## **Brief Contents**

About the Authors	xioon the Authors
List of Tables	xist of Tables
List of Figures	xii
Preface	xv
1. Introduction	Purpose  1 New in the Second
2. Planning the Online Survey	14 Audience
3. Sampling	133 Acknowledgment
4. Writing Survey Questions	51
	oil datesent and 76
6. Conducting the Survey	107
7. Processing and Analyzing the Survey Data	
8. Reporting the Survey Results	171
9. Concluding Comments	211 lanning the Onl
Appendix A. American Association for Public Opinion Research, Code of Ethics	214
Appendix B. Frequently Asked Survey Questions	
Glossary	225 Level box sold 1
References	229
Index	232