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MASTER'S THESIS PRESENTATION

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**A Review of Internet Sampling Experiment and Its
Workability in Social Science Research: Focus on
InfoUSA's Approach Using Email Database as a
Sampling Frame**

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110 Eckhart Hall, 5734 S. University Avenue

ABSTRACT

In the past ten years with the development of the Web, the Internet has been having a profound effect on the survey research industry. Online surveys were especially popular in the field of market research. Not only could researchers reach the large number of respondents at lower cost than other traditional survey methodologies such as RDD sampling, but many of the general public could easily generate surveys online using some commercial services. However, usage of the web surveys has been somewhat limited in social science research especially due to the trend that Internet sampling tends to produce skewed populations, which are more likely to be more accessible to technology. This paper reviews the design and methodologies of the Internet sampling experiments, which are being conducted by National Opinion Research Center (below NORC) to assess and compare the workability of Internet sampling in generating the population that can represent the US population. Among the several methods of Internet sampling approaches to be tested by the NORC, in this paper I consider the InfoUSA approach which uses InfoUSA's database of email addresses as the sampling frame, and the part of the data collected through this approach via this approach between April 27th, 2012 to May 6th, 2012.

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