

GfK Austria

1

# Online Research 2009

Dr. Peter Diem

<http://www.gfk.at>

GfK

Why Online Research?

2

High penetration of Internet in Europe



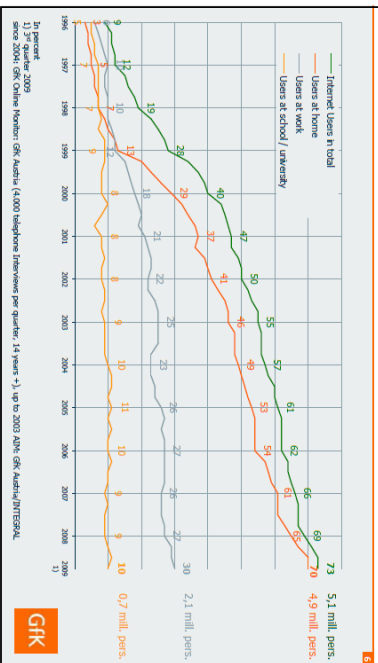
GfK

## Why Online Research?

3

### Steady Growth of Internet in Europe

Development of Internet Use in Austria by Location (1996-2009)  
 Basis: Austrians 14 years and older (7,023,000 persons)

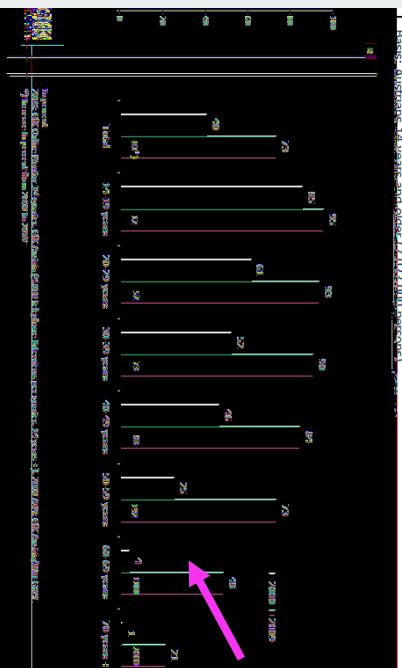


## Why Online Research?

4

### Even Senior Citizens Online Now!

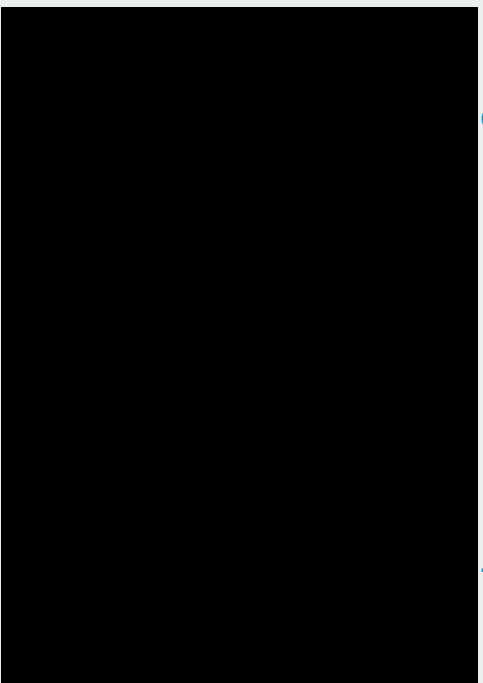
Total Internet Use by Age 2000 vs. 2009  
 Basis: Austrians 14 years and older (7,023,000 persons)



## Why Online Research?

5

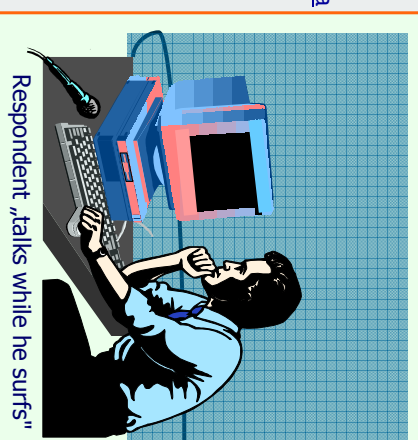
### Large Internet Markets in Europe



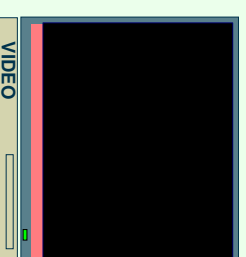
## The Qualitative Webtest: A one-to-one psychological usability check

