

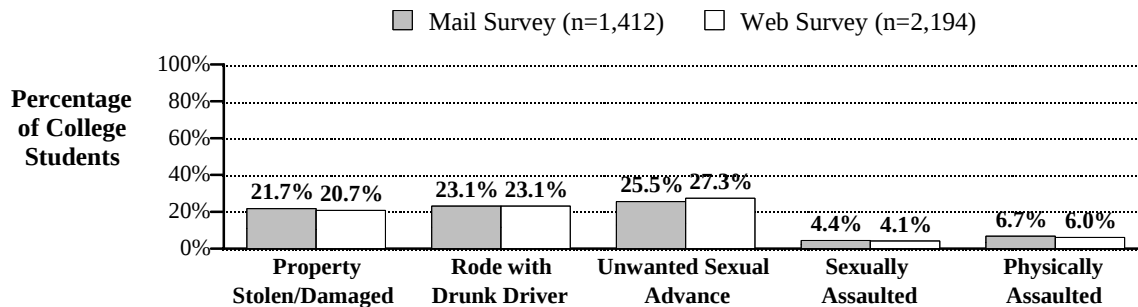
A Weekly FAX from the Center for Substance Abuse Research

University of Maryland, College Park

***Web Surveys May Be as Reliable as Mail Surveys in
Estimating Secondary Effects of Substance Use in College Populations***

Web surveys can effectively collect data on consequences associated with substance use by college students, according to a study of students attending a large Midwestern public university in 2001. A random sample of 7,000 undergraduate students were randomly assigned to participate in either a mail- or Web-based survey that asked about the consequences they had experienced in the past year as a result of other people's drinking or drug use. Both the mail and Web surveys provided nearly identical results (see figure below). In addition, the Web survey had a higher response rate (63%) than the mail survey (40%). A previous analysis of data from this study found similar results for prevalence of drug use among undergraduate students (see *CESAR FAX*, Volume 14, Issue 21). The authors note that since "college students are a unique sector of the U.S. and international populations as they have near-universal use of, and access to, the Internet" (p. 165), Web surveys may not be a feasible alternative to mail surveys in other populations.

**Percentage of College Students at a Large Midwestern University
Reporting Secondary Consequences of Substance Abuse in the Past Year,
By Survey Type**



SOURCE: Adapted by CESAR from McCabe, S.E.; Couper, M.P.; Cranford, J.A.; and Boyd, C.J. "Comparison of Web and Mail Surveys for Studying Secondary Consequences Associated with Substance Use: Evidence for Minimal Mode Effects," *Addictive Behaviors* 31(1): 162-168, 2006. For more information, contact Sean Esteban McCabe at plius@umich.edu.

New Job Announcement:

CESAR Seeking PhD-Level Candidate to Analyze Data on Alcohol Use Among College Students

CESAR is seeking a Research Associate to analyze and publish data from an ongoing, longitudinal prospective survey of alcohol use among college students. A PhD-level candidate with post-doctorate experience in public health and/or epidemiology is preferred. If you are interested in working in a supportive and stimulating, university-based team environment, please send a letter of interest and a resume to Dr. Amelia Arria at CESAR, 4321 Hartwick Rd, Ste 501, College Park, MD 20740; 301-403-8342 (fax); cesar@cesar.umd.edu.

•• 301-405-9770 (voice) •• 301-403-8342 (fax) •• CESAR@cesar.umd.edu •• www.cesar.umd.edu ••
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