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For Immediate Release

Dialsmith Releases “Essentials of Moment-to-Moment Research” eBook

Free resource gives researchers practical advice and helpful tips from experienced users of the methodology

Portland, Ore—Dialsmith, a leader in the development and use of technologies and methodologies for both offline and online Moment-to-Moment (MtM) research, have announced the release of the eBook, “Essentials of Moment-to-Moment Research.” This resource, available as a free download from the Dialsmith website, is an easily reference-able guide that provides practical, field-tested advice, tips and answers to common questions researchers have about the methodology.

A complimentary copy of the eBook can be requested at <http://MtMebook.dialsmith.com>.

The eBook includes best practice advice and feedback from Dialsmith’s development and consulting team as well as from a panel of contributors representing a cross-section of markets and industries including retail, media, advertising, public opinion, politics and litigation—all of whom have years of experience with the MtM methodology.

The MtM research methodology involves the collection of continuous, second-by-second quantitative feedback from respondents as they view or listen to a visual or audio stimulus. The data collected are typically used to augment recall feedback and traditional qualitative discussion, providing a more holistic view of a respondent’s opinion and giving researchers the ability to measure respondent reaction to specific moments or messages.

Here is a short excerpt from the eBook:

When working with a client for the first time, Dr. Lara Giese, president of Advanced Trial Sciences, describes for them the MtM technology she will be using to collect data and how it will help the case. She describes how her clients react to MtM when seeing it for the first time:

“Once clients see the research method in action and witness the visual overlays and response lines, MtM becomes very convincing, and a necessary tool for their case preparation. They immediately see and understand the value of the data—and the power of the methodology—to be able to decidedly recognize the strengths and weaknesses in the presentation of arguments in a case.”

An overview of the eBook including additional excerpts can be found here: <http://t.co/1Xds8L7U7h>.

About Dialsmith

Dialsmith is a Portland, Oregon-based technology company that develops products and services for research, audience engagement and live event scoring. We are pioneers in the development of tools for capturing and displaying continuous and moment-to-moment feedback and are the worldwide marketers, sellers and service providers for Perception Analyzer, Perception Analyzer Online, ISX Scoring and Slidemetrix. Featured on CNN, FOX News, Food Network, ESPN X Games, The New York Times and more, Dialsmith’s Perception Analyzer tools are the gold standard for dial-based focus group testing, public opinion polling and audience engagement. To learn more, visit www.dialsmith.com.

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