

Based on playing the sims 2: an exploration of gender differences in players moti...

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Online questionnaire Assignment The article by Joroen Jansz, Corinne Avis and Mirjam Vosmeer d Playing TheSims2: an exploration of gender differences in players' motivations and patterns of play highlights some of the advantages of administering an online questionnaire. First, this approach helps reach to a large number of participants in a short time. In the article, the researchers were able to get 921 completed questionnaires with 760 participants who played The Sims2 within a week. This was not only timely but also cost effective. Secondly, online questionnaires help reach the specific audience based on the sites they visit. In the article, the researchers were able to reach the participants through the [www. desims2. nl](http://www.desims2.nl) website which the participants visited most. This is advantageous to the researchers because it helps guarantee the responses given are relevant and that the participants understand the phenomenon being studied. Thirdly, online questionnaires increase the chances of the questionnaire being completed. As noted in the article, the interactive question-and-answer procedure guarantees that the participants complete the questionnaire and submit it in a timely manner. By the time the participant gets to the point of submitting the questionnaire, all the questions will have been answered. This is not the case when other approaches are considered because the participant may decide to mail back a questionnaire with some sections unanswered. Fourth, the online approach helps maintain privacy since the participants can submit the answers through their individual computers without the presence of an interviewer. As a result, any likelihood of the interviewer interfering with the responses is limited, which ensures that the responses given are honest. As noted in the article, the researchers guaranteed the participants of their

anonymity and confidentiality of the IP addresses. The participants offer results that are not necessarily socially accepted but rather sincere responses.

Reference

Jansz, J., Avis, C., & Vosmeer, M. (2010). Playing The Sims2: an exploration of gender differences in players motivations and patterns of play. *New Media & Society*, 12(2), 235-251. doi: 10. 1177/1461444809342267