I. INTRODUCTION

- Survey Research
- Survey Types
  - Personal survey
  - Telephone survey
  - Postal mail survey
  - Computer survey
  - Internet survey
- Choosing the right survey type
- Research in mass media
- New Media
- The Internet as new media
- Internet and Research
- Indian scenario
- The electronic mail (email)
- The email as a survey tool
- Justification for the Study

II. REVIEW OF LITERATURE

- The Information Society
- Technological Determinism
- Social Shaping of Technology
- Technology Acceptance Theory
- Exchange Theory
- Media Richness Theory
- Review of research literature
- Sampling
- Survey modes
- Approach
- Mixed mode surveys
- The Questionnaire
- Topic Salience
- Personalisation
- Incentives
- Response rate
- Response Speed and cost
III. METHODOLOGY

- Objectives
- Hypotheses
- Variables
  - Independent variable
  - Dependent variable
- Data Collection Methodology
- Research design
- Sampling
- Questionnaire administration
- Data Analysis
- Scope and Limitations of the study

IV. ANALYSIS AND FINDINGS

- **Part I**
  - The main study
  - Survey mode
  - Sampling
  - Approach
  - Personalisation.
  - The Questionnaire
  - Topic Salience
  - Findings
  - Response Rates
  - Response time and costs
  - Hypotheses
  - Inference

- **Part II**
  - Email questionnaire as a survey tool
  - Study A: Effectiveness of the Gmail questionnaire with the ‘open as a google document’ option for response: A study among Gmail users.
  - Study B. Effectiveness of email questionnaire as a survey tool – a study among members of Orkut, an online social network group.
  - Study C. Effectiveness of the email questionnaire as a survey tool – an experiment using purposive snowball sampling, mixed modes of contact and high topic salience.
  - Inference

- **Part III**
  - Telephone interview as a survey tool

- **Part IV**
  - Postal mail questionnaire as a survey tool
V. INFERENCE

- The Main Study
  - Findings at a glance
  - Inference
  - The telephone as a survey mode
  - Recommendations
  - The email questionnaire as a survey mode
  - The email and telephone as survey modes
  - Model for successful email survey
  - The purposive snowball sampling method for email survey
  - Advantages of the purposive snowball sampling method for email survey
  - Disadvantages of the purposive snowball sampling method for email survey
  - The Postal mail as a survey tool
  - Applications of the Study
  - Recommendations for Further Research

APPENDIX

I. REFERENCES AND BIBLIOGRAPHY

II. QUESTIONNAIRES

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