Research TL;DR

Barak & Cohen 2002

Using internet surveys to evaluate career goals for high school students. Observed test-retest reliability for online surveys was .94, correlation compared to P&P was .77.

Barger, S.D.

Evaluates different forms of Marlowe-Crowne scale. Not relevant.

Bethlehem

Discusses bias in web surveys. Low SES populations under represented due to lack of internet access. Self-selection greatly determines respondents. May be good for discussing the cons of i-surveys.

Buchanan, T 2002

Very old, so relevance is dwindling. Deals with concerns over internet-P&P equivalence, ethical issues, and inability to measure certain factors

Buchanan, T 2003

Determines that both administration forms are reliable and valid, but do not interact well. If online tests are utilized, it should not rely on normative data.

Buchanan, T 2005

Used prospective memory questionnaire and determined that psychometric equivalence cannot be assumed for all internet surveys, as half of the sections tested with the PMQ were not statistically meaningful when compared to P&P counterparts.

Buchanan, T 1999

Oddly enough, his initial data determined that Internet and P&P were similarly equivalent with Internet conductance coming out slightly “favourably.” Whatever that means.

Cantrell, MA

Gave surveys to survivors of childhood cancer to determine effectiveness of online collection. Allowed for widespreading global data gathering, but lack of complete documents caused issues in the research.

Compeau, DR

Observed how Canadian professionals valued their computer self-efficacy. Not relevant.

Cribbie, RA

Equivalence testing based on use of t-test or Schuirmann’s test. Not relevant.

Cronk, BC

Analyzed web/traditional gathering as well as individual (whatever time)/group (fixed time). No significant differences for any comparison.

Davis, RN

Also determines that web and traditional methods are comparable.

Fang 2012

Corporation reputation and a participant’s willingness to fill out a survey due to a corporations’ tag. Not very relevant.

Fang Collectivism

Observes administration methods across collectivistic cultures of East Asia. Potential invariance, but the results seem a bit contradictory and muddled. Could be interesting, though.

Fang Social

Used 5 different administrations (P&P, web, online forum, SNS-based, and microblogs). Determined that socially desirable responding did not affect results negatively, satisficing causes inconsistency for P&P and web, whereas the sociability reduced the satisficing for social media surveys.

Fang Satisficing

Compared satisficing for collectivistic and individualistic cultures. There was a greater P&P-web discrepancy for collectivistic culture. Good thing this isn’t China.

Fang 2009

Examined a participant’s trust levels in online surveys. Eh.

Hewson

Used multidimensional tests to compare P&P and Web. No observable differences found.

Joinson, A

Anonymity of the internet for questionnaires. Showed that anonymous web users had lowest social desirability levels, whereas nonanonymous p&P had the highest desirability (shocker).

Lewis, I

Determined that Internet more useful for obtaining diverse demographics.

Myerson, P

Sexual boredom scale used to determine that, when compared to in-person testing, Web based was reliable, valid, representative, cost effective, and efficient.

Nosek, BA

Discusses methods to reduce threats to validity commonly found when giving out internet-based questionnaires. (participant self-selection and loss of control setting of laboratory)

Pettit, FA

Same as everything else. WWW and PP are comparable.

Reynolds, WM

Dealt with Marlowe-Crowne short form reliability much like (Barger, SD). Not relevant.

Robitschek, C

Analysis of a scale we didn’t use. Nope.

Rogers, JL

Variability in significance tests for equivalence. Not relevant.

Schulenberg 2001

Determined that traditional and computer administration for BDI-II were equivalent in validity.

Schulenberg, 1999

Hard to read, but deals with computer aversion and how it can affect computer assessment negatively.

Smith, MA

Discusses potential for unique research opportunities, utility of newsgroups, ethical guidelines for internet research, data validity, and limitations of internet. Seems like a good source for other, more relevant sources.

Weichmann, D

Discusses computer anxiety for some individuals and how this affects performance on internet surveys. Could be pretty useful to discuss potential confounding variables.

Weigold

Compared pp and www when administered in lab setting or in comfort of one’s own home. Also analyzed pp and www when there was absolutely no interaction with researcher (mailed out surveys). Equivalence amongst all forms, except slow response rate for mailed out surveys.

Zhang, Y

A case study, not actual research. Could potentially be used to leech other sources.

Zook, A

More Marlowe-Crowne Short Form validity. Why do we have all of these?