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WE CELEBRATE
25 YEARS OF DGOF
AND 25 TIMES GOR



GOR



DGOF

OTTO HELLWIG, OLAF WENZEL (EDS.)
WE CELEBRATE 25 YEARS OF DGOF AND 25 TIMES GOR!
KÖLN 2023



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25 YEARS DGOF AND 25 TIMES GOR

**SINCE 1997 FOR STAKEHOLDERS IN THE CONTEXT
OF ONLINE RESEARCH**

Kassel is prepared. The General Online Research Conference (GOR) will open its doors there for the 25th time on 20 September for researchers and practitioners of digital research for three days. As always, organised and hosted by the Deutsche Gesellschaft für Online-Forschung e.V. (DGOF), which was founded exactly 25 years ago. Time to celebrate a double anniversary this year. With this commemorative publication, we would like to look back on 25 times of GOR and 25 years of DGOF together with current and former players, capture moments and also look to the future.

The DGOF is Europe's largest international professional society for the development and promotion of online research. It is committed to the establishment and further development of online research as well as to the interests of online researchers. Starting as an association to raise awareness of online research and organise the GOR, it has developed over the past two and a half decades into an association that addresses many of the concerns of stakeholders in the context of online research.

Today, the DGOF sees itself as a bridge between different disciplines and promotes the transfer between science and practice. The GOR is only one of many formats supported by the DGOF. The DGOF finances academic research projects, awards annual prizes for a wide variety of achievements, publishes writings and compendia on online research, is responsible for a podcast on online research, is committed to market and social research across associations, among other things by collaborating on standards and norms, and is always really good when it brings people together at one of its numerous events.

However, the GOR as an annual conference continues to be the lighthouse of all activities. The three-day annual conference on all current topics of online research has so far taken us through 16 cities in three countries and has twice taken place purely virtually. In terms of content, a programme of lectures and workshops presents and discusses innovative methods, concepts and applications as well as current trends and developments from the various fields of digital research.

We hope you all enjoy this journey of discovery of 25 years DGOF and 25 times GOR and hope to welcome you as a guest in Kassel as well.

SINCERELY, YOUR EDITORIAL TEAM
OLAF WENZEL AND OTTO HELLWIG



25 YEARS DGOF AND 25 TIMES GOR.

A CHRONICLE.

by **OTTO HELLWIG** Bilden & respondi
Current Chairman of the DGOF Board

The German Society for Online Research (DGOF) is Europe's largest international professional society for the development and promotion of online research today. It is registered in Germany as a non-profit association and its office is located in Cologne. The GOR is the annual conference of the DGOF, an international symposium on online research topics.

The beginnings of the GOR and thus also of the DGOF date back to the German Internet Research List (GIR-L), a mailing list developed by Bernad Batinic and Andreas Werner in 1996 for the discussion of social, communication and market research issues related to the Internet. At times, the mailing list had over 1.200 active users. After many discussions in the GIR-L, the idea came up to meet in person. Thus, the first GOR was born in 1997: It was organised as a meeting of the GIR-L by Wolfgang Bandilla, Bernad Batinic, Lorenz Gräf and Andreas Werner. It already had a full programme at the beginning with a total of 23 contributions and three software demonstrations over two days.



2004

With the idea of holding the GOR annually, the question of liability arose. A congress of such size with hundreds of participants costs a lot of money. So the DGOF was founded in 1998 as a non-profit association that would be responsible for organising the GOR in the future, so that in a "worst case" scenario none of the organisers would have to go into private debt. In addition to organising the GOR, the professional society had the goal to raise the profile of online research. The first board consisted of Wolfgang Bandilla, Bernad Batinic, Lorenz Gräf and Andreas Werner (chair). Shortly after the founding of the DGOF, the second GOR took place, this time in Mannheim, which already had 180 participants and was divided into five thematic groups in terms of content. The topics ranged from "Aspects of Internet Use" to "Online Methods in Market Research" to "Aspects of Data Quality". The keynote at that time was still called the opening address and was given by the German communication and media scientist Klaus Schönbach.

At the board meeting in 1999, the main topic of discussion was the internationalisation of the association and the GOR, as it was noted that Germany is a leader in the field of online research, but needs international contacts to maintain this leadership. In the same year, the GOR was held at the WiSo Faculty of the University of Erlangen-Nuremberg. For the first time, the conference had a number of private sector sponsors and exhibitors, conference proceedings, a poster session and parallel lecture tracks.

In 2000, Wolfgang Bandilla took over the chairmanship of the board. There was no GOR in the same year. At the 2001 general meeting, Olaf Hofmann was elected as the new chair. Wolfgang Bandilla and Lorenz Gräf remained on the board and Ulf Reips joined as a new member. For the first time, the following GOR in Göttingen had more than 300 visitors who listened to 65 presentations in four parallel tracks, and also for the first time one could participate in an award competition for the best poster. ADM, ASI, BVM and DGOF presented the jointly developed "Standards for Quality Assurance for Online Surveys" and afterwards, following a joint dinner, there was partying and dancing into the morning at the electrosho.

The following year, the GOR made a stop in Hohenheim near Stuttgart. There was again a full programme and three keynotes, whereby Mick Couper from the University of Michigan had the longest journey. He spoke about "Visual Design Effects in Web Surveys". In the same year, Uwe Matzat replaced Wolfgang Bandilla on the DGOF board.

In 2003, Olaf Hofmann was confirmed as chairman of the DGOF and Olaf Wenzel was elected to the board for the first time. Ulf Reips, on the other hand, left the board. No GOR was organised in 2003. At the general meeting in the run-up to the GOR 2004 in Duisburg, a record-breaking 60 members were present. With 96 papers, the GOR had almost twice as many contributions as in previous years and 10 years of online research were discussed on the podium. The reference for 10 years is the first online survey conducted in Germany in 1994 by Bernad Batinic "NetNews survey on errors at work". For the first time there was a workshop programme during the GOR. In the same year, Olaf Hofmann stepped down from the board, Olaf Wenzel took over as chair and Holger Geissler was welcomed as a new board member. As the workload for the volunteer board members was increasing, the members decided to create a part-time office. This was initially filled by Eva Hammächer and from December by Franziska Sörgel. It was also decided to financially support the journal IJIS "International Journal of Internet Science", which appeared for the first time in 2006 and was funded by the DGOF until 2015. At the association level, closer cooperation with ADM and BVM was sought.

In 2005, the GOR made its first stop outside Germany, in Zurich. Keynote speaker was Prof. Dr. Andreas Weigend from Stanford University and former Chief Scientist of Amazon. At the general meeting in the same year, there was a lot to talk about. On the one hand, the issue of bilingualism of the GOR and the DGOF was discussed and a clear deviation from the budget



2005

target led to the decision to increase the entrance fees of future GORs. Martin Welker was newly elected to the board for Lorenz Gräf and Olaf Wenzel was confirmed in office as chair. The first board without a founding member.

The only GOR without an academic co-organiser took place in 2006 at the Ravensberger Spinnerei in Bielefeld. Here, the GOR was co-organised by TNS Infratest, which caused some discussion in advance regarding the independence of the content. With Research & Results there was also a media partner for the first time and with Interrogare a party sponsor. The conference also set standards in terms of marketing, with a total of 24 companies taking the opportunity to present their products and services in the large hall of the Spinnerei. The evening before, a meeting item submitted at short notice was hotly debated at the general meeting. The amendment to separate the GIR-L list from the DGOF for reasons of competition was not put to the vote due to the short notice. However, the amendment to include the DGOF in the canon of associations was adopted, which meant that its members would commit to the associations' rules of professional conduct. Frank Lüttschwager commented at the time: "The DGOF has changed from an association that publicises online research and organises the GOR to an association that stands up for quality and cleanliness of procedures". In the same year, they participated in the Weinheim Talks of the ADM, ASI and BVM associations and became a member of the Council of German Market and Social Research. Olaf Hofmann was delegated by the DGOF to the German commission for the creation and updating of ISO standards and it was decided to finance the publication series "Neue Schriften zur Online-Forschung" (New Publications on Online Research). A total of 18 volumes on online research have been published in the series by Herbert von Halem Verlag between 2007 and 2018. The first on "Online Research 2007. Fundamentals and Case Studies" and the last so far on "Computational Social Science in the Age of Big Data".

In 2007, Ramona Pforte took over the work at the DGOF office. The GOR took place in Leipzig, where 420 visitors from 18 countries came to listen to 120 contributions. 31 companies got involved as sponsors and/or exhibitors. The DGOF already had 141 members and at the general meeting the board was confirmed in office.



2006



In 2008, Melanie Rischke took over the office and the GOR moved to Hamburg. Local partners of the GOR were the University of Hamburg and the market researchers from EARSandEYES. For the first time, the Best Practice Award was presented for innovative case studies from the practice of applied online market research and the party took the guests to the Reeperbahn in the Funky Pussy Club.

In the 2009 board elections, Lars Kaczmirek replaced Uwe Matzat on the board. Olaf Wenzel retained the chairmanship. From this year on, the board was supported by a newly founded advisory board with Wolfgang Bandilla, Lorenz Gräf, Olaf Hofmann and Uwe Matzat as elected members. The GOR left Germany for the second time and came to Vienna with 400 visitors. After the Best Practice Award in the previous year, the Best Research Thesis Award, endowed with 3.000 Euros, was presented in Vienna for the first time. 35 students had submitted a thesis. A jury decided to award the prize to two outstanding papers by Vera Toepoel for "A closer look at web questionnaire design" and Jong-Eun Roselyn Lee for "A threat on the web: stereotype threat in avatar-embodied online groups". For the first time, the presentations took place in five parallel tracks.

In his keynote address "Online takes the lead. What's next" at the 2010 GOR in Pforzheim, Horst Müller-Peters concluded that online research had taken the top position in the canon of research methods. But he warned

against resting on this position, because new ways of obtaining data would revolutionise the market once again. This could also be seen in the membership figures of the DGOF. With 180 members, an all-time high was reached. At the general meeting in the same year, Olaf Wenzel resigned as chairman of the board and Monika Taddicken replaced him on the board. She was the first woman on the DGOF board. Martin Welker took over as chair.

In 2011, Birgit Bujard took over the management of the office. DGOF also became a member of the Market and Social Research Initiative. The aim of the initiative, which is jointly supported by ADM, ASI, BVM and DGOF, is to inform the public about market and social research. At the general meeting, the elections for the board of directors resulted in the only fight-up vote so far. Christoph Irmer became the new chairman, Lars Kaczmirek, Monika Taddicken and Martin Welker remained on the board. With 250 visitors, the GOR in Düsseldorf had a drop in attendance for the second year in a row and the lowest presentation numbers in 10 years. The party was still nice.

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The GOR visits Mannheim for the second time in its history in 2011, this time at the DHBW Mannheim. With 255 visitors, the GOR was again not well attended. Otto Hellwig replaced Martin Welker on the board and the general meeting decided that for organisational and financial reasons the GOR should be held repeatedly at the same location. This was a departure from the practice of holding the GOR in a new city every year. In the same year, the board met with the DGOF advisory board. The new event format Research Plus, the newly created and broader fund for the promotion of online research and other ideas were presented and discussed.

The first Research Plus, a regional evening event, took place in Cologne in March 2012. To this day, the Research Plus has the goal to strengthen the regional exchange of researchers and raising the awareness of the DGOF. To date, there have been 62 Research Plus events in Berlin, Frankfurt, Hamburg, Cologne, Mannheim, Munich, Nuremberg and online due to the pandemic. Also in 2012, a new board was elected at the general meeting with Otto Hellwig (chair), Lars Kaczmirek, Oliver Tabino, Monika Taddicken and Alexandra Wachenfeld. Christoph Irmer did not stand for re-election. A first membership initiative showed effect, the number of members could be increased significantly to 233, with new corporate members in particular. This also created the financial basis to change Birgit Bujard's job in the office from a half to a full position. The members also decided to dissolve the advisory board founded in 2009. The GOR took place again in Mannheim, this time in cooperation with SymanO (Symposium for Application-Oriented Online Research). The cooperation with DHBW professor and SymanO initiator Prof. Dr. Martin Kornmeier was intended to strengthen the practical part of the conference. The number of visitors again rose to well over 300. The keynote address "The Need for Faster Marketing Thinking & Slower Use of Flawed Traditional Research" by John Kearon, founder of brainjuicer (now System 1), will probably remain unforgotten by those present.

In 2014, the GOR returned to Cologne, this time and also in the following year in cooperation with the TH Köln. The number of visitors was again well over 300. Mick Couper gave his second keynote with "Social Media and surveys: Collaboration, not

Competition" and Meinald Thielsch replaced Monika Taddicken on the board.

In the following year, the DGOF had 274 members, the GOR was again in Cologne and Otto Hellwig (chair), Cathleen Stützer, Oliver Tabino, Meinald Thielsch and Alexandra Wachenfeld were elected to the board.

In 2016, the GOR went to Dresden. Among other things, the keynote speech by Vincent F. Hendricks, Professor of Formal Philosophy and Director of the Center for Information and Bubble Studies (CIBS) at the University of Copenhagen, entitled "Online Bubbles" was impressive.

In 2017, the GOR made its first stop in Berlin in cooperation with HTW Berlin. Almost 400 visitors did not want to miss this GOR. On the occasion of the upcoming federal elections, a prominent panel discussed the challenges of political opinion polls, and

the keynote address by Patrick Sturgis, Professor of Research Methodology in the Department of Social Statistics at the University of Southampton and Director of the Esrc National Centre for Research Methods was also dedicated to this topic in his keynote "The failure of the polls: lessons learned from the 2015 UK polling disaster". At the general meeting, Florian Keusch and Bella Struminskaya were elected as new members of the board. Oliver Tabino, on the other hand, left the board. The office moved from Skopos to respondi's premises and Anja Heitmann joined the office as reinforcement.

In 2018 and 2019, the GOR returned to the TH in Cologne. In 2019, DGOF had its highest number of members with 320. The association also launched an in-year workshop series and a new prize for the best research paper was created. A new digital publication series replaced the printed publication series. Membership of the Market and Social Research Initiative was terminated. Stefan Oglesby replaced Meinald Thielsch on the DGOF board and at an extraordinary general meeting at the Research & Results fair in Munich, a planned increase in membership fees was approved.





