



Call for Papers

10th International GOR Conference

March 10-12, 2008
Hamburg University, Germany

Organizer:

Deutsche Gesellschaft für Online-Forschung - DGOF e.V.

Local organizers:

EARSandEYES GmbH, Hamburg (Key Sponsor)

Chair for Marketing and Branding, Hamburg University, Prof. Sattler

Preface

Conference **topics** include theories, methods, and findings pertaining to social and business aspects of the Internet and mobile communication.

The **aim** of the conference is to document the progress of Internet science, innovative developments, and practical experience.

Traditionally, GOR conferences have been excellent opportunities for **dialogue** between:

- researchers and users of Internet science
- universities and companies
- customers and suppliers.

Conference Languages: English, German

Topics

A: The Internet as a Tool for Market, Opinion and Social Research

- Method Effects in Online Data Collection
- Mobile Data Collection
- Statistical Biases in Online Sampling
- Best Practice Examples and Case Studies from Market Research
- Innovative Data Collection Tools
- Online Access Panels





- Quality Standards
- Data Mining
- Online Experiments
- New Methods of Qualitative Research
- Cultural Effects in Cross-National Studies
- Mixed Mode Studies

B: Internet Metrics

- Indices of the Digital Divide(s) and Digital Inequality
- Measurement of Online Social Networks
- Use of Logfiles and Databases
- Indices of the Information Society
- Measurement of Coverage
- Diffusion of Visual Online & Mobile Communication

C: The Internet in its Context

Internet, Mobile Communication, and Civil Society

- Online Groups & Online Communities
- Social Networks and Relationships Online & Offline
- Digital Inequality
- E-Democracy
- Internet, Social Movements, and Collective Action
- Internet & Science

Electronic & Mobile Business

- E-Business
- Evaluation of Web-Sites and E-Commerce
- Mobile Commerce
- Electronic CRM and its Relation to Online Market Research

Internet & Mobile Communication in Everyday Life

- Mobile & Online Entertainment
- Social and Psychological Effects of Internet Use
- E-Health
- E- & M-Learning
- Web 2.0
- New Forms and Formats: Internet-TV, Blogs, Podcasts, RSS etc.

Internet & Mobile Communication in Organizations

- Online Employee Surveys
- Virtual Teams & Online Communities of Practice
- Online Knowledge Exchange and Knowledge Management



Types of Contributions

1.) Papers:

Paper presentations of research results include an oral presentation of max. 20 min plus 10 min for discussion.

2.) Posters:

Posters will be discussed in designated time slots.

3.) Sessions:

There is the opportunity to propose a group of (3-5) interrelated papers within one session.

4.) Workshops:

You may propose teaching a 2.5 or 5 hour pre-conference workshop covering key methods of Internet science.

Awards and Publications

An independent jury will award a prize for the **best poster(s)**. Total prize money: EUR 500,-.

A prize will be awarded for the **best paper from market research practice**.

Selected contributions on Mobile Market Research will be invited for **publication** in an edited volume.

Workshops

There will be tutorial workshops covering key methods of Internet Science. The workshops will take place on the eve of the GOR (March 10, 2008) and throughout the GOR.

Participation in workshops is not free of charge, and the number of participants is limited. Registered visitors of the conference have priority. More information is available at <http://www.gor.de>.

Exhibition Stand Space

Companies will have the opportunity to book exhibition stand space for presentations of products or services. More information is available at office@dgof.de.



Social Events and Membership Meeting

The traditional Early-Bird-Meeting takes place in the evening of March 10, 2008. Visitors and participants will have the opportunity to socialize with colleagues and meet with other researchers.

On Tuesday evening (March 11, 2008) there will be a social event with dancing.

During the conference there is a meeting of the members of the German Society for Online Research. Members will receive additional information about the meeting at a later date.

Submission Guidelines

If you would like to contribute to the conference by presenting a paper, a poster, a complete session, or by teaching a workshop please **submit (an) abstract(s)** electronically no later than

October 21, 2007

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

Abstracts, which should be in the English language, may be up to 350 words long. An additional German language version is appreciated.

To enable a thorough review, abstracts should be informative. Where applicable, include the design, methods, and main results.

Authors may present in English or German. At any rate, the slides of the papers need to be in English.

Abstracts can only be submitted via the Web-based tool located at the GOR website. All abstracts will be reviewed by an international board.

Authors will receive notification of acceptance by December 1, 2007.

A **preliminary program** will be posted by January 1, 2008 at <http://www.gor.de>

Transparencies or slides in English that accompany accepted oral presentations are to be sent by February 17, 2008.



GOR 08

Conference Fees and Registration

Conference fees include tax, conference materials, two lunches, the evening event, drinks and snacks during breaks.

Researchers: 180 Euros

First authors: 145 Euros

Students: 90 Euros

Commercial participants (e.g., company representatives, free-lancers, consultants): 465 Euros

Early registrants (i.e., registration by January 15, 2008) get a 15% discount. DGOF members get a 20% discount, which cannot be combined with the early registrants' discount.

For participants other than first authors, day tickets are available, as well.

Registration for all participants begins December 1, 2007 at <http://www.gor.de>.

First authors must not register later than January 31, 2008. First authors will have to pay full conference fees in advance.

Important Deadlines

10/21/2007	deadline for abstract submission
12/01/2007	feedback on acceptance / registration begins
01/01/2008	preliminary program available
01/31/2008	deadline for first author registration
02/17/2008	deadline for sending in slides
03/10 - 03/13/2008	conference and workshops

How to Get in Touch

Conference website, abstract submission, workshops:

<http://www.gor.de>

Business activities and any further questions:

office@dgof.de