

- January 2001 -

NEW PUBLICATION

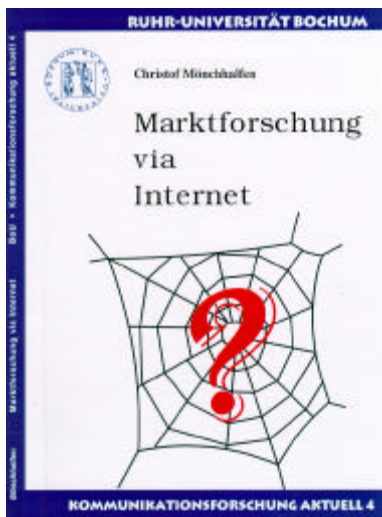
Christof Mönchhalfen

Marktforschung via Internet

Bochum University Press, Bochum 2001

(Kommunikationsforschung Aktuell; Vol. 4), 115 P.,

DEM 29, 00 / EUR 14, 83, ISBN 3-934453-22-8, ISSN 1615-9713



Marktforschung via Internet

Eine Delphi-Studie zur Einschätzung zukünftiger Möglichkeiten kommunikativer Erhebungsinstrumente (German)

The spread of the Internet medium has, in some ways, brought with it profound modifications within our everyday private and vocational life. Among these are the already self-understood communicative exchange via e-mail in addition to data procurement in the World Wide Web. In Christof Mönchhalfen's study developed at the department for journalism and communications science at Ruhr-University Bochum, he illuminates in what respect the new technologies have influenced the market research..

As an introduction the book offers a short overview of the controversy concerning the theories that define the interrelations between those in the roles of "Communicator"

and "Recipient." On one hand it concerns the enterprise researching the market and, on the other hand, its target group. The history of the development of market research is described, along with the methods used and the Internet medium. Finally, in the empirical part of the treatise the author interviews market researchers who are, without exception, employed by well-known companies in the consumer goods industry and serve as experts within a "Delphi-Group".

- ❖ Is online-market research an entirely new field– the technology-based further development of methods - or simply a new medium to be implemented by market research?
- ❖ Is the relationship between enterprises and their target groups in this medium (between communicator and recipients) more direct and therefore more equal than before?
- ❖ To what extent have there been profound changes in the market research area within the last years and where is market research leading in the near future?

Christof Mönchhalfen examines these and other relevant questions in his newly published treatise. The study offers a contribution for the further development of communication orientated market research in the Internet.



**bochum
university
press**

private Ltd. Co.

order information:

Bochum University Press, Universitätsstraße 140

44799 Bochum / Germany

Phon +49 (0) 234 / 971 9-1

Fax +49 (0) 234 / 971 9-6 (Vertrieb)

info@BoU.de, <http://BoU.de>