



CALL FOR PAPERS GOR, May 26-28, 2010

Deadline for abstract submission is December 1, 2009

GENERAL ONLINE RESEARCH 2010 (GOR 10), <http://www.gor.de>

May 26-28, 2010, University of Applied Sciences in Pforzheim, Germany

New Methodological Approaches and Insights in Internet Research

Organizer since 1997: German Society for Online Research, <http://www.dgof.de>

Local Organizer: University of Applied Sciences in Pforzheim, Germany, Prof. Dr. Elke Theobald and Prof. Dr. Christa Wehner

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1. Focus and Conference Topics

The pursuit of the General Online Research (GOR) is the discussion of fundamental research, innovative developments, and practical experiences in the field of online research. Online research covers a) all methods, instruments and theories that are dealing with the collection of data via the Internet and b) effects of online applications and technologies on all levels of society. Since 1997 GOR delivers high quality research results important for researchers and practitioners from universities and companies who want to stay on top of new developments and best practices.

This conference focuses on two topics:

- Data Quality / Sample Quality / Panel Quality (covered primarily by track 1 and track 2)
- Participative Internet - Participative Society? (covered primarily by track 3)

Conference-Tracks are

- Methodology in Online Research (Track 1)
- Applied Online Marketing Research (Track 2)
- Internet, Communication, and Society (Track 3)

Three prizes will be awarded at the conference:

- Best Practice Award (Best Case Study in Market Research)
- Best Research Thesis Award
- Best Poster Award

The conference language is English. Please contribute to the above conference topics. You may also submit abstracts covering other areas of research, if it is part of online research. Theory driven papers are welcome as well as papers with a strong empirical basis and a thorough design. The presentation of applications, best practice examples and case studies are encouraged. Purely theoretical papers are welcome as long as they provide a clear guidance for future empirical research. The program committee invites presenters from the private sector, official statistics, the government and academia. Presentations by teams of authors from two or more sectors are especially welcome. Proposals may include industry cases.

2. Conference Tracks

(Track 1) Online Research Methodology and Internet Surveys

Covers all types of research regarding online methodology, including Internet surveys, data collection, coverage, sampling, non-response, measurement, processing and adjustment. Presentations in this track should clearly point out, how science is promoted by this work.

Typical fields of interest include but are not limited to:

Data Collection and Measurement:

- Data Quality,
- New Instruments in Web Surveys,
- The Merger of Oral and Visual Communication,
- Field-experimental Work on the Question-Answer Process in Web Surveys,
- Audio and Video in Web Surveys.

Weighting in Web surveys:

- Propensity Score Weighting and Related Procedures.

Sampling:

- Sample Quality / Panel Quality
- Probability Samples and Online Access Panels,
- Sampling of Special Populations on the Internet,
- Non-response: Incentives, Field work and its Timing.

(Track 2) Applied Online Market Research

Covers all types of applied market research (quantitative and qualitative). Presentations which show how the online methodology performs compared to classical approaches, regarding validity, and/or effectivity and efficiency of the research, are especially welcome. Please note that purely promotional presentations will not be considered for the program.

Typical fields of interest include but are not limited to:

Quantitative Research via the Internet:

- Quantitative or mixed Qualitative-Quantitative Methods which are enabled by the Internet

Qualitative Research via the Internet:

- New Approaches in Qualitative Research Online,
- Semi-structured and Qualitative Interviews on the Web,
- Qualitative Content Analysis of Websites, Blogs, Wikis, Personal Profiles, et cetera.

Sampling:

- Sample Quality / Panel Quality,
- Probability Samples and Online Access Panels,
- Sampling of Special Populations on the Internet.

Internet and Mobile Metrics:

- Data Mining Techniques, Indicators,
- Combining Data Mining and Survey Data,
- Network Analysis: Methods, Instruments, Indicators.

Electronic & Mobile Business:

- Evaluation of Web-Sites and E-Commerce,
- Electronic CRM and its Relation to Online Market Research,
- Online Employee Surveys,
- Internet and Trust.

(Track 3) Internet, Communication, and Society

Covers effects of online applications and technologies on all levels of society.

