

## **Selection Bias Issues in Internet Surveys**

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Internet-based surveys are increasingly used for data collection in recent years – their usage is simple and cheap, and they also give fast access to a large group of respondents. Thus, issues surrounding this type of survey procedure are gaining importance day by day. There are many factors affecting internet surveys, such as measurement, survey design and sampling selection bias. Sampling holds an important place in selection bias and, in terms of sample selection, the type of access to internet surveys has several limitations. There are internet surveys based on restricted access and internet surveys based on voluntary participation, and these are characterized by their implementation according to the type of survey. We can use probability and non-probability sampling, both of which may lead to biased estimates. There are different ways to correct for selection biases: poststratification or weighting class adjustments, raking or rim weighting, generalized regression modeling and propensity score adjustments. The objective of this study is to give an evaluation and to describe methodological problems about selection bias issues in internet surveys. Furthermore, this study aims to show the effect of various correction techniques for reducing selection bias. We also include some actual internet survey data to illustrate the topics of our study.

**Key Words:** Sample Selection, Sampling Adjustment Procedures.