

this solution may be problematic as some users do not allow external cookies to be stored on their machines. For these users, a choice of response indicating the user has already completed or refused to complete the survey may be useful to delete these users from response rate calculations. Together these techniques allowed Dahlen to conduct a Web survey on a major Swedish site that collected over 2,600 responses in six days by issuing an invitation to a randomly selected sample of one in every 200 unique visitors to the site. The number of respondents who explicitly refused to participate was a low 12 percent. This example illustrates the ways in which enhanced Web technologies (e.g., serverside programs, cookies, etc.) can be used to overcome some of the challenges of sample selection that are associated with Web-based surveys. We can expect such programming enhancements to continue to create more powerful tools to aid the e-researcher.

Strategies for Attracting General Respondents to Your Web-Based Survey In many types of survey research the target and sample populations are well known and personal communications are the most effective way of soliciting respondents. The hints provided earlier for obtaining email addresses or mailing postal invitations to participate in a Web survey apply when the sample audience is well known. Providing a hotlink within the invitational email is the most common way to solicit participation in Web-based surveys.

Some types of e-research design seek large numbers of respondents from more generalized populations, for example, parents, taxpayers, or other large groups of potential respondents. The Web provides means to reach very large numbers of potential respondents; and thus it is possible to get rather large numbers of respondents using these "broadcast" type appeals. It is tempting to think that these respondents, especially when they are numerous, are representative of a larger or the whole population. However, the cautious e-researcher knows that this population is self-selected, and, though their opinions may be interesting and useful, they are not representative of any particular population. To attract and induce these larger samples a variety of promotional and awareness tactics can be used. Following are few tactics that the e-researcher can use.

Register with the Major Search Engines.

A number of sites provide tutorials (i.e., <http://www.citiescommerce.com/consult.htm>) on ways to promote the site that contains your e-research survey and automated programs (i.e., <http://selfpromotion.com/>) that allow researchers to list their site with multiple search engines.

Obtain Links from Related Sites. Since e-researchers are often interested in a particular sub-

set of the general population (e.g., English language teachers or disabled students), appropriate subjects can often be obtained by linking from major, well-trafficked Web sites that are frequented by members of the target population. The easiest way to obtain these links is to write a carefully crafted email to the site owner requesting that a link to your site be created. A small thumbnail icon for use as a link