



What is GfKSocioLog.dx?



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GfKSocioLog.dx is our approach to conducting online / digital qualitative research facilitated through a web based platform.

It allows us to work with respondents in a rich, collaborative and interactive online environment, with great flexibility over numbers of respondents, types of activity and duration of projects.

We can work with people individually, to get them to compile multi-media diaries; or bring together small groups of people for a few days, to explore how products, services or brands fit into their lives; or work with larger communities of consumers on an on-going basis, to understand a full customer life-cycle.

The GfKSocioLog.dx approach allows researchers to tap into time-poor or hard to reach respondents and so open up new audiences. It also meets a growing preference amongst certain groups for online communications and reaches out to people wherever they are in the world.

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Emmi Caffè Latte project

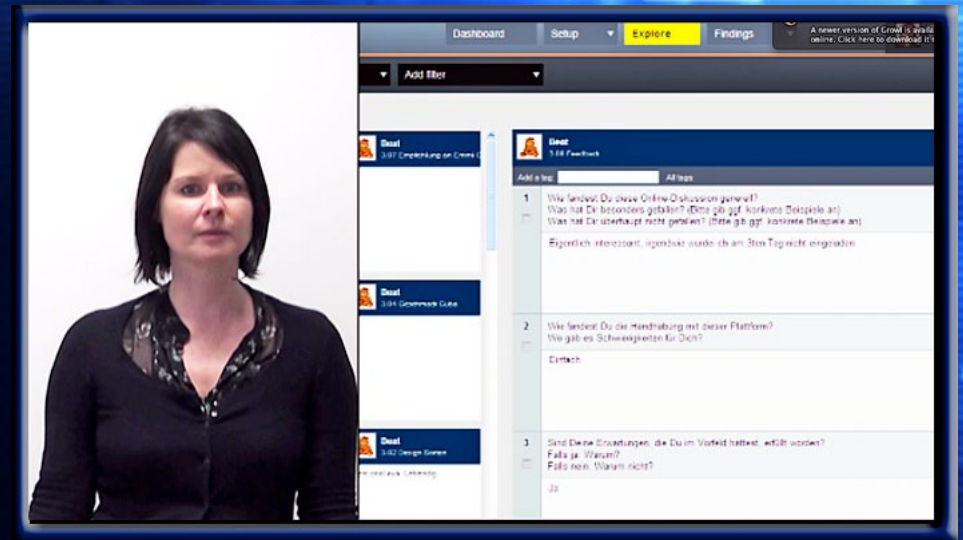
One of our colleagues, Michaela from GfK Switzerland, recently conducted a very interesting GfKSocioLog.dx study and reported on her experiences.

In summary, she found the GfKSocioLog.dx approach easy to implement and was surprised by how stimulated and active the participants were, in the interactive environment, and, consequently, at how rich the data was that she obtained. Her client was very impressed too!

Watch Michaela's short video in which she talks about her experiences:

Any queries on digital Qual?

E-mail the global digital qual team on globaldigitalqual@gfk.com



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For the first time, businesses will soon be able to get a complete web browsing picture of how consumers behave on the internet across both fixed and mobile means.

This is thanks to our major new global project, 'GfKConnectedLife. dx' - the first study of its kind to investigate the relationship between mobile and fixed internet browsing and deliver a complete web browsing and apps utilisation picture.

Initially, the study will focus on consumers' internet usage via PCs, laptops and smartphones and then progress to include tablets. Participants from Europe, the Americas and Asia will be recruited, to have their online behaviour across a range of devices continuously monitored, over a period of three months. They will also complete regular questionnaires regarding their intentions and attitudes to online browsing and behaviour.

This data will be combined with extensive user profiling, and ultimately determine the relationship between mobile and fixed internet usage, and how consumers access the same brand differently in a mobile and fixed Internet environment.

The findings are expected to prove incredibly valuable to device manufacturers, content providers and digital marketers, particularly in areas such as customer retention, acquisition and, more broadly, customer experience.

To read the full press release announcement, please click here



A new member of the core Digital Future Team:

We would like to introduce you to Babita Earle, our new member of the Digital Future Team.



Babita is UK's Digital Strategy Director. Her main focus over the last year has been on the UK MEP (Media Efficiency Panel) programme, investigating communication and ad effectiveness across online and offline media.

Moving forward, Babita's primary objective is to integrate digital research and research technologies even further within the UK business and share our latest thinking and developments within this area with our clients.