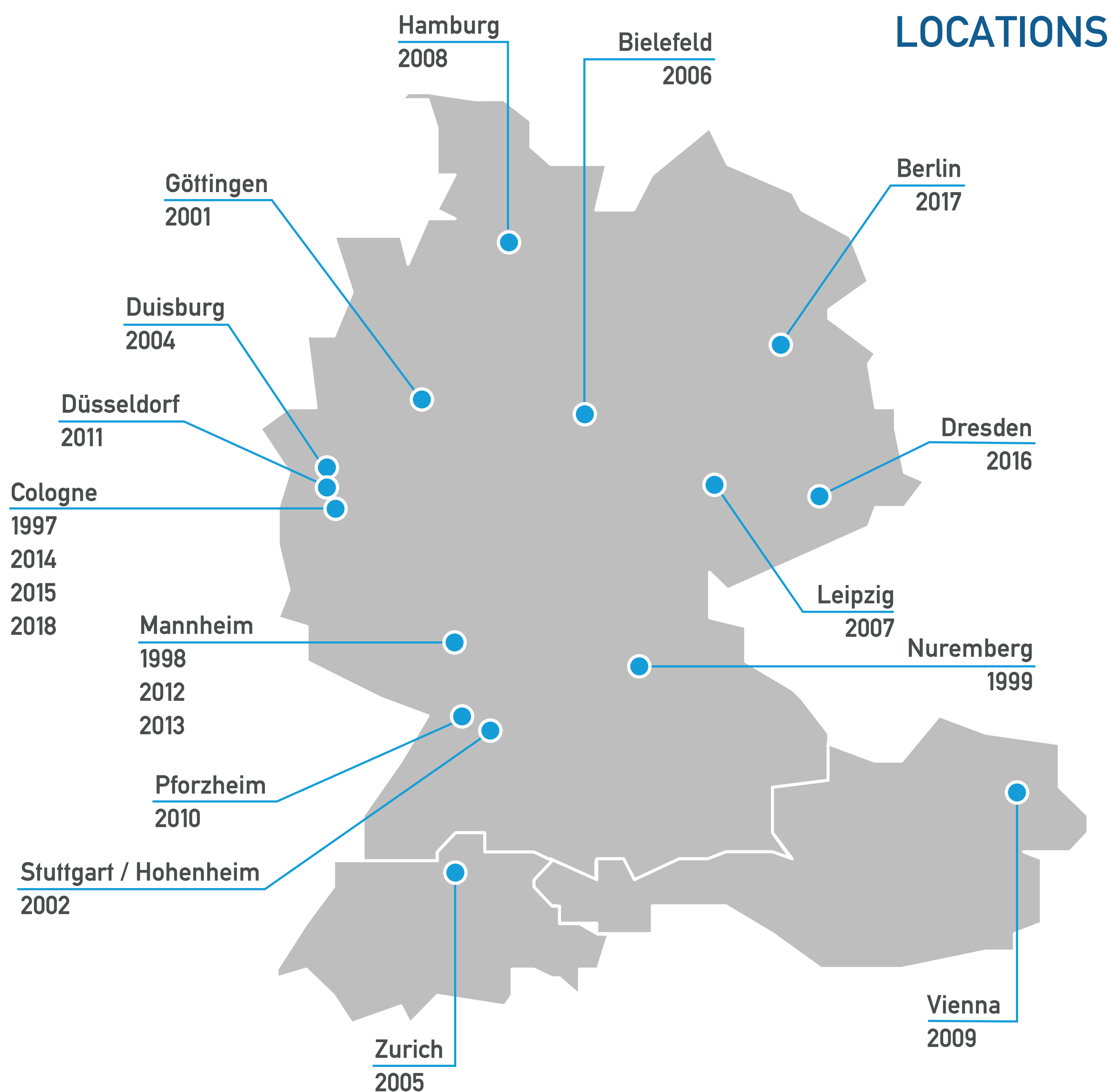


# LOOKING BACK. MOVING FORWARD. 20 YEARS GOR.

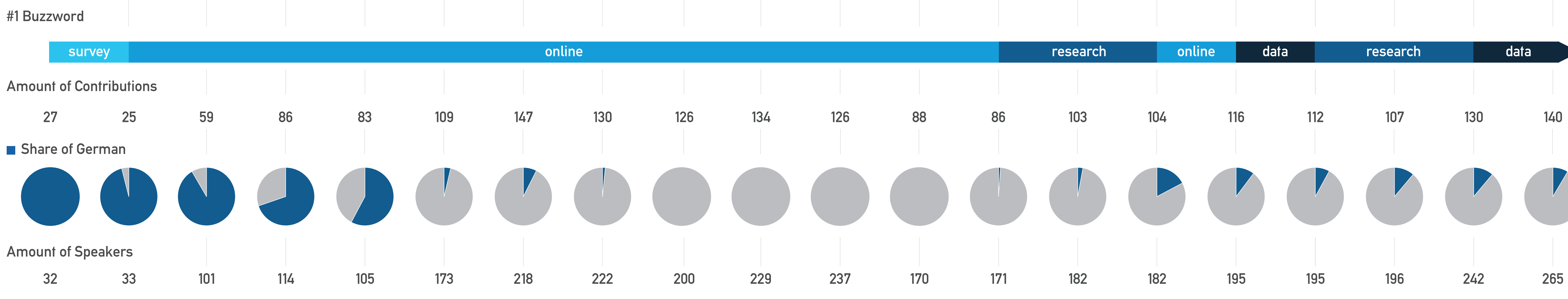
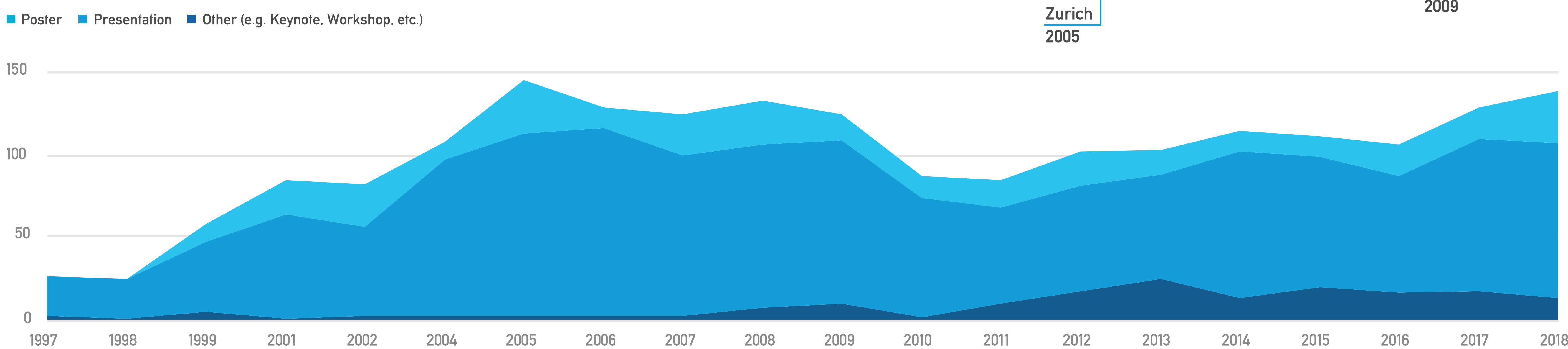
GOR is probably one of the most established conferences about online research in Europe with typically a very diverse program. The participants have manifold backgrounds and can discuss various topics in different formats. It is against this background that the German research community partly utilized the conference for local sessions. After the 20th GOR conference took place in Cologne last year, we thought it was time to visually examine the evolution of the event.

Its beginnings date back to the very early days of online research and prevailed through a very dynamic era with rapidly changing technologies. We wanted to know, what topics and buzzwords appeared and disappeared over the course of time and how the focus of the research community may have shifted. Our poster represents some of the identity of the General Online Research conference, but is also meant to surprise and hopefully entertain the conference participants.

Our infographic shows that there are temporarily trending buzzwords like "Internet", "CATI" or "WWW", while other topics seem deeply ingrained in the DNA of GOR and the online research community. We found it quite interesting that "Data" has gained a lot of traction in recent years. While "Data" was more of a technical term in the 90s, hidden in the abstracts, it is now an attention grabbing term in the headlines. We are looking forward to your discoveries...

