GOR

Call for Papers (abstracts): General Online Research 2022
(GOR 22, https://www.gor.de)
When: 16 – 18 March 2022
Where: HTW Berlin – University of Applied Sciences, Berlin, Germany – we are
planning an in-person conference!

Until 25 November 2021: abstract submissions for tracks A, B, C, and GOR Thesis Award 2022
competition
Until 12 December 2021: abstract submissions for GOR Best Practice Award 2022 competition
Until 25 January 2022: submissions for posters and GOR Poster Award 2022 competition

Main topics: Online and Mobile Web Surveys, Data Science, Big Data, Smart Data, Political Research,
Public Opinion, Political Online Communication, Online Market Research

GOR is organized 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: HTW Berlin – University of Applied Sciences, Prof. Dr. Holger Lütters

Conference Topics

This year's conference seeks submissions in:

> **Survey Research: Advancements in Online and Mobile Web Surveys (Track A)**
> **Data Science: From Big Data to Smart Data (Track B)**
> **Politics, Public Opinion, and Communication (Track C)**

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 on the
basis of a double-blind peer review process.

Submission Types

1. Survey Research: Advancements in Online and Mobile Web Surveys (Track A): We welcome
presentations that advance the methodology of online and mobile web surveys. Topics include the
whole range of online survey research for example, online panel quality, mobile web surveys, survey
design and survey gamification, data collection, the use of paradata, as well as all aspects of the total
survey error framework (coverage, sampling, nonresponse, measurement, adjustment, weighting).
Submissions come from diverse fields such as market research, sociology, political science, psychology,
and computer sciences, and they make use of various quantitative and qualitative approaches, such as

online experiments or content analysis. Contributions that show how online and mobile web surveys perform compared to classical approaches (face to face, telephone, paper) are especially welcome.

2. Data Science: From Big Data to Smart Data (Track B): We welcome submissions with a focus on the use of large and complex data sets 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. Presentations will cover a broad range of topics related to data generation (e.g., data mining, web scraping, use of sensors and wearables, data donation, Internet-of-Things and other digital trace sources), data curation and storage (e.g., database management, data munging, record linkage), data analysis (e.g., predictive analytics, computational social sciences, machine learning, content and sentiment analysis, geospatial analytics, image analytics), and data output and access (e.g., data visualization, data confidentiality and statistical disclosure control, data security, ethics). Latest techniques and developments, innovative tools and developments in ResearchTech stack, theoretical approaches, case studies, applications, limitations, and discussions of best practices in different fields (e.g., social network analysis, mobile ethnography, behaviour tracking, analysis of online search data, business intelligence, administrative data) are all welcome.

3. Politics, Public Opinion and Communication (Track C): We welcome submissions that are at the intersection of research on politics, public opinion, and communication on the one hand and online research on the other. Topics relevant to this track include (but are not limited to) trends in public opinion and political attitudes, patterns of online news consumption, communication in election campaigns, implications of digital technology for politics and democracy, the role of social media and bots for political discourse, incivility and hate speech online, media effects on political attitudes and engagement, roots and consequences of misinformation and fake news, and methodological issues in using online data for political, public opinion, and communication research. Contributions that present new descriptive findings are as welcome as observational studies in general, experimental work, case studies, applications, or methodological innovations.

4. Best Practice Presentations (including the GOR Best Practice Award 2022 competition): We welcome real world case studies with a strong focus on online market research. Submissions using emerging market research methods such as wearable- and sensor-based research, biometric response, prediction markets, virtual reality, or Internet-of-Things, and innovative web survey designs that answer particular research questions are especially welcome. The case study should be presented by a representative of the research agency and, if possible, a representative of the company who commissioned the study. If the company representative is not available to attend the conference a short video by the company representative explaining the motivation for the study is obligatory to be included in the presentation. The abstract should specifically make clear what the results add to existing insights and knowledge. The abstract and the presentation slides must be in English. The presentation at the GOR conference can be held in English or in German. All submissions in this category are considered for the GOR Best Practice Award 2022. This is a prize for the best practice paper in online market research.

5. Posters (including the GOR Poster Award 2022 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 duration of the conference. All submissions in this category are considered for the GOR Poster Award 2022.

6. Thesis Presentations (including the GOR Thesis Award 2022 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. Selected authors will present their findings at the GOR conference and 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 2020 or 2021. The thesis language can be either English or German, but the presentation shall be in English. Submissions for the GOR Thesis Award 2022 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
- 25 November 2021: Deadline for abstract submissions for presentations in tracks A, B, C, and GOR Thesis Award 2022 competition
- 12 December 2021: Deadline for abstract submissions for GOR Best Practice Award 2022 competition
- 25 January 2022: Deadline for abstract submissions for posters and GOR Poster Award 2022 competition
- 10 February 2022: Deadline for early registration and presenting author registration (usually the first author)

Submission Format and Submission Procedure
The official conference language is English. Abstracts should be submitted online to one of the tracks via
https://www.conftool.org/gor22
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

All abstracts are scored in a double-blind peer review by members of the GOR International Board of Reviewers according to the criteria mentioned in the submission format (clarity and quality of the four aspects: relevance & research question, methods & data, results, added value). Most submissions receive feedback and comments from 3 reviewers, together with the final decision of acceptance or rejection. The chances of acceptance are increased if all four criteria are addressed in the abstract. The programme committee is in charge of the final decisions based on the reviews. In case of multiple submissions by the same author(s) the programme committee reserves the right to limit the number of accepted submissions.

Members of the programme committee are:
Assistant Prof. Dr. Bella Struminskaya (Programme chair), DGOF Board & Utrecht University
Assistant Prof. Dr. Simon Kühne (Vice programme chair), Bielefeld University
Dr. Otto Hellwig (Track A), DGOF Board & respondi AG
Dr. Ines Schaurer (Track A), City of Mannheim
Dr. Stefan Oglesby (Track B), DGOF Board & Data IQ AG
Prof. Dr. Florian Keusch (Track B), DGOF Board & University of Mannheim
Pirmin Stöckle (Track C), University of Mannheim
Dr. Bernhard Clemm von Hohenberg (Track C), University of Amsterdam
Alexandra Wachenfeld-Schell (GOR Best Practice Award 2022 competition), DGOF Board & GIM Gesellschaft für Innovative Marktforschung
Dr. Olaf Wenzel (GOR Thesis Award 2022 competition), Wenzel Marktforschung
Dr. Frederik Funke (GOR Workshops), datenmethoden.de & LimeSurvey GmbH

Contact Details

Conference website, abstract submission, workshops: https://www.gor.de/
Contact: office@dgof.de

September 2021

Assistant Prof. Dr. Bella Struminskaya
on behalf of the programme committee