

# From paper-and-pencil to screen-and-keyboard : studies on the effectiveness of internet-based marketing research

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From Paper-and-Pencil to Screen-and-Keyboard:  
Studies on the Effectiveness of Internet-Based Marketing Research

van

Elisabeth C. Deutskens

1. It is feasible to conduct long and elaborate surveys via the Internet, especially when respondents are adequately rewarded (*this dissertation*).
2. The results from online and offline surveys are comparable and produce equally usable data (*this dissertation*).
3. Because online surveys provide equally generalizable results, the results imply that researchers can minimize data collection costs while achieving their desired or required generalizability levels (*this dissertation*).
4. People that respond for the love of money love earning it the easy way (*this dissertation*).
5. Contentment is more a trait than a state.
6. The recent elections in Germany reveal that opinions reflect polls and not that polls reflect opinions.
7. Although only a minority of the population can work as a professor, politician or soccer trainer, the majority claims to know how the job should be done.
8. The age-old adage of *carpe diem* may account for the imperfect correlation between behavioral intentions and actual behavior often encountered in consumer research.
9. In PhD training programs it should be emphasized that it is not trespassing to go beyond one's own boundaries.
10. People who seek satisfaction through extremes have a blind spot for the adventures of everyday life.