



GOR 09

General Online Research 2009

Dear Reader,

welcome to our new newsletter about Online Research.

GfK Austria has successfully and speedily integrated online research into its portfolio: more than 1,200 research projects have been carried out since 2000, and over 150,000 interviews are conducted online each year. GfK Austria is now the biggest provider of market research services in Austria and Central and Eastern Europe.

In April 2009, GfK Austria was the premium sponsor at the General Online Research Congress, which was held in Vienna. GfK had a stand at the Congress and gave five lectures during the event.

Underlining our philosophy for sharing information and best practice, in this newsletter you will find:

- "Walking with Web Natives" by **Alison Palmer** and **Josephine Hansom** (GfK NOP UK), who have worked to capture and bring to life the essence of the blogger, in order to provide practical guidance to web researchers on how best to engage with the emerging 'confessional society'.
[Download "Abstract and Presentation Alison Palmer and Josephine Hansom"](#) (pdf, 1.66MB)
- Learn more about the attitudes of Russians towards family planning from our Russian colleague **Olga Chernichenko** (GfK Russia).
[Download "Abstract and Presentation Olga Chernichenko"](#) (pdf, 344KB)
- Our German Online expert, **Christian Jarchow** (GfK Marktforschung), will show us interesting results about Web content mining. The systematic analysis of social media such as forums or blogs, plays an increasingly important role in online market research. More and more clients are interested in using this approach complementary to "traditional" online research.
[Download "Abstract and Presentation Christian Jarchow and Jeannette Thomas"](#) (pdf, 487KB)
- Our expert in health care research, **Astrid Essl** (GfK Austria), demonstrates how you can access 'difficult' issues in terms of market research techniques over a long time period by using online diaries.
[Download "Abstract and Presentation Astrid Essl"](#) (pdf, 3.5MB)
- Finally our British colleagues **Mike Cooke** and **Nick Watkins** (GfK NOP UK) will tell you about the use of online research for financial services showing how one can adapt traditional market research activities to bring them up-to-date.
[Download "Abstract and Presentation Mike Cooke and Nich Watkins"](#) (pdf, 439KB)

Enjoy our new newsletter!

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Online Research links

- [GOR 2009 website >>](#)
 - [GOR 2009 image gallery on flickr.com >>](#)
 - [More details about "Online Research" on www.gfk.at >>](#)
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