6

20-30 Respondents



Respondent „talks while he surfs“

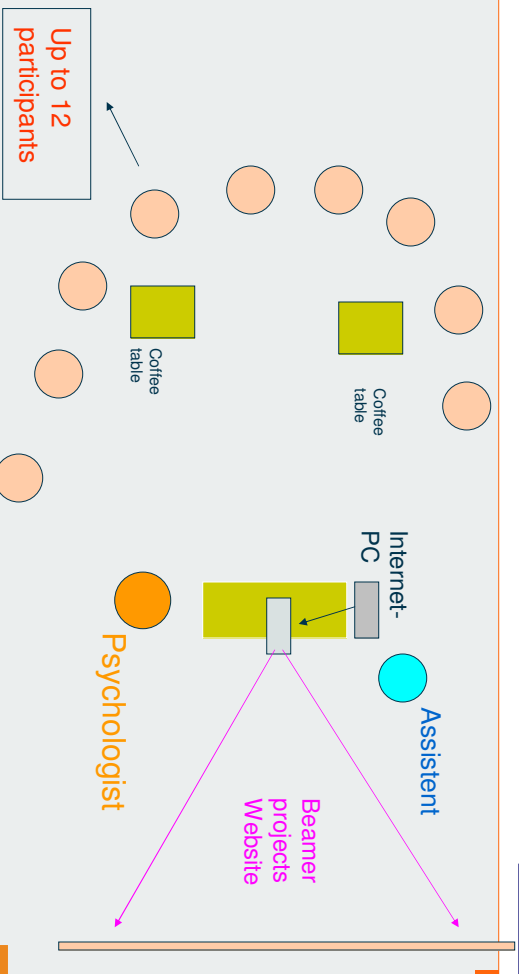


„Scan Converter“  
records mouse  
movement on  
video tape

Also software solution:  
My Screen Recorder

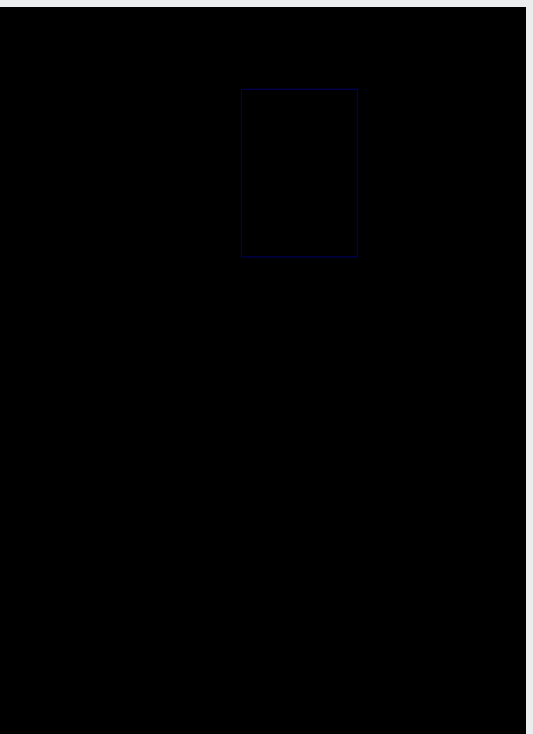
Optimizing a  
Website

