



## **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, Prof. Dr. Heiner Barz

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### **Important Dates**

1. Abstract submission for presentations of track 1, 2, 3, best practice, complete sessions and workshops: November 15, 2010
2. Preliminary program: available December 20, 2010
3. Early registration: until January 17, 2011
4. Abstract submission for posters and roundtables: January 31, 2011
5. Deadline for presentation upload and poster upload: March 01, 2011

## **This Year's Focus and Conference Topics**

Attendants of the General Online Research Conference (GOR) discuss the most relevant research and case studies that show the changes that have occurred in online research. Submissions are welcome about methods, instruments and theories that deal with the collection of data via the Internet or the effects of online applications and technologies on all levels of society.

Since 1997 GOR is attended by scientists and professionals who want to stay on top of new developments and best practices for their work in companies and academia. The quality is maintained by a double blind peer reviewing system.

This year's conference especially encourages submissions in:

- Online research methodology with a focus on data quality
- Applied market research with a focus on the advantages of the online mode and best practice case studies

In cooperation with the AG Social Media (<http://ag-sm.de/>) this year's conference focus is additionally on:

- Social Media Research and Civil Society

The program committee invites presenters from the private sector, official statistics, the government and academia.

## **Submission Types**

A more comprehensive list of possible topics is available from <http://www.gor.de>.

### **1. Presentation on Online Research Methodology and Internet Surveys (Track 1)**

Presentations advance the methodology of research, for example: quantitative or qualitative approaches, online experiments, content analysis, panel quality and panel research, survey design, data collection, coverage, sampling, nonresponse, measurement, adjustment, and weighting, including topics from personality research, voting behavior, etc.

### **2. Presentation on Applied Online Market Research (Track 2)**

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

### **3. Presentation on Social Media Research and Civil Society (Track 3)**

Presentations cover all types of social media research, for example: research on and via forums and bulletin boards, blogs and the blogosphere, social networking platforms, microblogging, photo and video communities, social gaming platforms and innovation communities. This contains the discussion on methods (social media monitoring, hybrid media measurement, social media metrics, ethnographical methods, visualizations etc.) as well as theories (intellectual property, privacy, transparency, canon and statutes of professional ethics). Applications and best practices are welcome. Presentations can also advance the topic of social media and civil society, for example: public opinion and social media, participation and the deliberative democracy, social capital.

### **4. Best Practice Presentation (including the Best Practice Award competition)**

These presentations 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.

All submissions in this category are considered for the Best Practice award. This is a prize for the best paper from market research. The award ceremony will take place during the GOR-party. Last year's winners: Dr. Martin Einhorn, Dr. Michael Löffler and Dr. Thomas Klein Reesink, Dr. Ing. h.c. F. Porsche AG ("Media usage patterns of premium customers in the USA, Japan and Germany").

### **5. Posters and Late Breaking Research (including the Best Poster award competition)**

Posters offer the opportunity to present late breaking research, short research findings or discuss work in progress. Posters are presented in a plenary session. They can cover all topics of the GOR. Access to the poster presentations will be possible during the whole conference. Students are encouraged to submit their master and diploma thesis into this category.

All submissions in this category are considered for the Poster award. The award ceremony will take place during the farewell plenary session. Last year's winners: Barbara Stiglbauer, Manuela Gamsjäger, Dr. Timo Gnams, Prof. Dr. Bernad Batinic, Prof. Dr. Herbert Altrichter, Johannes Kepler University Linz ("Developing and Evaluating a Student Online Panel").

### **6. Other Contributions: Complete Sessions, Roundtables, Workshops**

You are invited to suggest a complete session (1 hour = 3 presentations) about a particular topic. Suggestions for complete sessions should be sent to [program-chair@gor.de](mailto:program-chair@gor.de) until Nov. 1, 2010. 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. They will go through the regular review process.

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. Suggestions should be sent to [program-chair@gor.de](mailto:program-chair@gor.de) until Jan. 31, 2011. The abstract should describe the underlying research question, the method used, the way the discussion will be organized and moderated. It should also outline the open questions which are the basis for the discussion.

You are invited to offer a workshop for the conference participants. Suggestions should be sent to [program-chair@gor.de](mailto:program-chair@gor.de) until Nov. 15, 2011. The abstract should include the following information: Title, duration (either 2.5 or 5 hours), workshop fees, target groups, workshop language, description of the content, goals, necessary prior knowledge of participants, literature that participants need to read prior to participation and/or recommended (additional) literature, information about the instructor and the maximum number of participants.

## Submission Format

GOR is an English speaking international conference and all abstracts must be submitted in English only. The program committee accepts abstracts through the online submission system at <http://conftool.gor.de/conftool11/index.php?page=login>.

The abstract length can be up to 350 words. All abstracts will be reviewed according to the following criteria: the research question, the method and data used, the summary of the results and what it adds to existing insight and knowledge about the topic.

Please use the following template for your abstract submission (one paragraph for each criteria and include the keywords in the beginning of each paragraph):

Relevance & Research Question: ---your text here---

Methods & Data: ---your text here---

Results: ---your text here---

Added Value: ---your text here---

Incomplete abstracts with respect to the formal criteria above will probably be rejected. 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. Presentations in the tracks last 15 minutes followed by 5 minutes of

moderated discussion. Please consider a poster presentation as your submission type for *research in progress*.

## Review Process

All abstracts are scored in a double blind peer reviewing system by members of the GOR international board according to the criteria mentioned in the submission format. Most submissions receive feedback and comments from 3-4 reviewers each, together with the final decision of acceptance or rejection. Chances of acceptance rise when all four criteria are addressed in the abstract.

The program committee is in charge of the final decisions based on the reviews. 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, AG Social Media and Ausschnitt Medienbeobachtung, Track 3
- Dr. Lars Kaczmirek, DGOF Board and GESIS, Track 1
- Dr. Benedikt Köhler, AG Social Media and ethority GmbH & Co. KG, Track 3
- Prof. Dr. Martin Kornmeier, Duale Hochschule Baden-Württemberg Mannheim, Workshops
- 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

The list of members of the international board is available at <http://www.gor.de>.

## Contact Details

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

Sept. 29, 2010, Hamburg,

Dr. Monika Taddicken (program chair)

on behalf of the program committee