Call for Papers: General Online Research 2017 (GOR 17), Berlin, Germany

When: 15-17 March 2017
Where: HTW Berlin - University of Applied Sciences, Berlin, Germany

GOR conference is organized by the **German Society for Online Research** (DGOF, http://www.dgof.de) since 1997. It brings together researchers in the field of digital research methodology from academia and business.

In 2017 we focus on the following topics:
- **Internet Surveys, Mobile Web, and Online Research Methodology**
- **Big Data and Data Science**
- **Electoral Research and Political Communication**

Local Organizer: HTW Berlin - University of Applied Sciences, Prof. Dr. Holger Lütters

1. Description

Digital research plays an increasing role for research on human behaviour. **Academics** as well as **applied online market researchers** use the whole portfolio of methods and instruments of digital media to study of social behaviour. The GOR conference highlights the **state of the art in digital research** every year. The conference is **unique** in that it builds a bridge between **academia and business** because GOR combines academic research with findings from applied market research.

Beyond **Internet Surveys, Mobile Web, and Online Research Methodology** the GOR conference in 2017 highlights the topics **Big Data and Data Science** as well as **Electoral Research and Political Communication.** We invite contributions which are relevant in those areas.

The **General Online Research conference 2017 (GOR 17)** is inherently an interdisciplinary research conference which focuses on research methodology, applications, and innovations in the field of online research. The GOR conference brings different research areas and disciplines together e.g. sociology, communication research, media research, information science, economics, political science, management, psychology as well as computer science and informatics. Presentations in the past years have covered a broad range of topics from online surveys and panels, research methodology, web and data science as well as aspects of social behaviour and the impact of digital media on society.

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 practice for their work. Submissions will be accepted on the basis of a **double-blind peer review process**. The conference language is **English**.

2. Submission types

We invite presenters to submit contributions in the following **five sections**: **(1)** abstract submission for **paper presentations**, **(2)** abstract submission for **Best Practice in Online Market Research**, **(3)** abstract submission for **poster presentations, (4)** abstract submission for **thesis presentations**, and **(5)** proposals for **full sessions** and/or **workshops**.

All abstracts are scored in a **double-blind peer review** by members of the **GOR International Reviewer Board (IRB)** according to the criteria mentioned in the submission format (clarity and quality of the four aspects: **relevance & research question, methods & data, results, added value**). Submissions receive feedback and comments from up to 3 reviewers, together with the final decision of acceptance or rejection. Naturally, the chances of acceptance are higher if all four criteria are addressed in the abstract. The programme committee is in charge of the final decisions based on the reviews. Oral presentations of accepted abstracts last 15 minutes followed by 5 minutes of discussion at the GOR conference.

(1) Abstract submission for paper presentations

- **Internet Surveys, Mobile Web and Online Research Methodology (Track A)**: We welcome presentations that advance the methodology of Internet and mobile web surveys and online research methodology in general. Topics include, for example, online panel quality and panel research, mobile web surveys, survey design, data collection, and the use of paradata, coverage, sampling, nonresponse, measurement, adjustment, and weighting. Submissions come from academia, business, and market research and make use of various quantitative and qualitative approaches, online experiments, content analysis. **Contributions that show how online surveys perform compared to classical approaches (face to face, telephone, paper) are especially welcome.**

- **Big Data and Data Science (Track B)**: Submissions are welcome which focus on **the application of large scale data and data science** to understand human behaviour. Presentations will cover the topics of big data analytics, web analytics, social media analytics, text analytics, content analysis, semantic web, sentiment analysis, analysis of multimodal data, geospatial analytics, behavioural analytics, social network analysis (SNA), mobile ethnography, behaviour tracking, gamification, predictive analytics, wearables, internet of things, artificial intelligence, discourse analysis, correspondence analysis, multilevel analysis, time series analysis, human-computer interaction (HCI), machine learning, business intelligence, metadata and ontologies, graphics and visualization, mobile computing & emerging technologies. Theoretical approaches, case studies, applications, and discussions of best practices are all welcome. **Abstracts with the highest ratings will be invited for a full paper publication in the book "Computational Social Science in the Age of Big Data" (DGOF-Schriftenreihe, Herbert von Harlem Verlag, 2017).**