In 2020 and 2021, the GOR was held purely virtually due to the pandemic. Birgit Bujard left the office after almost 10 years and Anna-Lena Kemper succeeded her. In 2020, a new format was launched with the podcast series "Research Garage" and the board is confirmed in its composition in 2021. Since 2020, the DGOF, together with the ADM and BVM, has awarded a prize for the best project work of the year as part of the training to become a specialist in market and social research ("Best of FAMS"). In the jury for selecting the best work, the DGOF is represented by Lisa Dust from FACTS + STORIES.

In 2022, the GOR returned to Berlin and Anja Heitmann left the office. Anna Hristova started in her place. In 2023, the GOR takes place for the 25th time, this time in Kassel.

Today, the DGOF is a modern, innovative association that has been looking after the interests of stakeholders in the context of online research since its foundation and claims to be the first address in the field of online research. The DGOF sees itself as a bridge between different disciplines that use online research methods (e.g. sociology, psychology, political science, economics, market and opinion research, data science) and promotes the transfer between science and practice.

The DGOF is committed to the establishment and further development of online research and to the interests of online researchers in Germany. Online research ranges from the use of online-based data collection methods (e.g. by means of web surveys in online panels), to mobile research with smartphones, tablets and wearables, to the collection and analysis of social media data, administrative data, data from passive

measurements and other Big Data sources. With the GOR and the Research plus event series, the DGOF has formats that enable not only a professional but also a collegial exchange between science and practice. Scientific findings, commercial needs and practical application in the sense of best practice are brought together. The DGOF thus makes a sustainable contribution to the further development of online research.

DGOF means development: online research is more than surveying on the internet. We are constantly expanding our portfolio and expertise with the development, promotion and establishment of innovative digital survey methods, passive measurement methods and Big Data methods, and we make current reference to the interaction of the Internet and society.

DGOF CONNECTS: We see ourselves as a bridge between specialist areas and commercial application.

DGOF IS MULTIFACETED: We stand for the interests of our members, for knowledge transfer, for exchange and discussion as well as for the development and implementation of scientific standards.

DGOF IS FORWARD: We want to be a driver and bridge for topics such as Big Data & Data Science.

DGOF IS DISRUPTIVE: We stand for new beginnings and daring, we create acceptance for new paths, are constantly on the lookout for new things and thereby preserve our tradition.

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25 YEARS OF GOR AND DGOF –

AN ACADEMIC PERSPECTIVE



by **BELLA STRUMINSKAYA** Utrecht University
FLORIAN KEUSCH University of Mannheim

FOR ACADEMICS, THERE ARE FEW CONFERENCES LIKE GOR WHERE THEY CAN MEET NOT ONLY FELLOW ACADEMICS BUT ALSO INTERACT WITH PRACTITIONERS FROM MARKET RESEARCH COMPANIES, OFFICIAL STATISTICS, AND OTHER ORGANIZATIONS OUTSIDE ACADEMIA. THE OFFERINGS OF THE GERMAN SOCIETY FOR ONLINE RESEARCH (DGOF) ORGANIZED AROUND THE GOR CONFERENCE AND BEYOND, SUCH AS WORKSHOPS, AWARDS, FUNDING FOR PROJECTS IN ONLINE RESEARCH, PUBLICATIONS, AND THE DGOF PODCAST SERIES ARE ATTRACTIVE FOR ACADEMICS ALL OVER THE WORLD.

A BRIEF HISTORY OF GOR

The General Online Research (GOR) conference organized by the German Society for Online Research (DGOF) is the forum for academic researchers and practitioners from industry and official statistics to discuss the evolving methodologies around online research. GOR attracts around 400 participants each year from over 20 countries. Academic participants come from a diverse range of fields including sociology, political science, psychology, computer science, media and communication studies, and marketing. GOR provides a platform to share best practices and discuss challenges of conducting research in the digital age on methodologies such as online panel research and mobile surveys, big data and data science, web scraping, social media analytics, digital ethnography, politics and public opinion, artificial intelligence, and using sensors and wearables for data collection.

Given the scale of the GOR conference today it is hard to believe that 25 years ago GOR started as a small workshop where everybody in attendance also gave a presentation. In its starting year, 1997, GOR was the brainchild of a small group of academic researchers and a few practitioners, including Bernad Batinic, Wolfgang Bandilla, Lorenz Gräf, and Andreas Werner, who recognized the potential that online surveys can offer for substantive research. The founders wanted to explore methodological

issues associated with taking surveys from traditional modes such as telephone and face-to-face to the then new online world. Participants in the early years consisted mostly of early- and mid-career academics (and few practitioners) who were building a community of like-minded people with a common interest in the application of the novel survey data collection mode. Later, as some of the early members left academia, the community grew and included more and more practitioners.

Over the years, the GOR conference has remained a meeting point for academics and practitioners, which is unique in a world where there is usually very little overlap between these two groups. Often, meetings within these groups are distinct: either purely academic conferences where the main focus is on theoretical and methodological rigor or industry events where the focus is on showcasing novel technology to potential clients. At GOR, both worlds meet, which can help academics build partnerships with industry or re-orient themselves on the job market.

GOR AS THE MEETING POINT FOR THE
INTERNATIONAL ACADEMIC COMMUNITY

Initially GOR was conceptualized as the “German Online Research” conference and most of the participants were from Germany or neighboring German-speaking countries. Over the past 25 years, the conference became increasingly international. Both conference participants and abstract reviewers, who form the International Board, bring their broad expertise to ensure that the quality of the conference remains high. When researchers from all over the world meet at GOR, they initiate transnational collaborations, and if they already have such collaborations, use the conference as their meeting point.

GOR AS THE CENTER FOR NOVEL
METHODOLOGICAL TOPICS

The breadth of topics discussed at GOR has also grown over the years. The parallel thematic tracks that GOR has today – Track A on Survey Research: Advancements in Online and Mobile Web Surveys, Track B on Data Science: From Big Data to Smart Data, Track C on Politics, Public Opinion, and Communication and Track D on Digital Methods in Applied Research – have evolved from the first parallel sessions at the 2005 GOR conference. The themes in these sessions reflect contemporary developments in this fast-evolving field and now range from methodological questions around classic online surveys to using AI in market and academic research. Academic keynotes, usually delivered by university professors, push the boundaries of the current state of online research and set the agenda for methodological advancements in the future. Some notable examples include Frauke Kreuter’s keynote on Surveys and Data Science: What it

Means to Be a Methodologist [2018], Mirta Galesic’s Election Polling Is Not Dead: Forecasts Can Be Improved Using Wisdom-of-crowds Questions [2021], and two keynotes by Mick P. Couper on Technology and Culture: How Man and Society Change in a Time of Technological Revolution [2014] and Visual Design Effects in Web-Surveys [2002]. The first academic keynotes were presented at the 1999 GOR in Nuremberg by Michael Birnbaum on Online Research and Decision Making and Nicola Döring on Rewards and Punishments on the Web.

GOR FOR EARLY CAREER ACADEMICS

GOR is an ideal conference for early career academics. For many, GOR is the first conference they present work from their PhD projects. After experiencing GOR and DGOF as such a welcoming and open community, many come back year after year to the conference and participate in other DGOF events.

Additionally, pre-conference workshops provide early-career researchers with opportunities to familiarize themselves with state-of-the-art methodologies and tools, and the PhD workshop that precede the conference in some years, has given invaluable opportunities for PhD students to receive feedback on their dissertation papers from renowned experts in the field. The new Early Career Science Speed Dating, which will happen for the first time at the 2023 anniversary GOR, gives early-career conference participants both from academia and the industry the opportunity to meet other like-minded online researchers and grow their network. GOR also fosters young talent through various competitions such as the GOR Thesis Award for excellent bachelor theses, master theses, and PhD dissertations, the GOR Poster Award for excellent posters presented at the conference.

DGOF BEYOND GOR

While GOR provides opportunities for academics to share their work and receive recognition, DGOF is so much more than just GOR: DGOF and GOR are communities that provide ample opportunities for networking and research collaboration. Both at the conference and at DGOF satellite events such as the Research Plus – meetings of academic researchers and practitioners with presentations and plenty of opportunities for discussion that are held at the regional level throughout the year – especially early-career academics can meet potential future employers and learn what it means to work in market research from clients and market researchers themselves.

The DGOF Research Funding Program sponsors academic projects in online research based in Germany and German-speaking academics worldwide. The results of some of the projects funded by DGOF were published in international scientific journals, which forms one of the most important currencies for academic success.

For mid-career and established academic researchers, recognition for outstanding published papers in peer-reviewed journals comes in the form of DGOF Best Paper Award given out for the first time in 2019. The award is very popular and has greatly increased the international visibility of DGOF.

The DGOF publication series established in 2007 gives academic researchers an outlet to publish first findings in methodological online research and provides academics and practitioners alike with latest insights on methods, tools, and applications in online research. With the two newest formats – the Online Research Compendium and the DGOF Research Garage podcast – DGOF offers additional, timely materials that academics can incorporate into their research but also use when teaching online research methods to students.

GOR AND DGOF IN THE FUTURE

Looking forward, what role will DGOF and GOR play in academia and for academics in the future? We are confident that both the GOR conference and DGOF as a broader community will remain an integral part in the academic discourse. DGOF and GOR have always been on the forefront of novel digital developments while, at the same time, staying true to its core idea of advancing rigorous methodological online research. We now increasingly see presentations at GOR and other DGOF events that focus on the role of AI and machine learning, algorithms, data mining, and passive data collection. Nevertheless, the core topics of online research are stronger than ever represented in the themes of online and mobile web surveys, political communication, and online public opinion. For the novel methodologies used in market research, academics conduct fundamental research which informs the applications in practice and allows practitioners to cater to their clients’ needs.

This academic tradition of feeding research-based findings into practice connects the past and the future. Through the collaborative culture and open dialogue that are unique characteristics of GOR and DGOF both groups profit from the scientific rigor brought by academic research. While we cannot predict what the future holds, we are excited to see how continued cutting-edge methodological developments of digital research methods go hand-in-hand with future societal and technological development in our societies. DGOF and GOR provide the ideal platform to foster discourse and establish collaborations between academics and practitioners around these developments for the coming 25 years and hopefully beyond.



DGOF AND GOR:

FRATERNAL TWINS – LOVING SIBLINGS



by **OLAF HOFMANN** Member of the board of DGOF 2001 to 2004
Representative of DGOF in ISO activities since 2005

INTRODUCTION

Let us start right away with the real secret behind the success story of both GOR and DGOF, the fraternal twins: It is about how you link basic research and applied research / market research. This, in essence to me and I think most other observers has always been the core, the secret about the success story behind GOR and DGOF. Initially, this had something to do with the persons involved in establishing the conference and research body as well: Dr. Matthias Gräf, Prof. Bernad Batinic, Dr. Wolfgang Bandilla to name a few of the very first two years who all had a university background. Nevertheless, also after a new generation of leaders stepped in the close linkage between academic or basic research and applied or market research continued to be the defining aspect of both GOR and DGOF.

Why is that? You must ask this question since it is at times understandably and really difficult to keep both under one roof. The answer is easy: Both profit from each other. Not monetarily in the first place – although there is a commercial layer to it, too. No, the real profit vice versa derives from the fact that market research provides the platform on which basic research can play out its value and strength. Market research profits from insights provided by basic research. It makes perfect sense to link both outcomes wise and separate them process- and production-wise.

An additional success factor was and still is that GOR is not confined to a certain set of sciences. No, the topic is in the foreground, the scientific discipline follows. Therefore, you can find Psychologists, Sociologists, Political Sciences, Survey Methodology, Data Science and many, many more. All are welcomed and attracted by the unique approach offered by GOR.

Covering and integrating that many disciplines and backgrounds (commercial vs. academic) is not an easy endeavor at all. But in the end, all sides profit. The convention GOR and the organization DGOF are like twins: Born at the same time, equally important, often depending on each other. GOR provided the basis and the funds for DGOF which organized GOR and many other events in the recent past. Research Plus has established itself as an important local series of events in the DACH region.

Being rooted both in basic and applied research, GOR always covered a broad array of research topics, findings, and insights. Generally speaking, it covered the effects of internet on organizations, businesses and society as well as methodological issues of internet research. This becomes clearly visible once we take a closer look at all the important issues GOR has covered over the last 25 years.

HISTORY OF RESEARCH TOPICS

The history of GOR is a history of the internet itself. One can identify at least four major steps in the development of the issues and research topics which GOR covered over the last 25 years. These steps are of course heavily interlinked, and it is sometimes and to a certain extent difficult to really separate them from each other. Nevertheless, it makes sense to at least “group” issues according to the timeline of the last 25 years since it reveals a certain pattern.

FROM INFANCY TO AN ENVIED COMPETITOR: ONLINE RESEARCH 1.0

Online research 1.0 beginning in c. 1997 covered issues like is it at all possible to conduct surveys via the internet and particularly: How do we get it done? There were no Qualtrics, Confirmits, Tivians, Survey monkeys and the like. Theoretically, it is not a problem to survey internet users. But practically, how do we get it down? Right after these issues were by and large solved, others came immediately up for the newborn method like coverage, non-response, access panel issues. These were all most important quality issues which needed to be addressed and finally resolved. Otherwise, the new method(s) would have no chance to establish themselves.

Heavy issues which exist until this day had to be tackled like coverage biases. Moreover, traditional methods of data collection felt threatened and treated the newborn sibling not always very friendly. Yes, there was also a commercial layer to many topics. New players almost always have a hard time initially. Online research methods in particular had to prove that they yielded valid results, that they were “representative” in the strictest scientific sense. The standards by which online research results

were evaluated were at times tougher compared to traditional research methods. Right from the beginning, both GOR and DGOF were aware of that and handled the issues sensitively focusing mainly on methodological questions and quality standards.

QUALITATIVE AND QUANTITATIVE EXPANSION: ONLINE RESEARCH 2.0

This phase, beginning approx. in 2004, revealed step by step the true impact, scope and reach of online research. Online research, despite its caveats, offers a broad array of possibilities. Online qual, nowadays a staple of every market research portfolio, started to establish itself. MROC, market research online communities were given a first try. Online research via mobile devices offered additional opportunities for researchers. Its impact on society and individuals were certainly worth a look and using this channel for data collection implied methodological issues. Digital Divide as a political and sociological phenomenon was one of the main research topics at that time.