Typical fields of interest include but are not limited to:

Social Web & Civil Society:

- Public Opinion and Social Web,
- Privacy on the Internet,
- Authorization, Security, and Social Control,
- Internet and Social Movements: Participation and the Deliberative Democracy,
- Digital Inequality,
- eDemocracy & eGovernance,
- Social Networks and Relations Online and Offline,
- Social and Psychological Effects of Internet Use, E-Health,
- E-Learning.

3. Submission Types

The program committee accepts abstracts through the online submission system at <http://conftool.gor.de/conftool10/>

All abstracts must be submitted in English. There will be a transparent evaluation process based on scores (double-blind peer-review). Contributors will be informed about the evaluation outcome by *January 20, 2010*. After authors accept the invitation to present at the conference, they are expected to register with the conference and provide a proof of their working on the presentation prior to the assembly of the final conference program. There is a possibility to publish selected presentations in the DGOF book series or the International Journal of Internet Science.

!!! Deadline for abstract submission is Dec. 1, 2009 !!!

(1) Presentation

Authors present their findings within 15 minutes to the audience. The presentation is followed by 5 minutes for discussion. The presentation slides have to be uploaded 6 weeks prior to the conference latest to ensure high quality and compliance with the formal requirements of the presentations.

Format for presentations and posters: Please submit an abstract with a maximum of 350 words. The abstract should be descriptive with respect to the underlying research question(s), the methods used to assess these questions, the data used and a short summary of the results. It should especially make clear what the results add to existing insight and knowledge about the topic.

The abstract should follow a formal structure and the following keywords should be included in the abstract:

- (a) Relevance & Research Question:
- (b) Methods & Data:
- (c) Results:
- (d) Added Value:

Incomplete abstracts with respect to the formal criteria above will not be accepted. In case your research is still work in progress, and therefore final empirical results are not available by the time of submission, you will be asked to hand in your results later. In this case please declare in the comments field during submission, when you will be able to update your

abstract. Please note that we cannot accept presentations unless final results are available. An appropriate format for research in progress is the roundtable contribution or a poster.

(2) Presentation for the Best Practice Award

Paper presentations as part of the Best Practice Session include an oral presentation of 15 min. plus 5 min. for discussion. These will be part of track 2, applied online market research. A strong focus on applied market research based on a real world case study is mandatory. At least one of the authors (preferably the first author) must be a member of a company other than a research agency. The abstract should especially make clear what the results add to existing insights and knowledge about the topic. **The same format as for presentations is required (see above).**

(3) Poster

A poster is an option to present your research findings in a compact and striking way. Posters will be presented in a special poster session. Access to the poster presentations will be possible during the whole conference. The best rated poster will be awarded with the GOR Best Poster Prize. **The same format as for presentations is required (see above).** The poster has to be uploaded 6 weeks prior to the conference latest to ensure high quality.

(4) Roundtable contribution

A roundtable provides researchers with the opportunity to discuss his or her research question, the methodological approach, and the preliminary findings, with other researchers being in the same situation. The roundtable contribution is not a typical oral presentation with slides or charts. Contributors are expected to bring a handout to be distributed to the other roundtable participants as a basis for the discussion. Depending on the size of a roundtable each contributor has a time budget of about 10 to 20 minutes to present and discuss his topic. Although roundtables are held in public, and viewers/visitors are able to add comments, the key element is the discussion between the participants. Format for roundtable contributions: Please submit an abstract with a maximum of 350 words. The abstract should be descriptive with respect to the underlying research question(s), the methods used to assess these questions, and the open questions which shall be discussed.

(5) Suggestion of a particular topic session

You are invited to suggest a complete session (1 hour = 3 presentations) about a particular topic. Suggestions shall be posted as an abstract via e-mail to the program chair of the

GOR10 (program-chair@gor.de) until Nov. 1, 2009. The abstract should follow the formal criteria stated above, as far as it is applicable. The program committee will decide about the acceptance of the session and add accepted sessions to the topic list. Once the new topic was added, abstracts of presentations belonging to that session can be submitted.

