



## **Internet Surveys: Challenges and Opportunities**

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Since their arrival almost two decades ago, Internet or Web surveys have had an enormous impact on survey data collection. But the method continues to generate controversy, mainly about inferential issues for general population surveys. This lecture will review the many ways in which samples are obtained for Web surveys, ranging from non-probability opt-in or access panels to river or intercept samples, to Web as part of a mixed-mode design. Despite growing rates of Internet access in many countries, coverage of Web surveys remains a concern. That is, those with Internet access differ from those without Internet access, but these differences vary across substantive domains. In general, Web survey response rates lag behind those of other modes, which raised additional concerns about nonresponse bias. Thus, issues of sampling, coverage, and nonresponse may threaten the inferential value of Web surveys. This lecture will review the state of knowledge regarding Web surveys, and the many ways in which they may replace or complement other modes of data collection.

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