

# INTERNET DATA COLLECTION

*Samuel J. Best*  
*Brian S. Krueger*

Series: Quantitative Applications  
in the Social Sciences



a SAGE UNIVERSITY PAPER

141

## CONTENTS

Acknowledgments	v
Series Editor's Introduction	vii
<b>1. Using the Internet as a Medium for Research</b>	<b>1</b>
The Data Collection Process	2
Data Collection Opportunities on the Internet	2
Limitations of Internet Data Collection	3
Orientation	4
Organization	4
<b>2. Practicalities of Using the Internet</b>	<b>5</b>
A New Communication Medium	5
Getting Connected to the Internet	6
Online Services Suitable for Data Collection	10
<b>3. Drawing Samples on the Internet</b>	<b>13</b>
Specifying the Target Population	14
Developing a Sample Frame	15
Choosing a Sampling Method	16
Determining the Size of the Sample	20
Implementing Contacting Procedures	22
<b>4. Administering Instruments on the Internet</b>	<b>36</b>
Selecting a Communication Mode	36
Controlling Access	40
Formatting the Instrument	43
Incorporating Multimedia Stimuli	61
Limiting Item Nonresponse	65
Providing Instruction	69
Transmitting the Instrument	73
<b>5. Compiling Responses Online</b>	<b>74</b>
Inducing Participation	75
Collecting Submissions	78

Authenticating Cases	80
Appraising Responses	81
<b>Concluding Remarks</b>	84
<b>References</b>	85
<b>About the Authors</b>	91