

PAGE 8

WHEN IS CONSENT NEEDED? THE PUBLIC VERSUS

PRIVATE DILEMMA 68

REDUCING THE POTENTIAL TO HARM 69

TIPS FOR ETHICAL e-RESEARCH 70

SUMMARY 71

REFERENCES 71

CHAPTER SIX

Collaborative e-Research 73

TYPES OF e-RESEARCH COLLABORATION 74

CHALLENGES OF e-RESEARCH COLLABORATION 76

APPLICATIONS OF COLLABORATIVE SOFTWARE BY e-RESEARCHERS 77

MICROSOFT'S SHAREPOINT™ TEAM SERVICES 78

COMMUNITYZERO 80

GROOVE NETWORKS: PEER-TO-PEER COLLABORATION SOFTWARE 81

TIME TRACKING 82

APPLICATION OF COLLABORATIVE SOFTWARE BY e-RESEARCHERS 83

REFERENCES 84

CHAPTER SEVEN

Semi-Structured and Unstructured Interviews 85

UNSTRUCTURED VERSUS SEMI-STRUCTURED INTERVIEWS 86

INTERVIEWING SKILLS 87

INITIATING THE PROCESS 91

ASKING THE QUESTIONS 94

ANALYZING THE DATA 99

TIPS FOR CONDUCTING INTERVIEWS 100

SUMMARY 100

REFERENCES 101

CHAPTER EIGHT

Focus Groups	102
THE DIFFERENT KINDS OF NET-BASED FOCUS GROUPS	103
ADVANTAGES AND DISADVANTAGES OF FACE-TO-FACE VERSUS NET-BASED FOCUS GROUPS	105
THE PROCESS	107
GROUP SIZE	107
ADVANTAGES AND DISADVANTAGES OF TEXT-BASED SYNCHRONOUS VERSUS TEXT-BASED ASYNCHRONOUS FOCUS GROUPS	108
PARTICIPANT CHARACTERISTICS	109
ORGANIZATION	110
THE MODERATOR	115
BRINGING CLOSURE	117
ANALYZING THE DATA	117
TIPS FOR FACILITATING A SUCCESSFUL NET-BASED FOCUS GROUP	118
SUMMARY	119
REFERENCES	119

CHAPTER NINE

Net-Based Consensus Techniques	120
ADVANTAGES OF CONSENSUS TECHNIQUES	122
TYPES OF CONSENSUS TECHNIQUES	124
DELPHI METHOD	125
NOMINAL GROUP TECHNIQUE	125
CONSENSUS CONFERENCES	126
WIKI SYSTEM	127
DEVELOPING A NET-BASED CONSENSUS-BUILDING RESEARCH PROJECT	127
CONCERNS WITH CONSENSUS RESEARCH	133

TIPS FOR NET-BASED CONSENSUS RESEARCH	134
---------------------------------------	-----

PAGE 10

SUMMARY 135

REFERENCES 135

CHAPTER TEN

Quantitative Data Gathering and Analysis on the Net 137

QUANTITATIVE STATISTICS ON INTERNET SIZE, USAGE,
AND DEMOGRAPHICS 138

WEB SITE ANALYTICS OR e-METRICS 139

WHO IS REALLY VISITING MY SITE? PROBLEMS OF PROXIES AND
ANONYMOUS USERS 142

USE OF THE WEB FOR OBSERVATION OF NET-BASED ACTIVITIES 143

SUMMARY 145

REFERENCES 145

CHAPTER ELEVEN

Surveys 146

WHY USE SURVEYS? 147

WHY USE e-SURVEYS? 147

DISADVANTAGES OF e-SURVEYS 150

CRITICAL ISSUES IN e-SURVEY DESIGN AND ADMINISTRATION 151

ACHIEVING A HIGH RESPONSE RATE 153

CREATING EFFECTIVE e-SURVEY ITEMS 155

CREATING AN EFFECTIVE COVER LETTER 156

INSURING THE QUALITY OF e-SURVEYS 158

TYPES OF e-SURVEYS 159

TIPS FOR EMAIL SURVEYS 161

TIPS FOR WEB-BASED SURVEYS 164

COMMERCIAL e-SURVEY PACKAGES 168

FEATURES OF POPULAR SURVEY PACKAGES 168

WINNING COMMERCIAL e-SURVEY PRODUCTS	170
--------------------------------------	-----