

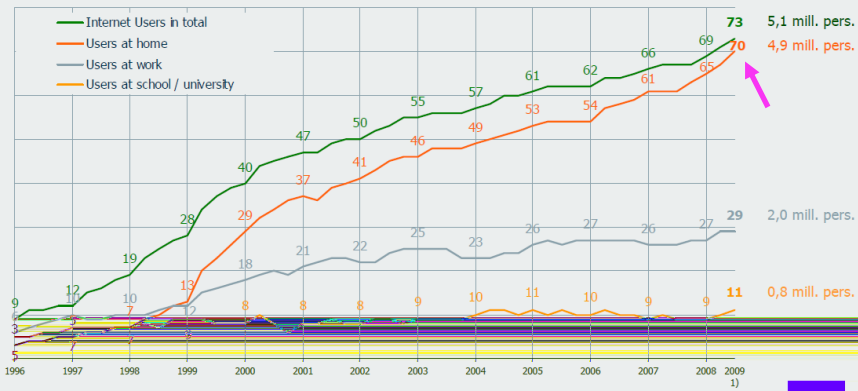
GfK Media

GfK Online Monitor 2009 – Internet Market in Austria/ 2nd Quarter

2009

Development of Internet Use in Austria by Location (1996-2009)

Basis: Austrians 14 years and older (7,023.000 persons)



In percent

1) 2nd quarter 2009since 2005: GfK Online Monitor 2009 – Internet Market in Austria/ 2nd Quarter

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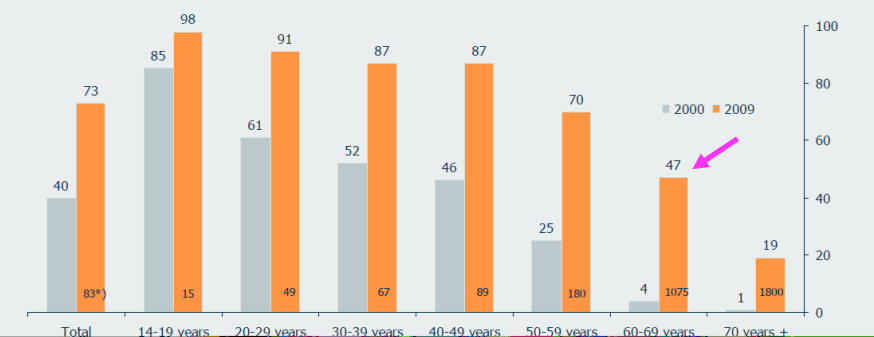
GfK Media

GfK Online Monitor 2009 – Internet Market in Austria/ 2nd Quarter

2009

Total Internet Use by Age 2000 vs. 2009

Basis: Austrians 14 years and older (7,023.000 persons)



Legend: 2000: GfK Online Monitor 2000 – Internet Market in Austria/ 2nd Quarter; 2009: GfK Online Monitor 2009 – Internet Market in Austria/ 2nd Quarter

2009: GfK Online Monitor 2nd quarter, GfK Austria (4,023.000 persons) from 2005 to 2009

