PRESS RELEASE

Groningen, The Netherlands, October 1, 2018

### Conduct studies on everyone’s own mobile phone, making research and sharing knowledge more accessible

**WorldBrainWave is an online research platform making scientific tools accessible for experiments and surveys on location, in any browser, on any mobile device.**

**The potential of connecting 2 billion smartphone users with over 200 million researchers**

There are more than 2 billion smartphone users. And there are approximately 250 million students and researchers doing their surveys and online experiments worldwide. Till now, there was no efficient and affordable tool that combined online research on the mobile phone with research on the locations where people really make their decisions. Why not tap into this huge potential?

*‘Before WorldBrainWave, we invited people to the lab. Now we bring the lab to the people.’*

Erik Schoppen, initiator and co-founder WorldBrainWave

WorldBrainWave (wbw.one) is the world’s first true global research platform, that allows data acquisition, discovery and research collaboration on a worldwide scale. WBW offers easy-to-use and affordable research tools that facilitate research across the globe. On the platform, users can create, conduct and collaborate on experiments and immediately share the results globally.

The (SaaS) platform runs in every browser (no app install), and offers the tasks most commonly used in cognitive and behavioral studies with high accuracy and stimuli precision, making it a reliable scientific research tool for lab and field studies on any smartphone, tablet or personal computer. It is designed for cognitive and behavioral research on the spot (real-life & live testing on location), and can be used to acquire insights and (implicit) preferences of consumers, users, or other stakeholders. The user-friendly software goes beyond the old-fashioned questionnaire, and offers more implicit ways to collect information, such as reaction time tasks and stimuli or association tasks.

Besides data acquisition, WBW’s study and data architecture allows you to link your datasets with other studies, and discover hidden patterns in your data (by using AI and machine learning). WBW’s participant and study management system allows coupling of individual data between studies. This provides you with the unique opportunity to find factors that influence your participants’ behavior, and forge new collaborations with other parties worldwide. WBW is fully compliant with the principles of the General Data Protection Regulation.

As data is the oil of the 21st century, research data can give unique insights into human behavior. However, research data hardly finds its way to interested parties because it’s not findable, accessible, or usable. With WBW, both researchers and participants can share their data with other parties, including commercial organizations, and ask a fee for using this data. And, unique to WBW, the research participant is co-owner of her or his data. Only with explicit consent, data will be sold to third parties, and the partaker will get a share of the data fee. With WBW, the participant is in full control of its data. Because the participant profits directly from the re-use potential of his data, it is in his best interest to provide high quality, serious responses. Likewise, researchers benefit by creating high quality surveys and experiments. WBW creates an eco-system of responsible, shared co-ownership of research data, resulting in a community of researchers and entrepreneurs for co-creation and innovation.

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