3.1. Response Rates for Internet Surveys in the Literature, by Survey Mode .................................. 21
3.2. Knowledge Networks’ WebTV Survey Invitation ........ 23
5.1. Use of a Photo to Illustrate a Survey Question ........ 44
5.2. Reminder Message to Respondent About a Missed Question .................................................. 46
5.3. Visual Indicator of a Respondent’s Survey Progress ................................................................. 47
6.1. Basic Survey Questions Created Without Commercial Survey Software ........................................ 58
6.2. Matrix Questions Created Without Commercial Survey Software ............................................. 59
6.3. Sample Screen from a Recruitment Survey ........ 62
6.4. Password Screen from a Harris Interactive Survey ...................................................................... 65
6.5. Matrix Question from a Harris Interactive Survey ....................................................................... 66