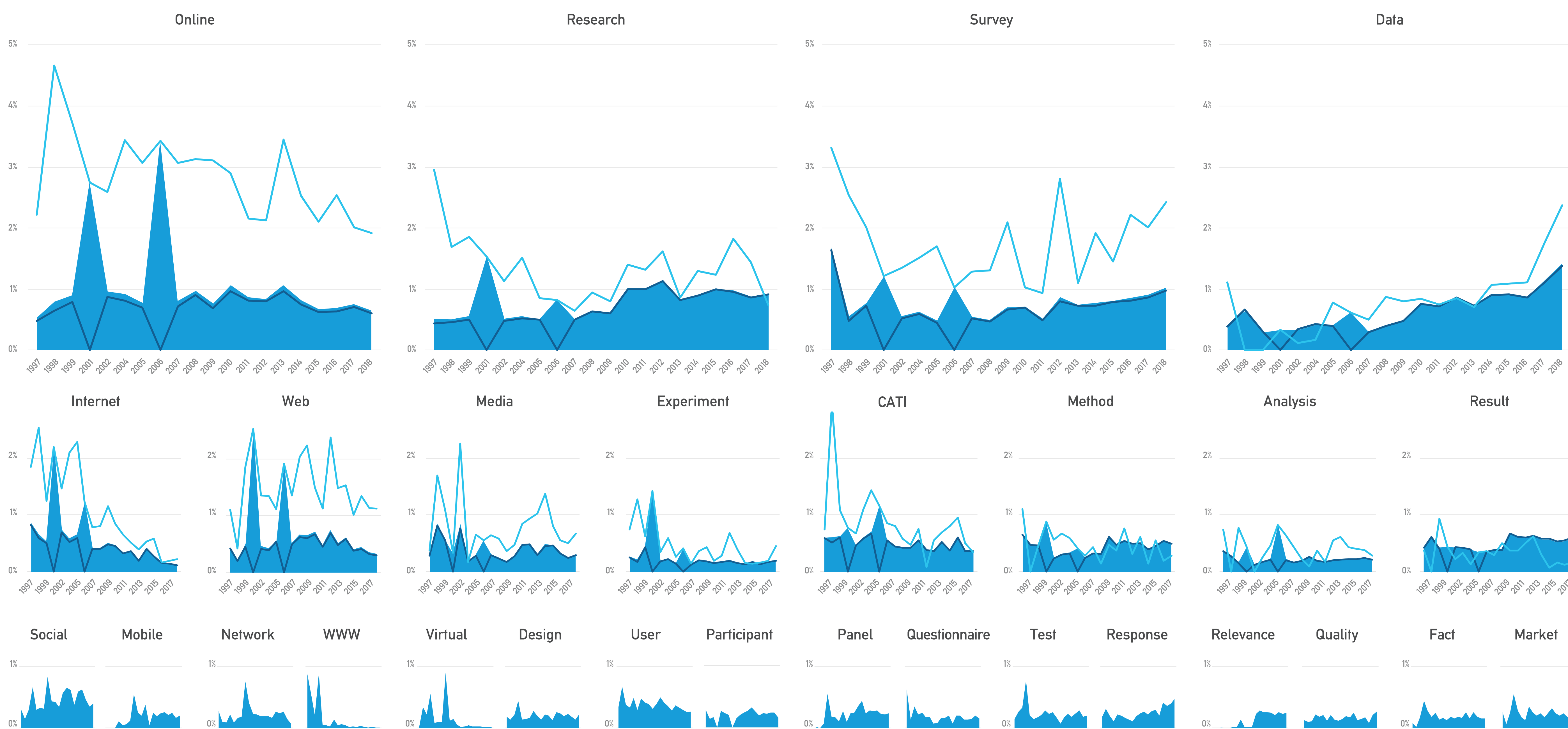


## AMOUNT OF ABSTRACTS BY TYPE



## BUZZWORD DENSITY

Legend: Title only (light blue), Abstract only (medium blue), Title and Abstract (dark blue)



**THE DATA**  
We have collected all publicly available contributions of GOR since 1997. For the years 2008, 2009 and the years after 2011, we got a little help of GOR's managing director Dr. Birgit Bujard, who has kindly provided us with a data export for these years. All other data was copied manually from the archives on www.gor.de.

You should note that the data basis has no consistent quality throughout all years. Manual steps (i.e. copy/pasting text from HTML or PDF-files) are always prone to errors. Some years have massive gaps in the data, especially 2001 and 2006. Some contribution types were lacking an abstract, even though they may have

been very programmatic (i.e. keynotes and panel discussions). Finally yet importantly, since a considerable part of the sessions has been held in German, we used Google Translate to translate all German abstracts into English. We can't guarantee that Google Translate used the proper terminology in all cases.

**THE ANALYSIS**  
In addition to highlighting some contextual information, our main interest was the appearance of trending topics over time. Buzzword density is defined by the share of a certain word within the title or abstract of a given text. It is our main indicator to estimate whether a certain term was used frequently or just incidentally.

The 28 buzzwords on this poster represent 10% of all words of GOR abstracts, including stop words that account for about 20% of all words (e.g. articles, pronouns, conjunctions, interrogatives). They are followed by a long tail of other buzz words with very little occurrence (to illustrate this point, the top 100 buzzwords represent only

15% of all text). To keep our analysis simple, we did not use stemming techniques, clustering of semantically similar terms (e.g. "gratification" and "incentive") or performed an analysis for a combination of multiple words (e.g. "Big Data"). But wouldn't this be a nice challenge for next year's poster?

**ABOUT US**  
Hi! We are Marie-Luise Nau and Florian Tress, part of the Norstat crew, a European fieldwork agency. Visualizing data is not exactly our core business, but we tried to compensate our lack of experience in this field with curiosity and dedication. If you like this poster anyway, we'd love to hear from you: @marylouanow and @FTress

