
SUMMARY OF EVIDENCE IN THE LITERATURE

Detailed information on Internet survey studies that we cite in this report is presented in Table B.1.¹ Some of the studies have multiple study arms, each of which is listed in a separate row in the table. Each study arm corresponds to a different experimental setting. For example, one arm of a study might use postal mail exclusively for contacting individuals, while another might use e-mail to invite individuals to participate in a survey that is done on the Web.

We classified the survey samples into census, random (or probability), and convenience samples. Depending on who the target population is, a sample may be classified as either random or convenience. For example, a random sample of participants in an Internet newsgroup for dentists would count as a convenience sample if the population of inference is all dentists in the United States (including those who do not participate in the Internet newsgroup).

Contact modes are classified as mail, phone, e-mail, newsgroup postings, traditional advertising (such as through newspapers or magazines), Web site advertising (such as hyperlinks in prominent Web sites), or Web.

¹Some unpublished studies that we cited are omitted from the table because of limited information.

Table B.1
Evidence Table for Survey Studies Cited in This Report

| Year | Primary Author | Survey Topic | Target Population | Sample Size | Type of Sample | Contact Mode | Response Mode | Follow-up Mode | Response Rate (%) |
|------|----------------|---|---|---------------------|----------------|--------------|---------------|----------------|-------------------|
| 2001 | Couper | Drug and alcohol use | University of Michigan students | 3,500 | Random | Mail | Mail | Mail | 41 |
| 2001 | Couper | Drug and alcohol use | University of Michigan students | 3,500 | Random | E-mail | Web | E-mail | 62 |
| 2001 | Berrens | Attitudes on the environment | U.S. adults | 13,034 ^a | Convenience | E-mail | Web | — | N/A |
| 2001 | Berrens | Attitudes on the environment | U.S. adults | 1,699 ^a | Random | Phone | Phone | Phone | 45.6 |
| 2001 | Asch | Enlistment propensity in the military under different scenarios | College students and college-bound students | 14,150 | Random | Mail | Mail + Web | Mail | 20.8 |
| 2001 | Everingham | Balancing work and personal life | RAND employees | 1,298 | Census | E-mail | Web | E-Mail | 44 |
| 2000 | Paolo | Curriculum evaluation | Fourth-year medical students | 61 | Census | E-mail | E-mail | — | 24 |

Table B.1—Continued

| Year | Primary Author | Survey Topic | Target Population | Sample Size | Type of Sample | Contact Mode | Response Mode | Follow-up Mode | Response Rate (%) |
|------|----------------|---|---|-------------|----------------|--------------|--------------------|----------------|-------------------|
| 2000 | Paolo | Curriculum evaluation | Fourth-year medical students | 83 | Census | Mail | Mail | Mail | 41 |
| 2000 | Quigley | N/A | Active-duty personnel, military spouses, civilians, reserve members | 7,209 | Random | Mail | Mail + Web | Mail | 37 |
| 2000 | Quigley | N/A | Active-duty personnel, military spouses, civilians, reserve members | 21,805 | Random | Mail | Mail + Web | Mail | 42 |
| 2000 | Quigley | N/A | Active-duty personnel, military spouses, civilians, reserve members | 7,279 | Random | Mail | Mail | Mail | 40 |
| 2000 | Schleyer | Clinical practice | Dentists | 438 | Convenience | E-mail | Web + e-mail + fax | E-mail | 74.2 |
| 2000 | Taylor | Political approval | U.S. population | N/A | Convenience | E-mail | Web | — | N/A |
| 2000 | Taylor | 1998 U.S. election for 23 governors and 14 senators | U.S. population | N/A | Convenience | E-mail | Web | — | N/A |

Table B.1—Continued

| Year | Primary Author | Survey Topic | Target Population | Sample Size | Type of Sample | Contact Mode | Response Mode | Follow-up Mode | Response Rate (%) |
|------|----------------|--|---|-------------|----------------|---------------------|---------------|----------------|-------------------|
| 2000 | Witte | Social science: geographic mobility, community | U.S. adults age 16 and over | 32,688 | Convenience | Web ^b | Web | — | N/A |
| 1999 | Couper | Organizational climate | Employees of five U.S. federal agencies | 4,187 | Census | Mail | Mail | Mixed | 70.7 |
| 1999 | Couper | Organizational climate | Employees of five U.S. federal agencies | 4,066 | Census | E-mail | E-mail | Mixed | 42.6 |
| 1999 | Flemming | Election | Anyone visiting the PEW Web site | N/A | Convenience | E-mail | Web | — | N/A |
| 1999 | Flemming | Election | Anyone in prior PEW phone interview | N/A | Convenience | E-mail | Web | — | N/A |
| 1999 | Jones | Health | Staff at ten universities | 200 | Random | E-mail | Web | — | 19 |
| 1999 | Jones | Health | Staff at ten universities | 100 | Random | Mail | Mail | — | 72 |
| 1999 | Jones | Health | Staff at ten universities | 200 | Random | E-mail | E-mail | — | 34 |
| 1999 | Kaye | Uses of Web for political information | Anyone browsing the Web | N/A | Convenience | News-group postings | Web | — | — |