### Offline Focus Group



7

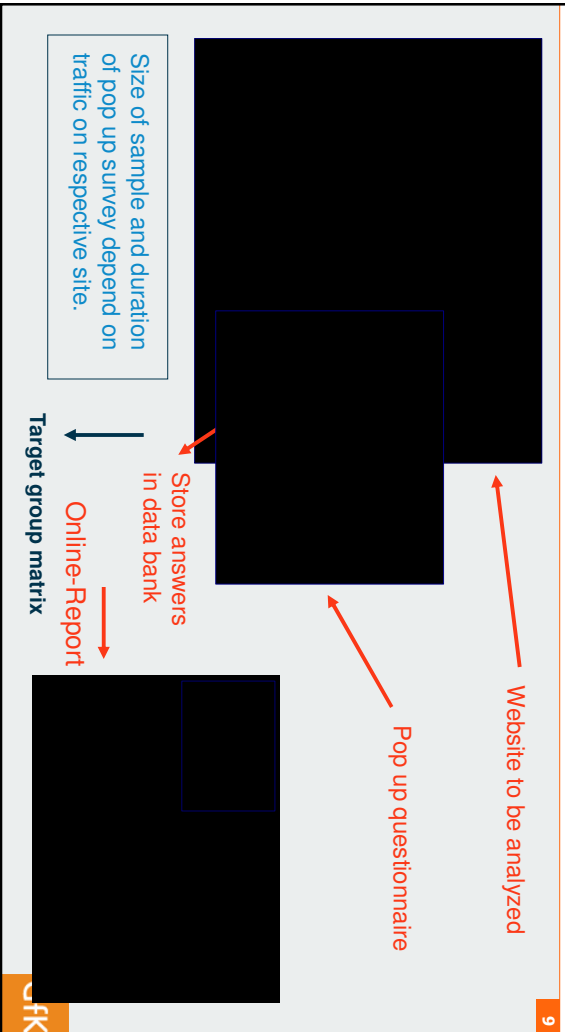
### Offline Focus Group held in group discussion room in basement of FESSEL-GfK



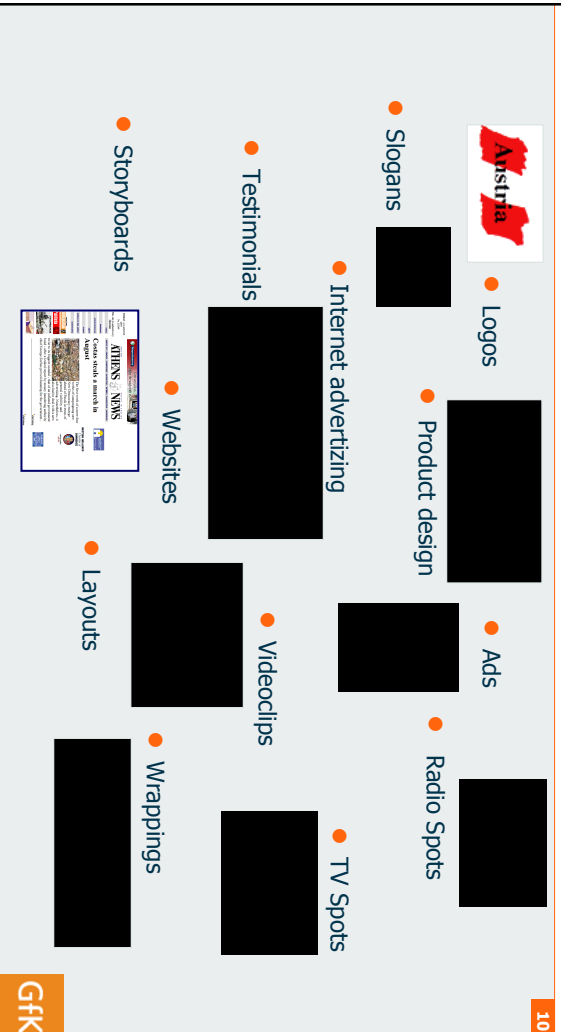
8

Optimizing a Website by discussing its usability, likes and dislikes etc.