MATURING AND QUESTIONING: INSIGHTS 3.0

Interestingly, although becoming a true success by replacing more and more traditional offline data collection methods from the year 2010 onwards, more and more doubts, questions and negative outlooks prevailed: Do we need surveys at all? Listening is the new asking. What will come after Online Research? What is going to be the next big thing in data collection? The first dashboards in combination with automated online data collection made projects possible that were unthinkable a couple of years ago. The impact of research findings in corporations and organizations dramatically increased with “on the fly” results or surveys. Thus, the reality stood in stark contrast to the perception of many research providers.

QUEST INTO NEW HORIZONS: INSIGHTS 4.0

Insights 4.0 since approx. 2017 brings up both old issues like online access panel bias/problems with fraudulent respondents and new ones: AI as well as the ever increasing political and social impact of research findings. It is difficult to predict where all of this will lead to. But one thing is for sure: Technology will constantly provide new means for research. Some replacing older methods, some complementing them. AI became a true buzz issue as late as 2023 with public access to the third generation of ChatGPT. In research, particularly online research dealing with vast amounts of verbatims, in surveys the very same technology is used since many years. The most important driver of change at this stage of the development of internet research is something else, though. It is about bespoke research platforms that cover the whole communication process between clients and research providers. Boundaries between producers for research and users of research start to blur. We integrate more and more external/non-survey data sources into these platforms. These platforms become the central hub for decision-making in companies and organizations. That's the essence of Insights 4.0.

Looking at the last 25 years from a distance, the evolution of the GOR issues we and the industry have addressed is similar to the technological evolution of the last 25 years. Technology drives changes. Technology shapes history. It is far from pathetic to state that during the last 25 years which included deep impacts on the development of internet and internet research GOR itself has become a part of history.

DGOF AS A RESEARCH BODY

GOR and DGOF look back on a proud list of issues and developments they actively and oftentimes brought in and shaped first. That is the reason why DGOF as a research body right from the start in 2000 was taken seriously by other research bodies. It became obvious instantly that DGOF knew what they were talking about. We had close ties to basic research and GOR was the platform to facilitate the fruitful exchange. In my career, I came across quite many research organizations, even on a global level. It is not exaggerated to state that I have never encountered something similar.

In 1999/2000, DGOF became an established and important research organization in Germany. Its approach was instantly accepted by the three other research bodies in that marketplace: ADM, BVM and ASI. The other research bodies approached us and we agreed to cooperate closely when it comes to quality and ethical standards. With its activities in ISO, DGOF became even an important player within the global framework of research organizations. The most influential quality standard on a global level when it comes to market and opinion research, ISO 20252, was in many areas driven and shaped by DGOF. One can be proud to state that 9 out of the 10 most important online access panels in the DACH region are certified according to ISO 20252. DGOF helped to define, measure and control quality in online research. A truly invaluable contribution for all of us.

BALANCE

What could potentially be the best, the most effective counterbalance for not easily digestible issues like “digital divide” or “non-response bias”? Of course, leisure and fun.

Consequently, GOR and DGOF have always played the socializing card – much more than other platforms or congress formats. Difficult to say where it comes from. Perhaps diehard internet nerds play it hard when they meet, because they do not meet in person too often. Estimations vary between 8.000 to 10.000 liters of beer and 2.000 to 3.000 cocktails and shots being drunk at GOR parties over the last 25 years. Pretty certain that produced not only a lot of hangovers but also many contacts and new research ideas. GOR has been an opportunity to make friends & to meet friends. Full blown businesses were conceived and established, partnerships and alliances forged.

GOR was not 100% fun, though. A lot of us suffered tremendously when we tried to follow very hard to comprehend research topics presented by speakers with very bad English language skills. Sometimes it was almost impossible to follow what they were talking about. Therefore, GOR also means: Take it easy, we will survive those dreadful moments.

LEGACY

Both GOR and DGOF have played a vital role in the establishment of online research in Germany and other markets. DGOF's humble and decent strategy facilitating basic research insights and numerous market research case studies as well as interlacing them paved the way for the success and ever rising market shares of online research methods. DGOF facilitated the establishment of online research particularly in the critical early years 1998-2000 via its main communication and community

channel GOR. But even after that, the constant feedback and provision of research that makes a difference has helped build the reputation of online research needed to expand its market share and impact. Research most certainly does not only comprise of market research. No, it is all kinds of applied research and includes also vital information sources like public and opinion research. Particularly the latter plays an important role in decision making within democratic societies. DGOF and GOR helped to establish innovative online research methods regarding public and opinion research. The very same research methods provided results that helped getting a clear picture of what is going on in society. I can hardly think of a system with more impact and relevance. Researching online research should be regarded as one of the main foundations of a stable modern democracy. Not sure if ever anybody realized that tremendously important contribution, if not: Thank you DGOF, thank you GOR.

THE FUTURE OF GOR AND DGOF

The world is changing, technology is constantly shaping and expanding our means of research. GOR's almost unique approach bringing basic and applied research together thus profiting from each other will help in tackling new challenges. It is exactly the approach GOR stands for that we need when it comes to issues like AI, Metaverse, AR, Automation: Critical

openness combined with neutral and objective evaluation. Therefore, the future of GOR and DGOF is bright since they are not only researching the internet anymore. Increasingly, they cover all aspects of life, society, and science. The internet merges with the real world; they become indistinguishable. Thus, GOR and DGOF will become ever more relevant. We are looking forward to constantly expanding scope, issues, and tasks. Ethical, methodological, even criminal aspects of e. g. AI need GOR's and DGOF's approach: Always open minded, innovative, critical, if need be, soundly based on scientific findings.

FAREWELL

I am proud to have been an active participant in this process since 2001. GOR and DGOF were and always will be to me personally: Inspiration & mind opener. An effective reminder how and where to make observations and how to process them in a business context. Thus, becoming an easily available helper in becoming more creative. A never-ending source for dear friends and enriching contacts. And last but not least: Home.

SINCERELY YOURS,
OLAF HOFMANN



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DGOF BOARD MEMBER 2012 - 2010

OLAF WENZEL



A word in advance: I had the nice task to interview all past and still acting members of the DGOF board for this commemorative publication. Of the 21 people concerned, 18 (including me) participated and answered the questions. To be honest, I didn't expect that much of a response. What I'm particularly pleased about is that almost all of the founders of DGOF also have their say here. The personal experiences and impressions are of course very different. But you can clearly see how much heart and soul everyone has put into the association and into the GOR.

And even if one or the other is no longer active in the association today, there is still a nice bond. I think that this cannot be exclusively due to the pure topic „online research“. That is much too dry. I think it is also and especially due to the interpersonal things, the personal, fair, constructive and even friendly exchange among each other, which has always characterized the work in the board and the cooperation in the DGOF.

1 HOW AND WHY DID YOU JOIN THE DGOF? AND WHAT WAS YOUR MOTIVATION TO BECOME A MEMBER OF THE BOARD?

For me personally, the contacts in the scene of online researchers were decisive in getting me involved in the DGOF. At the end of the 1990s, I was doing my doctorate on the question of how the link structures of websites affect the perception of the website and the provider behind it. At that time, gir-l was a very exciting forum where many researchers exchanged ideas. I was already heavily involved and it was clear that I wanted to go to the GOR conferences. For me, membership in the association went hand in hand with this. I joined the board – like many others – because I was asked by incumbent board members. After a year as vice chairman, I was then pushed forward to succeed Olaf Hofmann. What followed was quite a long period as chairman, during which the DGOF developed from a pure GOR organizational association into a recognized association of German market and social research. It was really great to be part of that and to help shape the development.

2 WHAT ARE YOUR THOUGHTS ABOUT THE DEVELOPMENT OF THE DGOF DURING THE PAST 25 YEARS? HOW SIGNIFICANT IS THE DGOF TODAY?

As I said, the DGOF was initially founded for the sole purpose of organizing GOR conferences with a certain institutional backing. Over the years, this has developed into the central interest group for online research in

Germany. In the first years, the DGOF had almost exclusively personal members – scientists and practitioners of online research. At some point, however, more and more corporate members – mostly market research institutes and panel operators – joined. This helped the DGOF a lot to free itself from the financial pressure of the GOR conferences. It was possible to staff an office – first with half-time staff, and later full-time. The DGOF portfolio has expanded, e.g. through Research Plus. Today, DGOF operates on an equal footing with the other market research associations. We actively help shape the guidelines for market and social research. And we still succeed every year in putting on an exciting GOR at changing venues, thus keeping an eye on the latest developments in online research, documenting them, and promoting networking among researchers and practitioners.

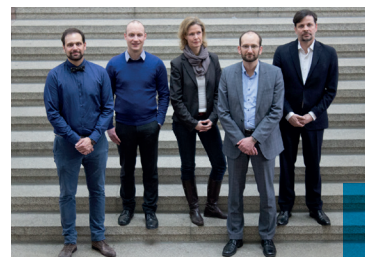
3 DO YOU REMEMBER THE FIRST GOR THAT YOU HAVE ATTENDED? WHAT WAS IT LIKE? AND WHICH GOR DO YOU REMEMBER ESPECIALLY?

My first GOR was in Nuremberg. I will never forget what it was like to meet in person the people I had known for a long time from discussions in gir-l or from publications. One was warmly welcomed. That was really great. Of course, I particularly remember several GORs – because I was also co-responsible for the organization as chairman for many years. But even before that, one of the most formative GORs for me took place in Göttingen. Like many of my colleagues, I was in the final phase of my doctorate. It was clear that I was not going to stay at the university. And many people in Göttingen were in this mood of departure. It was terrific and escalated (there is hardly any other way to put it) in one of the most legendary GOR parties of all times at Elektro Osho.

I also remember the GOR in Zurich very much. The content was really great. And as the first GOR abroad it was also something special. Financially, however, this GOR was almost a complete disaster for the DGOF (and thus also for me as chairman). Fortunately for the association, the next GOR took place in Bielefeld, with TNS as a partner. This first-time cooperation with a market research institute for the organization of the GOR had an extremely positive effect on sponsoring, without which a GOR could not be financed at that time.

4 WHY SHOULD AN ONLINE RESEARCHER VISIT THE GOR TODAY?

Contacts! Contacts! Contacts! I believe that there is no comparable event, even internationally, where so many people from all areas of online research meet. In addition, the GOR does not only address the inner circle of science, but also attracts many practitioners. These contacts (both professional and friendly) in all directions are extremely valuable. Personally, I have benefited greatly from them in the course of my professional career, and I am sure that many others feel the same way.



DGOF BOARD MEMBER 1998 - 2003

WOLFGANG BANDILLA



1 HOW AND WHY DID YOU JOIN THE DGOF? AND WHAT WAS YOUR MOTIVATION TO BECOME A MEMBER OF THE BOARD?

As a founding member of the DGOF I can only answer this question against the background of the situation at the time of the first GOR: The GOR 1997 in Cologne was initiated and organized by some members of the German Internet Research List (GIR-L). The success of this event as well as the expectations of the participants at that time tipped the scales for the foundation of the DGOF, which was completed in Mannheim the following year. Through the foundation of the association, the organizational prerequisite for a repetition and the establishment of a conference series was given. Hard to imagine today, but at that time online research was predominantly regarded as methodologically impure and unscientific by other disciplines, especially in academia. The GOR conferences were intended to help dispel such prejudices, some of which were certainly justified at the time. By means of the GOR as an independent conference series, it should be possible to make online research as a whole more visible and to increase its acceptance both in terms of methodology and content. This was, at least for me, the main motivation to participate in the foundation of the DGOF.

2 WHAT ARE YOUR THOUGHTS ABOUT THE DEVELOPMENT OF THE DGOF DURING THE PAST 25 YEARS? HOW SIGNIFICANT IS THE DGOF TODAY?

From my point of view, a breathtaking development, which was not to be expected in this form when the association was founded 25 years ago. In the early years, the association's activities were primarily limited to the organization and implementation of the GOR. Today, it is impossible to imagine Germany without the DGOF as a central point of contact for both online market research and online research at universities. A look at the current website of the DGOF with its multitude of offers and activities proves this impressively.



3 DO YOU REMEMBER THE FIRST GOR THAT YOU HAVE ATTENDED? WHAT WAS IT LIKE? AND WHICH GOR DO YOU REMEMBER ESPECIALLY?

The GOR 1997 was the first GOR I attended. As the first GOR conference ever it remains of course in special memory. For the first time, the conference offered the opportunity to get to know personally and to exchange with those whose names were only known from discussions within the GIR-L. The conference was a great success. The breadth of content of the presentation topics in this early phase of online research was not comparable to later GOR conferences. There were also no parallel sessions, as the event was held in the conference hall of a hotel in Cologne's old town with over 100 participants. The discussions after the presentations were informative, intense and controversial, so it was not surprising that at the end of the event the wish for a repeat was expressed. Another GOR that will remain in my memory was the one in Zurich in 2005. I will never forget the impressive keynote by Andreas Weigend, the former Chief Scientist of Amazon.

4 WHY SHOULD AN ONLINE RESEARCHER VISIT THE GOR TODAY?

Even though I am no longer active professionally and primarily observe the development from the outside, I think that for all those active in online research, visiting the GOR conferences is a benefit. Not only in terms of current developments in this research area, but also through the opportunities for personal exchange of experiences and the networking that is often beneficial and important in professional life.

DGOF BOARD MEMBER 1998 - 2001

BERNAD BATINIC



1 HOW AND WHY DID YOU JOIN THE DGOF? AND WHAT WAS YOUR MOTIVATION TO BECOME A MEMBER OF THE BOARD?

I was one of the two founders of the German Internet Research List (GIR-L), a really great mailing list with many active people and many super exciting discussions. There we opened up the topic of online research and online surveys and laid the foundation for today's developments. After many discussions in the GIR-L, the idea came up that we should meet and get to know each other personally.

This led to the GOR, which was very successful, and we had the idea to organize it annually in the future. Such a congress with hundreds of participants also costs a lot of money and so that, if something goes

wrong, one of us doesn't get totally into debt, we founded the DGOF and this should be responsible for the GOR in the future. The foundation took place at ZUMA (today Gesis) in Mannheim and all founders of the association were automatically members of the board.

2 WHAT ARE YOUR THOUGHTS ABOUT THE DEVELOPMENT OF THE DGOF DURING THE PAST 25 YEARS? HOW SIGNIFICANT IS THE DGOF TODAY?

In the past, the GOR was clearly a pioneer nationally and internationally. There was nothing like the GOR in this form even in the USA. We were trendsetters here and developed the topic of online research very early and at a high qualitative level. Today there are many GORs and there are many congresses on sub-topics of the GOR, nevertheless the GOR still has a special meaning in online research, and I can only recommend everyone to participate.

