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Examination of the Different Methods  
For  
Collecting Survey Data Using Electronic Mail  
And the  
World Wide Web

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## **ABSTRACT**

The phenomenal growth of the Internet and World Wide Web means this medium offers great potential as a survey research medium. This study examined the use of E-mail and the Internet as methods for delivering questionnaires, and tested methods of overcoming the limitations associated with e-mail methodology. These included various components of mail, e-mail, and hyperlink to the Internet. The study examined the effect of these options on survey response rate, speed of response, and data quality.

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