
PREFACE

Low-cost personal computers and the explosive growth of the Internet over the past decade have introduced new methods of conducting research surveys. It is now possible to conduct an entire survey solely through the World Wide Web or by e-mail. But, just as issues were raised about phone and mail surveys when they were first introduced, many researchers and practitioners are trying to determine the best way to conduct Internet surveys and questioning just how scientifically valid Internet-based surveys are.

This book provides practical information for researchers who are contemplating using the Internet in their survey activities. The authors examine the reported strengths and limitations of using the Internet to conduct research surveys and offer guidelines on survey design and implementation. This book should be of interest to social science and public policy researchers, although it is certainly applicable to any form of survey research, including that conducted within the Department of Defense and throughout the armed forces. It should also prove useful to principal investigators, survey coordinators, and survey programmers.

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