3 DO YOU REMEMBER THE FIRST GOR THAT YOU HAVE ATTENDED? WHAT WAS IT LIKE? AND WHICH GOR DO YOU REMEMBER ESPECIALLY?

Sure. The first GOR was in Cologne, went over two days and we planned the event together with Lorenz Gräf as the local organizer in the team via mail exchange. This was really very nice and totally exciting for me. The event had only one lecture strand and took place in a very noble hotel for us at that time. We even had our first small booths there, where software for conducting online surveys was presented.

It was really interesting to meet all the people you only knew from the mailing list gir-I (German Internet Research List). I also gave my own presentation on "Determinants of willingness to participate in online surveys" and I can remember that I was very excited.

4 WHY SHOULD AN ONLINE RESEARCHER VISIT THE GOR TODAY?

First of all, because of the super nice people and the always great organization. It was and still is an incredibly nice congress with a great party and it clearly stands out from other conferences I know. The GOR also gives you a comprehensive overview of the current state of online research, it's very easy to get to know all the important players in the field and you can exchange ideas very quickly and informally. Furthermore, there is no better place to build a bridge between research and practice.



DGOF BOARD MEMBER 2004 - 2011

HOLGER GEISSLER



1 HOW AND WHY DID YOU JOIN THE DGOF? AND WHAT WAS YOUR MOTIVATION TO BECOME A MEMBER OF THE BOARD?

At that time, I had just taken over the task of setting up online market research as a separate division at psychonomics. We weren't pioneers, but at least we were there early on. So it made sense to exchange ideas with other institutes and online researchers. At the beginning, there was a lot of criticism from traditional market researchers who mainly saw the deficits, but not the opportunities of the method. At that time, the DGOF was a place to discuss fundamental questions, to debate with other associations and to push online market research together. In my seven years on the board, that was one of my main tasks: Coordinating with the other associations and establishing myself in the market research industry, such as gaining corporate members from market research.

2 WHAT ARE YOUR THOUGHTS ABOUT THE DEVELOPMENT OF THE DGOF DURING THE PAST 25 YEARS? HOW SIGNIFICANT IS THE DGOF TODAY?

First of all, it's great that the DGOF and the GOR still exist. And that, even though online surveys are not only established today, but have also become the most important survey method. It is also impressive that the balancing act between the academic and commercial worlds is still successful and enriching.

It is a credit to the DGOF that the GOR still comes across as fresh and not outdated. It's not an old men's club, but still one of the most exciting conferences the German market research landscape has to offer.

3 DO YOU REMEMBER THE FIRST GOR THAT YOU HAVE ATTENDED? WHAT WAS IT LIKE? AND WHICH GOR DO YOU REMEMBER ESPECIALLY?

My first GOR was the GOR 2001 in Göttingen, although before that I had already been to a day event in Mannheim organised by the DGOF together with Gesis. At the Göttingen GOR, everyone probably remembers the legendary GOR party (electrosho), which will probably remain unmatched for the old dogs. Many GORs are associated with special people I met there. That's why I have particularly fond memories of Zurich 2005, for example, and also Mannheim 2012. Another special GOR was the Bielefeld GOR 2006, where I was allowed to moderate a panel discussion on the topic of "On-Site Surveys in the Age of Pop-Up Blockers", which was extremely productive and had a lasting influence on later methodological discussions on the topic.

4 WHY SHOULD AN ONLINE RESEARCHER VISIT THE GOR TODAY?

Are there any specialized online researchers at all today or is it not all part of the mainstream? The GOR is interesting for all market researchers who are interested in further developing their methods. I find exciting and inspiring contributions at every GOR. You might have to look a little longer than in the early days, when many things were still new, exciting and unexplored. But especially with the topic of AI, a thematic field is opening up where the GOR could be just the right place for intensive methodological discussions.

DGOF BOARD MEMBER 2012 - TODAY

OTTO HELLWIG



1 HOW AND WHY DID YOU JOIN THE DGOF? AND WHAT WAS YOUR MOTIVATION TO BECOME A MEMBER OF THE BOARD?

My journey to DGOF took place in three stages. In the 90s, as an academic researcher in Cologne, I got to know Lorenz Gräf and therefore followed the founding and first years of DGOF as an interested onlooker. After the founding of respondi, I was then connected to the DGOF from 2006 onwards as an exhibitor and sponsor of the GOR. After what was probably the most turbulent board election in 2011, I was first an extended member of the board, from 2012 a member of the board and since 2013 chairman of the board of DGOF.

My motivation to remain engaged in the DGOF board to this day lies in my ambition to position the DGOF well, economically, organisationally and in terms of content. When I became a member of the board, I had the impression that the DGOF existed mainly for tax reasons to organise the GOR. That was not enough for me and the new board. We wanted to give the DGOF its own face and more weight as an association, make it economically more solid and make the office more capable of acting. To this end, we have gradually developed new formats and content that make us more present and diverse and link us more firmly with the academic world and the world of practice in online research. I think we have done a lot of this well in the last few years.

2 WHAT ARE YOUR THOUGHTS ABOUT THE DEVELOPMENT OF THE DGOF DURING THE PAST 25 YEARS? HOW SIGNIFICANT IS THE DGOF TODAY?

The fact that an association for online research was founded as early as 1998 is a stroke of luck for the development of research in German-speaking countries and makes us unique in an international comparison.

I also don't know of any other institution within our subject area that networks academic and applied research so systematically and personally. These two circumstances, a separate association for online research and the bridge between specialist fields and commercial application, have exerted an incredible amount of force on the development of online research over the past 25 years. Be it through the exchange of content, during the GOR and other events and the resulting impact on innovative ideas and extraordinary partnerships, or as its own advocacy towards other associations and legislation.

Even if international colleagues in particular are surprised about having our own online research association in Germany, or even admire it, it is still justified today. The DGOF is the foundation on which online research in the German-speaking world stands, it is its backbone that gives online research agility and speed, and it is its eyes for the issues that shape our future. For this, we cannot thank the members and the many researchers enough for their great engagement over the past 25 years.

3 DO YOU REMEMBER THE FIRST GOR THAT YOU HAVE ATTENDED? WHAT WAS IT LIKE? AND WHICH GOR DO YOU REMEMBER ESPECIALLY?

My first GOR was in Göttingen in 2001. I had just left academia with a PhD and started working in commercial online market research at a small start-up. Unfortunately, I soon realised that although I was responsible for all the research at the young company, as an empirical social researcher I didn't know much about market research or online research. My first GOR came at just the right time. Through the lectures and many conversations, I was able to discover this new world for myself bit by bit and was happy to discover that online researchers are very nice people with whom you can party until dawn.

I have special memories of every GOR I was able to visit and I could tell many stories. I will probably especially remember the GOR 2014 in Cologne and the first virtual GOR 2020. Cologne, because together with Birgit Bujard, the TH Köln and the entire board, I was able to really shape my first own GOR and we tried out a lot of new ideas. I will probably forever associate the first virtual conference with the special effort in the preparation and behind the scenes. Within a few months we had to enter a completely new world and learn, learn, learn. I remember that at the end of the conference we were all pretty knackered, but also proud that everything had worked so well.

4 WHY SHOULD AN ONLINE RESEARCHER VISIT THE GOR TODAY?

Here I would like to respond with Bernhard Keller, co-editor of the book series "Zukunft der Marktforschung", who, on the sidelines of a discussion on the topic of quality, invited by Planung & Analyse, meaningfully said: "If the quality of research also depends on the knowledge of all stakeholders, then I don't understand at all why I meet so few researchers of my generation at the GOR every year. Where, if not at the GOR, do I learn so much in two days about basics, best practices, new methods and new offers and this fact-based and not promotional." I can only agree with that.

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DGOF BOARD MEMBER 2009 - 2015

LARS KACZMIREK



1 HOW AND WHY DID YOU JOIN THE DGOF? AND WHAT WAS YOUR MOTIVATION TO BECOME A MEMBER OF THE BOARD?

My involvement in the German online research community was a development that increased over the years. I began with contributions, was session moderator, took on tasks related to organizing the conferences and then found myself in the role as program chair and treasurer of DGOF. I enjoyed being part of the community and one of the benefits as a program chair is that you get to read all submissions, including the ones that would not make it into the program. Overall, the different roles and management opportunities were a good training for my academic career at GESIS – Leibniz Institute for the Social Sciences.

2 WHAT ARE YOUR THOUGHTS ABOUT THE DEVELOPMENT OF THE DGOF DURING THE PAST 25 YEARS? HOW SIGNIFICANT IS THE DGOF TODAY?

I was very lucky in the sense that I was part of a new movement that turned out to constantly grow and mature over the years into a professional organization with a large annual conference. One of the success factors of DGOF is that it managed to evolve with the field. As online surveys became part of the standard canon of research methods, the topics at the conferences became more specific and new topics such as social media made its entry into the community.

3 DO YOU REMEMBER THE FIRST GOR THAT YOU HAVE ATTENDED? WHAT WAS IT LIKE? AND WHICH GOR DO YOU REMEMBER ESPECIALLY?

The GOR 2001 in Göttingen was my first scientific conference. I was reaching the end of my psychology studies and had begun looking out for topics that I would like to pursue after my diploma. I found online surveys especially intriguing and since the location was within reach and budget I registered as a participant. It resonated well with my interests and in the following years two of the founders of DGOF, Wolfgang Bandilla and Michael Bosnjak, became my supervisors and we contributed to many GOR conferences.

4 WHY SHOULD AN ONLINE RESEARCHER VISIT THE GOR TODAY?

The conference is the main event in Germany for science in online research. It is one of the easiest ways to get an overview of current and emerging topics. I was always looking forward to the discussions between the sessions and engaging with the community has always been fun.

DGOF BOARD MEMBER 2017 - TODAY

FLORIAN KEUSCH



1 HOW AND WHY DID YOU JOIN THE DGOF? AND WHAT WAS YOUR MOTIVATION TO BECOME A MEMBER OF THE BOARD?

I joined DGOF when I attended my first GOR conference in 2007. Initially, the reason for me to become a member was just to receive a discount on the conference ticket. It took me a while to figure out that DGOF is so much more than “just” the annual conference. DGOF is a vibrant community of like-minded academics and practitioners. The community was also the reason for me to become more involved by joining the board. I wanted to actively help shape the agenda of DGOF and the conference.

2 WHAT ARE YOUR THOUGHTS ABOUT THE DEVELOPMENT OF THE DGOF DURING THE PAST 25 YEARS? HOW SIGNIFICANT IS THE DGOF TODAY?

I can “only” speak for the past 16 years but three things are quite noticeable. First, GOR and DGOF have substantially grown in attendance and membership over the past two decades. Second, the growth in numbers was accompanied by a growth in international visibility. I remember that at my first conference in 2007, there was only one or maybe two parallel tracks, most presentations were still in German, and the vast majority of attendees came from Germany.

Now GOR is a conference with at least three parallel tracks and attendees from well over 15 countries every year. Third, the topics have changed, with DGOF and GOR always on the forefront of novel online research. While the core topic has always been online survey methodology, we have come a long way from exploring the initially crazy idea of administering surveys via the Internet to this now being the standard, most commonly mode of survey data collection. Along the way, other hot topics were always discussed at GOR, published in DGOF outlets, and presented in DGOF workshops. Back in the mid-2000s this were topics around Web2.0 and Second Life, later the rise of social media and smartphones, and now AI and ChatGPT.

3 DO YOU REMEMBER THE FIRST GOR THAT YOU HAVE ATTENDED? WHAT WAS IT LIKE? AND WHICH GOR DO YOU REMEMBER ESPECIALLY?

Sure, in 2007, I was a new PhD student in Vienna and came to my first GOR in Leipzig with a group of people who had established the so called “Expertenforum Onlineforschung” in Austria – a network of people (including, among others, Bernad Batinic, Werner Hemsing, and Lilo Stalzer) who’s mission it was to better understand how online surveys could be used in market and social research. GOR was a great inspiration for us, and we brought many of the ideas that were presented at the

conference back to Vienna to discuss in our bi-monthly meetings. In 2009, the group helped organized the first GOR in Austria.

The Vienna conference was a lot of fun, but it was also special for me because that was where I presented my first academic paper. I remember being extremely nervous because Mick Couper, Don Dillman, and Edith de Leeuw were in the audience, and I had only read their papers and now they were in the audience listening to my presentation. With two exceptions, I have attended every GOR since 2007, but probably the most memorable (maybe not for the best reasons) was the first Online GOR in 2020.

Bella Struminskaya and I were conference chairs that year, and for a long time it was not clear whether we would even have a conference. First, the conference was postponed, and we initially thought that we could still do an in-person conference in the fall. When it became clear that this is not possible, we moved the entire conference to an online format within a little over two months. This is nothing I would want to do again, but in the end it turned out quite fine.

4 WHY SHOULD AN ONLINE RESEARCHER VISIT THE GOR TODAY?

I might be biased but I truly believe that there is no way around GOR if you are doing methodological online research. This is where the state-of-the-art research is presented, and it is one of the very few places where academics and practitioners really meet and talk. Apart from the research, the big draw of GOR and DGOF is the people.

This is just such a wonderful, inclusive, and welcoming community, and I have made lots of true friends over the years. The atmosphere at the conference is extremely friendly and supportive, which makes it a great conference for people who just started their career.

DGOF BOARD MEMBER 2022 - TODAY

SIMON KÜHNE



1 HOW AND WHY DID YOU JOIN THE DGOF? AND WHAT WAS YOUR MOTIVATION TO BECOME A MEMBER OF THE BOARD?

My first contact to DGOF was a ‚research plus‘ event in Cologne in 2015 where Yannick Rieder and I presented our very first analyses of Twitter data. After that, I participated in many GOR conferences and started to help organizing the conference program, first as a reviewer and session chair,

then as a track chair, and finally as vice programme chair. From that, it was an easy decision to further expand my work in the DGOF and I'm excited to help shape the DGOF over the next years.

2 WHAT ARE YOUR THOUGHTS ABOUT THE DEVELOPMENT OF THE DGOF DURING THE PAST 25 YEARS? HOW SIGNIFICANT IS THE DGOF TODAY?

From my perspective, DGOF is more significant than ever. Both academic and industry researchers are facing more and more opportunities and challenges when it comes to online data and research.

DGOF is the place to connect all these different researchers and expertise and plays a crucial role in the advancement of our profession.

