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**SUMMARY OF EVIDENCE IN THE LITERATURE**

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Detailed information on Internet survey studies that we cite in this report is presented in Table B.1.<sup>1</sup> Some of the studies have multiple study arms, each of which is listed in a separate row in the table. Each study arm corresponds to a different experimental setting. For example, one arm of a study might use postal mail exclusively for contacting individuals, while another might use e-mail to invite individuals to participate in a survey that is done on the Web.

We classified the survey samples into census, random (or probability), and convenience samples. Depending on who the target population is, a sample may be classified as either random or convenience. For example, a random sample of participants in an Internet newsgroup for dentists would count as a convenience sample if the population of inference is all dentists in the United States (including those who do not participate in the Internet newsgroup).

Contact modes are classified as mail, phone, e-mail, newsgroup postings, traditional advertising (such as through newspapers or magazines), Web site advertising (such as hyperlinks in prominent Web sites), or Web.

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<sup>1</sup>Some unpublished studies that we cited are omitted from the table because of limited information.

**Table B.1**  
**Evidence Table for Survey Studies Cited in This Report**

Year	Primary Author	Survey Topic	Target Population	Sample Size	Type of Sample	Contact Mode	Response Mode	Follow-up Mode	Response Rate (%)
2001	Couper	Drug and alcohol use	University of Michigan students	3,500	Random	Mail	Mail	Mail	41
2001	Couper	Drug and alcohol use	University of Michigan students	3,500	Random	E-mail	Web	E-mail	62
2001	Berrens	Attitudes on the environment	U.S. adults	13,034 <sup>a</sup>	Convenience	E-mail	Web	—	N/A
2001	Berrens	Attitudes on the environment	U.S. adults	1,699 <sup>a</sup>	Random	Phone	Phone	Phone	45.6
2001	Asch	Enlistment propensity in the military under different scenarios	College students and college-bound students	14,150	Random	Mail	Mail + Web	Mail	20.8
2001	Everingham	Balancing work and personal life	RAND employees	1,298	Census	E-mail	Web	E-Mail	44
2000	Paolo	Curriculum evaluation	Fourth-year medical students	61	Census	E-mail	E-mail	—	24

Table B.1—Continued

Year	Primary Author	Survey Topic	Target Population	Sample Size	Type of Sample	Contact Mode	Response Mode	Follow-up Mode	Response Rate (%)
2000	Paolo	Curriculum evaluation	Fourth-year medical students	83	Census	Mail	Mail	Mail	41
2000	Quigley	N/A	Active-duty personnel, military spouses, civilians, reserve members	7,209	Random	Mail	Mail + Web	Mail	37
2000	Quigley	N/A	Active-duty personnel, military spouses, civilians, reserve members	21,805	Random	Mail	Mail + Web	Mail	42
2000	Quigley	N/A	Active-duty personnel, military spouses, civilians, reserve members	7,279	Random	Mail	Mail	Mail	40
2000	Schleyer	Clinical practice	Dentists	438	Convenience	E-mail	Web + e-mail + fax	E-mail	74.2
2000	Taylor	Political approval	U.S. population	N/A	Convenience	E-mail	Web	—	N/A
2000	Taylor	1998 U.S. election for 23 governors and 14 senators	U.S. population	N/A	Convenience	E-mail	Web	—	N/A

Table B.1—Continued

Year	Primary Author	Survey Topic	Target Population	Sample Size	Type of Sample	Contact Mode	Response Mode	Follow-up Mode	Response Rate (%)
2000	Witte	Social science: geographic mobility, community	U.S. adults age 16 and over	32,688	Convenience	Web <sup>b</sup>	Web	—	N/A
1999	Couper	Organizational climate	Employees of five U.S. federal agencies	4,187	Census	Mail	Mail	Mixed	70.7
1999	Couper	Organizational climate	Employees of five U.S. federal agencies	4,066	Census	E-mail	E-mail	Mixed	42.6
1999	Flemming	Election	Anyone visiting the PEW Web site	N/A	Convenience	E-mail	Web	—	N/A
1999	Flemming	Election	Anyone in prior PEW phone interview	N/A	Convenience	E-mail	Web	—	N/A
1999	Jones	Health	Staff at ten universities	200	Random	E-mail	Web	—	19
1999	Jones	Health	Staff at ten universities	100	Random	Mail	Mail	—	72
1999	Jones	Health	Staff at ten universities	200	Random	E-mail	E-mail	—	34
1999	Kaye	Uses of Web for political information	Anyone browsing the Web	N/A	Convenience	News-group postings	Web	—	—

