**Internet-Based Data Collection: Promises and Realities**

**Abstract:**

In recent years, using the Internet to support research practice has grown in popularity. In fact, some think that computerized data collection and Internet surveying allows for easier data gathering, larger samples, and will revolutionize several fields. Hence more representative information. Others, though, have doubts about its utility. As well as its usefulness. The paper highlights both favorable and unfavorable results. encountered in several e-research projects, emphasizing a few typical errors significant challenges that the authors faced. Ethics and review are the main topics of discussion. board concerns, sampling and recruitment methods, problems with and faults with technology, and data gathering, preparation, and analysis.

**Internet as a Research Tool:**

Researchers have discovered new techniques for data collecting and analysis due to the development of information and communication technologies. To gather information at random intervals, use Personal Digital Assistants, and conduct research online, this has progressed from telephone surveys, computerized data processing, and the use of cell phones and pagers. Although the Internet is quickly becoming a staple of modern life in many parts of the world, it is still largely underutilized for collecting primary data in many study domains. For instance, only 494 peer-reviewed articles published with the keywords "Internet research" indicate that social science research has yet to respond to the Internet's existence. Prior to recently, in order to use the Internet for primary data collecting, the researcher had to either be familiar with HTML or hire someone to develop a new application. Fortunately, new technology advancements and services have emerged in recent years that enable researchers to design studies (such as experiments, surveys, etc.) online without the need for computer programming expertise. The Internet seems to be a particularly promising medium for scholars by its very nature. It promises higher sample size, more sample diversity, simpler access and convenience, cheaper costs and time investment, among many other alluring aspects as a method of data gathering. Even pilot testing of media messages and advertising strategies can be done online. But if the researcher doesn't pay close attention, they can run into trouble. This study's goal is to highlight some of the potential traps that lurk for the unwary researcher. The writers' solutions are described along with the potential drawbacks.

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**Data Preparation Issues:**

The removal of the laborious data input process is the single most alluring benefit of the computerized method of data collection. The data are recorded into a database as soon as the respondent completes the survey using the electronic technique. Electronic data collection can be extremely useful for researchers that anticipate gathering big amounts of data or using a high sample size. When faced with mounds of data and weeks’ worth of data entry, it is a solution in and of itself. Another benefit is that the researcher won't make typing mistakes. The data file is a precise duplicate of the replies we got. Electronic data files, however, are easily the source of additional errors. Simple transformations are typically applied to the data as a result. Additionally, even if the data were intended to be in numeric format, several database programs default to string format when the data are downloaded into them. As a result, the data must be reformatted once more. All of these problems are easily fixable. However, the likelihood of making a mistake increases as we add steps to the process.

**Conclusion:**

There are a lot of potential advantages to data collection online. Unfortunately, there are a lot of possible issues with it. When done properly, Internet-based data gathering can produce huge samples, solve funding issues, simplify logistics, and remove the need for data entry. However, issues can appear at any point in the study process. Most problems can be completely avoided with cautious planning. This paper lists several of the difficulties the authors ran across while undertaking Internet-based data collecting, albeit it is not an exhaustive list.

Electronic data collection may not only be unnecessary, but also unfeasible, for some applications. When utilized for smaller samples that are easily accessible, it can incur extra expenses, time commitments, and hassles.