# Pop up-Test: analyzing the audience of a website by the „n<sup>th</sup> visitor method“



# Numerous Kinds of Advertizing Tests

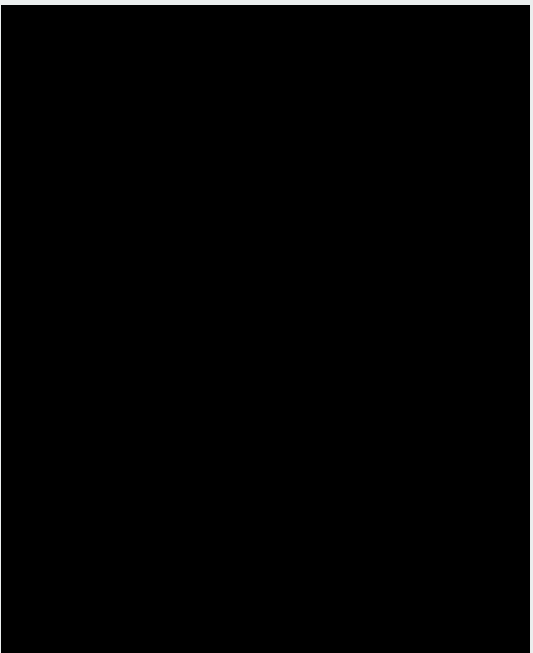


PostOTg"bK,4A"st:ubKN-F4":ububA"-F:AuGIKf,4A"d

11

GfK

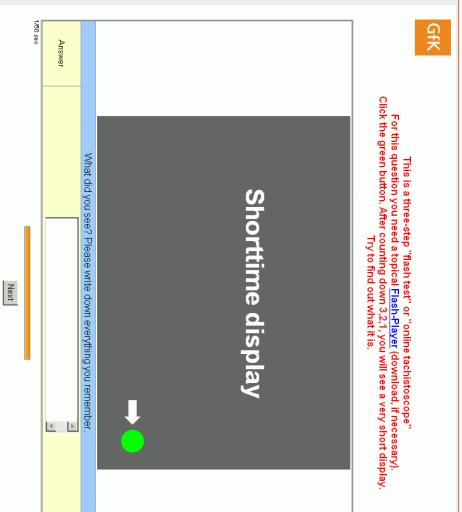
## Simulation of Shopping Situation



13

GfK

## Flash Test (Online Tachistoscope)



GfK

This is a three-step "flash test" or "online tachistoscope".  
For this, a picture is shown for a very short time (e.g. 1/50 second).  
Click the green button. After counting down 3,2,1, you will see a very short display.  
Try to find out what it is.