Table B.1—Continued

| Year | Primary Author | Survey Topic | Target Population | Sample Size | Type of Sample | Contact Mode | Response Mode | Follow-up Mode | Response Rate (%) |
|------|----------------|---|---|-------------|----------------|--------------|---------------|----------------|-------------------|
| 1999 | Sheehan | Attitudes and behaviors associated with on-line privacy | Individuals with personal e-mail accounts | 5,000 | Random | E-mail | Mail + e-mail | E-mail | 24 |
| 1999 | Sheehan | Health Web site purpose and funding | Creators of health-related Web sites | 834 | Random | E-mail | Mail + e-mail | E-mail | 47 |
| 1999 | Sheehan | Attitudes toward on-line privacy | University faculty, staff, and students | 580 | Random | E-mail | Mail + e-mail | e-mail | 47 |
| 1999 | Shermis | Telecommunications needs of educators | Members of the National Council on Measurement in Education | 585 | Random | Mail | Mail | — | 36 |
| 1999 | Shermis | Telecommunications needs of educators | Members of the National Council on Measurement in Education | 585 | Random | E-mail | E-mail | — | 30 |
| 1999 | Vehovar | Electronic commerce | All Internet users in Slovenia | N/A | Convenience | E-mail | Web | — | N/A |
| 1999 | Vehovar | Electronic commerce | All Internet users in Slovenia | N/A | Random | Phone | Phone | — | N/A |

Table B.1—Continued

| Year | Primary Author | Survey Topic | Target Population | Sample Size | Type of Sample | Contact Mode | Response Mode | Follow-up Mode | Response Rate (%) |
|------|----------------|--|--|-------------|----------------|--------------|------------------|----------------|-------------------|
| 1999 | Zhang | Scholarly paper submissions | Researchers with in-press papers to be published in eight library science journals | 201 | Census | E-mail | Mail + Web + fax | Mixed | 77.6 |
| 1998 | Dillman | Past Web sites visited, lifestyles, behavior ("plain" Web page design) | Purchasers of computer products | 9,522 | Random | Phone | Web | E-mail | 41.1 |
| 1998 | Dillman | Past Web sites visited, lifestyles, behavior ("fancy" Web page design) | Purchasers of computer products | 2,466 | Random | Phone | Web | E-mail | 36.3 |
| 1998 | Nichols | Economic data of large commercial firms | Large commercial U.S. companies | 50 | Convenience | Mail | Mail + Web | Mixed | 94 |
| 1998 | Nichols | Economic data of large commercial firms | Large commercial U.S. companies | 2,552 | Census | Mail | Mail | Mixed | 84 |

Table B.1—Continued

| Year | Primary Author | Survey Topic | Target Population | Sample Size | Type of Sample | Contact Mode | Response Mode | Follow-up Mode | Response Rate (%) |
|------|----------------|--------------------------|--|------------------|----------------|-------------------------|---------------|----------------|-------------------|
| 1998 | Schaefer | N/A | Permanent faculty of Washington State University | 226 | Census | E-mail | Mail + e-mail | E-mail | 58 |
| 1998 | Schaefer | N/A | Permanent faculty of Washington State University | N/A | Census | E-mail | E-mail | E-mail | 48 |
| 1998 | Schaefer | N/A | Permanent faculty of Washington State University | N/A | Census | E-mail | E-mail | Mail | 54 |
| 1998 | Schaefer | N/A | Permanent faculty of Washington State University | 226 | Census | Mail | Mail | Mail | 57.5 |
| 1998 | Schillewaert | Attitudes toward the Web | Flemish Web users | 110 ^a | Convenience | Traditional advertising | Web | — | 0.18 |
| 1998 | Schillewaert | Attitudes toward the Web | Flemish Web users | 67 ^a | Convenience | News-group postings | Web | — | 1.68 |
| 1998 | Schillewaert | Attitudes toward the Web | Flemish Web users | 51 ^a | Convenience | Web site advertising | Web | — | 0.68 |

Table B.1—Continued

| Year | Primary Author | Survey Topic | Target Population | Sample Size | Type of Sample | Contact Mode | Response Mode | Follow-up Mode | Response Rate (%) |
|------|----------------|--|--|------------------|----------------|--------------|---------------|----------------|-------------------|
| 1998 | Schillewaert | Attitudes toward the Web | Flemish Web users | 125 ^a | Convenience | E-mail | Web | — | 31 |
| 1997 | Coomber | Drug dealer practices | Drug dealers worldwide | 80 ^a | Convenience | Mixed | Web | — | N/A |
| 1997 | Kittleleson | Health educator certification | Health educators | 276 | Census | E-mail | Fax | E-mail | N/A |
| 1997 | Swoboda | Future risks for the planet and mankind | Internet users | 8,859 | Convenience | E-mail | Web | — | 25 |
| 1996 | Bachman | Total quality management in higher education | Business school deans and chairpersons | 244 | Random | Mail | Mail | — | 65.6 |
| 1996 | Bachman | Total quality management in higher education | Business school deans and chairpersons | 244 | Census | E-mail | E-mail | — | 52.5 |
| 1996 | Comley | Early adopters of technology | 3,700 names and addresses purchased from Internet magazine in the UK | 1,221 | Convenience | E-mail | E-mail | E-mail | 9 |

