

General Online Research 2025

(GOR 25, <https://www.gor.de>)

When: 31 March – 2 April 2025

Where: Free University of Berlin, Berlin, Germany

Connecting People: Innovating Market Research and Social Data Science

GOR is organised by the German Society for Online Research (DGOF, <https://www.dgof.de/>) since 1997. Each year more than 300 participants attend the conference to discuss current developments in online research and best practices for their work in industry and academia. With more than 100 presentations addressing various subtopics of online research, GOR provides intensive training and networking opportunities.



Partner and Co-Organizer: Free University of Berlin, Guest Prof. Dr. Carina Cornesse & Prof. Dr. Stefan Liebig.

The programme committee invites presenters from industry, academia, official statistics, government agencies, and other sectors to submit their work for presentation. Submissions will be accepted based on a double-blind peer review process.

Main Conference Topics: Online and Mobile Web Surveys, Data Science, Big Data, Smart Data, AI, Public Opinion, Online Communication, Online Market Research

Submission Types

1. **Paper Presentations:** We welcome submissions presentations that advance the methodology of online and mobile web surveys, focus on the use of large and complex datasets 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, as well as submissions in online research on public opinion, politics and communication.

Examples of presentation topics include, but are not limited to:

- **Sampling and recruitment:** probability and nonprobability surveys, sampling error
- **Response rates:** nonresponse bias, incentives, panel attrition
- **Measurement and measurement error:** scale development, satisficing
- **Survey practice:** fieldwork efforts, survey and panel management, data collection, participant recruitment
- **Survey innovations:** virtual interviewing, gamification, smartphone, app- and sensor-based data collection
- **Survey modes:** mixed-mode surveys, push-to-web, mode effects
- **Qualitative research:** focus groups, in-depth interviews, mixed-method research
- **Online data collection and generation:** data mining, web scraping, use of sensors and wearables
- **Digital trace data:** social media and web tracking

- **Data science:** predictive analytics, geospatial analytics, image analytics, computational social sciences, human vs. automated coding
 - **Artificial intelligence:** machine learning, large language models, neural networks, applications in survey research
 - **Online communication and public opinion:** media effects, political attitudes, online communities, fake news, online news consumptions, elections, implications of digital technology for politics and democracy, policy development and evaluation
2. **GOR Impact & Innovation Award 2025 competition:** We're looking forward to your presentation on an outstanding market research case from initiation to implementation. Your case should involve the application of innovative approaches including AI, data science, online-based surveys/interviews. It can also be a mix of traditional and innovative approaches. The GOR Impact and Innovation Award replaces the former GOR award competition. Client involvement is more than welcome, but this is no longer a requirement. Clients can be anonymized for submission and/or competition. The shortlisting will be done by a jury consisting of clients and market research experts from various industries. The jury and audience of GOR 25 determine the winner of the award. Shortlisted presenting nominees will receive a discounted GOR 25 ticket. Please see the application procedure and evaluation criteria at: <https://www.dgof.de/forschungsfoerderung/gor-impact-innovation-award/>
 3. **Posters (including the GOR Poster Award 2025 competition):** Posters offer the opportunity to present late breaking research, highlight specific research findings, and discuss work in progress. Authors are expected to present their poster during a poster session. A poster may cover any of the topics of GOR. Posters will be on display for the entire duration of the conference. All submissions in this category are considered for the GOR Poster Award 2025.
 4. **Thesis Presentations (including the GOR Thesis Award 2025 competition):** Up to 3 bachelor/master/diploma theses and up to 3 doctoral theses will be selected to be presented at GOR in this category. The best ones will be awarded a prize in their respective categories: for the best doctoral thesis and for the best bachelor/master/diploma thesis. The conference fee is waived for all presenters in the Thesis Award competition. Accommodation and travel expenses need to be covered by the contestants. Theses must have been submitted in 2023 or 2024. The thesis language can be either English or German, but the presentation shall be in English. Submissions for the GOR Thesis Award 2025 competition should include the thesis as a PDF-file, an extended anonymized abstract (limited to 7000 characters (including spaces) in English), a cover letter in English written by the contestant with details on affiliation, degree programme, supervisors, graduation date, and mark received for the thesis together with an agreement to present the results at the GOR conference. A Thesis Award Jury will select presenters and winners.

Deadlines of GOR 25

- **15 November 2024:** Deadline for abstract submissions for Papers, GOR Impact & Innovation Award 2025 competition and GOR Thesis Award 2025 competition
- **24 January 2025:** Deadline for submissions for Poster presentations (incl. GOR Poster Award 2025)
- **10 February 2025:** Deadline for early bird registration & for poster presenters registration (usually the first author)
- **23 February 2025:** Deadline presenting author registration (usually the first author)

[Further Conference Deadlines can be found here.](#)

Submission Format and Submission Procedure

The official conference language is English. **Abstracts should be submitted online via <https://www.conftool.org/gor25/>**

The abstract can be up to 350 words. Abstracts will be peer-reviewed with respect to the quality of each of the four paragraphs in the abstract.

Template for abstract submission:

Relevance & Research Question: —your text here—

Methods & Data: —your text here—

Results: —your text here—

Added Value: —your text here—

Please use the above template for your abstract submission (one paragraph for each criterion and include the keywords at the beginning of each paragraph). **Incomplete abstracts with respect to the formal criteria above are likely to be rejected.** Please note that purely promotional presentations will not be considered. Submissions that do not focus on online research but, for example, merely use online data collection (e.g., through a web survey) to answer a substantive research question might also not be considered. If your research is still work in progress, and therefore final empirical results are not available by the time of submission, you will be asked to hand in your results later. In this case, please note in the comments field during submission at what date you will be able to update your abstract. Please note that we cannot accept presentations unless final results are available. Please consider a poster presentation for work in progress. Presentations last 15 minutes followed by 5 minutes of discussion.

Review Process

Please use the above template for your abstract submission (one paragraph for each criterion and include the keywords at the beginning of each paragraph). **Incomplete abstracts with respect to the formal criteria above are likely to be rejected.** Please note that purely promotional presentations will not be considered. Submissions that do not focus on online research but, for example, merely use online data collection (e.g., through a web survey) to answer a substantive research question might also not be considered. If your research is still work in progress, and therefore final empirical results are not available by the time of submission, you will be asked to hand in your results later. In this case, please note in the comments field during submission at what date you will be able to update your abstract. Please note that we cannot accept presentations unless final results are available. Please consider a poster presentation for work in progress. Presentations last 15 minutes followed by 5 minutes of discussion.

Contact Details

Conference website, abstract submission, workshops: <https://www.gor.de/>

Contact: office@dgof.de

September 2024
Prof. Dr. Bella Struminskaya
GOR 25 Programme Chair
on behalf of the programme committee