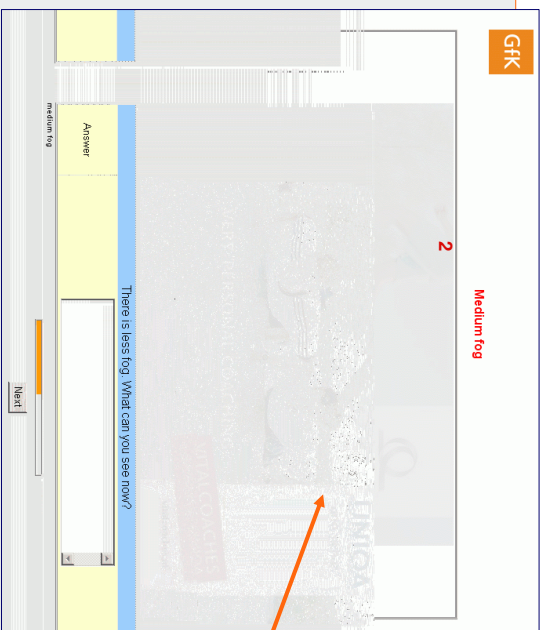
Count-Down 3,2,1

14



Image is shown for 1/50 of a second

## The Fog Test



GfK

Medium fog

15

1 Heavy fog



The brand name on this poster is strong enough to penetrate medium fog

3 No fog



GfK

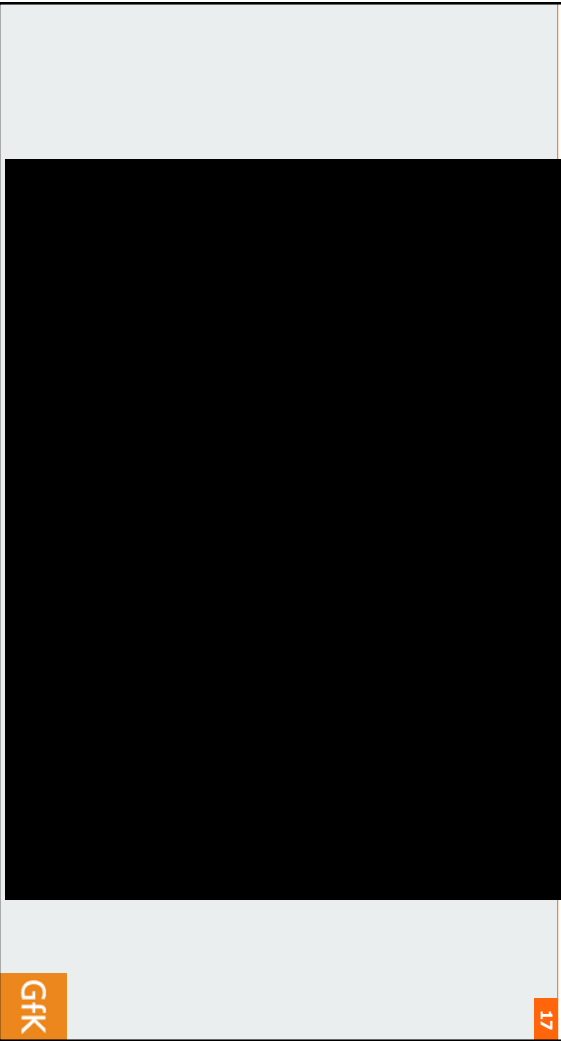
## Online Express: Results within 4 work days

	Thursday	Friday	Saturday	Sunday	Monday	Tuesday
Client	Send images and special questions by e-mail	Give OK to questionnaire (if applicable)			Hear about survey trends by phone	Receive full Online Report n = 200
FESSE LGfK	Design questionnaire: a) Standard Qs b) Client's Qs Prepare sample, invite respondents → Workday Interviews	Put survey online → Workday Interviews	→ Weekend Interviews	→ Weekend Interviews	→ Remaining Interviews Prepare - Text - Graphs - Benchmarks - Verbatims	