3 DO YOU REMEMBER THE FIRST GOR THAT YOU HAVE ATTENDED? WHAT WAS IT LIKE? AND WHICH GOR DO YOU REMEMBER ESPECIALLY?

Yes, my first GOR was in Berlin in 2017. It was a great experience and I haven't missed a single GOR since then. The GOR in Cologne in 2018 and its party is one of the many GOR highlights that I remember.

4 WHY SHOULD AN ONLINE RESEARCHER VISIT THE GOR TODAY?

For me, GOR is still the most relevant (and fun) conference when it comes to the intersection of online survey research, market research, and data science. The mix of academic researchers, market researchers, and industry is clearly one of a kind!

DGOF BOARD MEMBER 2003 - 2009

UWE MATZAT



1 HOW AND WHY DID YOU JOIN THE DGOF? AND WHAT WAS YOUR MOTIVATION TO BECOME A MEMBER OF THE BOARD?

I joined the DGOF, of course, via the GOR conference series. At the 2002 GOR conference in Göttingen, I gave my first paper presentation and joined DGOF shortly thereafter. From 2004 - 2008, I was active as a member of the DGOF board and acted as a program chair of the five conferences in the years 2004 - 2008.

At that time, the GOR was a frontrunner and the most vibrant European conference that covered both methods of online research as well as research about the social and psychological impacts of online technologies.

2 WHAT ARE YOUR THOUGHTS ABOUT THE DEVELOPMENT OF THE DGOF DURING THE PAST 25 YEARS? HOW SIGNIFICANT IS THE DGOF TODAY?

The DGOF established itself as a prominent actor in the world of (online) market research. The GOR conference lost a bit of its unique selling point in academic research as there are many other conferences about online research taking place regularly.

3 DO YOU REMEMBER THE FIRST GOR THAT YOU HAVE ATTENDED? WHAT WAS IT LIKE? AND WHICH GOR DO YOU REMEMBER ESPECIALLY?

Not really, just the parties. The GOR 2006 in Bielefeld (!) I still remember. Just have a look at the GOR archive: <https://www.gor.de/archive/gor06/>

4 WHY SHOULD AN ONLINE RESEARCHER VISIT THE GOR TODAY?

Good question. As a university researcher, I haven't been there for a while myself. Nevertheless, as a Learning Analytics researcher, I still send some of my Ph.D. students to the GOR in the hope that it is still a place where frontrunners can find each other.

DGOF BOARD MEMBER 2001 - 2003

ULF-DIETRICH REIPS



1 HOW AND WHY DID YOU JOIN THE DGOF? AND WHAT WAS YOUR MOTIVATION TO BECOME A MEMBER OF THE BOARD?

I was one of the seven founders of DGOF, who gathered at the Cognition and Web (CAW) conference in April 1997 in Freiburg (my paper there was about a "vision" of how online research could look like 10 years from then ;-)) <https://iscience.uni-konstanz.de/archive/reips/papers/CAW97Paper.html> and, sitting in a café, decided to found DGOF. Subsequently, we all signed the founding document for a German "eingetragener Verein". Later that year we held the first GOR in Cologne, where many of us presented, see <https://www.gor.de/archive/gor97/abstracts.htm>.

Having been convinced of the cause and loving our inspiring yearly meetings I became vice president of DGOF 1999 - 2003 and was on the Board and a critical academic voice for I don't know how many years. In line with my longstanding motivation to connect the national DGOF with the international world of Internet-based research I organized the first General not German OR outside of Germany, in Zurich 2005, which I believe in many respects remains one of the most successful GORs in terms of overall audience, international attendance, keynotes, and inspirational influence.

2 WHAT ARE YOUR THOUGHTS ABOUT THE DEVELOPMENT OF THE DGOF DURING THE PAST 25 YEARS? HOW SIGNIFICANT IS THE DGOF TODAY?

I am very happy that our "baby" DGOF still exists. Its original purpose, to organize and hold GOR as a meeting event for online researchers (many of whom had been members of gir-I, a mailing list on "German Internet Research"), persists. From how I defined online research in a contribution to the ZUMA (GESIS) Newsletter (<https://www.uni-konstanz.de/iscience/reips/pubs/papers/chapters/um18.htm>) the reader may derive how much DGOF has developed and changed. It is natural, however, that with proliferation of online in daily life DGOF would lose some of its distinct appeal. The society and its conferences are still a meeting and bridging option for practitioners and academics (who rarely meet with each other like this outside of their niches), it builds on social and business relationships that have grown over the 25 years. I have been sending and keep sending students to GOR, they report enjoying the conferences.

DGOF remains an influential player in German-centric market research, and GOR is a nice meeting opportunity. That said, I believe DGOF never fully realized its international potential. We could have been among Google, Apple, and Wired, but almost no one jumped the localist mindset and the shadows of German regulations. Commendably some members had a decent success in the global park.

3 DO YOU REMEMBER THE FIRST GOR THAT YOU HAVE ATTENDED? WHAT WAS IT LIKE? AND WHICH GOR DO YOU REMEMBER ESPECIALLY?

Yes, see GOR 1997 in Cologne with link above. I remember arriving late to my talk due to a delayed train (thankfully the order of talks was switched), and with a voice like a metal band singer presented the first experiment (A/B test) that was ever conducted on the Web along with my Web Experimental Psychology Lab (<https://iscience.uni-konstanz.de/archive/ulf/Lab/WebExpPsyLab.html>) that had been awarded into its "Top Ten Websites" by "Der Spiegel" in 1996. I remember hearing of interesting and exciting concepts like Nth Viz, MUDs and social network analysis of mail headers and experiencing vivid discussions, for example with Martin Heidingsfelder swearing down in his frank-ish Frankish style from the upper balcony at the Cologne vicinity.

I have many fond many memories of different GORs, most of which are around meeting wonderful people, see next question.

4 WHY SHOULD AN ONLINE RESEARCHER VISIT THE GOR TODAY?

To meet people, get to know the German online research scene, and learn from each other.

Wonderful people I met at GOR include Michael Birnbaum from California, whom I invited to GOR 1999 as a keynote speaker, Anja Göritz, who later became a collaborator, Bernad Batinic, the ever present "Elton of online research", with whom I published two books, Wolfgang Bandilla, the grand old man of the early days, Sonja Utz, who developed the strongest theories of psychosocial online behavior at GOR, Lorenz Gräf, the entrepreneur who sometimes asked me for some code or method and for a while co-sponsored our International Journal of Internet Science (<http://IJIS.net>), which Uwe Matzat and I founded in 2005. And one is Olaf Wenzel, who had contacted me when he was sailing in the flow of writing his dissertation and now edits this collection.

5 SHOULD DGOF OPEN ITSELF UP TO MEMBERSHIP OF GENERATIVE ARTIFICIAL INTELLIGENCE LIKE CHAT-GPT?

Yes, as long as it produces high quality online research.

DGOF BOARD MEMBER 2017 - TODAY

BELLA STRUMINSKAYA



1 HOW AND WHY DID YOU JOIN THE DGOF? AND WHAT WAS YOUR MOTIVATION TO BECOME A MEMBER OF THE BOARD?

My first encounter with DGOF was through the GOR conference, of course. I liked the conference experience so much that following this first paper presentation almost a decade ago I became a member of the International Board reviewing the abstracts submitted to the conference, then track chair for track A, and then DGOF board member and programme chair for the GOR. It has been and still is very rewarding to see the field of online research evolve and – with the help of the programme committee – to be able to shape what the GOR conference will look like.

2 WHAT ARE YOUR THOUGHTS ABOUT THE DEVELOPMENT OF THE DGOF DURING THE PAST 25 YEARS? HOW SIGNIFICANT IS THE DGOF TODAY?

As a programme chair, I will say a couple of words about the conference. GOR has become very international: it started as 'German Online Research' actually but today we have attendees from all over the world. In 2017 in Berlin, participants from 23 countries attended GOR. The growth is remarkable as well with about 400 people joining in to hear about cutting-edge online research. But most importantly the exchange between academia, market research, industry, official statistics which is what makes the GOR conference unique and well worth attending.

3 DO YOU REMEMBER THE FIRST GOR THAT YOU HAVE ATTENDED? WHAT WAS IT LIKE? AND WHICH GOR DO YOU REMEMBER ESPECIALLY?

My first GOR was in 2011 in Düsseldorf and this was the very first conference during my PhD where I had a chance to present my research. I remember experiencing a strong feeling of community that has persisted ever since my first GOR and inspired me to engage more over time. I was impressed by innovative and high-quality presentations, great networking opportunities, and the breadth of activities that were happening from various awards, inspiring keynotes and panel discussions to social events, including the pre-conference get-together and of course the GOR party.

From the recent conferences, the memorable one is the 2020 GOR which the vice programme chair Florian Keusch, me, and the whole programme committee and the board turned into a virtual event. We had to act fast and find creative solutions to still make GOR happen. We have received very positive feedback from participants and I am still amazed at how it all came together. Many people were involved but the large part of this success is due to our DGOF office who year after year make sure everything runs smoothly!

4 WHY SHOULD AN ONLINE RESEARCHER VISIT THE GOR TODAY?

For one, to stay up to date on the latest online research. Our topics cover a broad range from online and mobile web surveys, data science, big data and smart data to political research and public opinion research, political online communication, and of course online market research. But also to experience this feeling of online research community as I did at my first GOR: talk to people during the coffee breaks, social events, engage in question-and-answer at the sessions, keynotes, workshops. This is how ideas are born, connections are made, and the field moves forward. It is a very exciting time for online, digital research with the progress of technologies, emerging approaches and data sources and with everyone who attends GOR we are indeed, as our motto suggests, shaping online research together. For anyone who is new to the GOR conference or who is returning, I'm looking forward to seeing you in Kassel!

DGOF BOARD MEMBER 2015 - 2022

CATHLEEN STÜTZER



1 HOW AND WHY DID YOU JOIN THE DGOF? AND WHAT WAS YOUR MOTIVATION TO BECOME A MEMBER OF THE BOARD?

In 2014, I submitted my PhD thesis for the GOR Best Thesis Award 2014. I was so excited when I was invited to Cologne. I met a lot of remarkable people from Germany and abroad. When I won the award, it was clear that I would come here again. :-)

A few weeks later, Lars Kaszmirek asked me if I would be interested in working on the DGOF board. My data science research topics would be a great fit for DGOF. I was on my way to Mainz at the time and I said yes. Lars was a kind of gatekeeper for me.

2 WHAT ARE YOUR THOUGHTS ABOUT THE DEVELOPMENT OF THE DGOF DURING THE PAST 25 YEARS? HOW SIGNIFICANT IS THE DGOF TODAY?

What makes the DGOF special for me is that, in my opinion, it has developed into a kind of "transfer hub" around social science research methods. The German research landscape in particular is characterised by strongly discipline-specific methodologies. With its versatile instruments (such as the interdisciplinary design of the tracks at the GOR, the DGOF research funding, DGOF Thesis Award, DGOF publication series, DGOF Compendium, etc.), the DGOF has managed to build bridges and thus support the interdisciplinary transfer as well as the transfer of basic research, applied research and practice.

3 DO YOU REMEMBER THE FIRST GOR THAT YOU HAVE ATTENDED? WHAT WAS IT LIKE? AND WHICH GOR DO YOU REMEMBER ESPECIALLY?

My first GOR was, as I said, connected with the PhD Thesis Award... a very great memory of Cologne. My second GOR was associated with the Vice Chairing of GOR 15 alongside Lars Kaszmirek... so also a very exciting GOR... and my third GOR ... oh yes, the GOR 16 in Dresden. The kick-off couldn't have been more ambivalent: Despite the cold weather and infrastructure challenges, you could tell just from the sponsorship income how many DGOF Partners gave the wonderful east of the country a chance... and with the keynotes by Vincent F. Hendricks (Professor of Formal Philosophy and Director of the Center for Information and Bubble Studies at the University of Copenhagen, Denmark) and Jana Diesner (Professor at the iSchool at the University of Illinois Urbana-Champaign, USA), it was a very special GOR for me as GOR Chair!

4 WHY SHOULD AN ONLINE RESEARCHER VISIT THE GOR TODAY?

The GOR is open and versatile for young and old topics... it offers both newbies in science and senior researchers the perfect platform to get to know new things and to develop their content... of course it also provides the stage for networking, because the GOR party is already legendary as well... a dear colleague from computer science who was at our GOR for the first time last year said to me... "wow, I'll be back...!"



DGOF BOARD MEMBER 2013 - 2017

OLIVER TABINO



1 HOW AND WHY DID YOU JOIN THE DGOF? AND WHAT WAS YOUR MOTIVATION TO BECOME A MEMBER OF THE BOARD?

Of course, I was already familiar with the DGOF before my time as a board member. For me as a young market researcher, the DGOF was closely linked to online research and primarily represented the interests of online panel researchers and providers. In this respect, the DGOF did not play such a big role for me at the beginning of my career. That changed over time. I was approached by Christoph Irmer at that time. The DGOF was going through a turbulent phase and Christoph wanted me to join the board. In addition, social media research was to take up a larger space at DGOF and that was a very exciting "playing field" for me. That was the start for my board member phase.

2 WHAT ARE YOUR THOUGHTS ABOUT THE DEVELOPMENT OF THE DGOF DURING THE PAST 25 YEARS? HOW SIGNIFICANT IS THE DGOF TODAY?

The GOR is emblematic of the fundamental change in market and social research over the last 25 years and the many challenges it has faced. The GOR has adapted, set and absorbed trends and is a link between academic and commercial research. That is why the GOR has been relevant and will remain so in the future, I have no doubt.

3 DO YOU REMEMBER THE FIRST GOR THAT YOU HAVE ATTENDED? WHAT WAS IT LIKE? AND WHICH GOR DO YOU REMEMBER ESPECIALLY?

I have many good memories and of course every GOR was special. I have particularly fond memories of GOR 2018. My colleagues Yannick and Thomas from Q Agentur für Forschung won the Best Practice Award together with the SWR. I had InHome interviews with clients in Essen.

Therefore I had to leave shortly before the presentation and didn't come back until around 10 p.m. By then, the Q crew was already hard at work celebrating. At least I was able to stroke the award and drink to it at the party. That was a great GOR moment.

4 WHY SHOULD AN ONLINE RESEARCHER VISIT THE GOR TODAY?

I think all researchers from market, social and political research should visit the GOR. The GOR is not only interesting and inspiring for online researchers.

