GOR SESSION „INNOVATION IN PRACTICE"

AT GOR 24 (21-23 FEB 2024):

SUBMIT YOUR ABSTRACT NOW!

EXTENDED DEADLINE:
11 DECEMBER 2023

GOR 24: 21 - 23 Feb 2024 at Rheinische Fachhochschule Köln

The <u>General Online Research Conference (GOR)</u> 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 24. 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. Given the fast adoption of LLMs, we plan to host dedicated sessions on AI in market- and social research in our 2024 edition.

In order to provide an overview of relevant news in exciting sessions, we have decided on sessions with 3-4 presentations of 15 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 11 December 2023!**

Contact & Information

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

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