16

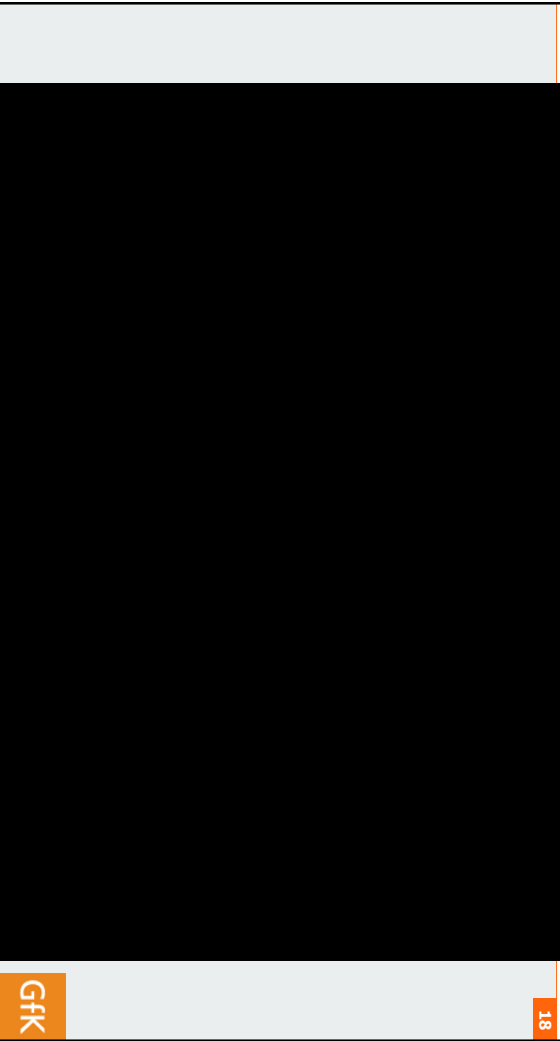
GfK

## Online coding of open questions



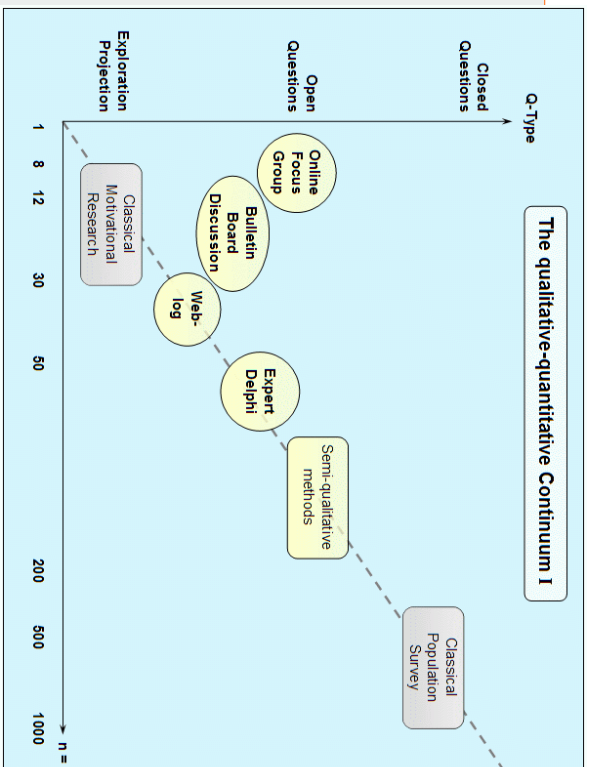
17

## Reporting Results Online



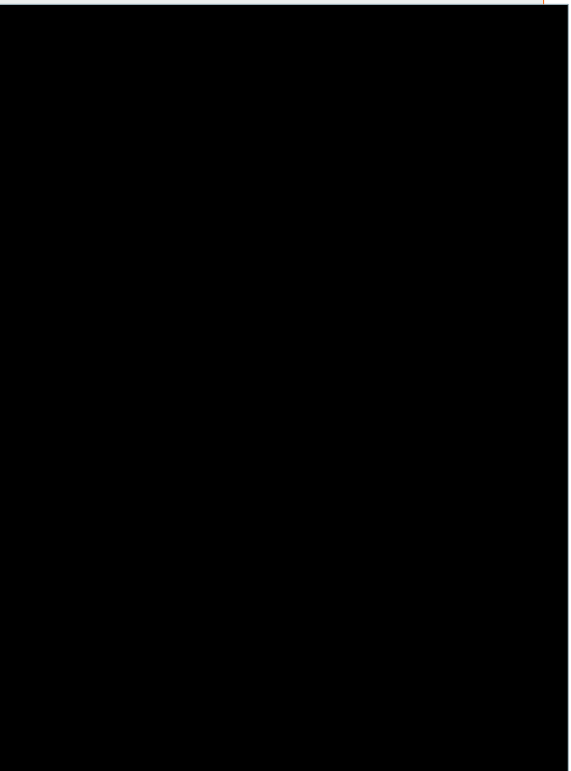
18

## Quantitative, qualitative and semi-qualitative research



19

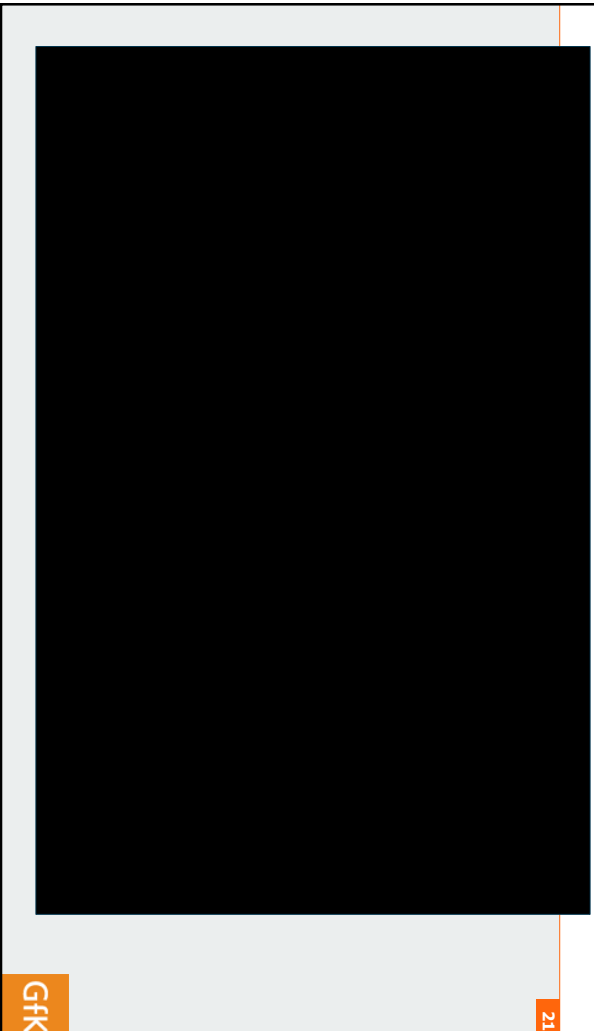
## Semi-qualitative questions in online surveys



