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**Description:** Ontology of codebook items in the interviews by Jikke Overdiep. Top-level structure (distinction from the original groups) was preserved while lower-levels were split based on our opinions. The goal was to have at most 5 items and at least 2 items in every leaf node. Most items were preserved from the original work and items in bold were added. Influencing factors were assigned to inner nodes from groups (1) to (5) and the group itself not represented separately on the top level.

**Location:** Multichannel Management, RUG, 2021

