

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.