20

## Bulletin Board Discussion 10-15 participants – field time: 1 week


21



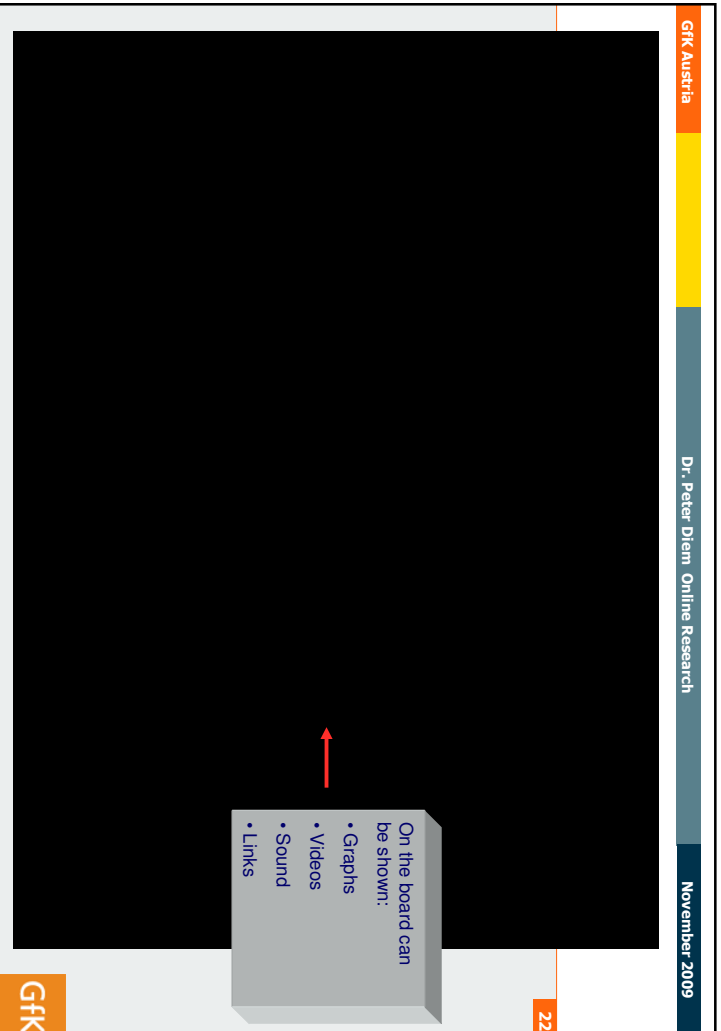
GfK

On the board can  
be shown:

- Graphs
- Videos
- Sound
- Links



22



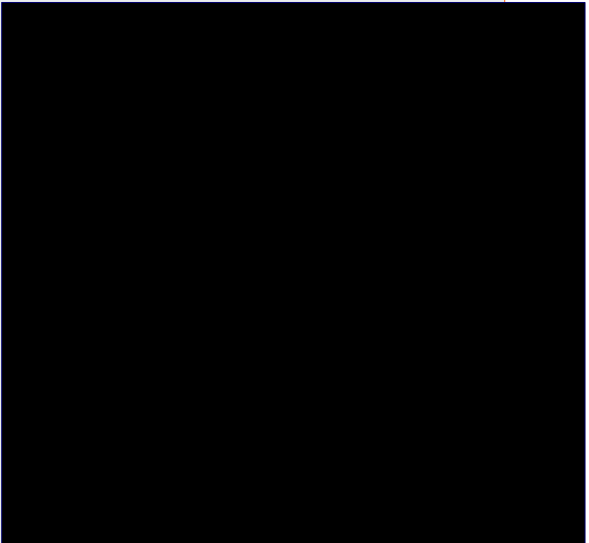
GfK

## Internet Diary (Weblog) field time 2-3 weeks

23

Using a free online software, a Weblog is created as a kind of diary. Up to 30 participants, recruited from the GfK address pool, register daily their experience with eating a special cereal which was distributed to the households before. Incentive: 10 Euros. Diary runs two weeks.

