

**Call for Papers (abstracts): General Online Research 2014
(GOR 14, <http://www.gor.de>)**

Conference date: 05-07 March 2014

Venue: Cologne University of Applied Sciences, Germany

Until 15 November 2013: abstract submissions for tracks A, C and D and GOR Thesis Award 2014 competition

Until 15 December 2013: abstract submissions for GOR Best Practice Award 2014 competition

Until 24 January 2014: submissions for posters and GOR Poster Award 2014 competition

Main topics: Social Media Research, Market Research, Survey Research / Methodology, and Internet and Society

GOR has been organized by the German Society for Online Research (DGOF, <http://www.dgof.de>) since 1997.

Local Organizer: Cologne University of Applied Sciences, Prof. Dr. Simone Fühles-Ubach and Prof. Dr. Matthias Fank

Content of this Call

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1. Online Research Methodology and Internet Surveys
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3. Internet and Society
4. Best Practice Presentations (including the GOR Best Practice Award 2014 competition)
5. Posters and Late Breaking Research (including the GOR Poster Award 2014 competition)
6. Thesis Presentations (including the GOR Thesis Award 2014 competition)

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Deadlines

- 15 November 2013: Deadline for abstract submissions for presentations in tracks A, C and D and GOR Thesis Award 2014 competition
- 15 December 2013: Deadline for abstract submissions for GOR Best Practice Award 2014 competition

- 24 January 2014: Deadline for abstract submissions for posters and GOR Poster Award 2014 competition
- 31 January 2014: Deadline for early registration and presenting author registration (usually the first author) and deadline for changes to the texts of accepted abstracts
- 28 February 2014: Deadline for presentation upload and poster upload

Conference Topics

All submissions relevant to online research are welcome. Presentations in the last years covered a broad range of topics, be it online surveys or research concerning the Internet or social aspects of the Web. Since 1997, GOR has been attended by researchers and other professionals who want to stay on top of new developments and best practices for their work in companies and academia.

This year's conference especially encourages submissions in:

- Online Research Methodology and Internet Surveys, incl. market research
- Social Media Research
- Internet and Society

The program committee invites presenters from academia, business, official statistics, the government and all other sectors. Submissions will be accepted on the basis of a double-blind peer review process.

Submission Types

A more comprehensive list of possible topics and past award winners can be found at www.gor.de

1. Online Research Methodology and Internet Surveys (Track A)

Presentations advance the methodology of online research and Web surveys, for example: quantitative or qualitative approaches in academia or business, market research, online experiments, content analysis, panel quality and panel research, mobile surveys, survey design, data collection, coverage, sampling, nonresponse, measurement, adjustment, and weighting. Submissions come from diverse fields, including sociology, political science, psychology, computer sciences, etc. Contributions which show how online surveys perform compared to classical approaches (face2face, telephone, paper) are especially welcome. Please note that purely promotional presentations will not be considered.

2. Social Media Research (Track C)

Presentations cover all types of social media research including quantitative and netnographic, mixed approaches (different types of social media research or classic methods combined with

social media research) or projects with a strong focus on data visualization. Presentations can include the discussion of methods (social media monitoring, hybrid media measurement, social media metrics, (n)ethnographical methods, visualizations etc.) as well as theories (intellectual property, privacy, transparency, canon and statutes of professional ethics). Presentations can cover all types of social media like Facebook, Google+, Twitter, Blogs, LinkedIn or other social networking platforms, photo and video communities, social gaming platforms, innovation communities and research on and via forums and bulletin boards, blogs and the blogosphere. Applications and best practices are welcome.

3. Internet and Society (Track D)

Presentations address questions in the broad field of Internet and society. Presentations will either cover the interrelationship between Internet and society or focus on openness in science and business. Talks on openness will cover the topics open science, open access, open data, open education, open hardware, open government, open innovation as well as co-creation, crowdsourcing, crowdfunding and participation. This track will be organised in cooperation with the *Alexander von Humboldt Institute for Internet and Society*.

4. Best Practice Presentations (including the GOR Best Practice Award 2014 competition)

These presentations will be part of track B, applied online market research. A strong focus on applied market research based on a real world case study is mandatory. The study should be presented by a representative of the company who commissioned the study and a representative of the research agency. The abstract should especially make clear what the results add to existing insights and knowledge. All submissions in this category are considered for the GOR Best Practice Award 2014. This is a prize for the best paper from market research.

5. Posters (including the GOR Poster Award 2014 competition)

Posters offer the opportunity to present late breaking research, short research findings or discuss work in progress. Authors are expected to present their poster during a poster session. A poster may cover any topic of GOR. Access to poster presentations will be possible during the whole conference. All submissions in this category are considered for the GOR Poster Award 2014.

6. Thesis Presentations (including the GOR Thesis Award 2014 competition)

Up to 3 Master/diploma and doctoral theses respectively will be presented at GOR in this category. Selected authors will present their findings at the GOR conference and the best presentations will be awarded a prize. The conference fee is waived for all presenters in this category. Theses must have been submitted 2012 or 2013. The thesis language can be either English or German, but the presentation shall be in English.

Submissions should include the thesis as PDF-file, an extended abstract (limited to 7000 characters (including spaces), about 2 pages), a cover letter with details on affiliation, degree program, supervisors, and graduation date, together with an agreement to present the results at the GOR conference. A Thesis Award Jury will decide on presenters and winners.

In addition proposals for full sessions (1 hour = 3 presentations) can be suggested about a particular topic and can be send to program-chair@gor.de. For the presentations herein the double-blind peer review is also applicable.

Submission Format

The official conference language is English. Abstracts should be submitted online via <http://conftool.gor.de/conftool14/>

The abstract length can be up to 350 words. Abstracts will be peer-reviewed with respect to the quality of each of the four paragraphs in the abstract.

Template for abstract submission:

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

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

Results: ---your text here---

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

Please use the above template for your abstract submission (one paragraph for each criteria and include the keywords at the beginning of each paragraph). **Incomplete abstracts with respect to the formal criteria above are likely to 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 at what date you will be able to update your abstract. Please note that we cannot accept presentations unless final results are available. Please consider a poster presentation for work in progress. Presentations in the tracks last 15 minutes followed by 5 minutes of discussion.

Review Process

All abstracts are scored in a double-blind peer review by members of the GOR International Board according to the criteria mentioned in the submission format (clarity and quality of the

four aspects: relevance & research question, methods & data, results, added value). Most submissions receive feedback and comments from 3 reviewers, together with the final decision of acceptance or rejection. Naturally, the chances of acceptance are increased if all four criteria are addressed in the abstract.

The program committee is in charge of the final decisions based on the reviews.

Members of the program committee are:

Dr. Lars Kaczmirek (program chair), DGOF Board and GESIS - Leibniz Institute for the Social Sciences

Dr. Dorothee Behr, GESIS - Leibniz Institute for the Social Sciences

Dr. Sascha Friesike, Alexander von Humboldt Institute for Internet and Society

Prof. Dr. Simone Fühles-Ubach, Cologne University of Applied Sciences

Prof. Horst Müller-Peters, marktforschung.de

Oliver Tabino, DGOF Board and Q Agentur für Forschung & linkfluence Germany

Dr. Monika Taddicken, DGOF Board and University of Hamburg

Alexandra Wachenfeld, DGOF Board and LINK Institut

Contact Details

Conference website, abstract submission, workshops: <http://www.gor.de>

Business activities, sponsoring and organisation: office@dgof.de

Program chair: program-chair@gor.de

September 2013

Dr. Lars Kaczmirek

on behalf of the program committee