



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

Survey Gizmo www.SurveyGizmo.com

QuestionPro www.QuestionPro.com

Market Tools' Zoomerang www.zoomerang.com

Qualtrics www.qualtrics.com/

Online Surveys – Can Host on Your Server

Lime Survey (open source freeware) www.limesurvey.org/

StatPac www.statpac.com

SurveyCrafter www.surveycrafter.com/

The Survey System www.surveysystem.com/

Remark www.gravic.com/remark/websurvey/

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

Mobile Survey Specialists

Kinesis Survey Technologies www.kinesissurvey.com/

OnePoint www.onepointsurveys.com/

Online Focus Groups, etc.

20/20 Research www.Qualboard.com

Itracks www.itracks.com

QualVu www.qualvu.com/

Revelation www.RevelationGlobal.com

VisionsLive www.VisionsLive.com

Marketing Research Online Communities

Vovici www.vovici.com

PluggedIN www.pluggedinco.com

Communispace www.communispace.com

Vision Critical www.visioncritical.com

Crowdsourcing Specialists

IdeaScale www.ideascale.com

BrainJuicer www.brainjuicer.com

Ask500People www.ask500people.com/business/

Brand Community Specialists

Smack www.smackinc.com

Lithium www.lithium.com

Telligent <http://telligent.com>

Jive www.jivesoftware.com

Brand Communities – Open Source

Joomla! www.joomla.com

Drupal <http://drupal.org>

Spark www.igniterealtime.org

Social Media Metrics Specialists

ListenLogic www.listenlogic.com

Radian6 www.radian6.com

Social Target www.socialtarget.com

Trackur www.trackur.com

Social Media Metrics Free Resources

Google Alerts www.google.com/alerts

Keotags www.keotag.com

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

Bloglines www.bloglines.com

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