



## **Call for Papers (abstracts): General Online Research 2019 (GOR 19, <https://www.gor.de>)**

**When: 6 – 8 March 2019**

**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 2019 Competition to Monday, 19 November 2018, 23.59 CET.\***

Until 19 November 2018: abstract submissions for tracks A, B, C, and GOR Thesis Award 2019 competition

Until 3 December 2018: abstract submissions for GOR Best Practice Award 2019 competition

Until 24 January 2019: abstract submissions for posters and GOR Poster Award 2019 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, Prof. Dr. Gernot Heisenberg

### **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 online. 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, market research, 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 surveys or replace survey questions 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 intersection of political or communication science and online research. Topics relevant to this track include (but are not limited to) patterns of online news consumption, communication in election campaigns, the role of social media and bots for political discourse, incivility and hate speech online, 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 2019 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. The abstract and the presentation slides must be in English. The presentation at the GOR

conference can be held in English or in German. All submissions in this category are considered for the GOR Best Practice Award 2019. This is a prize for the best practice paper in online market research.

**5. Posters (including the GOR Poster Award 2019 competition):** Posters offer the opportunity to present late breaking research, highlight specific research findings, and 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 2019.

**6. Thesis Presentations (including the GOR Thesis Award 2019 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 2017 or 2018. The thesis language can be either English or German, but the presentation shall be in English. Submissions for the GOR Thesis Award 2019 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 select presenters and winners.

## Deadlines

- 19 November 2018: Extended deadline for abstract submissions for presentations in tracks A, B, C, and GOR Thesis Award 2019 competition
- 3 December 2018: Deadline for abstract submissions for presentations in GOR Best Practice Award 2019 competition
- 24 January 2019: Deadline for abstract submissions for posters and GOR Poster Award 2019 competition
- 31 January 2019: 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 to one of the tracks via <https://www.gor.de/gor19/>

The abstract 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.

### ***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. Submissions that do not focus on online research but, for example, merely use online data collection (e.g., through a web survey) to answer a substantive research question might also 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 of Reviewers 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. In case of multiple submissions by the same author(s) the programme committee reserves the right to limit the number of accepted submissions.

Members of the programme committee are:

Jun.-Prof. Dr. Florian Keusch (Programme chair and Track B), DGOF Board & University of Mannheim

Assistant Prof. Dr. Bella Struminskaya (Vice programme chair and Track A), DGOF Board & Utrecht University

Dr. Simon Munzert (Track C), Hertie School of Governance

Alexandra Wachenfeld-Schell (GOR Best Practice Award 2019 competition and Track D), DGOF Board & Saint-Gobain Building Distribution Deutschland GmbH, Customer Experience Center

Dr. Otto Hellwig (GOR Best Practice Award 2019 competition and Track D), DGOF Board & respondi AG

Prof. Dr. Ivonne Preusser (GOR Poster Award 2019 competition), TH Köln - University of Applied Sciences

PD Dr. Meinald Thielsch (GOR Thesis Award 2019 competition), DGOF Board & University of Münster

Dr. Frederik Funke (GOR Workshops), datenmethoden.de & LimeSurvey GmbH

## Contact Details

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

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

September 2018

Jun.-Prof. Dr. Florian Keusch

on behalf of the programme committee