

## **RealExperienceInsight: A smartphone app to conduct survey and experimental research**

We introduce *RealExperienceInsight (REI)*, an ambulatory assessment smartphone app platform that will enable behavioral and social scientists to remotely administer experiments and surveys in the field. *REI* will allow researchers to integrate surveys created in third-party software (e.g., Qualtrics, Unipark) and to collect data from smartphone built-in sensors. It will be possible to schedule surveys and reminders, based on dates/times as well as on events (e.g., after 10,000 steps). *REI* will be able to collect data from other smartphone apps. *REI* will be available for Android/iOS and works with an easy-to-use interface and requires no programming from researchers.

*REI* is developed in three stages. First, the outlined app is programmed. Second, external researchers are called in for trial runs (beta stage) to improve *REI*. Third, we will launch an open call to participate in a project that aims to evaluate and compare *REI* with conventional methods (e.g., paper-pencil diaries). *REI* is expected to advance behavioral and social sciences by facilitating the collection of ecologically valid data. *REI*'s user-friendliness helps to tackle some of the digital and computational challenges currently facing researchers interested in society and human behavior and enables these researchers to engage with computationally demanding methods. While the technical specification with professional app developers has been completed, we are currently raising additional money for the comprehensive app programming. Crowdfunding within the scientific community is scheduled.