

SHAPING.

ONLINE.

RESEARCH.

**GOR SESSION:
„INNOVATION
IN PRACTICE“**

**SUBMIT YOUR
ABSTRACT NOW!**

**EXTENDED
DEADLINE!
21. MAY 2023**

**25th GENERAL ONLINE
RESEARCH CONFERENCE
20 - 22 SEPTEMBER IN KASSEL**



GOR 23: 20 - 22 Sept 2023

The General Online Research Conference (GOR) is the most important conference on online research in Europe. It is organized by the German Society for Online Research (Deutsche Gesellschaft für Online-Forschung, DGOF e.V).

In three tracks* the latest state of research will be discussed from the perspective of science and practice.

In addition to the three thematic tracks, GOR also aims to provide a showcase for important innovation and the latest developments on the user side (research agencies as well as clients).

* Conference Tracks:

- a) Online web and mobile research
- b) Data Science: From Big Data to Smart Data
- c) Politics, Public Opinion, and Communication

Session *Innovation in Practice*

We invite you to submit a contribution to the session "Innovation in Practice" at GOR 23. Relevant are case studies and innovative developments from practice in areas such as ResearchTech, insight platforms, artificial intelligence, text analytics, automation, Internet of Things, or neuromarketing, as well as other new methodological approaches related to online research.

In order to provide an overview of relevant news in exciting sessions, we have decided on sessions with 3-4 presentations of 10 minutes each, followed by 5 minutes of Q&A. Presentations can be in German or in English.

We are looking forward to inspiring, exciting proposals.

Submit your abstract (max. 1 page) to office@dgof.de **until 21 May 2023!**

Contact & Information

If you have any questions, please contact the DGOF Office:

Deutsche Gesellschaft für Online-Forschung e.V.

Huhnsgasse 34b

50676 Köln

Germany

+49 (0) 221-27 23 18-180

office@dgof.de

www.dgof.de | www.gor.de