



23RD GENERAL ONLINE RESEARCH CONFERENCE



SPONSORING
OPPORTUNITIES



GOR

SHAPING.ONLINE.RESEARCH.

**VIRTUAL
08 - 10 SEPTEMBER 2021**

GOR 21

THE GENERAL ONLINE RESEARCH (GOR) TAKES PLACE FROM 8 TO 10 SEPTEMBER 2021 AS A VIRTUAL CONFERENCE.

GOR 21 is organized by the Deutsche Gesellschaft für Online-Forschung e.V. (DGOF) / German Society for Online Research in cooperation with the **HTW Berlin - University of Applied Science**.

GOR focuses on the documentation and discussion of current developments and new methods in German and international digital research.

The three-day conference consists of an extensive lecture and workshop programme with a focus on Online and Mobile Web Surveys, Data Science, Big Data, Smart Data, Political Research, Public Opinion, Political Online Communication, Online Market Research as well as Applied Online Research.



ABOUT THE GENERAL ONLINE RESEARCH

More than 250 participants have attended the first virtual GOR in 2020. Internationally, General Online Research (GOR) is one of the few conferences which manages to get participants from academia and business together in one place to exchange their experiences in online and digital research.

For **GOR 21** again at least 250 participants are expected to attend the conference. Participants come from academia, the private sector, official statistics, and the government.

CONFERENCE PROGRAMME

On **Wednesday, 8 September 2021** we will start off with **workshops** on online research. The GOR conference itself takes place on **Thursday, 9 September**, and **Friday, 10 September 2021**.

There will be two days of presentations and posters. Additionally, a number of **panels** will discuss relevant issues and problems of online and digital research.

The famous **GOR-Party** will take place online on Thursday evening.

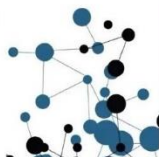
The detailed preliminary programme can be accessed here: [GOR 21 Programme \(Link\)](#)

GOR AWARDS

GOR Best Practice Award 2020



Katrin Krüger (Happy Thinking People, Germany) & **Jessica Adel** (Electrolux AB Europe, Sweden). *Chilling with VR – A Case Study with H/T/P, Electrolux and Vobling. How the Interplay between Classical Qualitative and VR Generated Efficiencies and Effectiveness*



THE CONFERENCE PROGRAMME HAS FOUR TRACKS:

Survey Research: Advancements in Online and Mobile Web Surveys (Track A): We welcome presentations that advance the methodology of online and mobile web surveys.

Data Science: From Big Data to Smart Data (Track B): We welcome submissions with a focus on the use of large and complex data sets in conjunction with traditional survey data collection methods or as stand-alone applications to answer research questions in the social sciences, market research, and related fields, both in quantitative and qualitative research.

Politics, Public Opinion, and Communication (Track C): We welcome submissions that are at the intersection of research on politics, public opinion, and communication on the one hand and online research on the other.

Best Practice Presentations (including the GOR Best Practice Award 2021 competition): We welcome real world case studies with a strong focus on online market research.

SPONSORING PACKAGE

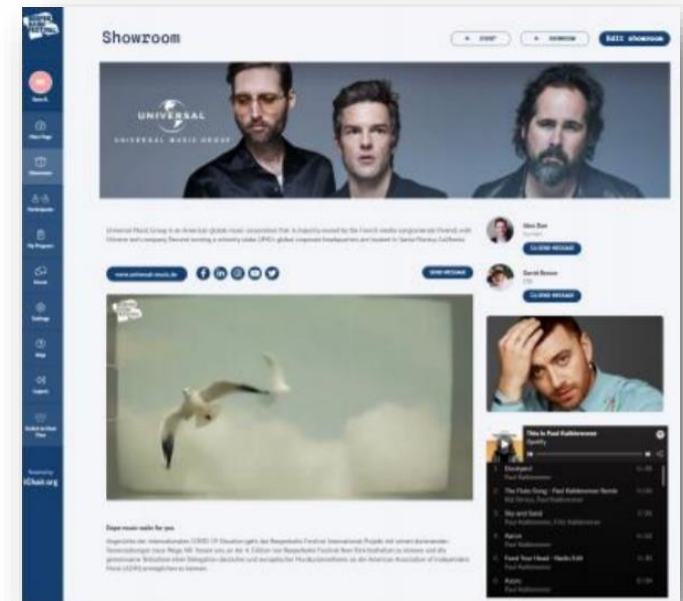
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* Corporate DGOF members receive a 5 % discount!

** Start-ups (est. since 2017) can book this Sponsoring Package for 650 €.

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- **60 second video presentation** in a session / keynote yet to be selected
- **2 free tickets** for GOR 21



Sponsor Page Example

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Dr. Otto Hellwig
(President of the Board)



Anja Heitmann
(DGOF Office Manager)



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