Abstract
As aviation researchers increasingly rely on online and email based methods of inquiry, it has become ever more
necessary to identify the best practices in avoiding the blockage of research-oriented emails by spam filtration
software. This study investigated the available literature on the use of email to distribute research surveys. Although
data was available on how to and why to conduct research online, the literature lacked information on potential
problems associated with the use of email in the conduct of such research. Evidence on how to avoid spam filtration
was provided by the ex post facto findings of a study of aviation faculty. This data revealed that a dramatic difference
in response rate can occur if specialized email construction and delivery techniques are utilized. Finally, a systemic
method of survey/email nonresponse mitigation is provided.