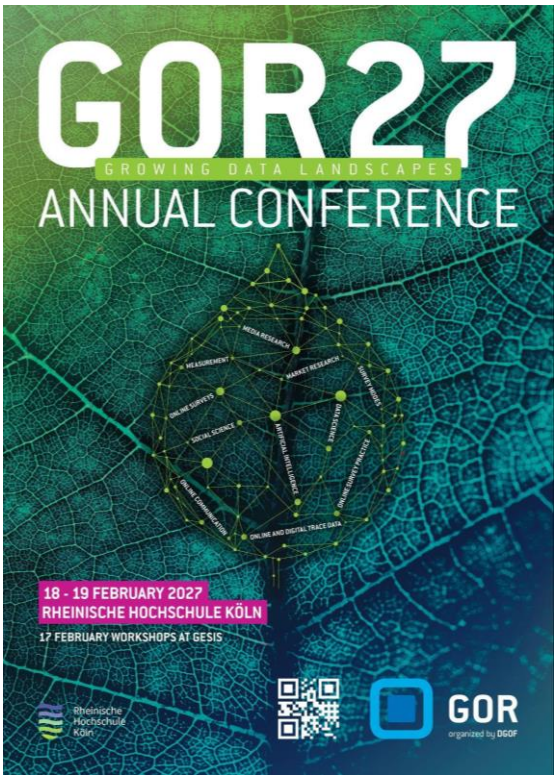
GOR 2027

Annual Conference

(GOR 27)

18-19 February 2027

Rheinische Hochschule Köln, Cologne, Germany



The GOR Annual Conference connects professionals to discuss **current developments in online and mobile survey methodology, 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 250 participants and over 80 presentations per year, GOR offers cutting-edge insights and intensive networking opportunities.

GOR 27 confirmed keynote speakers:
Prof. Dr. Fabian Hemmert, Professor of Interface and User Experience Design at the University of Wuppertal with industry experience including Nintendo, Marvel Comics, and Telekom Innovation Labs;
Prof. Dr. Katrin Weller, Scientific Director of "Data Services for the Social Sciences" at GESIS Leibniz Institute for the Social Sciences and Professor of Research Data Management at HHU Düsseldorf.

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 2027 competition
3. Posters (incl. GOR Poster Award 2027 competition)
4. Thesis Presentations (incl. GOR Thesis Award 2027 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 2027 competition: Showcase your outstanding market research project and compete for the annual Impact & Innovation Award. We're looking for submissions that demonstrate innovative approaches—including AI, data science, and online surveys or interviews—or that combine traditional methods with new techniques. Shortlisted presenters will have the opportunity to present their work to the GOR 27 audience. Client involvement is welcome but not required and may be anonymized for both submission and competition purposes. A jury of clients and market research experts from various industries will choose the finalists, and the winner will be selected jointly by the jury and the GOR 27 audience during the competition at GOR on 18 February 2027.
The presenters shortlisted for the competition will be announced in December and will receive a discounted GOR 27 ticket. More info here.

3. Posters (including the GOR Poster Award 2027 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 2027. More info here.

4. Thesis Presentations (including the GOR Thesis Award 2027 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 2025 or 2026. The thesis language can be either English or German, but the presentation shall be in English. Submissions for the GOR Thesis Award 2027 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 17 February 2027 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) and include the following information: title, instructor(s), target audience, workshop description, and three course objectives. More info here.

DGOF

Submission Deadlines

- **13 November 2026:** Deadline for abstract submissions for Oral Presentations, GOR Impact & Innovation Award 2027 competition, GOR Thesis Award 2027 competition, Workshops
- **04 December 2026:** Deadline for submissions for Poster Presentations (incl. GOR Poster Award 2027)

Registration Deadlines

- **13 January 2027:** Early bird discount ends and deadline for presenting author registration
- **17 February 2027:** 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 a 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

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September 2026
Prof. Dr. Simon Kühne
GOR 27 Programme Chair
Prof. Dr. Bella Struminskaya
GOR 27 Vice Programme Chair
on behalf of the programme committee