



CALL FOR PAPERS GOR, March 14-16, 2011

GENERAL ONLINE RESEARCH 2011 (GOR 11), <http://www.gor.de>

Social Media Research, Market Research, and Research Methodology

March 14-16, 2011, Heinrich-Heine University of Düsseldorf, Germany

Since 1997 organized by the German Society for Online Research, <http://www.dgof.de>

Local Organizer: Heinrich-Heine University of Düsseldorf, Germany

Comprehensive List of Topics

During abstract submission you will be asked to select the most appropriate topics from the list with respect to your submission. Reviewers will be matched to your submission on the basis of the topics. Additionally, the topics serve as a starting point for sessions. The description of each topic includes examples and are not meant to be comprehensive or exclusive.

The following topics indicate the broader area of a submission. They are especially not meant to be exclusive of each other:

Market research

applies for submissions about a market research topic or uses a method commonly used in market research.

Survey methodology

applies for submissions which address a methodological problem.

Qualitative approach

Participant observation and ethnographical methods (Netnography), qualitative content analysis on social media platforms, hermeneutical approaches to Social Media, online group discussions, graphical methods and visualization, quality criteria

Checking this topic will ensure a higher probability of being reviewed by researchers with a strong background in qualitative methods.

Case study or use case

applies, if the submission is about a case study or use case.

Experiment

applies, if the submission is about an experiment.

Survey

applies, if the submission is about a single or several surveys or survey results.

The following topics can be the basis for sessions:

Coverage, sampling and weighting

hard to reach groups, adjustment, poststratification, quota, accuracy of estimates, self-selection, propensity score weighting, and related procedures, transparency.

Nonresponse

incentives, dropout, imputation, nonresponse bias, response conversion, response rates, field work, timing and effects of reminders.

Measurement

questionnaire design, data quality, context effects, new instruments in Web surveys, question-answer process, audio and video.

Paradata and metadata

process data, field control and monitoring, response time measurements, documentation.

Official statistics and establishment surveys

census, European surveys, surveys from national statistical offices

Privacy, trust, and ethical issues

privacy, anonymity, confidentiality, disclosure, double consent, double opt-in, encryption, ethical principles, law, informed consent, security

Panels

online access panels, longitudinal surveys, panel quality, comparisons of probability and nonprobability samples, sampling of special groups and hard to reach groups, panel attrition, wave nonresponse.

Modes and mixed-mode

comparisons of other modes with online mode, telephone, mail, face-to-face, online interviews, choice of answer mode, unimode design, mode equivalence, mixed-mode design and strategy, mode switching, tailoring to respondents.

Consumer and customer research

Includes customer relation management.

Costs and quality

Employee surveys

Content analysis

Cell phones and mobile business

Automotive, Health, Finance

Websites and e-commerce

Mobile Research

Social media platforms

Weblogs and the blogosphere, microblogging, social networking platforms, forums and bulletin boards, innovation communities, social gaming platforms, photo and video communities.

Data collection and measurement in social media

Social Media monitoring, hybrid media measurement, social media metrics and KPIs, interview in social communities, market research quality criteria in social media analysis



Social media and civil society

Public opinion and social Web, authorization, security, and social control, social movements: participation and the deliberative democracy, digital inequality, e-learning, social and psychological effects of Internet use,

Democracy and Governance

predicting elections, voting behavior

Network analysis and Web communities

online name generators, blogosphere, social networks and relations online and offline

Search Engines and Data mining

Other

If no other topics apply or you would like to point to the fact that your submission covers an additional topic, choose this category as well. Please also leave a message for the program chair in the corresponding field during submission, noting the topic.

Program committee

The program committee is in charge of the final decisions based on a double blind peer reviewing system. The committee members for GOR 2011 are:

- Dr. Monika Taddicken, DGOF Board and University of Hamburg (Program Chair)
- Prof. Dr. Heiner Barz, Heinrich-Heine University of Düsseldorf, Poster Session
- Holger Geißler, DGOF Board and YouGovPsychonomics, Track 2, Best Practice
- Maren Heltsche, Ausschnitt Medienbeobachtung, Track 3
- Dr. Lars Kaczmirek, DGOF Board and GESIS, Track 1
- Prof. Dr. Martin Kornmeier, Duale Hochschule Baden-Württemberg Mannheim, Workshops
- Dr. Benedikt Köhler, ethority GmbH & Co KG, Track 3
- Sabine Menzel, Henkel AG & Co. KGaA, Track 2, Best Practice
- Sören Scholz, Interrogare, Track 2, Best Practice
- Dr. des. Ulf Tranow, Heinrich-Heine University of Düsseldorf, Poster Session

Reviewing is done by an international board, the list of members is available at <http://www.gor.de/gor11>

Contact Details

- Conference website, abstract submission, workshops etc.: <http://www.gor.de>
- Business activities, sponsoring and questions: office@dgof.de
- Program chair: program-chair@gor.de

Sept. 24, 2010, Hamburg,

Dr. Monika Taddicken (program chair)

on behalf of the program committee