Table B.1—Continued

Year	Primary Author	Survey Topic	Target Population	Sample Size	Type of Sample	Contact Mode	Response Mode	Follow-up Mode	Response Rate (%)
1999	Sheehan	Attitudes and behaviors associated with on-line privacy	Individuals with personal e-mail accounts	5,000	Random	E-mail	Mail + e-mail	E-mail	24
1999	Sheehan	Health Web site purpose and funding	Creators of health-related Web sites	834	Random	E-mail	Mail + e-mail	E-mail	47
1999	Sheehan	Attitudes toward on-line privacy	University faculty, staff, and students	580	Random	E-mail	Mail + e-mail	e-mail	47
1999	Shermis	Telecommunications needs of educators	Members of the National Council on Measurement in Education	585	Random	Mail	Mail	—	36
1999	Shermis	Telecommunications needs of educators	Members of the National Council on Measurement in Education	585	Random	E-mail	E-mail	—	30
1999	Vehovar	Electronic commerce	All Internet users in Slovenia	N/A	Convenience	E-mail	Web	—	N/A
1999	Vehovar	Electronic commerce	All Internet users in Slovenia	N/A	Random	Phone	Phone	—	N/A

Table B.1—Continued

Year	Primary Author	Survey Topic	Target Population	Sample Size	Type of Sample	Contact Mode	Response Mode	Follow-up Mode	Response Rate (%)
1999	Zhang	Scholarly paper submissions	Researchers with in-press papers to be published in eight library science journals	201	Census	E-mail	Mail + Web + fax	Mixed	77.6
1998	Dillman	Past Web sites visited, lifestyles, behavior ("plain" Web page design)	Purchasers of computer products	9,522	Random	Phone	Web	E-mail	41.1
1998	Dillman	Past Web sites visited, lifestyles, behavior ("fancy" Web page design)	Purchasers of computer products	2,466	Random	Phone	Web	E-mail	36.3
1998	Nichols	Economic data of large commercial firms	Large commercial U.S. companies	50	Convenience	Mail	Mail + Web	Mixed	94
1998	Nichols	Economic data of large commercial firms	Large commercial U.S. companies	2,552	Census	Mail	Mail	Mixed	84

Table B.1—Continued

Year	Primary Author	Survey Topic	Target Population	Sample Size	Type of Sample	Contact Mode	Response Mode	Follow-up Mode	Response Rate (%)
1998	Schaefer	N/A	Permanent faculty of Washington State University	226	Census	E-mail	Mail + e-mail	E-mail	58
1998	Schaefer	N/A	Permanent faculty of Washington State University	N/A	Census	E-mail	E-mail	E-mail	48
1998	Schaefer	N/A	Permanent faculty of Washington State University	N/A	Census	E-mail	E-mail	Mail	54
1998	Schaefer	N/A	Permanent faculty of Washington State University	226	Census	Mail	Mail	Mail	57.5
1998	Schillewaert	Attitudes toward the Web	Flemish Web users	110 <sup>a</sup>	Convenience	Traditional advertising	Web	—	0.18
1998	Schillewaert	Attitudes toward the Web	Flemish Web users	67 <sup>a</sup>	Convenience	News-group postings	Web	—	1.68
1998	Schillewaert	Attitudes toward the Web	Flemish Web users	51 <sup>a</sup>	Convenience	Web site advertising	Web	—	0.68

