

Highlighting the progress made by researchers in using Web-based surveys for data collection, this timely volume summarizes the experiences of leading behavioral and social scientists from Europe and the US who collected data using the Internet. Some chapters present theory, methodology, design, and implementation, while others focus on best practice examples and/or issues such as data quality and understanding paradata. A number of contributors applied innovative Web-based research methods to the LISS panel of CentERdata collected from over 5,000 Dutch households. Their findings are presented in the book. Some of the data is available on the book website. The book addresses practical issues such as data quality, how to reach difficult target groups, how to design a survey to maximize response, and ethical issues that need to be considered. Innovative applications such as the use of biomarkers and eye-tracking techniques are also explored. Part 1 provides an overview of Internet survey research including its methodologies, strengths, challenges, and best practices. Innovative ways to minimize sources of error are provided along with a review of mixed-mode designs, how to design a scientifically sound longitudinal panel and avoid sampling problems, and address ethical requirements in Web surveys. Part 2 focuses on advanced applications including the impact of visual design on the interpretability of survey questions, the impact survey usability has on respondents' answers, design features that increase interaction, and how Internet surveys can be effectively used to study sensitive issues. Part 3 addresses data quality, sample selection, measurement and non-response error, and new applications for collecting online data. The issue of underrepresentation of certain groups in Internet research and the measures most effective at reducing it are also addressed. The book concludes with a discussion of the importance of paradata and the Web data collection process in general, followed by chapters with innovative experiments using eye-tracking techniques and biomarker data. This practical book appeals to practitioners from market survey research institutes and researchers in disciplines such as psychology, education, sociology, political science, health studies, marketing, economics, and business who use the Internet for data collection, but is also an ideal supplement for graduate and/or upper level undergraduate courses on (Internet) research methods and/or data collection taught in these fields.

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