Chapter 4
The Survey

ABSTRACT

There are very few surveys conducted worldwide regarding internet users' opinions about internet regulation. What's more, the authors have already discussed the importance of measuring public opinion around the world in their endeavour to design and propose a fair IRS that will be accepted by the internet users at a national level. In this chapter, the authors discuss the design of their questionnaire and how it was evolved from the initial 2007 UK questionnaire to the current one that was used for conducting surveys in six different countries. This chapter presents the procedure that was used for collecting responses and what kinds of "safeguard" measures were taken in order to avoid deterioration of the gathered survey data. What's more, the analysis procedure of the gathered data is being presented, and the authors discuss the possibility of biased questionnaires and how the latter can be tackled further in future research.

INTRODUCTION

There are very few surveys conducted worldwide regarding Internet users' opinion about Internet regulation. What's more, the authors have already discussed the importance of measuring public opinion around the world in their endeavor to design and propose a Fair IRS that will be accepted by the Internet users at a national level. After all, the UK paradigm is a great example of what negative public reaction can emerge in any Western democracy if an

IRS is going to be implemented "silently" and without consulting Internet users' opinion.

How can someone design and conduct specialized surveys then, in order to help a democratic government to develop a Fair IRS that online citizens will accept at a national level? This is the main question at this point and this chapter provides the appropriate answers.

More specifically, the authors discuss the design of the questionnaire and how it was evolved from the initial 2007 UK questionnaire to the current one that was used for conducting surveys in six different countries. This book presents the procedure that was used for collecting responses and what kinds of "safeguard" measures were taken in order to avoid deterioration of the gathered survey data. What's more, the analysis procedure of the gathered data is being presented, where this book discusses the possibility of biased questionnaires and how the latter can be tackled further in future research. Last, the authors provide a brief summary of this chapter and how it is linked to the next one.

DESIGN OF THE QUESTIONNAIRE

The design of the initial 2007 UK questionnaire was based on previous literature research and media statements in order to gather useful results about what UK based Internet users thought (back then) about Internet regulation in general and BT's CleanFeed specifically (Bright, 2004; Hamade, 2008). Moreover, there were questions about the period they lived in the UK, their religious affiliation, their current parenthood, and their willingness (or not) to have children in the future, and so on (Koumartzis, 2008).

Before conducting the survey, the initial questionnaire was reviewed by two lecturers of London College of Communication (University of the Arts London), Dr. David Penfold (with an academic expertise in research methods) and Keith Martin (with a working expertise in digital technologies). Alterations were made based on the latter's comments. The majority of the collected data proved to be of crucial importance as it helped the authors to make specific and scientifically backed proposals for the improvement of BT's CleanFeed (Koumartzis & Veglis, 2011). On the other hand, the authors identified important issues on specific questions that were then improved in later versions of the questionnaire (see for more details).

In 2010, a questionnaire was designed for surveys in different countries, with the aid and feedback of Dr. Alexandros Baltzis (School of Journalism

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