

Chapter 14

Internet Surveys

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SUGGESTIONS FOR FURTHER READING

General

Special issue on web surveys of *Journal of Official Statistics*, June 2006, available on <http://www.jos.nu>

Also at <http://www.jos.nu/Contents/issue.asp?vol=22&no=2>

On types of Internet surveys

Couper, M. P. (2000). Web Surveys: A review of issues and approaches. *Public Opinion Quarterly*, 64, 4, 464-494.

On questionnaire design and administration of self-administered surveys

Dillman, D. A. (2000). *Mail and internet surveys. The tailored design method*. New York: Wiley-Interscience, John Wiley Company.

On incentives in Internet surveys

Görizt, A. (2005). Incentives in web-based studies: What to consider and how to decide (WebSM Guide No. 2). Web Survey Methodology Site.

<http://www.websm.org/uploadi/editor/goeritz2005-incentives.pdf>

(December 29, 2005).

On (non)response patterns in completing a Web questionnaire

Bosnjak, M. (2001). Participation in non-restricted web-surveys. A typology and explanatory model for item-nonresponse. In U.D. Reips and M. Bosnjak (Eds.), *Dimensions of internet science*. Lengerich: Pabst Science Publishers.

INTERNET RESOURCES

WebSM - Web survey methodology web site- is a website dedicated to the methodology of Web surveys. It includes vast bibliography lists and software database. It can be reached at <http://www.websm.org>

WebSM is a Web portal on survey research using modern information-communication technologies, especially the World Wide Web. Although supported by EU since 2002, it provides worldwide visitors information on events (e.g., scientific meetings, calls for papers, projects), software, and literature on the methodology and implementation of Web surveys. The most valuable databases are the bibliography (including over 2.000 entries) and software/services databases (including over 500 entries).

The information on the WebSM portal is available free of charge for all visitors. Additionally, visitors can register and subscribe to News, Events, and/or Forum entries. Whenever a new entry in any of these categories is added to the portal, they are notified through email. The visitors are also invited to contribute to the WebSM content. They can participate in the Forum, add their bibliography entries, and enter their information on events, software, services. The search through the WebSM databases (bibliography, software, people) can be personalized, allowing users to track the entries already seen, to make comments for their personal use to the entries, to export list of entries into other data formats etc.