DGOB BOARD MEMBER 2010 - 2014

MONIKA TADDICKEN



1 HOW AND WHY DID YOU JOIN THE DGOB? AND WHAT WAS YOUR MOTIVATION TO BECOME A MEMBER OF THE BOARD?

As a student, I was involved in setting up an online access panel, which brought me to the attention of the GOR and the DGOB. When I then started my doctoral thesis on the methodological effects of the then new online surveys, I was looking for sparring partners from the field. And before I had quite realized it, I had a phone call asking me if I would like to run for the board.

2 WHAT ARE YOUR THOUGHTS ABOUT THE DEVELOPMENT OF THE DGOB DURING THE PAST 25 YEARS? HOW SIGNIFICANT IS THE DGOB TODAY?

When I joined DGOB, there was a lot of emphasis on collaboration with research and universities. This intensified during my active time, for example, we held great PhD workshops with the communication science association, the DGPK. For a certain period of time, I was both a member of the DGOB board and a spokesperson for the DGPK's digital communication specialist group, which resulted in what I consider to be great synergies. I would like to see more focus on this interface again. I always had the feeling that both academic research and practical market and social research can benefit a lot from each other – as long as you can engage with the other perspective.

3 DO YOU REMEMBER THE FIRST GOR THAT YOU HAVE ATTENDED? WHAT WAS IT LIKE? AND WHICH GOR DO YOU REMEMBER ESPECIALLY?

Yes, I remember my first GOR in Duisburg and the great first contacts I was able to make there. It was very interesting to get more involved in practice, to hear about other challenges, but also about the many experiences that have already been made with online research. Probably not completely unimportant for building the networks were the legendary GOR parties. They were all unforgettable.

DGOB BOARD MEMBER 2014 - 2019

MEINALD THIELSCH



1 HOW AND WHY DID YOU JOIN THE DGOB? AND WHAT WAS YOUR MOTIVATION TO BECOME A MEMBER OF THE BOARD?

I joined the association as a student and have always felt wonderfully supported. Over the years many of first rather professional relationships became friendships. Visiting a GOR conference gives me a feeling like being at a class reunion.

Thus, at some point, I simply was eager to get more involved and to give something back. During my second round as a successor to the board (in 2014), I was actually appointed for the job – and joined the board with joy for 5 years.

2 WHAT ARE YOUR THOUGHTS ABOUT THE DEVELOPMENT OF THE DGOB DURING THE PAST 25 YEARS? HOW SIGNIFICANT IS THE DGOB TODAY?

I think the DGOB itself has taken a wonderful development and has become very professional. It is remarkable how much commitment everyone involved has put into the association. This has certainly positioned the DGOB as strongly as it is today. Sometimes the DGOB was even too innovative or ahead of its time, topics such as Open Science were discussed here long before this had reached the wider scientific community. Today, the content and methods that DGOB represents are widely established, which certainly makes it easier in many places, but perhaps some now miss the excitement and the technical innovation speed of the early years.

3 DO YOU REMEMBER THE FIRST GOR THAT YOU HAVE ATTENDED? WHAT WAS IT LIKE? AND WHICH GOR DO YOU REMEMBER ESPECIALLY?

I had already been very interested in online methods during my studies in psychology. Thus, I attended my first GOR in 2004: At the end of my studies, I just went there with my fellow student and good friend Torsten. It was an exciting experience, and I was happy to attend many times after that. Also, I have a very good memory of the GOR 2005 in Zurich, where I was allowed to present my diploma thesis. Probably it was a coincidence, but I think my audience was not so huge as in Zurich in most of my GOR talks afterwards... ;-)

4 WHY SHOULD AN ONLINE RESEARCHER VISIT THE GOR TODAY?

As I said, online methods have become widely established – unfortunately, however, still some studies are still done improperly, and many things can often be done better than one first thinks. At the GOR, you meet the absolute experts who can give you further tips even on topics where you

think you are already good. There are also excellent formats for newcomers to get started. In addition, the entire community is really open-minded, super friendly and always open to new things.

I wish for every conference to have such a mixture of quality and cordiality – at the GOR you can experience it firsthand.

DGOB BOARD MEMBER 2013 - TODAY

ALEXANDRA WACHENFELD-SCHELL



1 HOW AND WHY DID YOU JOIN THE DGOB? AND WHAT WAS YOUR MOTIVATION TO BECOME A MEMBER OF THE BOARD?

At the time, I was looking for exchange with online researchers and was immediately very enthusiastic about the open discussion. Approaches and methods were examined from many sides and the passion to further develop this then still young branch of research was always palpable. At the time, I was allowed to conduct some methodological studies at the Institute on the topic of online sampling and the influence of recruitment on panel composition, and in this context I also got to know Lars Kaczmarek. He introduced me to the fields of activity of the DGOB board. Since then, I have experienced the work of the DGOB and especially its orientation as a bond between science and practice as very valuable myself, I was very pleased when I was asked in 2013 whether I could imagine myself working on the board – and even more so when I was then elected.

2 WHAT ARE YOUR THOUGHTS ABOUT THE DEVELOPMENT OF THE DGOB DURING THE PAST 25 YEARS? HOW SIGNIFICANT IS THE DGOB TODAY?

For me, the most important thing about DGOB is still that it offers a defined space for current methodological developments, in which a professional and constructive discussion takes place. There is no GOR from which I have not taken away exciting impulses for my work! The topics surrounding online research have changed greatly over the course of 25 years with the increase in digitalisation – from conducting “simple” online interviews to passive measurements and the diverse use of AI or AR solutions. GOR has remained THE podium for the critical, reflective and passionate discussion of all methodological developments. And this for both academic and applied research.

3 WHY SHOULD AN ONLINE RESEARCHER VISIT THE GOR TODAY?

There are certainly many good reasons for a GOR visit. To exchange methods, to be up to date and to network are some of them. However, digitisation and the use of AI also raise research ethics issues that are discussed at the GOR. In addition, I am always impressed by the methodological breadth and diversity of the presentations. The Best Practice Award is also one of the highlights for me – it shows how new research approaches perform in practice.

DGOB BOARD MEMBER 2005 – 2012

MARTIN WELKER



1 HOW AND WHY DID YOU JOIN THE DGOB? AND WHAT WAS YOUR MOTIVATION TO BECOME A MEMBER OF THE BOARD?

I came to the DGOB through contacts from ZUMA e.V. (today GESIS). Back then, mainly Andreas Werner inspired me to take part!

2 WHAT ARE YOUR THOUGHTS ABOUT THE DEVELOPMENT OF THE DGOB DURING THE PAST 25 YEARS? HOW SIGNIFICANT IS THE DGOB TODAY?

The DGOB e. V. is, through my observation, a well-established and professional networked group. It has managed to become an important hub for digital research. In my opinion, economic practice is currently being integrated above all, science to a lesser extent. That's a pity, because the practice-science bridge was a trademark of the DGOB for a long time. I also miss critical voices that name and reflect on socially relevant undesirable developments. For example, how entire economies can be manipulated with big data, and how great damage is caused in the long term (Brexit, Trump; see Cambridge Analytica, SCL Group). But maybe I did not watch closely enough at DGOB in the last couple of years.

3 DO YOU REMEMBER THE FIRST GOR THAT YOU HAVE ATTENDED? WHAT WAS IT LIKE? AND WHICH GOR DO YOU REMEMBER ESPECIALLY?

That was the GOR 1999 in Nuremberg. Bernhard Batinić was very successful and motivating back then. I especially remember the GOR 2007 in Leipzig, because I was the main organizer and had to pay quite a bit of tuition. But I also have vivid memories of the GOR 2005 in Zurich, which was hosted by Ulf Reips. This was an outstanding event in terms of content and quality. By the way, I still have numerous GOR devotional items in my basement, nice keepsakes!

4 WHY SHOULD AN ONLINE RESEARCHER VISIT THE GOR TODAY?

In order to have well-founded discussions with professionals about very current topics.

DGOF BOARD MEMBER 1998 – 2001

ANDREAS WERNER



1 HOW AND WHY DID YOU JOIN THE DGOF? AND WHAT WAS YOUR MOTIVATION TO BECOME A MEMBER OF THE BOARD?

The DGOF emerged from the GOR, which in turn emerged from the mailing list GIR-L – German Internet Research List. Their participants wanted to meet. Lorenz Gräf had organized a room in Cologne and suddenly we had too many registrations. I had an appointment with IP – that was the advertising marketing company of the RTL Group at that time. And they gave us quite a lot of money, so we were able to hold the first GOR in Cologne, near the cathedral in a hotel, with well over 100 participants.

When you have sponsors, you need an administrative infrastructure so you don't run afoul of the tax office. So, in the evening after the first GOR, we and the organizing team decided to found an association. After all, there should be further events. We were few and thus quasi the executive committee. There was no other way.

2 WHAT ARE YOUR THOUGHTS ABOUT THE DEVELOPMENT OF THE DGOF DURING THE PAST 25 YEARS? HOW SIGNIFICANT IS THE DGOF TODAY?

I never intended to found an association, and at that time I was no longer employed at the university. For me, the research with the new media apparatus was exciting, the connection between theory and practice. I also sat on the IVW Technical Commission. We were looking at how to implement online circulation counting. For me, it was strange that more should not be done – precisely what today is described as digital analytics. From the beginning, I worked with non-reactive methods and developed something like A/B testing procedures without calling them that, got involved with social media monitoring early on. Most people who work with these methods today have neither training in empirical social research nor in controlling. That is unfortunate. This is where the research associations – not just DGOF – should get more involved. Unfortunately, I then lost sight of the GOR and DGOF somewhat. Now I read about Civey and Forsa in Handelsblatt and have a very split impression. Originally, I thought that an

association for online research would eventually make itself superfluous because it would become an integral part of empirical social research. In the meantime, I am of the opinion that only from this area really important impulses for future methods result. This is where the DGOF should position itself.

3 DO YOU REMEMBER THE FIRST GOR THAT YOU HAVE ATTENDED? WHAT WAS IT LIKE? AND WHICH GOR DO YOU REMEMBER ESPECIALLY?

Of course I remember the first GOR in Cologne. That was quite amazing. This fancy hotel and then the many relatively young people, mostly from universities. For many it was strange to have white covered tables and drinks in coolers on the tables. In addition, I still clearly remember the enthusiasm for the survey methods, which were relatively new at the time. We also discussed willingness to participate and self-selection, and how you could get results much faster than with a telephone CAPI. It was already a bit adventurous – perhaps still weakly structured. In the meantime, the lines have become much clearer.

4 WHY SHOULD AN ONLINE RESEARCHER VISIT THE GOR TODAY?

Online research is already much more innovative than the traditional field – even if the simplified access is of course a challenge in terms of data quality. I still see a lot of work ahead of us here. The GOR is the perfect forum for this.



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Herzlichen Glückwunsch zum 25-jährigen Bestehen der DGOF!

Als langjähriges Mitglied möchten wir Ihnen für Ihre wertvollen Beiträge danken.

Auf die nächsten 25 Jahre erfolgreicher Forschung!

EVENT & COMMUNICATIONS CONSULTANT

ANNA-LENA KEMPER



1 HOW LONG HAVE YOU BEEN WORKING FOR THE DGOF OFFICE AND WHAT DID YOU DO BEFORE THAT?

I have been working at the DGOF office since April 2021. Before that, I had little to do with market and online research as I studied literature; at university, however, I worked for two years in the office of the Gesellschaft für Kanada-Studien in deutschsprachigen Ländern e. V. (Society for Canadian Studies in German-speaking countries) and thus already got a taste of "association air". Directly before I started at DGOF, I worked for almost four years first as a community manager and later as a digital account manager at a communications agency in Frankfurt for a major client in the consumer electronics sector, so I have a certain amount of social media know-how.

2 WHAT ARE THE MAIN FOCUSES OF YOUR ACTIVITIES FOR THE DGOF?

The biggest focus is, of course, event organisation: the main focus is on the GOR, which is actually a topic throughout the year. But I am also responsible for the preparation and supervision of the Research plus networking evenings in various German cities, the DGOF workshops and the regular board meetings. In addition, public relations work is on the agenda as well as communication with members, interested parties and friendly associations. The monthly bookkeeping also falls within my area of responsibility.

3 WHAT PART OF YOUR WORK DO YOU ENJOY THE MOST AND WHAT COULD YOU DO WITHOUT?

What I enjoy most is looking after events on site: making sure everything is running smoothly, that everyone is happy, talking to people and seeing that everyone is having a good time. What I could definitely do without would be all things bookkeeping.

4 IS THERE ANYTHING YOU ARE REALLY PROUD OF IN YOUR WORK FOR DGOF SO FAR?

"Proud" might not be the right word, but I'm definitely very happy that my first "on-site" GOR in Berlin last year went down so well with the audience. As is the case when you manage an event of this size on your own for the first time, I was often sweating with my arms and tearing my hair in the background – but I was told that this is normal and that the participants didn't notice.

EVENT & MEMBERSHIP MANAGEMENT CONSULTANT

ANNA HRISTOVA



1 HOW LONG HAVE YOU BEEN WORKING FOR THE DGOF OFFICE AND WHAT DID YOU DO BEFORE THAT?

I have been working for DGOF since July 2022. Before that, I gained experience as a PR officer and project manager in companies such as SeniorenService Goldner Herbst GmbH and Gerry Weber GmbH. However, I discovered my enthusiasm for public relations and media through my work at the NGO Arbeitskreis Ostviertel e.V. in Münster. There I was involved in various international youth projects in Africa, Asia and Eastern Europe.

2 WHAT ARE THE MAIN FOCUSES OF YOUR ACTIVITIES FOR THE DGOF?

My tasks at DGOF are varied and interesting. I am responsible for membership administration but of course also for organising GOR 23 in Kassel and our Research Plus evenings in various locations. Together with my colleague Ms Kemper, we create newsletters, press releases and social media posts so that our DGOF members are constantly informed about current events.

3 WHAT PART OF YOUR WORK DO YOU ENJOY THE MOST AND WHAT COULD YOU DO WITHOUT?

What I definitely don't like is writing reminders. I can never find the right words for it. Especially because I know that every DGOF member has joined the association voluntarily and every failure to pay one or another membership fee has a purely technical character. That's why I can't imagine working in the accounting department of an electricity provider. I need people, conversations and less numbers, therefore I enjoy most organizing and attending GOR and of course our Research Plus events. Even though I am not an online researcher I find the topics very interesting.

