



## A Sampling of Online Research Software & Tools

In several cases, we have known someone who used or recommended the listed products. However, inclusion in this document does not reflect endorsement; nor does exclusion reflect non-endorsement. Many more tools are available in nearly every category.

Some providers offer discounts to non-profits; many offer free trials. Also, many maintain useful blogs that are a good source of ideas for applications.

### Online Surveys – Hosted on Their Server

Survey Monkey [www.SurveyMonkey.com](http://www.SurveyMonkey.com)

Survey Gizmo [www.SurveyGizmo.com](http://www.SurveyGizmo.com)

QuestionPro [www.QuestionPro.com](http://www.QuestionPro.com)

Market Tools' Zoomerang [www.zoomerang.com](http://www.zoomerang.com)

Qualtrics [www.qualtrics.com/](http://www.qualtrics.com/)

### Online Surveys – Can Host on Your Server

Lime Survey (open source freeware) [www.limesurvey.org/](http://www.limesurvey.org/)

StatPac [www.statpac.com](http://www.statpac.com)

SurveyCrafter [www.surveycrafter.com/](http://www.surveycrafter.com/)

The Survey System [www.surveysystem.com/](http://www.surveysystem.com/)

Remark [www.gravic.com/remark/websurvey/](http://www.gravic.com/remark/websurvey/)

Opinio <http://www.objectplanet.com/opinio/>

### Mobile Survey Specialists

Kinesis Survey Technologies [www.kinesissurvey.com/](http://www.kinesissurvey.com/)

OnePoint [www.onepointsurveys.com/](http://www.onepointsurveys.com/)

### Online Focus Groups, etc.

20/20 Research [www.Qualboard.com](http://www.Qualboard.com)

Itracks [www.itracks.com](http://www.itracks.com)

QualVu [www.qualvu.com/](http://www.qualvu.com/)

Revelation [www.RevelationGlobal.com](http://www.RevelationGlobal.com)

VisionsLive [www.VisionsLive.com](http://www.VisionsLive.com)

## **Marketing Research Online Communities**

Vovici [www.vovici.com](http://www.vovici.com)

PluggedIN [www.pluggedinco.com](http://www.pluggedinco.com)

Communispace [www.communispace.com](http://www.communispace.com)

Vision Critical [www.visioncritical.com](http://www.visioncritical.com)

## **Crowdsourcing Specialists**

IdeaScale [www.ideascale.com](http://www.ideascale.com)

BrainJuicer [www.brainjuicer.com](http://www.brainjuicer.com)

Ask500People [www.ask500people.com/business/](http://www.ask500people.com/business/)

## **Brand Community Specialists**

Smack [www.smackinc.com](http://www.smackinc.com)

Lithium [www.lithium.com](http://www.lithium.com)

Telligent <http://telligent.com>

Jive [www.jivesoftware.com](http://www.jivesoftware.com)

## **Brand Communities – Open Source**

Joomla! [www.joomla.com](http://www.joomla.com)

Drupal <http://drupal.org>

Spark [www.igniterealtime.org](http://www.igniterealtime.org)

## **Social Media Metrics Specialists**

ListenLogic [www.listenlogic.com](http://www.listenlogic.com)

Radian6 [www.radian6.com](http://www.radian6.com)

Social Target [www.socialtarget.com](http://www.socialtarget.com)

Trackur [www.trackur.com](http://www.trackur.com)

## **Social Media Metrics Free Resources**

Google Alerts [www.google.com/alerts](http://www.google.com/alerts)

Keotags [www.keotag.com](http://www.keotag.com)

Twitter search <http://Search.twitter.com>

Bloglines [www.bloglines.com](http://www.bloglines.com)

BuzzMonitor <http://buzzm.worldbank.org/>