

**Call for Papers (abstracts): General Online Research 2013**  
(GOR 13, <http://www.gor.de>)



**Conference date: March 4–6, 2013**

**Venue: Baden-Wuerttemberg Cooperative State University Mannheim, Germany**

Until November 15, 2012: abstract submissions for tracks 1-3 and best practice award

Until January 24, 2013: submissions for posters

**Topics: Social Media Research, Market Research, Survey Research and Methodology**

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

Local Organizer: Baden-Wuerttemberg Cooperative State University Mannheim, Germany, Prof. Dr. Martin Kornmeier

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## **Important Dates**

- November 15, 2012: Deadline for abstract submission for presentations of tracks 1-3 and best practice competition
- December 20, 2012: Preliminary program available
- January 24, 2013: Deadline for abstract submission for posters
- January 31, 2013: Deadline for early registration and presenting authors (usually the first author)
- February 25, 2013: 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 survey research methodology
- Applied market research
- Social Media Research, Social Networks and Civil Society

The program committee invites presenters from academia, the private sector, official statistics and the government. The quality is maintained by a double-blind peer review.

## Submission Types

A more comprehensive list of possible topics and past award winners can be found at [www.gor.de](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 are welcome. Please note that purely promotional presentations will not be considered.

**3. Presentation on Social Media Research, Social Networks 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. Research which covers the societal effects of social media usage, for example on public opinion and social media or on participation and deliberative democracy are also welcome.

### **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. The study should be presented by a member of the company and a member 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 Best Practice award. This is a prize for the best paper from market research.

## **5. Posters (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. 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 Poster award.

## **6. Thesis Presentations and Award**

Presentations for the thesis award are biannually and cover the last two years. They will be back in the program in 2014.

**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 language of the conference is English. Abstracts should be submitted online via <http://conftool.gor.de/conftool13/>

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

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 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 at what date 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 discussion. Please consider a poster presentation for work in progress.

## **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.

The program committee consists of (in alphabetical order):

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

Dr. Otto Hellwig, DGOF Board and respondi AG

Maren Heltsche, Digital Media Women und AG Social Media

Holger Geißler, YouGov Deutschland AG

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

Prof. Dr. Martin Kornmeier, Baden-Wuerttemberg Cooperative State University Mannheim

Dr. Monika Taddicken, DGOF Board and University of Hamburg

## **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)

September 2012

Dr. Lars Kaczmirek

on behalf of the program committee