

## » Try This Now

Portability, “reach,” and few data input errors are advantages to using online surveys. At the same time, access to the Internet is unequally distributed in terms of age and income. Furthermore, face-to-face administration has the advantage of answering questions that arise and building trust. You could integrate these approaches by administering an online survey link to participants who come to a computer lab and then download the responses into a data file. What argument could you make that there is still a need to learn how to build a data file from scratch?