

What are some considerations one must take into account in doing Internet surveys?

Internet surveys have become more popular over the last 10 years. Surveys of the general population that rely only on the internet can be subject to significant biases resulting from undercoverage and nonresponse. Not everyone in the U.S. has access to the internet and there are significant demographic differences between those who do have access and those who do not. Also, there is no way to sample the general population using the internet. Internet surveys of the general public must first contact people by another method, such as through the mail or by phone, and ask them to complete the survey online. With these limitations surveyors must use other modes of contact to obtain individuals to complete these internet surveys (telephone, mail, flyers). Another thing to consider is the margin of error. Some surveyors advertise the surveys and announce that participants could earn money or be entered to win a prize. Some participants of the survey may not take the survey serious and speed through it choosing random answers just for what they may get at the end. Although internet surveys may be gaining popularity, there are many considerations to be looked at for both surveyors and participants.

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Internet surveys can take form in either e-mail or Web- based and are much cheaper, more accurate than pencil and paper surveys. Using the internet instead of paper allows companies to be more eco- friendly and when the data is processed it is in a faster and cheaper way. In every topic there are pros and cons. I just mentioned a few pros to internet surveys but there are a few disadvantages. There are some considerations to take into account when doing internet surveys. Many internet surveys do not use a safeguard to protect respondents. Another problem is keeping your confidentiality protected. The internet is characterized by confidentiality; the researcher might use a cookie to identify the computer from which the response was submitted. A hacker could intercept response to sensitive items and hack into your computer. By being careful as to which survey you choose to open onto your computer will not only protect your computer but your confidentiality as well.