



Social and Behavioral Research and the Internet: Advances in Applied Methods and Research Strategies (Paperback)

By -

Taylor Francis Ltd, United Kingdom, 2010. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book. 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...



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