



**Call for Papers (abstracts): General Online Research 2015**  
(GOR 15, <http://www.gor.de>)

**When: 18-20 March 2015**

**Where: Cologne University of Applied Sciences, Germany**

Until 15 November 2014: abstract submissions for tracks A, B, C, and GOR Thesis Award 2015 competition

Until 15 December 2014: abstract submissions for GOR Best Practice Award 2015 competition

Until 23 January 2015: submissions for posters and GOR Poster Award 2015 competition

**Main topics: Online Research Methodology, Survey Research, Internet and Society, Social Media Research**

GOR is organized by the German Society for Online Research (DGOF, <http://www.dgof.de>) since 1997. Each year more than 300 participants attend the conference to discuss current developments in online research. With more than 100 presentations addressing various segments of online research GOR provides intensive training and networking opportunities.

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

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6. Thesis Presentations (including the GOR Thesis Award 2015 competition)

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## Deadlines

- 15 November 2014: Deadline for abstract submissions for presentations in tracks A, B, C, and GOR Thesis Award 2015 competition
- 15 December 2014: Deadline for abstract submissions for GOR Best Practice Award 2015 competition
- 23 January 2015: Deadline for abstract submissions for posters and GOR Poster Award 2015 competition
- 31 January 2015: Deadline for early registration and presenting author registration (usually the first author)
- 13 February 2015: Deadline for changes to the texts of accepted abstracts
- 13 March 2015: Deadline for presentation upload and poster upload

## Conference Topics

All submissions relevant to online research are welcome. Presentations in the past 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 more than 300 researchers and other professionals each year who want to stay on top of new developments and best practices for their work in companies and academia.

This year's conference seeks submissions in:

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

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

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

Presentations advance the methodology of online research and Web surveys in academia, business, and market research. The topics include, for example, panel quality and panel research, mobile surveys, survey design, data collection, coverage, sampling, nonresponse, measurement, adjustment, and weighting. Submissions come from diverse fields such as sociology, political science, psychology, computer sciences, and make use of various quantitative and qualitative approaches, online experiments, content analysis. Contributions that 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. Internet and Society (Track B)**

Presentations address questions in the broad field of Internet and society. Possible submissions will cover four main topics:

- online (online participation, online regulation, online governance, online learning)
- open (open science, open education, open hardware, open government, open innovation, open data)
- cyber (cyber security, cyber crime, cyber culture)
- crowd (crowd science, crowd wisdom, crowd sourcing, crowd intelligence)

This track will be organised in cooperation with the *Alexander von Humboldt Institute for Internet and Society*.

## **3. Social Media Research (Track C)**

The track focuses on the interdisciplinary research on the impact, development as well as social theories concerning the social media usage. Presentations are related to all types of social media research including quantitative approaches and 'netnographics', network analytics, mixed mode approaches (different types of social media research and/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 social theories and legal issues (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, knowledge networks, (distance) learning communities (CSCL), MOOCs, photo and video communities, social gaming platforms, innovation communities and/or research on and via forums and bulletin boards, blogs and the blogosphere. Case studies, applications and best practices are welcome.

## **4. Best Practice Presentations (including the GOR Best Practice Award 2015 competition)**

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 particularly clarify in what way results add to existing insights and knowledge. All submissions in this category are considered for the GOR Best Practice Award 2015. This is a prize for the best paper in market research.

## **5. Posters (including the GOR Poster Award 2015 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 for the duration of the conference. All submissions in this category are considered for the GOR Poster Award 2015.

## **6. Thesis Presentations (including the GOR Thesis Award 2015 competition)**

Up to 3 bachelor/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 2013 or 2014. 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](mailto: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/conftool15/>

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.

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### ***Template for abstract submission:***

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

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

Results: ---your text here---

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

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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 note 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

Bella Struminskaya (track A), GESIS - Leibniz Institute for the Social Sciences

Dr. Sascha Friesike (track B), Alexander von Humboldt Institute for Internet and Society

Kaja Scheliga (track B), Alexander von Humboldt Institute for Internet and Society

Dr. Cathleen Stützer (track C, vice program chair), Department of Educational Technology/Media Center,  
Dresden University of Technology

Prof. Dr. Simone Fühles-Ubach (GOR Poster Award competition), Cologne University of Applied Sciences

Prof. Horst Müller-Peters (market research), marktforschung.de

Oliver Tabino (GOR Best Practice Award competition), DGOF Board and Linkfluence Germany and  
Q| Agentur für Forschung

PD Dr. Meinald Thielsch (GOR Thesis Award competition), DGOF Board and University Münster

Alexandra Wachenfeld (GOR Best Practice Award competition), DGOF Board and LINK Institut

## Contact Details

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

Business activities, sponsoring and organisation: [office@dgof.de](mailto:office@dgof.de)

Program chair: [program-chair@gor.de](mailto:program-chair@gor.de)

August 2014

Dr. Lars Kaczmirek

on behalf of the program committee