

Table 1: TABLE 10.1 Comparison of Email And Web-Based E-Surveys

EMAIL	SURVEYS	WEB-BASED SURVEYS
Advantages	Pushed to subject's private mailbox Ubiquity Of email Guarantee of privacy Can be printed and returned via post, fix, or email	Easy error checking Instant results Monitoring of subject behavior while completing survey
Challenges	More difficult to error check Results must be parsed from returned email No anonymity unless returned by post or fax or a "stealth service"	Users need to be pulled to the site Constraints on anonymity

Finally, is email a better alternative than Web-based surveying? Table 11. I illustrates a comparison of the advantages and challenges of email surveys versus Web- based surveys.

COMMERCLXL e-SURVEY PACKAGES

Like the creation of home pages, Net-based surveys can be created using the simplest of text editors. However, many people find that the purchase or rental of dedicated software makes the task easier and faster, while adding features that would require programming expertise beyond that of most e-researchers. Survey packages originated as ways to create, analyze, and organize paper-and-pencil surveys. Many packages are now Net enabled allowing for creation, distribution, and analysis of surveys via the Web, email, fax, or post. The development and increasing sophistication of these products will continue past the date of this text, so it is useful to check with current homepages of the manufacturers and reviewing guides, such as those printed in PCWorld for the latest software developments. Next we discuss the features of the most popular e-survey software currently available.

FEATURES OF POPULAR SURVEY PACKAGES

Survey Creation A good software package aids in the creation of surveys in a number Of useful ways. Many packages provide "wizards" that present fillin forms that the researcher completes and then the program automatically formats the survey data. Some packages provide examples of generic question types (multiple choice, matching, etc.) that provide structural and formatting guidance to the creator as he or she edits these questions to reflect his or her own content. Some packages also support database storage of questions,