Table B.1—Continued

Year	Primary Author	Survey Topic	Target Population	Sample Size	Type of Sample	Contact Mode	Response Mode	Follow-up Mode	Response Rate (%)
1998	Schillewaert	Attitudes toward the Web	Flemish Web users	125 <sup>a</sup>	Convenience	E-mail	Web	—	31
1997	Coomber	Drug dealer practices	Drug dealers worldwide	80 <sup>a</sup>	Convenience	Mixed	Web	—	N/A
1997	Kittleston	Health educator certification	Health educators	276	Census	E-mail	Fax	E-mail	N/A
1997	Swoboda	Future risks for the planet and mankind	Internet users	8,859	Convenience	E-mail	Web	—	25
1996	Bachman	Total quality management in higher education	Business school deans and chairpersons	244	Random	Mail	Mail	—	65.6
1996	Bachman	Total quality management in higher education	Business school deans and chairpersons	244	Census	E-mail	E-mail	—	52.5
1996	Comley	Early adopters of technology	3,700 names and addresses purchased from Internet magazine in the UK	1,221	Convenience	E-mail	E-mail	E-mail	9



Table B.1—Continued

Year	Primary Author	Survey Topic	Target Population	Sample Size	Type of Sample	Contact Mode	Response Mode	Follow-up Mode	Response Rate (%)
1996	Comley	Early adopters of technology	3,700 names and addresses purchased from Internet magazine in the UK	1,779	Convenience	Mail	Mail	—	18
1995	Kittleson	Trivial questions for health educators	Health educators in a small professional association	153	Census	Mail	Mail	—	76.5
1995	Kittleson	Trivial questions for health educators	Health educators listed in an e-mail directory	153	Census	E-mail	E-mail	—	28.1
1995	Mehta	Internet communication	Active U.S. users of BBS newsgroups	60	Random	E-mail	E-mail	—	40
1995	Mehta	Internet communication	Active U.S. users of BBS newsgroups	202	Random	Mail	E-mail	—	45
1995	Mehta	Internet communication	Active U.S. users of BBS newsgroups	107	Random	Mail	Mail	Mail	83

Table B.1—Continued

Year	Primary Author	Survey Topic	Target Population	Sample Size	Type of Sample	Contact Mode	Response Mode	Follow-up Mode	Response Rate (%)
1995	Mehta	Internet communication	International users of BBS newsgroups	172	Random	E-mail	Mail + e-mail + fax	E-mail	64
1995	Mehta	Internet communication	Active U.S. users of BBS newsgroups	122	Random	E-mail	Mail + e-mail + fax	E-mail	63
1995	Tse	Business ethics	Administrative and teaching staff at Chinese University of Hong Kong with listed e-mail addresses	200	Census	Mail	Mail	Mail	27
1995	Tse	Business ethics	Administrative and teaching staff at Chinese University of Hong Kong with listed e-mail addresses	200	Census	E-mail	E-mail	—	6
1995	Werner	Presidential approval rating	General population in the U.S.	1,200	Random	E-mail	E-mail	—	N/A
1994	Schuldt	Attitudes toward shareware	MIS and marketing faculty in membership directories	200	Census	Mail	Mail	—	19.3

Table B.1—Continued

Year	Primary Author	Survey Topic	Target Population	Sample Size	Type of Sample	Contact Mode	Response Mode	Follow-up Mode	Response Rate (%)
1994	Schuldt	Attitudes toward shareware	MIS and marketing faculty in membership directories	218	Census	E-mail	E-mail	—	56.5
1992	Parker	Expatriation and repatriation	Former AT&T employees	40	Census	E-mail	Mail	—	38
1992	Parker	Expatriation and repatriation	Former AT&T employees	100	Census	E-mail	E-mail	—	68
1992	Walsh	Scientific activities with computer networks	Subscribers to the Ocean Division of SCIENCEnet	300	Random	E-mail	Mail + e-mail	E-mail	76

Table B.1—Continued

Year	Primary Author	Survey Topic	Target Population	Sample Size	Type of Sample	Contact Mode	Response Mode	Follow-up Mode	Response Rate (%)
1992	Walsh	Scientific activities with computer networks	Subscribers to the Ocean Division of SCIENCEnet	104	Convenience	Mixed	Mail + e-mail	—	N/A
1986	Kiesler	Health and personal characteristics	Recently active computer mail users at Carnegie Mellon University	75	Random	E-mail	E-mail	Phone	67
1986	Kiesler	Health and personal characteristics	Recently active computer mail users at Carnegie Mellon University	75	Random	Mail	Mail	Phone	75

<sup>a</sup>Number of responses.

<sup>b</sup>Traditional and Web site advertising.

N/A = Not available.

— = Not applicable.