



GOR SESSION:
„INNOVATION
IN PRACTICE“

SUBMIT YOUR
ABSTRACT NOW!

THE 27TH GENERAL ONLINE RESEARCH CONFERENCE



31.03. - 02.04.25

HENRY FORD BAU,

FU BERLIN

DEADLINE!
15.November
2024



GOR
organized by DGOF

GOR 25

31 March – 02 April 2025

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 the parallel sessions* the latest state of research will be discussed from the perspective of science and practice.

In addition to the sessions, 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 Topics

Online web and mobile research

Data Science: From Big Data to Smart Data

Politics, Public Opinion, and Communication

Session *Innovation in Practice*

We invite you to submit a contribution to the session "Innovation in Practice" at GOR 25. 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 2025 edition.

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 15 November 2024!**

Contact & Information

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

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