Roggenkamp, Johannes Boegershausen, and Christian Hildebrand

Social media research often relies on isolated post presentations that lack contextual realism. This tutorial introduces *DICE*, a platform that enables researchers to create scrollable feed environments (Roggenkamp et al. 2025). Participants will learn how to design more realistic social media experiments to approximate participants’ attention allocation within it. The session demonstrates DICE through a conceptual replication of a 2x2 design on brand-safety (Grewal et al. 2025).

“MUVID: An Interactive Online Application to Tackle the Challenges of Automatic Video Analytics” by Marc Barvin, Melanie Clegg, Reto Hofstetter, Marc Pouly, Jonah Berger

Video content analysis faces significant challenges due to its multimodal nature, dynamic temporal structure, and scalability requirements. This tutorial introduces MUVID, a tool that extracts multimodal video embeddings from social media. Participants will learn to upload videos, extract embeddings, and apply transfer learning approaches for tasks such as engagement prediction, content similarity analysis, and hashtag recommendation through hands-on demonstrations.

“Improving the Discriminant Validation of Multi-Item Scales” by Constant Pieters, Hans Baumgartner, and Rik Pieters

The field has been relying on inappropriate criteria for the discriminant validation of multi-item scales. This tutorial presents a toolbox for discriminant validation based on an improved two-step decision-analytic procedure (Pieters et al. 2025). Participants will learn how to apply the procedure through case studies based on published data.

“Mediatrix: A Novel Effect Size Metric and Tool for Process Insight in Marketing” by Rik Pieters

Mediation analyses in marketing have predominantly drawn binary conclusions—presence or absence of a mediation effect—while neglecting the magnitude of that effect. Mediatrix is a tool that implements a novel standardized metric and P-value of the mediated effect size. Based on four case studies presented in the tutorial, participants will learn how to apply the tool to meaningfully conduct and report mediation analyses.