- Online surveys are cost friendly for budget minded researchers

- Online surveys provide solid coverage of the geographic & demographic contours of the U.S. (p 134) 2nd p.

Cost: trad $90,000

online $90

Issue: How the online format might change the way a subject understand a question

* A researcher could change the order of questions or test out multiple versions of the survey to check for question-order effects.

Issue: impossible to reach everybody

— not everyone has access to internet

(around 78% of people in the US have access to internet)

— people who use internet are younger, highly educated, higher incomes, tend to be white

problems

visual nature: the way everything appears on the screen MIGHT come off as pushing someone to answer a certain way (1st paragraph 135)

"respondents were likely comparing their own health to the image they saw" (135)

- complicates more traditional sampling strategies

3 potential strategies to deal with the issues

— respondants using false identities

respondants who complete the same survey more than once

— respondants who rush through survey w/o providing honest and thought out responses.

Option 3

- crowdsourcing
- volunteer-based
- volunteers search for surveys and get paid a small sum

Cost: $200