

Table of Contents

Preface	ix
• 1. Web Surveys – An Appropriate Mode of Data Collection for the Social Sciences? Wolfgang Bandilla	1
2. Internet Surveys and Data Quality: A Review Tracy L. Tuten, David J. Urban, & Michael Bosnjak	7
3. Online Panels Anja S. Göritz, Nicole Reinhold, & Bernad Batinic	27
◦ 4. Assessing Internet Questionnaires: The Online Pretest Lab Lorenz Gräf	49
5. Context Effects in Web Surveys Ulf-Dietrich Reips	69
◦ 6. Understanding the Willingness to Participate in Online-Surveys – The Case of E-Mail Questionnaires Michael Bosnjak & Bernad Batinic	81
7. Generalizability Issues in Internet-Based Survey Research: Implications for the Internet Addiction Controversy Viktor Brenner	93
8. Personality Assessment via Internet: Comparing Online and Paper-and-Pencil Questionnaires Guido Hertel, Sonja Naumann, Udo Konradt, & Bernad Batinic	115
◦ 9. Comparison of Psychologists' Self Image and Their Image in the Internet and in Print Ira Rietz & Svenja Wahl	135
10. Ability and Achievement Testing on the World Wide Web Oliver Wilhelm & Patrick E. McKnight	151

11. Psychological Experimenting on the World Wide Web: Investigating Content Effects in Syllogistic Reasoning Jochen Musch & Karl Christoph Klauer	181
12. Online Research and Anonymity Kai Sassenberg & Stefan Kreutz	213
13. Theory and Techniques of Conducting Web Experiments Ulf-Dietrich Reips	229
14. Contact Measurement in the WWW Andreas Werner	251
15. Lurkers in Mailing Lists Christian Stegbauer & Alexander Rausch	263
16. Forms of Research in MUDs Sonja Utz	275
17. Content Analysis in Online Communication: A Challenge for Traditional Methodology Patrick Rössler	291
18. “Let a Thousand Proposals Bloom” – Mailing Lists as Research Sources Jeanette Hofmann	309
19. Studying Online Love and Cyber Romance Nicola Döring	333
20. Artificial Dialogues – Dialogue and Interview Bots for the World Wide Web Dietmar Janetzko	357
21. World Wide Web Use at a German University – Computers, Sex, and Imported Names. Results of a Logfile Analysis Thomas Berker	365
22. Academic Communication and Internet Discussion Groups: What Kinds of Benefits for Whom? Uwe Matzat	383

23. Empirically Quantifying Unit-Nonresponse-Errors in Online Surveys and Suggestions for Computational Correction Methods Gerhard Lukawetz	403
Authors	417