4 IS THERE ANYTHING YOU ARE REALLY PROUD OF IN YOUR WORK FOR DGOF SO FAR?

I can't say that I am particularly proud of anything. What has made me happy so far has definitely been the positive feedback regarding the course of GOR 22 in Berlin. All the participants were very friendly, positive and happy to be live again, there was a special energy. I was new at that time, to be precise I had only one month of experience, and I was allowed to co-organise and experience this great event.

FORMER MANAGING DIRECTOR

BIRGIT BUJARD



1 HOW LONG HAVE YOU BEEN WORKING FOR THE DGOF OFFICE AND WHAT DID YOU DO BEFORE THAT?

I worked at DGOF from 2010 to 2020, from 2013 as Managing Director. In the meantime, I am a consultant for Strategic Portfolio Development at the Alexander von Humboldt Foundation and a Senior Research Fellow at the Centre for Turkey and EU Studies (CETEUS) at the University of Cologne..

2 WHAT ARE THE MAIN FOCUSES OF YOUR ACTIVITIES FOR THE DGOF?

At the beginning, I only had a half-time job and my work revolved around membership management and, for the most part, the organisation and implementation of the GOR. My very first GOR was the one in Düsseldorf in 2011, which took place at a time when the DGOF was going through a lot of upheaval and there was frequent talk about whether there was still a need for a separate association for online research. Fortunately, the members decided at that time that there was still a justification for the DGOF, and the GOR in Düsseldorf, which initially seemed to be ill-starred, provided important impulses that resulted in the further development and reorganisation of the association, in which numerous members and former as well as later board members participated with great commitment. That was great to accompany. With this reorientation of the association, numerous new projects were added in addition to the GOR and with the new tasks, my position also grew from half to full time.

3 WHAT PART OF YOUR WORK DO YOU ENJOY THE MOST AND WHAT COULD YOU DO WITHOUT?

I have always enjoyed all the things at DGOF where I could work with the members. We have set up so many great projects together over the years. This included the GOR and its further development, of course, but also the podcasts and Research Plus as a regional event series for people interested in online research. What was so much fun was that there were always people among the members who took up a project and then developed it together with the office and the board. Since the office was small – at first it was just me and later Scarlet Siebert and then especially Anja Heitmann – we couldn't have implemented all the great ideas on our own.

Do without what? I think there are always certain administrative tasks at associations that are not much fun, but are simply part of the job. But chasing after defaulters or having to make the necessary preparations so that members can be excluded from the association's committees because they don't pay their dues are never tasks that one likes to take on.

And apart from that, I would only say that I was always glad to have a GOR behind me. I still find the GOR a great and important conference, but it also makes an incredible amount of work – as anyone who has been part of the [local] organising and programme committee can confirm. And in the 10 years that I have worked at DGOF, we have always tried to further professionalise the conference organisation, even though the team running the conference has not really grown significantly.

4 IS THERE ANYTHING YOU ARE REALLY PROUD OF IN YOUR WORK FOR DGOF SO FAR?

I already said that I always found it great to help develop new projects. For me, this includes the DGOF podcasts and the Research plus events. With the Research plus events, I always found it great that in every city where the DGOF held the event, it was a bit different and always had local colour, which was also mainly due to the fact that there was a different organising team in each place. The cooperation with all of them was exciting and profitable for me personally.

As far as the GORs are concerned, each one has a special meaning for me. I am particularly proud of our GOR 2017 in Berlin. It was financially very successful, but it was also the first time that we had our own track on election research, and I was also involved in shaping its content. So I was able to combine my interests in political science with my work at the DGOF and – not surprisingly in the aftermath of the British referendum in the summer of 2016 – we had some presentations on Brexit and elections in the United Kingdom, which I found particularly exciting.

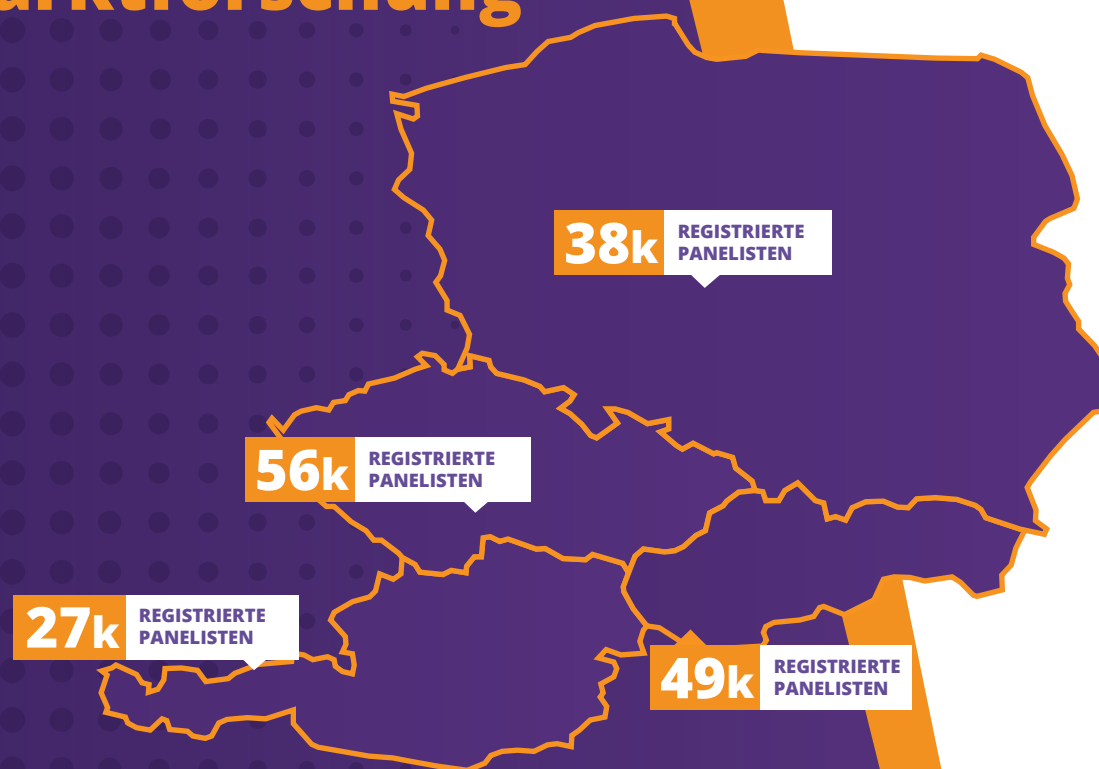
And still on the DGOF in general: I found the cooperation with the [over the years] changing boards and the members simply humanly beautiful and I enjoyed it. I also felt welcome in the DGOF community right from the start, even though I'm not an online researcher. I also found it great that there was a general openness to trying out new things. If you had an idea, you could look for other people and just try it out. It was also great for me that the work was so flexible (this was before the pandemic), because I was still writing my dissertation on British European politics for quite a while in parallel to my work in the office.

It was nice to be able to actively accompany the work of the DGOF for ten years and I learned a lot over the years. But I am particularly pleased to be able to congratulate the association on its 25th anniversary.

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FROM MEMBERS

ANDREAS KNAPPSTEIN BILENDI

Since 2005, online research has been my daily companion. The DGOF was immediately present with a great community of like-minded people. For me, customer panels and online customer surveys were the main focus back then. Automated interfaces between CRM systems and survey systems also existed – only no one called it CX back then. 2005 was also the time when many online access panel providers were founded, which later became very successful. The GOR has accompanied many developments in the industry over the years and has always been a great opportunity for me to take a look into the scientific world of online research.

Today, in times of exponential technological growth, the DGOF with the GOR is more relevant than ever to give us orientation and point us in the right direction. Not everyone can do that! For this, dear DGOF/GOR, I congratulate you most warmly!

ANDREAS WITTENBERG KANTAR

The first GOR I attended was in Duisburg in 2004, followed by many more in subsequent years. Their interesting content always drew me in and allowed me over the years to get acquainted with some very innovative approaches to online research from across the industry.

Online research is still the fastest-developing area of market research, perpetually adapting to how people access and use the Internet and drawing on new technologies. In my eyes, however, there has been one constant throughout the years: the need for quality data.

At Kantar, we see quality data as an imperative for delivering trustworthy insights, and we believe it starts with the right sample sources, as well as smart and considered respondent engagement. To this day, these points often get overlooked when planning a new study, which is why I would like to thank the DGOF for all the important work they've done in informing about standards and best practices in this field and curating a knowledge base on their website.

FRANK LÜTTSCHWAGER EARS AND EYES

I have been a big fan and a member of the DGOF since I attended the GOR in Nuremberg in 1999. The DGOF has contributed significantly to the acceptance and development of online research in Germany and continues to do so today. Of all the market research associations, the DGOF is also the one that best implements the synthesis between science and practice. With the GOR, but also with the Research Plus events, the DGOF continues to create industry meetings that are always worth attending.

I was able to make many exciting contacts at the various GORs. The highlight was certainly the GOR in Göttingen with probably the most legendary of all GOR parties. But my personal highlight was also the GOR in Hamburg, which I was able to support with EARSandEYES and the University of Hamburg. After a break of a few years, I am very excited to be at the GOR in Kassel this year and are looking forward to exciting talks and familiar faces.



KARSTEN POLTHIER INNOFACT AG RESEARCH & CONSULTING

The birth of online market research is closely linked to the DGOF. And as with every new survey method, there were a few contractions. Who better to testify to this than a pioneer who, with a handful of companions, first set out on the path of online market research on the institute side back then. It was not without reason that the DGOF came at absolutely the right time as a kind of midwife with its originally somewhat unwieldy mission to “increase the acceptance and further development of methods for collecting data with the help of the Internet as an equal method in the canon of classical research approaches”.

In the meantime, online market research has come of age and determines an essential part of the market research scene. In this respect, too, the work of the German Society for Online Research has been very successful. And it continues with the evolution of the survey method, which is always getting new and exciting offshoots. The GOR conference, where science and practice have been engaged in an exciting academic dialogue for two and a half decades, plays an essential role in this. The DGOF has also been able to develop this event into its own established brand in Europe. Happy Birthday and thank you for 25 years of successful development of the industry!



MARCUS KÖRNER IWD – MARKETRESEARCH

Congratulations on the 25th anniversary conference of the German Society for Online Research (DGOF). For a quarter of a century, the GOR – Conference has been promoting the research and application of online research in Germany and beyond. The anniversary conference is an important milestone in the history of the GOR and a significant event for the entire online research community. Every year I am impressed anew by the papers and discussions presented at the conference and by the high quality of the research presented. It is great to see how the GOR is helping to solve complex problems in science, business, and society, making a positive impact on our research world.

I would like to thank all the participants of the GOR and the organizers of the anniversary conference and congratulate you warmly on this important milestone. I wish you continued success in promoting online research and look forward to many more years of great presentations with high academic and practical standards.



MAREIKE OEHL Q / AGENTUR FÜR FORSCHUNG

I associate a lot with DGOF. I still remember well the first time I attended GOR. A little nervous – no wonder, since I was about to present in an international panel. As a Master's student, that was impressive. A restless night and numerous runs later, the time had come: I presented my research results and was happy about the many questions about them – after the presentation and at lunch together with interested scientists. That was the starting signal for the visit of many more GORs...



2022

YANNICK RIEDER JANSSEN PHARMACEUTICAL COMPANIES OF JOHNSON & JOHNSON

GOR – Celebrating Online Research for 25 years!

Congratulations to the GOR 25th anniversary and with that to 25 years of shaping online research. I am happy that the GOR has accompanied and enriched my professional career for the last 10 years. I remember my first attendance in 2013 which was full of great memories and even some coincidences. It started at my third day of my first full time job in market research and was therefore my first business trip. It also took place in a very special location for me, because it was held in the same building in Cologne where I graduated a few months earlier. In the following years I became part of the growing GOR community and made lots of friends resulting in exciting research projects and collaborations.

Since it was the birthplace of online research in Europe, it is still one of the most inspiring events in this field. Bringing social sciences experts, who are working on the foundations of innovation, and market researches together contributes to a special atmosphere of openness and innovation. In combination with best practices and the wide range of topics, the GOR always drives my motivation to challenge the status quo of research methods. Thank you to all the contributors and organizers! May the GOR continue to shape the online research landscape for many more years to come!



DANIELA WETZELHÜTTER UNIVERSITY OF APPLIED SCIENCES UPPER AUSTRIA

I associate GOR with absolutely outstanding coffee – a first and lasting impression. In the long run, I got to know innovative research through the GOR. I have been able to exchange ideas with many inspiring personalities. Last but not least: I really appreciate the opportunities that the GOR offers to young and more experienced scientists!



EMANUEL MAXL CONTEXT-RESEARCH

GOR 09 @Vienna – A Milestone in Austrian Online Research

Like with successful movies where often years of work and passion condensed in 2 hours it was with the GOR 2009 in Vienna. For me the story begins at the GOR 06 in Bielefeld when I first met a bunch of Online-enthusiastic Austrian pilgrims to the holy grail of digital research. A year later in Leipzig our group was even more motivated to strengthen “Online” in Austria.

The so called “Expertenforum Onlineforschung” was freshly set up with begin of 2007 with a group of client-side- and agency-researchers, scientists and software-supplier. A series of high-quality speeches and discussions started in the location “Wassergasse” in the heart of Vienna. It were those

For me, this anecdote is an example of what I appreciate about DGOF: DGOF is not an “old men's club” where you have to have a doctorate or be “Head of” to belong. Anyone who is enthusiastic about online research can join. The DGOF does this excellently not only at GOR, but also at the numerous Research plus evenings. Low-threshold networking par excellence!

In this spirit, I wish DGOF all the best for its 25th birthday and look forward to many more GORs and the continuation of our joint work – whether it's about the DGOF workshops, Research plus or the GOR poster jury. Keep up the good work, dear DGOF!



RON DEGEN GIM

Congratulations, dear DGOF, on your 25th anniversary and on the 25th GOR taking place this year!

Thinking about my first contact point with DGOF inevitably takes me to my first visit to GOR in Mannheim in 2012. I had the pleasure of offering a short course on quality and quality assurance in online research back then with my colleague Alexandra Wachenfeld-Schell – who has also been active on the board of the DGOF for many years. The one thing that I remember to this day is the extremely competent and pleasant organizers of GOR!

