



Globalpark GmbH
University cooperation programme



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1 UNIPARK - the basic concept

Access to new empirical knowledge is often hampered by expensive and time consuming paper-based studies. Internet-based surveys enable you to conduct your studies quickly and cost-effectively and to have a high level of quality at the same time. As a technological and scientific partner Globalpark wants to give universities and institutions the opportunity to benefit from our know-how and to take advantage of the possibilities of online research. With the Unipark programme Globalpark provides professional software for scientific institutions, thus enabling them to conduct complex surveys for scientific purposes professionally, quickly and cost-effectively. Cooperating with Globalpark you ensure yourself an active and influential role in the development of online research. At the same time you can fully concentrate on your scientific work and complete your studies comfortably without having to worry about logistic inconveniences. For Globalpark the central issue of the programme is the exchange of experiences and know how. Therefore we would like to set up an efficient feedback dialogue with you.

2 The benefits for participating institutions

- All renowned international institutions believe that online market research is an important instrument of the future. By taking part in the Unipark programme you are not only able to benefit from these new methods of research but you also get the opportunity to shape the future of online market research.
- The access to a powerful survey platform enables you to conduct empirical studies faster and more cost-effectively.
- Additionally it is an attractive opportunity for students to use our professional technology for their final studies. Above all it is a very cost-effective solution. Thus they do not risk the financial burden of paper based studies. Therefore it is easier to motivate students to do an empirical-orientated dissertation.
- Globalpark provides access to "sozioland". Sozioland.de is an independent survey platform which focuses on all relevant social, cultural and political topics in Germany. With the help of the online access pool you can gain survey participants for your empirical studies.
- With the support of our experts you can have access to new methodical know-how.

3 Globalparks aims

- Since 1999 we have been developing software for online research. By consequently taking into account the needs of our clients we have become what we are today- one of the leading suppliers in German speaking countries. With Unipark we want to reach the next level of high-quality Internet-based studies jointly with universities and institutions. With the support of our experts you can have access to new methodical know-how.
- Within the framework of a public-private partnership Globalpark wants to influence the further development of the software with the help of your expert knowledge
- For Globalpark the Unipark programme means active innovation management of our own range of products. Using our tools for high-quality scientific studies we will develop products which meet the high standards of scientific studies.
- We realize this exchange of experiences and know-how by organizing conferences which focus on the efficiency of online research in general and our software tools in particular. Moreover we set up an institutionalized feedback dialogue. Thus we are able to tailor our software to scientific needs.

4 The company

Globalpark is among the leading suppliers of professional survey software. With online-forschung.de Globalpark carries out the largest Internet portal for methodically interested experts in Germany. Dr. Lorenz Gräf and Dr. Bernad Batinic are among the pioneers of online research in German speaking countries. Since 1994 Dr. Lorenz Gräf and Dr. Bernad Batinic have been working in the field of online research and have influenced the spreading of major research methods. Dr. Lorenz Gräf and Dr. Bernad Batinic were among the founders of the German Society for Online Research (Deutsche Gesellschaft für Online-Forschung, D.G.O.F.e.V.).

Since 1988 Lorenz Gräf has worked in the field of socio-scientific information technology, computer communication and later in the field of online research. By establishing the CATI telephone laboratory at the University of Cologne Dr. Lorenz Gräf has gained in-depth experience in conducting surveys by telephone. He headed the evaluation team for the project "VIRTUS" (Virtual University Systems) at the economic and social science department at the University of Cologne. Dr. Bernad Batinic carried out the first www-survey in German speaking countries in 1994. Moreover, he set up the largest and most significant mailing list in German-speaking countries. The German Internet Research list (GIR-L) is used by more than 900 experts to exchange information about online market research. Dr. Bernad Batinic is the author of several articles about online research.

Among Globalpark's customers there are, for example, DaimlerChrysler AG, Bayer AG, Coca-Cola, Lufthansa AG, Schering AG, Deutsche Post AG as well as GfK AG.

5 The heart of UNIPARK - the Surveycenter

The Surveycenter is a professional solution to conduct Internet-based surveys with different target groups. The user administrates the tool via a web-based, user-friendly interface. More than 20 different question types and various layout features are available. Plausibility checks as well as fully automated testing tools guarantee high-quality result data. Moreover, realtime statistics and reports are available.

Globalpark's software is a completely web-based technology which is marketed through an innovative Application Service Providing system (ASP). ASP means using the software via the Internet. The software is installed on the servers at Globalpark's computer centre, where it is administered and maintained.

Users only need a pc with Internet access and a standard web browser.

Scope of benefits of the Surveycenter

Questionnaire generator

- Web based user interface
- Powerful questionnaire generator with over 25 question types

Ensure high quality of data

- define plausibility checks and control completion
- filters, randomisation, rotation, back-functions and container questions
- quota module (sample and data driven quotas)

Template system

- template features for surveys, questions, scales and items
- Globalpark's central library for online surveys

Quality management

- complete test centre (simulation of field phase)
- To-do administration
- check for common errors

Layout und Multimedia

- professional layout editor
- integration of movies, graphics and pictures
- progress indicator (page number, graphic)

Security

- rights management for team members
- high security standards (SSL-encoding)

Reporting

- extensive field statistics and online reports
- data export to popular statistics software (SPSS, Excel, CSV, XML, ASCII etc.)

6 Terms and conditions

The Globalpark GmbH offers universities and institutions the software solution Surveycenter for scientific purposes at a reduced rate.

Description	Benefit	Costs
Single license	<ul style="list-style-type: none"> ■ Use of Surveycenter for 6 months ■ 1 scientific, non-commercial project with max. 10.000 participants ■ 1 access to the administration interface ■ Hosting on a shared installation ■ Software and database maintenance, upgrades and updates 	€ 50,-
Chair license	<ul style="list-style-type: none"> ■ Use of Surveycenter for 6 months ■ 25 scientific, non-commercial projects each with max. 10.000 participants ■ Unlimited accounts for the employees of your chair and for students ■ Hosting on a shared installation ■ Software and database maintenance, upgrades and updates ■ The chair licence renews automatically for further six months if the licence is not cancelled six weeks before expiration 	€ 100,-
Institutes	<ul style="list-style-type: none"> ■ Use of Surveycenter for 6 months ■ 100 scientific, non-commercial projects each with max. 10.000 participants ■ Unlimited accounts for the employees of your institute and for students ■ Hosting on a shared installation ■ Software and database maintenance, upgrades and updates ■ The institute licence renews automatically for further six months if the licence is not cancelled six weeks before expiration 	€ 300,-

If you want to take part in the Unipark programme please send us the contact form on the next page per fax. Please do not hesitate to contact us if you have got any further questions. All other arrangements are subject to Globalpark's general terms of business.

Registration to Globalpark's Unipark programme

To Globalpark GmbH Unipark programme	Per Telefax: +49 (22 33) 79 33 – 788 page(s): 1
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We/I order:

Type of license		
<input type="checkbox"/>	Unipark single license for 6 months, once	€ 50,-
<input type="checkbox"/>	Unipark chair license for 6 months, continuously	€ 100,-
<input type="checkbox"/>	Unipark institute license for 6 months, continuously	€ 300,-

We/I herewith agree to the following conditions of contract:

1. All mentioned prices exclude VAT
2. All users the license applies to shall conduct scientific and non-commercial surveys only
3. Chair and institute licences renew automatically for further six months if they are not cancelled six weeks before expiration

Description of purchasing person	
Name	Street
Lastname	Zip/City
Email address	Country
Description of university	
Institution	Street
Zip/City	Country

City, Date

Signature