GfK

GfK Austria

Online Research

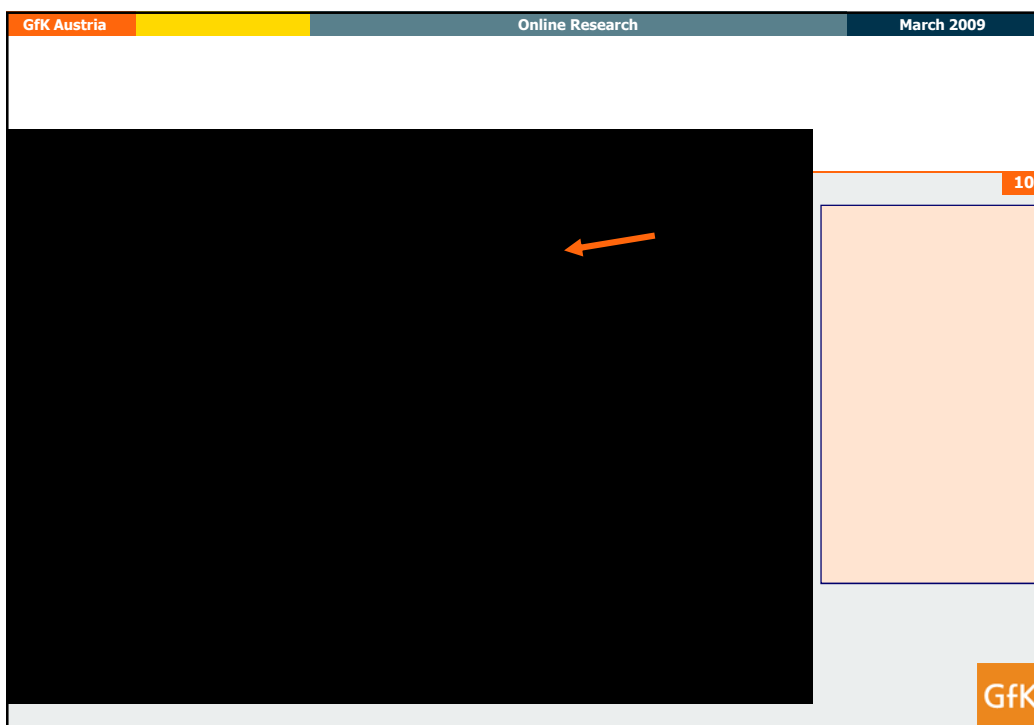
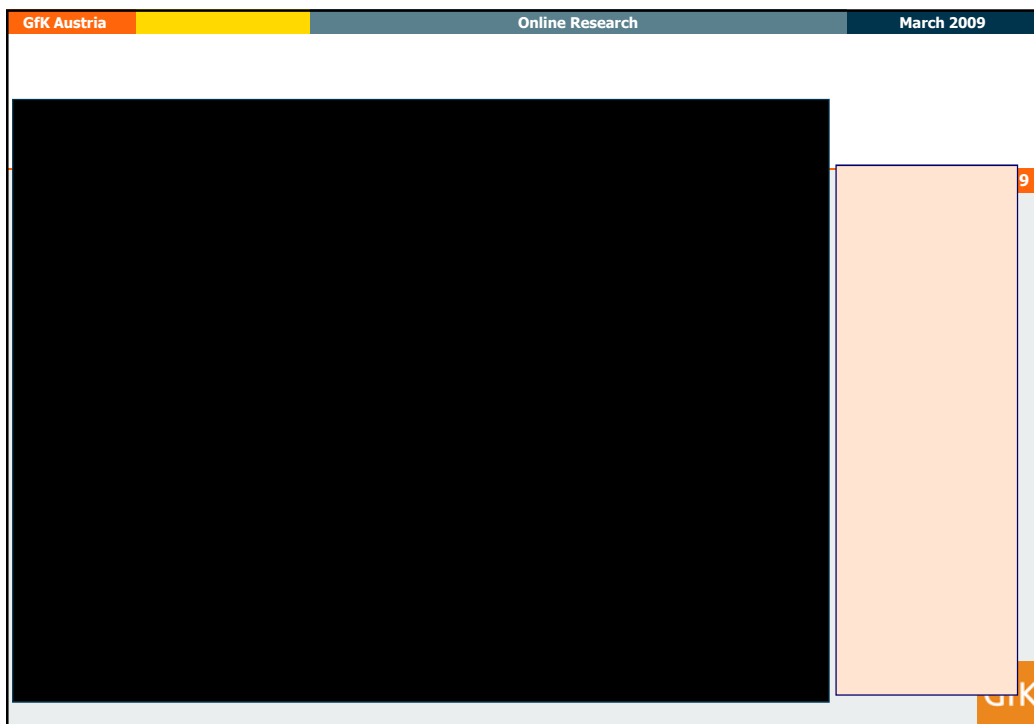
March 2009

