

# GOR 2026 Annual Conference

([GOR 26](#))

26-27 February 2026

Rheinische Hochschule Köln,  
Cologne, Germany

The GOR Annual Conference connects professionals to discuss **current developments in online and mobile survey methodology, (big) data science, smart data, AI, public opinion, and market research.**



GOR has been organised by the German Society for Online Research ([DGOF](#)) since 1997. With more than 300 participants and over 100 presentations per year, GOR offers cutting-edge insights and intensive networking opportunities.

The programme committee invites presenters from academia, industry, 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.

## Submission Types

1. Oral Presentations
2. GOR Impact & Innovation Award 2026 competition
3. Posters (incl. GOR Poster Award 2026 competition)
4. Thesis Presentations (incl. GOR Thesis Award 2026 competition)
5. Workshops

**1. Oral Presentations:** We welcome abstract submissions for oral presentations on topics that include, but are not limited to:

- **Online survey practice:** fieldwork efforts, survey and panel management, data collection, sampling and recruitment, nonprobability surveys, incentives, nonresponse bias
- **Survey innovations:** virtual interviewing, gamification, smartphone, app- and sensor-based data collection, AI interviewers
- **Survey modes:** mixed-mode surveys, push-to-web, mode effects
- **Measurement:** scale development, satisficing, qualitative methods in online research
- **Online and digital trace data:** data mining, social media, web tracking/scraping, use of sensors and wearables
- **Data science:** predictive analytics, geospatial analytics, image analytics, computational social sciences
- **Artificial intelligence:** machine learning, large language models, neural networks, generative AI, synthetic respondents, applications in survey research, knowledge management
- **Online communication and online media research:** media effects, online communities, fake news, online news consumption, implications of digital technology for politics and democracy, online policy evaluation

**2. GOR Impact & Innovation Award 2026 competition:** Following the successful first edition featuring six nominees in 2025, we are pleased to open submissions for the GOR Impact & Innovation Award 2026. We invite you to showcase your outstanding market research case, demonstrating excellence from initiation to implementation. Your case should involve innovative approaches, such as AI, data science, or online-based surveys/interviews. It may also be a mix of traditional and innovative approaches. Client involvement is more than welcome, but this is not a requirement and clients can be anonymized for submission and/or competition. Shortlisting will be handled by a jury of clients and market research experts from various industries and the winner will be selected by both the jury and the GOR 26 audience during the competition at the GOR on 26 February 2026. Shortlisted presenters will receive a discounted GOR 26 ticket. More info [here](#).

**3. Posters (including the GOR Poster Award 2026 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 GOR topics (see information on oral presentations). Posters will be on display for the entire duration of the conference. All submissions in this category are considered for the GOR Poster Award 2026. More info [here](#).

**4. Thesis Presentations (including the GOR Thesis Award 2026 competition):** Up to three bachelor/master/diploma theses and up to three doctoral theses will be selected to be presented at GOR in this category. The best thesis in each category will be awarded a prize. The conference fee is waived for all presenters in the Thesis Award competition. Contestants are responsible for their own accommodation and travel expenses. Theses must have been submitted in 2024 or 2025. The thesis language can be either English or German, but the presentation shall be in English. Submissions for the GOR Thesis Award 2026 competition should include the thesis as a PDF, 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. More Info [here](#).

**5. Workshops:** GOR Workshops take place on the day before the conference and offer participants an excellent opportunity to gain insights into state-of-the-art methods and applications in online research. The workshops are designed to provide hands-on experience with the latest tools (e.g., software or hardware), methods (e.g., data collection or analysis), and best practices (e.g., how to make use of recent developments). Workshops should not be purely sales-oriented; however, workshops on commercial solutions are welcome if they emphasize practical application and knowledge transfer. This year's **workshops will be held in person on 25 February 2026 at GESIS**, Unter Sachsenhausen 6–8, 50667 Köln, Germany. Each workshop is expected to last 2 hours. The preferred language of instruction is English, although German is possible for selected workshops. As a token of appreciation, workshop instructors will receive a waived conference fee. If you are interested in offering a workshop, please submit your outline by email to Frederik Funke ([email@frederikfunke.net](mailto:email@frederikfunke.net)) and include the following information: title, instructor(s), target audience, workshop description, and three course objectives. More info [here](#).

We are excited to announce the addition of **Curated Expert Sessions** to the program, featuring invited speakers on emerging topics. These include the growing importance of knowledge management—especially in the age of AI—as well as effective strategies for transforming insights into actions that drive impactful decisions. Further details will be shared soon, stay tuned.

### **Submission Deadlines**

- **14 November 2025:** Deadline for abstract submissions for Oral Presentations, GOR Impact & Innovation Award 2026 competition, GOR Thesis Award 2026 competition, Workshops
- **05 December 2025:** Deadline for submissions for Poster Presentations (incl. GOR Poster Award 2026)

### **Registration Deadlines**

- **31 December 2025:** Super early bird discount ends
- **13 January 2026:** Early bird discount ends and deadline for presenting author registration
- **25 February 2026:** Regular registration ends

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

### **Submission Format and Submission Procedure**

The official conference language is English. Abstracts and applications for all submission types (except Workshops) must be submitted online via [ConfTool](#). For oral presentations and posters, abstracts may contain up to 350 words and should follow the template below (one paragraph for each category, beginning with the specified bold keywords):

**Relevance & Research Question:** —your text here—

**Methods & Data:** —your text here—

**Results:** —your text here—

**Added Value:** —your text here—

Abstracts will be peer-reviewed with respect to the quality of each of the four paragraphs in the abstract. 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 methods but, for example, merely use online data collection (e.g., a web survey) to answer a substantive research question, might 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, indicate in the comments field during submission at what date you will be able to update your abstract; we cannot accept presentations unless final results are available. In this case, consider a poster presentation of your work in progress. Oral presentations are scheduled for approximately 15 minutes, followed by 5 minutes of discussion.

#### **Infos & Contact**

Conference website: <https://www.gor.de/>

Email: [office@dgof.de](mailto:office@dgof.de)

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September 2025

Prof. Dr. Simon Kühne

GOR 26 Programme Chair

on behalf of the programme committee