Table B.1—Continued

| Year | Primary Author | Survey Topic | Target Population | Sample Size | Type of Sample | Contact Mode | Response Mode | Follow-up Mode | Response Rate (%) |
|------|----------------|--|--|-------------|----------------|--------------|---------------|----------------|-------------------|
| 1996 | Comley | Early adopters of technology | 3,700 names and addresses purchased from Internet magazine in the UK | 1,779 | Convenience | Mail | Mail | — | 18 |
| 1995 | Kittleson | Trivial questions for health educators | Health educators in a small professional association | 153 | Census | Mail | Mail | — | 76.5 |
| 1995 | Kittleson | Trivial questions for health educators | Health educators listed in an e-mail directory | 153 | Census | E-mail | E-mail | — | 28.1 |
| 1995 | Mehta | Internet communication | Active U.S. users of BBS newsgroups | 60 | Random | E-mail | E-mail | — | 40 |
| 1995 | Mehta | Internet communication | Active U.S. users of BBS newsgroups | 202 | Random | Mail | E-mail | — | 45 |
| 1995 | Mehta | Internet communication | Active U.S. users of BBS newsgroups | 107 | Random | Mail | Mail | Mail | 83 |

Table B.1—Continued

| Year | Primary Author | Survey Topic | Target Population | Sample Size | Type of Sample | Contact Mode | Response Mode | Follow-up Mode | Response Rate (%) |
|------|----------------|------------------------------|---|-------------|----------------|--------------|---------------------|----------------|-------------------|
| 1995 | Mehta | Internet communication | International users of BBS newsgroups | 172 | Random | E-mail | Mail + e-mail + fax | E-mail | 64 |
| 1995 | Mehta | Internet communication | Active U.S. users of BBS newsgroups | 122 | Random | E-mail | Mail + e-mail + fax | E-mail | 63 |
| 1995 | Tse | Business ethics | Administrative and teaching staff at Chinese University of Hong Kong with listed e-mail addresses | 200 | Census | Mail | Mail | Mail | 27 |
| 1995 | Tse | Business ethics | Administrative and teaching staff at Chinese University of Hong Kong with listed e-mail addresses | 200 | Census | E-mail | E-mail | — | 6 |
| 1995 | Werner | Presidential approval rating | General population in the U.S. | 1,200 | Random | E-mail | E-mail | — | N/A |
| 1994 | Schuldt | Attitudes toward shareware | MIS and marketing faculty in membership directories | 200 | Census | Mail | Mail | — | 19.3 |

Table B.1—Continued

| Year | Primary Author | Survey Topic | Target Population | Sample Size | Type of Sample | Contact Mode | Response Mode | Follow-up Mode | Response Rate (%) |
|------|----------------|--|---|-------------|----------------|--------------|---------------|----------------|-------------------|
| 1994 | Schuldt | Attitudes toward shareware | MIS and marketing faculty in membership directories | 218 | Census | E-mail | E-mail | — | 56.5 |
| 1992 | Parker | Expatriation and repatriation | Former AT&T employees | 40 | Census | E-mail | Mail | — | 38 |
| 1992 | Parker | Expatriation and repatriation | Former AT&T employees | 100 | Census | E-mail | E-mail | — | 68 |
| 1992 | Walsh | Scientific activities with computer networks | Subscribers to the Ocean Division of SCIENCEnet | 300 | Random | E-mail | Mail + e-mail | E-mail | 76 |

Table B.1—Continued

| Year | Primary Author | Survey Topic | Target Population | Sample Size | Type of Sample | Contact Mode | Response Mode | Follow-up Mode | Response Rate (%) |
|------|----------------|--|---|-------------|----------------|--------------|---------------|----------------|-------------------|
| 1992 | Walsh | Scientific activities with computer networks | Subscribers to the Ocean Division of SCIENCEnet | 104 | Convenience | Mixed | Mail + e-mail | — | N/A |
| 1986 | Kiesler | Health and personal characteristics | Recently active computer mail users at Carnegie Mellon University | 75 | Random | E-mail | E-mail | Phone | 67 |
| 1986 | Kiesler | Health and personal characteristics | Recently active computer mail users at Carnegie Mellon University | 75 | Random | Mail | Mail | Phone | 75 |

^aNumber of responses.

^bTraditional and Web site advertising.

N/A = Not available.

— = Not applicable.