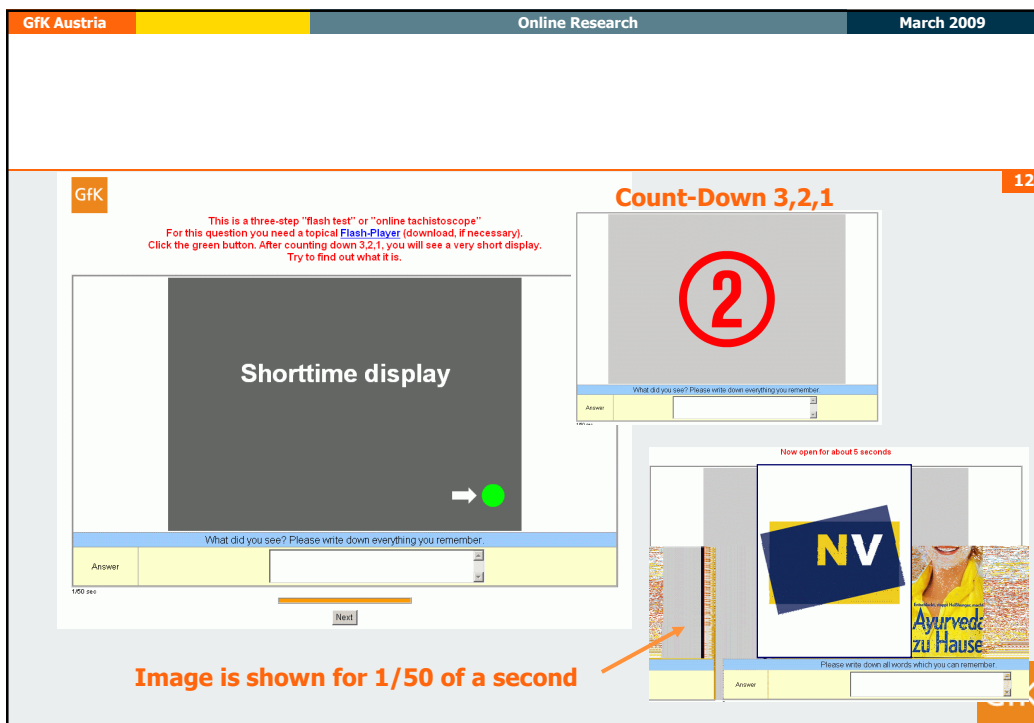
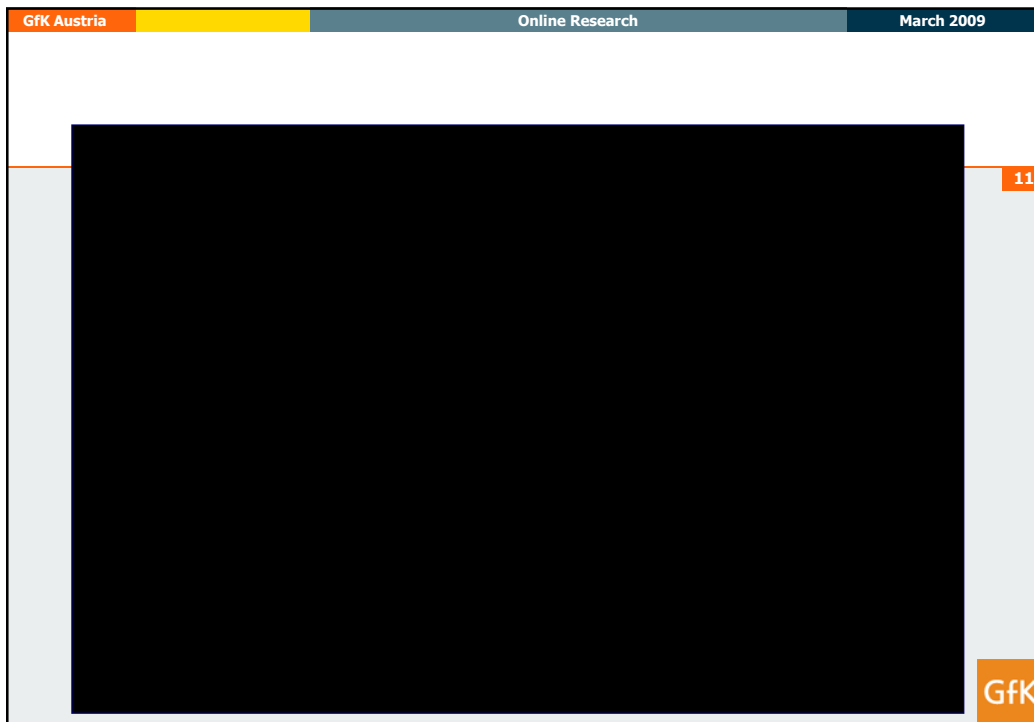
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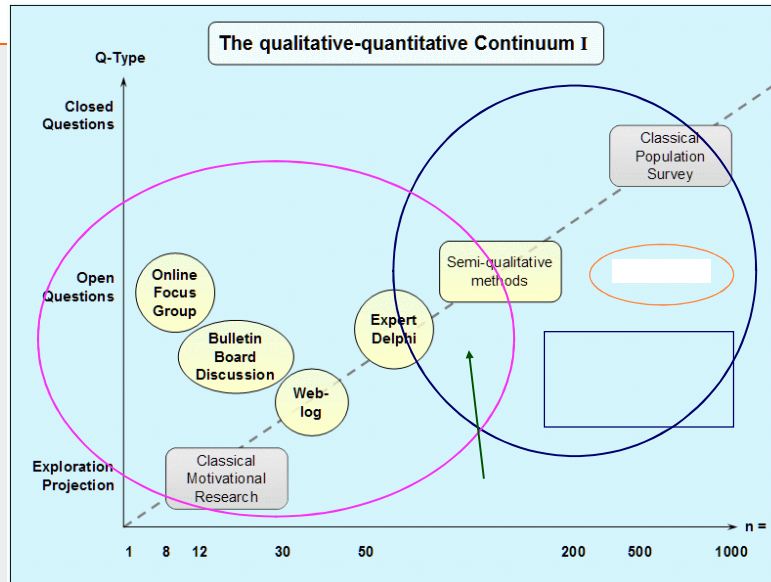
	About the Web	Via the Web
quant	<u>Internet Monitors</u> (offline) <u>Pop up-Test</u> <u>Quantitative Usability Tests</u> <u>Audience Size Surveys</u>	<u>General Research</u> <u>Customer Satisfaction</u> <u>Employee Surveys</u> <u>Delphi Studies</u>
qual	<u>Qualitative Webtest</u> <u>Conventional Focus Groups</u> <u>Online Focus Groups</u> <u>Bulletin Board Discussions</u>	<u>Copy Tests</u> <u>Concept Tests</u> <u>Bulletin Board Discussions</u> <u>Internet Diaries (Weblogs)</u> <u>Online Focus Groups</u>

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GfK Austria		Online Research		March 2009
				8
		<div></div> <div></div>		GfK








13

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Please imagine...



