

General Online Research (GOR) Best Practice Award 2022 Call for Submissions

[The German Society for Online Research](#) (Deutsche Gesellschaft für Online-Forschung, DGOF e.V.) is looking for submissions for the **GOR Best Practice Award Competition 2022**. This competition is an integral part of the [General Online Research conference \(GOR\)](#) since 2008. The winner will be determined by the GOR Best Practice jury and the audience. The audience will vote online directly after each Best Practice session at the conference.

What can be submitted?

Innovative case studies in which online market research methods have been successfully used in companies. Especially **new and innovative methods**, such as VR, IoT, measurement of biometric data and research with wearables, are welcome. The best study will be awarded the GOR Best Practice Award.

Submission format:

Abstracts must be **written in English**. The presentation at GOR will be in either **German or English**. Abstracts must be **submitted online** via <https://www.conftool.org/gor22/>. There have to be at least **two authors** per abstract (one representative of the market research institute and one representative of the client).

Abstracts **must not exceed 350 words** and must be submitted in the following format:

Relevance & Research Question: -your text here-

Methods & Data: -your text here-

Results: -your text here-

Added Value: -your text here-

Papers that are not submitted according to the above format will have less chance of being considered for the conference programme.

Refrain from self-promotion! Abstracts must demonstrate a factual and technically competent engagement with the online research method used. If several abstracts are submitted by one company or team of authors, the Programme Committee (PC) reserves the right to accept only one contribution after the review process. Likewise, contributions that are not based on online research itself, but only on data collection with online methods (e. g. web surveys), may be rejected by the PC.

Submission Deadline: 2 May 2022

Contact & information:



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