

# TECHNOLOGY OFFER OCTOPUS RESEARCH TOOLS

ENHANCE YOUR SURVEY  
WITH DIGITAL TRACE DATA

## WHAT IS OCTOPUS?

Octopus Research Tools (ORT) is a sophisticated mobile application engineered to facilitate the collection of survey responses and digital trace data. It offers an easy-to-use, rapid, and secure method for data aggregation within a single platform.

Octopus' modular architecture is ideally suited to the diverse data collection requirements of business organisations and academic research. The selection of data collection modules open up limitless possibilities for analysing human behaviour and contributing to understand and solve complex business and social problems in a rapid and cost-effective way.

### Octopus can help you in understanding...

- ...how citizens use urban spaces
- ...how your customers use their digital devices
- ...what is the individual impact of the therapy on your patients
- ...customer insights on your products, services and events by getting instant feedback
- and in many more cases where multi-source data is essential.

### Main features

- New data collection modules can be easily integrated to the system.
- „If, then what” type of connections between data collection modules. (e.g. events in location or device use can trigger a custom surveys).
- No need for constant internet connection
- Robust backend infrastructure for large scale parallel research, compliance with GDPR regulations.

[WWW.OCTOPUS-RESEARCH.HU](http://WWW.OCTOPUS-RESEARCH.HU)

### MORE INFORMATION

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### INTELLECTUAL PROPERTY

The Octopus Research Tools trademark registration is in progress.



## DATA COLLECTION MODULES

(AVAILABLE AS OF FEBRUARY 2024,  
ADDITIONAL MODULES ARE IN DEVELOPMENT)

- Survey
- Location
- Usage stats
- Event timeline
- SMS log
- Call log

## AREAS OF USE

- Smart social science surveys
- Health research, clinical trials
- Crowdsourcing
- Smart city projects
- Etc.

## PUBLICATIONS

Ságvári, B.; Gulyás, A.; Koltai, J. Attitudes towards Participation in a Passive Data Collection Experiment. *Sensors* 2021, 21, 6085. <https://doi.org/10.3390/s21186085>

Máté, Á.; Rakovics, Z.; Rudas, S.; Wallis, L.; Ságvári, B.; Huszár, Á.; Koltai, J. Willingness of Participation in an Application-Based Digital Data Collection among Different Social Groups and Smartphone User Clusters. *Sensors* 2023, 23, 4571. <https://doi.org/10.3390/s23094571>