...you walk along a wall and suddenly you see a door. You open it and walk through. On the other side you find a garden. On a sign you can read that you have entered the **"soft-drink paradise"**

What happens next? What do you see in the **"soft-drink paradise"**? Please describe in detail.

Antwort

Next

14

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GfK Austria

Online Research

March 2009

15

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GfK Austria

Online Research

March 2009

16

On the board can be shown:

- Graphs
- Videos
- Sound
- Links

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GfK Austria
Online Research
March 2009

17

Bulletin Board Discussion / Discussions / Qualitative Online Research / Developing qualitative online research

NEW REPLY NEW THREAD

Developing qualitative online research

Threaded Mode | Linear Mode

<p>Peter Diem Moderator ★★★★★ Posts: 3 Group: Moderators Joined: Dec 2006 Status: Online</p>	<p>Message</p> <p>Developing qualitative online research</p> <p>Post: #1</p> <p>Dear colleagues,</p> <p>for quite a number of years we have now been busy doing quantitative surveys online. It is high time now to develop the more qualitative methods. Besides using the IRM (or a similar software) for "semi-qualitative" types of questions (such as short-time display/tachistoscope, fog tests, story-telling, sentence completion etc.) we will discuss practical use of online focus groups, bulletin boards etc. First we need fitting and affordable software for that, then we must make pilots and thus start innovation. I will provide some of that. Your comments are most welcome!</p> <p>12-13-2006 12:28 PM</p> <p>EMAIL WWW FIND</p> <p>EDIT QUOTE REPORT</p>
<p>Martina Administrator ★★★★★ Posts: 1 Group: Administrators Joined: Dec 2006 Status: Offline</p>	<p>RE: Developing qualitative online research</p> <p>Post: #2</p> <p>Qualitative research is very important, as many companies want to know more about their customers' behaviour and purchasing motives. Besides using the IRM (or a similar software) for "semi-qualitative" types of questions (such as short-time display/tachistoscope, fog tests, story-telling, sentence completion etc.) we will discuss practical use of online focus groups, bulletin boards etc. First we need fitting and affordable software for that, then we must make pilots and thus start innovation. I will provide some of that. Your comments are most welcome!</p> <p>12-13-2006 01:14 PM</p> <p>EMAIL FIND</p> <p>QUOTE REPORT</p>
<p>Fanika Mihaljevic User ★★★★★ Posts: 1 Group: Registered Joined: Dec 2006 Status: Offline</p>	<p>RE: Developing qualitative online research</p> <p>Post: #3</p> <p>Dear colleagues,</p> <p>finally, all the best in the New year !</p> <p>12-13-2006 01:14 PM</p> <p>EMAIL FIND</p> <p>QUOTE REPORT</p>

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GfK Austria
Online Research
March 2009

18

Whiteboard":
for multi-media
stimuli

Discussion
Area

(groupboard.com
US\$ 99.-/year)

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[illegible]

Online Diary about Breakfast-Food

Suche

Müsli zum Frühstück?

Nimmst du dir noch Zeit zum Frühstück? Wann im Laufe eines Tages isst du zum ersten Mal etwas? Was kommt dabei bei dir auf den Tisch?



Der Beitrag wurde am Freitag, den 3. August 2007 um 19:41 Uhr veröffentlicht. Du kannst die Kommentare zu diesen Eintrag durch den [RSS 2.0 Feed](#) verfolgen. Du kannst zum Ende springen und einen Kommentar hinterlassen. Pingen ist im Augenblick nicht erlaubt.

Eine Reaktion zu "Müsli zum Frühstück?"

Peter

Am 6. September 2007 um 12:46 Uhr

Ich selbst esse kein Müsli, aber meine Frau schon.
Sie nimmt auch frische Früchte dazu

Anmelden

Hilfe

[Kontakt](#)

[Zur Startseite](#)

September 2007

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17 18 19 20 21 22 23

24 25 26 27 28 29 30

« Aug

2.1.1

Beträge von

Beträge von

Peter (1)

Up to 30 respondents participate in an Internet diary about the use of a breakfast cereal in the family. The product was distributed to the households and the respondents have to report daily on what happens – for about 2 to 3 weeks.

Optimizing a Website

