

WELCOME TO THE 13TH GOR CONFERENCE IN DUESSELDORF

I would like to cordially welcome you to the **General Online Research Conference 2011** taking place at the Heinrich Heine University Düsseldorf. As Vice President of HHU I am very pleased and honored that we were chosen to host this extraordinary conference on our campus this year.

To stay up-to-date with the many structural changes going along with the transition of media culture, our University has made great efforts to provide our students with possibly the best education at an international level. For this very reason, we have established several study programs such as Communication and Media Science, Cultural and Media Science, Media Culture Analysis and Political Communication. Within these programs, students become acquainted with both the theoretical and the practical dimension of online-based research. Not only do they learn about methods, instruments and theories, but we also help them to meet experienced people who successfully work in media such as PR consultants, media representatives, established researchers and scientists through our mentoring program.

Besides our study program the University of Düsseldorf strongly engages in scientific research on modern media. A very recent example of successful research in this area is the nation-wide project “Political Communication in the Online World” which is lead and coordinated by Prof. Gerd Vowe and financed by the German Research Council (DFG).

DÜSSELDORF – A PERFECT MEDIA LOCATION

In fact, there are various good reasons for our University to focus upon media research – and to host a conference as such in Düsseldorf! Perfectly located in the centre of North Rhine-Westphalia, the city of Düsseldorf has developed itself into an attractive location for both business and media enterprises. Especially the so-called

“Media Harbor” in the south-west corner of Düsseldorf on the banks of the Rhine is known for its media presence. The harbor hosts, among others, the Westdeutsche Rundfunk (WDR), the State Broadcasting Authority or the head office of the Focus magazine. In the city centre you can find agencies such as Ketchum Pleon.

Apart from the conference, during which we expect interesting lectures, workshops and stimulating discussions, we offer an attractive social program with the traditional early bird meeting, which will take place at 8 pm in Scotti's Restaurant.

The Heinrich Heine University as a campus university makes it convenient for you to find the different seminar rooms. Furthermore, there are excellent connections to the city by public transport.

We sincerely hope that you will enjoy your stay in Düsseldorf, that you will be able to make new interesting contacts and leave our university with a positive mind set for future conferences.

Prof. Dr. Ulrich von Alemann

Vice President Heinrich Heine University Düsseldorf