



## **Call for Papers (abstracts): General Online Research 2018**

(GOR 18, <https://www.gor.de>)

**When: 28 February - 2 March 2018**

**Where: TH Köln - University of Applied Sciences, Cologne, Germany**

**\*Due to numerous requests we extend the deadline for abstract submissions for Tracks A, B, C, and the GOR Thesis Award 2018 Competition to Friday, 17 November 2017, 23.59 CET.\***

Until 1 December 2017: abstract submissions for GOR Best Practice Award 2018 competition

Until 24 January 2018: submissions for posters and GOR Poster Award 2018 competition

**Main topics: Internet Surveys, Mobile Web, and Online Research Methodology, Big Data and Data Science, Politics and Online Communication, Online Market Research**

GOR is organized by the German Society for Online Research (DGOF, <https://www.gor.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 subtopics of online research, GOR provides intensive training and networking opportunities.

Local Organizer: TH Köln - University of Applied Sciences, Prof. Dr. Simone Fühles-Ubach, Prof. Dr. Petra Werner, Prof. Dr. Matthias Fank, Prof. Dr. Ivonne Preusser

## **Conference Topics**

All submissions relevant to online research are welcome. Presentations in the past years covered a broad range of topics, be it online and mobile web surveys or research concerning the Internet or social aspects of the Web, big data and data science, and research on politics and communication. 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 business and academia.

This year's conference seeks submissions in:

- Internet Surveys, Mobile Web, and Online Research Methodology (Track A)
- Big Data and Data Science (Track B)
- Politics and Communication (Track C)

The programme committee invites presenters from academia, business, official statistics, government agencies, and other sectors to submit their work for presentation. Submissions will be accepted on the basis of a double-blind peer review process.

## **Submission Types**

**1. 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 and survey gamification, data collection, and the use of paradata, passive

measurement, coverage, sampling, nonresponse, measurement, adjustment, and weighting. Submissions come from diverse fields such as sociology, political science, psychology, and computer sciences. Presentations come from academia, business, government agencies, and market research, and they make use of various quantitative and qualitative approaches, online experiments, content analysis, etc. Contributions that show how online and mobile web surveys perform compared to classical approaches (face to face, telephone, paper) and how passive measurement can augment online surveys are especially welcome.

**2. Big Data and Data Science (Track B):** We welcome submissions with a focus on the use of large and complex data sets in conjunction with traditional data collection methods or as stand-alone applications to answer research questions in the social sciences, market research, and related fields. Presentations will cover a broad range of topics related to data generation (e.g., data mining, web scraping, use of sensors and wearables, Internet-of-Things), data curation and storage (e.g., database management, data munging, record linkage), data analysis (e.g., predictive analytics, computational social sciences, machine learning, content and sentiment analysis, geospatial analytics), and data output and access (e.g., data visualization, data confidentiality and statistical disclosure control, data security, ethics). Theoretical approaches, case studies, applications, and discussions of best practices in different fields (e.g., social network analysis, mobile ethnography, behaviour tracking, analysis of online search data, business intelligence, administrative data) are all welcome. This track is organised in cooperation with the *International Program in Survey and Data Science (IPSDS)*.

**3. Politics and Communication (Track C):** We welcome submissions that are at the interface of political or communication science and online research. Topics relevant for this track include (but are not limited to) the mediatization of politics, communication in election campaigns, patterns of online news consumption, the role of social media and bots for political discourse, media effects on political attitudes and participation, roots and consequences of misinformation and fake news, and methodological issues in using online data for political and communication research. Papers that take a comparative view are very welcome. The track will bring together a variety of empirical and theoretical contributions, a multitude of online data sources, and interdisciplinary methodology.

**4. Best Practice Presentations (including the GOR Best Practice Award 2018 competition):** We welcome real world case studies with a strong focus on online market research. Submissions using emerging market research methods such as, for example, wearable- and sensor-based research, biometric response, prediction markets, virtual reality, or Internet-of-Things, and innovative web survey designs that answer particular research questions are especially welcome. The case 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 motivation 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 2018. This is a prize for the best practice paper in online market research.

**5. Posters (including the GOR Poster Award 2018 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 of the topics of GOR. Posters will be on display for the duration of the conference. All submissions in this category are considered for the GOR Poster Award 2018.

**6. Thesis Presentations (including the GOR Thesis Award 2018 competition):** Up to 3 bachelor/master/diploma theses and up to 3 doctoral theses will be presented at GOR in this category. Selected authors will present their findings at the GOR conference and the best ones will be awarded a prize 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 in 2016 or 2017. The thesis language can be either English or German, but the presentation shall be in English. Submissions for the GOR Thesis Award 2018 competition should include the thesis as PDF-file, an extended anonymized abstract (limited to 7000 characters (including spaces) in English), a cover letter in English written by the contestant 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.

**In addition, proposals for full sessions** (1 hour = 3 presentations) can be suggested about a particular topic and can be send to [office@dgof.de](mailto:office@dgof.de). For the presentations herein the double-blind peer review is also applicable.

## Deadlines

- 15 November 2017: Deadline for abstract submissions for presentations in tracks A, B, C, and GOR Thesis Award 2018 competition
- 1 December 2017: Deadline for abstract submissions for GOR Best Practice Award 2018 competition
- 24 January 2018: Deadline for abstract submissions for posters and GOR Poster Award 2018 competition
- 31 January 2018: Deadline for early registration and presenting author registration (usually the first author)

## Submission Format and Submission Procedure

The official conference language is English. Abstracts should be submitted online via <https://www.gor.de/gor18/>

The abstract can be up to 350 words long. 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.** Please note that purely promotional presentations will not be considered. If 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 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. The chances of acceptance are increased if all four criteria are addressed in the abstract. The programme committee is in charge of the final decisions based on the reviews.

Members of the programme committee are:

Assistant Prof. Dr. Bella Struminskaya (programme chair and track A), DGOF Board & Utrecht University  
Jun.-Prof. Dr. Florian Keusch (vice programme chair and track B), DGOF Board & University of Mannheim  
Dr. Simon Munzert (track C), Hertie School of Governance  
Alexandra Wachenfeld-Schell (GOR Best Practice Award competition), DGOF Board  
Dr. Otto Hellwig (GOR Best Practice Award competition), DGOF Board and respondi AG  
Prof. Dr. Ivonne Preusser (GOR Poster Award competition), TH Köln - University of Applied Sciences  
PD Dr. Meinald Thielsch (GOR Thesis Award competition), DGOF Board and University of Münster  
Dr. Frederik Funke (GOR Workshops), datenmethoden.de

## Contact Details

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

Contact: [office@dgof.de](mailto:office@dgof.de)

September 2018

Assistant Prof. Dr. Bella Struminskaya  
on behalf of the programme committee