

&sort6

Tanja Schwark

The Dating Divide Celeste Vaughan Curington, Jennifer Hickey Lundquist, Ken-Hou Lin, 2021-02-09 The data behind a distinct form of racism in online dating The Dating Divide is the first comprehensive look at digital-sexual racism, a distinct form of racism that is mediated and amplified through the impersonal and anonymous context of online dating. Drawing on large-scale behavioral data from a mainstream dating website, extensive archival research, and more than seventy-five in-depth interviews with daters of diverse racial backgrounds and sexual identities, Curington, Lundquist, and Lin illustrate how the seemingly open space of the internet interacts with the loss of social inhibition in cyberspace contexts, fostering openly expressed forms of sexual racism that are rarely exposed in face-to-face encounters. The Dating Divide is a fascinating look at how a contemporary conflux of individualization, consumerism, and the proliferation of digital technologies has given rise to a unique form of gendered racism in the era of swiping right—or left. The internet is often heralded as an equalizer, a seemingly level playing field, but the digital world also acts as an extension of and platform for the insidious prejudices and divisive impulses that affect social politics in the real world. Shedding light on how every click, swipe, or message can be linked to the history of racism and courtship in the United States, this compelling study uses data to show the racial biases at play in digital dating spaces.

Mystery Shopping als Instrument zur Bewertung von Dienstleistungsqualität Tanja Schwark, 2008-08-13 Inhaltsangabe: Einleitung: In Zeiten, in denen eine hohe internationale Wettbewerbsintensität und eine geringe Kundenbindung vorherrschen, wird es für Unternehmen immer schwieriger, sich auf den Märkten zu behaupten. Langfristigen Erfolg werden diejenigen Unternehmen aufweisen, die sich durch einen strategischen Wettbewerbsvorteil von der Konkurrenz abheben und ein konsequentes kundenorientiertes Verhalten an den Tag legen. Besonders die Dienstleistungsbranche, die bereits einen Anteil von rund 69 Prozent (2001) an der Bruttowertschöpfung besitzt, steht in diesem Zusammenhang einer besonders schwierigen Herausforderung gegenüber. Dienstleistungsunternehmen offerieren häufig ein zunehmend homogenes Angebot, das einfach imitiert werden kann. Im Servicebereich wird deshalb die Strategie der Qualitätsführerschaft als besonders erfolgversprechend bezeichnet, wobei das Niveau der Dienstleistungsqualität einer ständigen Kontrolle unterliegen muss. Zur Messung von Dienstleistungsqualität stehen verschiedene Ansätze zur Verfügung, wobei Mystery Shopping zunehmend an Bedeutung gewinnt. Im Jahre 1996 wurde das Marktvolumen dieser Methode im U.K. bereits auf £20-30 Millionen pro Jahr geschätzt. Mystery Shopping gilt als einzigartiges Marktforschungsinstrument zur Ermittlung des Mitarbeiter-Kunden-Verhältnisses, da es die Qualität einer Dienstleistung anhand eines Fragebogens aus der besonderen Perspektive eines anonymen Testkunden bewertet. Trotz des Erfolges ist fraglich, ob Mystery Shopping unbedenklich zur Beurteilung von Dienstleistungsqualität eingesetzt werden kann. Im Zusammenhang mit Mystery Shopping werden die Qualität der Messergebnisse, ethische und rechtliche Aspekte kritisiert. Die Bewertung hängt stark vom Urteil und Auftreten der testenden Person ab, was zu Verzerrungen der Untersuchungsergebnisse führen kann. Wird mangelhafte Servicequalität nicht erkannt, kann dies einen Kundenverlust und eine reduzierte Wettbewerbsfähigkeit zur Folge haben. In diesem Kontext ist zu überlegen, auf welche Weise verlässliche Untersuchungsergebnisse erreicht werden können. In der wissenschaftlichen Literatur wurde dieses Thema bisher wenig behandelt, was folgende Aussage verdeutlicht: Published data on the accuracy of mystery customer research appear to be non-existent. Ethische und rechtliche Diskussionen entstehen durch die Annahme des betroffenen Mitarbeiters, dass es sich bei der Person des Mystery Shoppers um einen normalen Kunden handelt, tatsächlich [...]

In a world driven by information and connectivity, the power of words has become much more evident than ever. They have the capacity to inspire, provoke, and ignite change. Such may be the essence of the book **&sort6**, a literary masterpiece that delves deep into the significance of words and their affect on our lives. Published by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book's key themes, examine its writing style, and analyze its overall effect on readers.

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