- **Electoral Research and Political Communication (Track C):** Submissions are welcome which focus on empirical and theoretical contributions to political, communication, and social science related to online research. We invite submissions that address issues such as online research in political science, state of the art in election research, mediatization of politics, trust and privacy in online surveys, campaign communication, citizenship and public sphere, media effects on political orientations and participation as well as interpersonal political communication. The topic brings together interdisciplinary methodology and theoretical aspects. **Papers that take a comparative view are very welcome.**

(2) Abstract submission for Best Practice in online market research presentations (including the GOR Best Practice Award 2017 competition)
A strong focus on online market research based on a real world case study is mandatory. **Submissions using emerging market research methods such as, for instance, wearables research, prediction markets or Internet-of-Things Data are as welcome as Web survey designs who innovatively answer the particular research question.** The study should be presented by a representative of the research agency and, if possible, a representative of the company who commissioned the study. If the company representative is not available to attend the conference a short video by the company representative setting out the reason for the study is obligatory to be included in the presentation. The abstract should particularly make clear what the results add to existing insights and knowledge. **All submissions in this category are considered for the GOR Best Practice Award 2017.**

(3) Abstract submission for poster presentations (including the GOR Poster Award 2017 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 at the conference. 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 2017.**

(4) Abstract submission for thesis presentations (including the GOR Thesis Award 2017 competition)
Up to 3 bachelor/master/diploma thesis and up to 3 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 price for the best doctoral thesis and for the best bachelor/master/diploma thesis. The conference fee is waived for all presenters in this category. Theses must have been submitted 2015 or 2016. The thesis language can be either English or German, but the presentation shall be in English. Submissions for the GOR Thesis Award 2017 Competition should include the thesis as PDF-file, an extended abstract (limited to 7000 characters (including spaces), about 2 pages), a cover letter in English with details on affiliation, degree programme, supervisors, graduation date, and mark received for the thesis together with an agreement to present the results at the GOR conference. A Thesis Award Jury will decide on presenters and winners.

(5) Proposals for full sessions and workshops can be suggested about a particular topic and send to program-chair@gor.de. These presentations are also subject to a double-blind peer review process.

3. Deadlines
- **15 November 2016:** Deadline for abstract submission for **paper presentations** and **GOR Thesis Award 2017 competition**
- **1 December 2016:** Deadline for abstract submission for **GOR Best Practice Award 2017 competition**
- **24 January 2017**: Deadline for abstract submission for **poster presentations** and **GOR Poster Award 2017 competition**
- **31 January 2017:** Deadline for early registration and presenting author registration (usually the first author)
- **6 February 2017:** Deadline for changes to the texts of accepted abstracts
- **7 March 2017:** Deadline for presentation upload and poster upload

4. Submission procedure for abstracts
The official conference language is **English**. Abstracts should be submitted online via https://www.gor.de/gor17/. The abstract length can be up to **350 words**. Abstracts will be **double-blind 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.** Please note that purely promotional presentations will not be considered. In case your research is still work in progress, and 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.

5. Further information
- Conference website, abstract submission, workshops: http://www.gor.de
- Additional Information about the conference organizer: http://www.dgof.de

Contact details
- Business activities, sponsoring and organisation: office@dgof.de (Birgit Bujard)
- Programme chair: program-chair@gor.de (Cathleen M. Stuetzer)

6. Members of the Programme Committee

- Dr. Cathleen M. Stuetzer (Programme Chair), DGOF Board and JGU Mainz, Institute for Sociology
- Dr. Bella Struminskaya, GESIS – Leibniz Institute for the Social Sciences
- Prof. Dr. Suzy Moat, Warwick Business School, Behavioural Science and Data Science Lab
- Prof. Dr. Harald Schoen, University of Mannheim, Political Science, Political Psychology
- PD Dr. Martin Atzmueller, University of Kassel, Ubiquitous Data Mining Research Group
- Prof. Horst Müller-Peters, marktforschung.de
- Dr. Frederik Funke, datenmethoden.de and forsa
- Alexandra Wachenfeld-Schell, DGOF Board and forsa
- PD Dr. Meinald Thielsch, DGOF Board and University Muenster, Organisational & Business Psychology

September 2016

Dr. Cathleen M. Stuetzer
GOR 17 Programme Chair & board member of DGOF
On behalf of the Programme Committee