Online surveys

Psychology

Online surveys are methods of research conducted on the internet by way of positing questionnaires on the website or sending to the emails of the potential respondents. Online surveys have particular advantages and disadvantages ranging from a selection of participants, ensuring informed consent, and assessing validity and reliability. Bordens and Abbott (2014) elucidate that the widespread use of the internet worldwide makes it an efficient platform for reaching respondents. Online surveys benefit from this element of the internet as it ensures the sampling of large people from different parts of the world. The speed of data collection becomes easier when offering some forms of incentives to the respondents.

It is also cheaper to select participants in online surveys. The researcher only needs to send emails to the prospective participants or post the questionnaires on the website. According to Bordens and Abbott (2014), online surveys have good validity and reliability. The difference between the results collected through online surveys, paper-and-pencil surveys, and mail surveys is usually negligible. It is due to the negligible difference that online survey enjoys good reliability and validity.

The disadvantage of an online survey as far as selecting of respondents is concerned attributes to the possibility of finding fraudsters. Some people may only respond with the aim of getting the incentive but not with a genuine desire to support the advancement of research. Online surveys also limit the ability of the researchers to reach population without knowledge and connection of the internet (Bordens & Abbott, 2014).