4. Prizes and Awards

During the conference several awards are given to authors in the following categories:

(a) Best Practice Award

This is a prize for the best paper from market research and is rewarded to 3 papers (1th, 2nd, 3rd). The award ceremony will take place during the GOR-Party. Last year's winners: Anja Manouchehri, SPIEGEL Verlag, and Henner Förstel, YouGovPsychonomics ("Online Streaming-Ads").

(b) DGOF Best Research Thesis Award

The prize has a value of 3000 Euros. It will be given to students who have finished a thesis (Master/PhD) within the last 12 months before the submission deadline. Submissions in English or German language must include an electronic version (word or pdf) of the thesis plus an additional extended abstract (600-1000 words) that summarizes the analyzed question, the used methods, the most important findings, and its relationship to relevant existing theories and earlier findings. Please find more information about the award at http://www.gor.de/gor10/dgof_prize.php

Last year's winners: Jong-Eun Roselyn Lee, PhD, University Stanford ("A Threat on the Net: Stereotype Threat in Avatar-Represented Online Groups") and Dr. Vera Toepoel, University Tilburg ("A Closer Look at Web Questionnaire Design").

(c) Poster Award

The prize rewards the best poster presentation. Last year's winners: Monika Taddicken, University Hohenheim, Alice Hohn and Peter Miltner ("Naive Information Disclosers or Target Oriented Spys: Different Ways of Using studiVZ"); Andreas Sackl, graduated student at the university of Vienna; Rik Koekenbier et al ("Three Different Designs of Type Ranking-Questions").

5. Program Committee and International Board

The program committee is in charge of the program of the GOR and the final decision about the acceptance or rejection of all contributions. The committee members are:

- Dr. Olaf Wenzel, DGOF Board and SKOPOS (Chair)
- Prof. Dr. Martin Welker, DGOF Board, University of Applied Sciences, MHMK, Munich (Co-Chair)
- Holger Geißler, DGOF Board and YouGovPsychonomics
- Dr. Lars Kaczmirek, DGOF Board and GESIS
- Dr. Monika Taddicken, University of Hamburg
- Prof. Dr. Elke Theobald, University of Applied Sciences, Pforzheim
- Prof. Dr. Christa Wehner, University of Applied Sciences, Pforzheim

The International Board consists of international researchers and well known experts in the field of Internet Research all over the world. It is in charge of the (double blind) review process. Every abstract will be reviewed by three or more members of the International Board. The list of members of the International Board will be available from

<http://www.gor.de/gor10/program-committee.php>

6. Social Events and Membership Meeting:

The traditional Early-Bird-Meeting takes place in the evening of May, 26th, 2010. Visitors and participants will have the opportunity to meet and get in touch with other researchers.

On Thursday evening (May 27th, 2010) there will be a big party.

During the conference there is a meeting of the members of the German Society for Online Research (traditionally before the Early-Bird-Meeting). Members will receive additional information about the meeting prior to the conference.

7. Conference Fees

Conference fees include tax, conference materials, two lunches, the evening party, and refreshments during breaks.



- First authors: 145 EUR
- Non-profit Researchers (academic, government, third sector): 180 EUR
- Students: 90 EUR
- Commercial participants (e.g., company representatives, free-lancers): 465 EUR

Members of the German Society for Online-Research (DGOF) receive a discount of 20%.

Early registrants have a 15 % discount. For participants other than first authors, day tickets are available, as well. Registration for all participants is open Jan. 15, 2010 at

<http://www.gor.de>.

8. Summary

8.1 Important deadlines

- (a) Abstract submission: Dec. 1, 2009
- (b) Message of acceptance or rejection: Jan. 20, 2010
- (c) Feb 20, 2010 preliminary program available
- (d) March 1, 2010 deadline first author registration
- (e) April 15, 2010 deadline for presentation upload and poster upload

8.2 How to get in touch

- Conference Web site, abstract submission, workshops: <http://www.gor.de>
- Business activities and any further questions: office@dgof.de
- Program Chair: program-chair@gor.de

Sept. 10, 2009, Cologne and Munich,

Dr. Olaf Wenzel

Prof. Dr. Martin Welker

on behalf of the program committee