It also stood out that, at GOR, trend and industry topics (such as Mobile Research at that time) were discussed at an early stage and comprehensively – and they still are today. Since then, I have been an enthusiastic visitor again and again. In my opinion, the GOR stands for interesting keynotes, exciting lectures, or workshops with international and national participants that you won't find anywhere else. At the same time, it is inspiring, close to research and gives new impulses that I am always happy to take with me. All the best for the next 25 years – here's to many more interesting events.



STEPHAN TEUBER GIM

1998 to 2023 – that is a quarter of a century of rapid change in society, technology, and research. And the DGOF can proudly say that it has always accompanied and shaped this change courageously and with an eye on the future, without slackening its research standards at the highest level. It was courageous and farsighted to recognise the growing importance of digitisation for research at a time when online was still uncharted territory for many. And today, as a new era of digitisation dawns, it is equally courageous and farsighted to uphold the scientific foundations of our research. The GOR is impressive proof of this: How scientific discourse is mediated here with the demands of applied research, how theory and practice come together, how the different generations of researchers meet, inspires me as a regular visitor every year anew. Dear DGOF and dear GOR team – a very big compliment and many thanks for these 25 years of sustainable shaping of the future. I am excited and look forward to many more years!



months of excitement when a strong idea came up in our group: “We would like to have the GOR here in Vienna!”. So, with the backing of the VMÖ – Austrian Market Research Association and WWG (Austrian Advertising Association) we started to work with our friends of DGOF. The GOR 09 took place at the new renovated university of Vienna. As chairman of VMÖ, Lilo Stalzer handed over the responsibility to me in June 2008, I had the honour to welcome the participants from the Austrian side. It was a fantastic conference with 237 speakers and more than 400 participants. The GOR-Party took place in the Moulin Rouge of Vienna, what a hot place. In 2010 GOR 09 got officially awarded by the city of Vienna as outstanding conference in 2009. This was only possible with the help of so many good-will people – thanks to those.

MARKUS WEISS UNIPARK BY TIVIAN

From GOR party DJ to Thesis Award sponsor

My memories go back to GOR party DJing in Leipzig in 2007. It was my second year at Unipark by Tivian, and I had the pleasure of DJing with “Berlin club experience” at the After-Conference-Party. It was great to see some of the board members doing air guitars and ecstatic dances to the sounds of Nirvana. However, there were also a few disappointed market researchers who would have preferred more mass-compatible pop music like “Sing Hal-leluja” by Dr. Alban.

Since then, Unipark by Tivian has shifted its focus from party sponsoring to supporting young researchers and has been sponsoring the GOR Best Bachelor and Best PhD Thesis Award for the past 10 years. We aim to support the research and leadership elite of tomorrow in their work with our software. As future team leaders face new challenges in the rapidly changing world of work due to technological progress, Tivian can support them in overcoming these challenges even after their transition into professional life.

I thank you for some great memories over the past years, some of which I certainly cannot erase from my party memory .

PETER WIEGELMANN INTERROGARE

Our first GOR participation in 1999 in Nuremberg was also our first contact with the then “new” community: all completely new territory, not only for us. After officially joining the DGOF in 2001, the coolest GOR party took place right away in Göttingen (though our party for the GOR 2006 in Bielefeld wasn’t bad either). Besides the annual GORs, the general meetings were also real highlights in the first years. I have thankfully forgotten what unimportant details we fought to the death over back then. After the wild early years, the professionalisation that we still know today gradually set in. A committed board, a super office and paying members who remain loyal to the DGOF even in the long-established online market research. In this sense: congratulations and keep up the good work!

SEBASTIAN SORGER NORSTAT GERMANY

Dear DGOF & GOR,

as we continue to navigate the ever-evolving landscape of online research, I want to take a moment to acknowledge the incredible work that you do to advance our industry. With the ongoing expansion of digital technologies, we are witnessing unprecedented opportunities for online research. From market research to user experience testing, the potential for collecting and analyzing data is greater than ever before.

As a community, we must continue to push the boundaries of what is possible while ensuring that our practices are ethical, transparent, and reliable. By doing so, we can drive innovation, inspire new ideas, and contribute to the growth of our respective industries.

We look forward to continuing to work alongside all of you as we chart a course towards a bright future for online research. Best regards!

FROM ASSOCIATIONS

FRANK FAULBAUM ASI E.V.

An anniversary like the 25th anniversary of the DGOF is always an occasion to look back. When DGOF was founded in 1998, the World Wide Web was barely 10 years old. Online research and the implementation of online surveys were an absolute exception at that time. At the international conferences organised by ZUMA on the scientific application of statistical software, Softstat’87 – Softstat’97, at which innovative developments in the field of statistical software as well as associated methodological developments were presented for the first time (see also Andreß, 2010) , a contribution on Internet-based surveys was only presented at SoftStat’97 (cf. Batinic, 1997) .

The founding of the DGOF thus took place at a time when it was not yet clear how strongly online surveys would establish themselves in market and social research. It was certainly still a fair amount of joy in experimenting that prompted the early members of the DGOF such as Lorenz Gräff, Bernard Batinic, Olaf Hofmann, Olaf Wenzel, Holger Geissler or Uwe Matzat to commit themselves to the application and further development of online research. As part of the further development, online access panels were founded very soon, and their problems were soon seen. At the General Online Research Conference 2004 (GOR 04) in Duisburg, for example, there was a panel discussion on the methodological problems of online access panels, some of which still exist because they are inherent in the concept. Nevertheless, despite all the criticism, online access panels have become an indispensable part of market and social research.

From the time of the DGOF’s founding until today, there has been a rapid technological development, whereby first and foremost the application possibilities of the World Wide Web and the use of mobile devices must be mentioned. In the meantime, there are also indications that the thematic horizon has expanded from reactive surveys to the inclusion of non-reactive measurements (e.g. collection of sensor data).

From the beginning, one of the central tasks of the DGOF was to organise the GOR conferences. Only those who have been responsible for organising a series of successive large conferences with the participation of exhibitors can appreciate the time and personnel required. At the GOR 2004 in Duisburg, I wanted to sink into the ground when Olaf Wenzel wanted to check the organisational status in the morning and found out that there was still nothing to indicate that a conference would be held. He experienced something similar later at the GOR in Leipzig. Despite the initially dubious impression, both conferences were successful. Of course, the appropriate consideration of the cost perspective always costs nerves. We would like to congratulate the DGOF for successfully overcoming the problems associated with the regular implementation of the GOR conferences and the use of the conferences for the promotion of young researchers.

ASI and DGOF are jointly represented in the Council of German Market and Social Research and successfully cooperate there with the other associations ADM and BVM on current topics of market and social research as well as in the joint committees of the Council. We are very much looking forward to further cooperation and scientific exchange with the DGOF and wish the DGOF and the GOR much success in the reception of innovative methodological developments.

1 Andreß, H.-J. (2010). Sechzig Jahre Datenanalyse. Ein selektiver Rückblick aus verschiedenen Perspektiven. In F. Faulbaum & Ch. Wolf. (Hrsg.) (2010). Gesellschaftliche Entwicklungen im Spiegel der empirischen Sozialforschung (pp. 199-226). Wiesbaden: Springer VS. 2 Batinic, B. (1997). How to make an Internet based survey? In W. Bandilla & F. Faulbaum (Eds.) SoftStat ’97 Advances in statistical software 6 (pp. 125–132). Stuttgart: Lucius & Lucius.

BETTINA KLUMPE ADM ARBEITSKREIS DEUTSCHER MARKT- UND SOZIALFORSCHUNGSINSTITUTE E. V.

I remember very well my first GOR in Nuremberg in 1999. There were three panel providers who exhibited and only one lecture hall where the presentations took place. A small, very compact conference. At that time, the Internet was still in its early stages in Germany. During this time, the German Society for Online Research DGOF was founded. As early as 2001, the four associations ADM, ASI, BVM and the young DGOF came together to develop standards for quality assurance and guidelines for online research.

Nowadays, the internet is an integral part of our lives. Smartphones give us access anytime, anywhere. Almost 70 million people in Germany now use the Internet. Online research has been part of the portfolio of market and social researchers for years. At GOR 2022, there were more than 90 presentations with speakers from 13 countries. DGOF has not only contributed to the development of methods and standards for online research, but

also promoted knowledge exchange in the industry through GOR and other conferences and workshops.

Congratulations on your 25th anniversary and thank you all for your dedication and the constructive exchanges. We look forward to our continued cooperation.

FRANK KNAPP BERUFSVERBAND DEUTSCHER MARKT- UND SOZIALFORSCHER E.V.

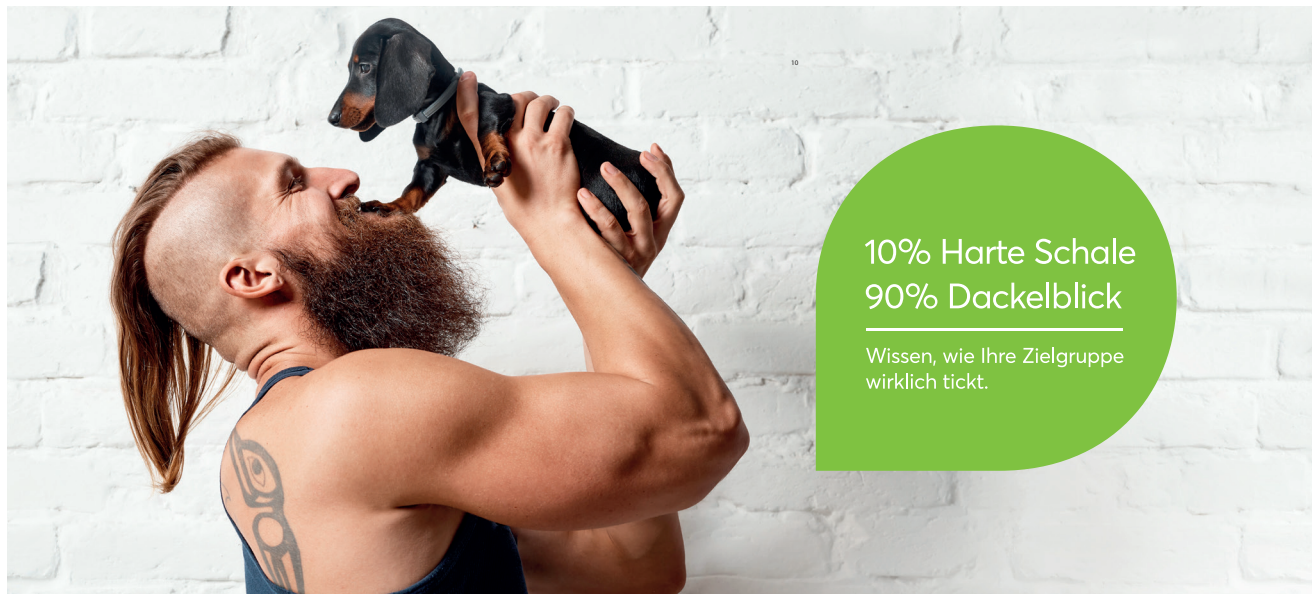
From the very beginning, 25 years of GOR have meant scientific background and continuous optimization for online research. Starting with the adaptation of qualitative and quantitative methods for online approaches up to researching role & consequences of new devices, new digital platforms and new forms of digital behavior. With applications ranging from consumer to social as well as political research and topics. Thank you very much for these 25 years of informed and inspiring companionship!

FLORIAN KÖGL VMÖ BOARD MEMBER

The DGOF has established itself as an important institution in our industry and has contributed significantly to the promotion of high-quality online research. The GOR is an annual event highlight that provides a valuable platform to share and discuss the latest findings, research results and best practices in the field of online research.

I enjoy remembering the many, exciting presentations and keynotes at last year’s GOR. The GOR is a great opportunity to make valuable contacts and learn about new, innovative approaches in the field of online research. In light of the anniversary, the entire VMÖ board would like to extend our warmest congratulations to the DGOF. May the coming years be as successful as the past 25 years and we look forward to continued good cooperation across our associations.

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FROM THE MEDIA

**PROF. HORST MÜLLER-PETERS /
LARS GAYK / HOLGER GEISSLER**
MARKTFORSCHUNG.DE

Congratulations DGOF and GOR!

The DGOF is a bit like the ADAC: In 1903, a few pioneers of “motorised transport” founded an association to support drivers, to further develop technology and to exchange ideas and occasionally compete. In 1912, the ADAC put up the first traffic sign in view of the increasing volume of traffic, and today the car is omnipresent.

The situation was probably similar when, towards the end of the last millennium, a few enthusiasts, type “computer nerds” or “stuck sociology students”, came up with the richly absurd-sounding idea that surveys could be conducted via the new medium of the internet. As we know today, the idea was a great success: online research is not only the dominant form of data collection in surveys, but has also produced numerous completely new research methods, both for quantitative and qualitative research. The DGOF played a major role in this as a joint association: for spreading the idea, for promoting innovation, and especially for quality assurance and the search for common standards [see traffic signs].

Many of the “nerds” from back then are now successful managers, entrepreneurs, or university lecturers. Some of them are already enjoying the fruits of their pioneering work on the golf course or in their Majorcan finca. They and all those who followed them at GOR and in the DGOF have changed the world of empirical social research permanently. And the association as well as the conference are still important sources of impetus and at the same time an interface between university research and applied research. As a long-time companion of the DGOF and media partner of the GOR, the marktforschung.de team would like to extend its warmest congratulations!

SABINE HEDEWIG-MOHR PLANUNG&ANALYSE

Coat over the arm

On my first GOR, I came too early. Not just a few minutes or hours, but a whole day. Poor preparation, you might say. That's right. Invitation not read properly! The first day started with workshops, which were certainly interesting, but more for the professionals. As a journalist, I need the big picture. Who is meeting here, what are the topics? What is worth reporting on? Who can you meet? I got plenty of this kind of input on days 2 and 3. The GOR has always been a special event for me, because it is here that academic researchers meet practitioners, and very young people who don't yet know exactly where they want to go meet experienced professionals from applied market research, as well as entrepreneurs who run large institutes. They all squeeze into the narrow benches of the lecture halls, coat over their arms – there was never a cloakroom and it was usually cold – and listen and discuss, feeling transported back to their own student days – no matter whether they were in the 70s, 80s, 90s or just recently. That's the special GOR feeling that we don't want to miss – this combined with interesting discussions, unusual keynote speakers and, above all, great parties. I wish the DGOF continued success in organising the GOR and am glad that I can be there again this year.

DGOF THANKS ITS CURRENT

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