

German Society for Online Research (DGOF)
German Communication Association (DGPuK)
Digital Communication Division
Advertising Communication Division

Call for Research Proposals for a PhD Workshop

Held by the *Digital Communication Division* and *Advertising Communication Division* of the German Communication Association (DGPuK) and the German Society for Online Research (DGOF)

On 2nd November 2021

In order to support young scientists in the field of digital and/or advertising communication, a doctoral workshop will take place prior to the jointly organised conference by the *Digital Communication Division* and *Advertising Communication Division* of the German Communication Association (DGPuK).

Within the workshop, doctoral students in any stage of their PhD project are invited to present and discuss it with other doctoral candidates and a respondent with expertise in the topic. The respondent will be individually selected to give profound feedback to each participant's project. The dissertation project should be in the field of digital and/or advertising communication. Neither a special focus on the conference theme nor a membership in the DGOF or the DGPuK are required.

The workshop is planned as a virtual meeting (the format is subject to change).

Planned schedule of the workshops:

- Presentation of the doctoral projects on the basis of the submitted research proposals
- Structured feedback by the respondent (pre-assigned) and open feedback round (ca. 15 min presentation, 30 min discussion)

Application procedure

Doctoral students who would like to present their dissertation project at the workshop are requested to submit a research proposal of one- to two-pages (in German or English) by **1st August 2021** containing the following information:

- Title or topic of the dissertation
- Beginning and presumed end of PhD process
- Organizational integration (university, department and supervisor(s), type of financing, e.g. scientific staff, scholarship holder, etc.)
- Research question(s), theoretical foundations and (planned) empirical methods (for monographic dissertations); for cumulative dissertation additional overview of the planned papers/projects
- Short statement on the current state of the dissertation containing most important questions as a starting point for the discussion

Please send your documents via e-mail to Esther Greussing (e.greussing@tu-braunschweig.de). Notifications will be sent out until 15th September 2021.

Organisational matters

Date of the event: Tuesday, 2nd November 2021, 10 am to 5 pm

Venue: Link to the video call will be sent out in time.

Contacts

Organisation of the workshop

Early- and mid-career scholars' representatives
Digital Communication Division

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Organisers of the Conference (10-12 November 2021, University Leipzig)

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Further information about the conference and organising divisions:

<https://www.sozphil.uni-leipzig.de/index.php?id=targeted>

<https://www.dgpuk.de/de/digitale-kommunikation.html>

<https://www.dgpuk.de/de/werbekommunikation.html>