

may be appreciated by the Web site Owner. Often Web site owners are interested in supporting qualified research related to the focus Of their site.

Paid Banner Advertisements. Banner ads are the most prevalent form of commercial promotion currently used On the Web. Such banners can be purchased by the e-researcher to promote the site and the Web-based survey. However, the economical researcher should first assert whether many potential and appropriate respondents regularly frequent the site. In addition, the researcher will want to negotiate the price for such services, as there seems to be no single means (number of viewings, number of click-throughs or individuals who actually use the Web banner to link to the target site, number of successfully completed referrals, etc.) nor a standardized price for maintenance of a Web banner On a commercial site. Interested e-researchers should refer to <http://www.wilsonweb.com/webmarket/ad-pricing.htm> for discussion and links to current pricing models.

Post to Appropriate Email Lists or Usenet Groups. Since many potential respondents will already be members of affiliated mailing lists, posting requests to participate in related email lists or Usenet groups is an obvious and very inexpensive means to attract e-survey respondents. However, e-researchers should be cognizant of both official policy and the unofficial culture of such groups in regard to unsolicited postings. Generally, solicitations for research of a noncommercial nature are an acceptable use of appropriate mailing lists and Usenet groups. Appropriate groups are those whose members are generally interested in the subject of the e-research. For example a survey seeking teacher respondents related to experiences of online collaborative writing projects is an appropriate posting in alt.education.alternative or to the list ECOMP-L College English Composition Discussion List, but would be inappropriate for posting to lists or newsgroups relating to dog breeding or e-commerce.

Provide Incentives. Perception of reward is a major factor in respondent completion of survey research. In the most up-front use Of incentives, respondents are paid directly for completion of the survey (see <http://rmononeyclues.webhostme.com/surveys.htm> for a listing of firms that pay online, mail, and telephone survey respondents). Research On paper-based incentives shows that immediate rewards are more effective than promised rewards in the future (Church, 1993). For example, including an electronic gift certificate for a popular online vendor is more effective than promising a check to be delivered by mail some months later. Nonmonetary incentives such as promises of recognition, copies of final e-research results, and e-lottery tickets may Also increase

participation rates. However there is little solid research confirming cost/benefit ratios of such incentives for either the researcher or the respondent.

Advertise in Traditional Media. Traditional media includes such communication formats as newspapers, posters, telephone, and the like. Placing ads in traditional media may be an appropriate way to reach potential respondents. The media used should be related to the interest of the target population to obtain good returns however the size of circulation and cost per insertion must also be considered when using traditional media to advertise e-research opportunities.