GfK



## Online Focus Group

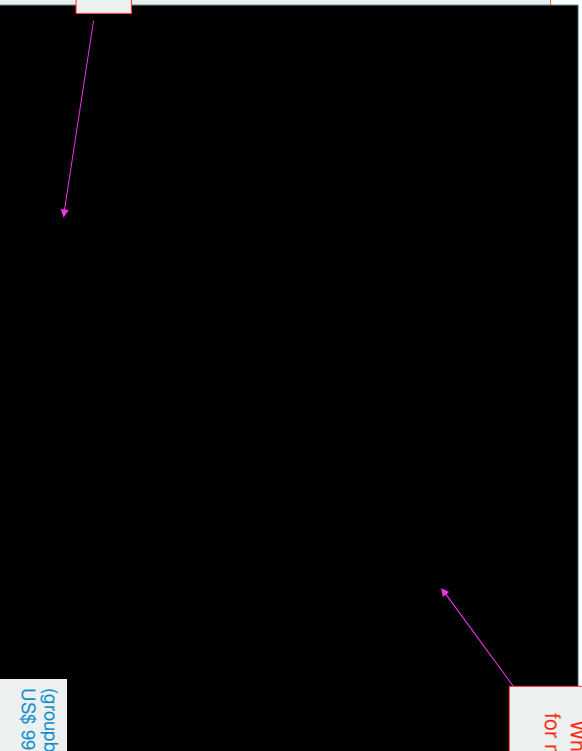
24

Whiteboard™:  
for multi-media  
stimuli

Discussion  
Area

(groupboard.com  
US\$ 99,-/Year)

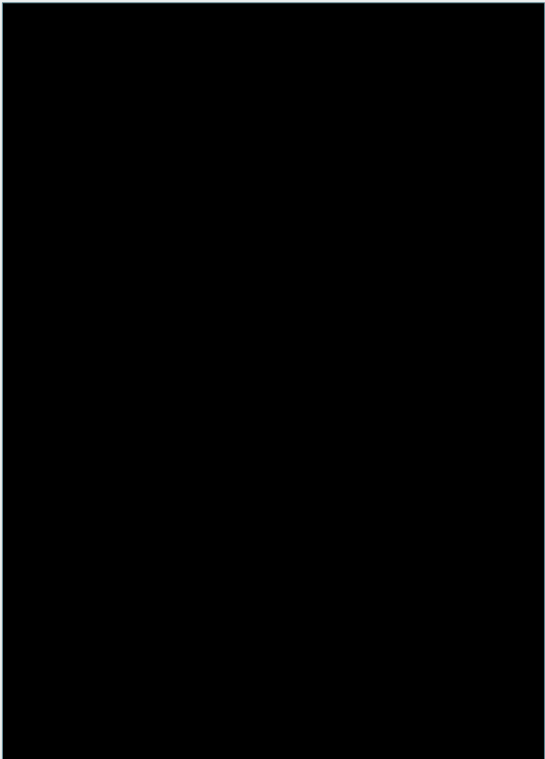
GfK



## ONLINE Focus Group (2)

<http://campfirenow.com>

25



GfK

## Conclusion: 10 Advantages of Online Research

26

- Quick fieldwork and evaluation (down to 4 workdays)
- Cost efficient (but not always cheap)
- All types of multi-media content can be tested
- Test interviews are easy before fieldwork starts
- No interviewer bias, no interviewer training or cost
- Nationwide or multi-nation surveys possible at low cost
- „Sensitive“ topics are no problem - because respondent is alone
- Looking at trend report at early stage of survey possible
- Report/graphs generated automatically and delivered quickly online
- Format impresses customers as most modern research

GfK

Please feel free to write!

27

<http://www.gfk.at>

<http://psychologie-gfk.at/en/index.htm>

[peter.diem@gfk.com](mailto:peter.diem@gfk.com)

GfK