

My research on Gmail

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Hi ,

I am a doctoral student in marketing at University of Memphis, TN. For my dissertation, I am studying the factors that motivate people to be loyal to email service providers like Gmail.

I have hosted an online survey on survey monkey, the research portal. The survey contains around 90 questions. If you agree to participate in this study, all you need to do is to visit the following URL and click on your choices. The survey would not take more than 10 minutes of your time.

survey url:

http://www.surveymonkey.com/s.aspx?sm=RZ0GhvcQAQguLpTvBHLDxg_3d_3d

Confidentiality:

None of the members of sci.lang will be identified individually. I will collect demographic information such as age and gender. However, the analysis is at aggregate level and personal information will not be revealed in the reporting of the findings.

After the analysis is completed, I will share the summary of results with group members. I believe that they will be interested to know about the outcome of this research.

Prize:

As an incentive to encourage participation, one out of every 75 respondents, chosen by a raffle, will win a \$50 cash prize. I will ensure that if 75 responses come from this group, a raffle will be conducted separately for this group, so that one Sci.Lang member gets the prize. If responses cross 150 from this group, two lucky group members will get \$50 each and so on. If responses fall short of 75, respondents will be combined with respondents of other groups to participate in the raffle. (Rules: Maximum of 5 winners per group, check will be mailed only to United States addresses, only group members can participate)

I am in the final stages of my dissertation and your participation in

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this survey will mean a lot to me.If you need any details about the survey you are more than welcome to contact me at sampath.memphis@xxxxxxxx or srangana@xxxxxxxxxxxx

Thanks

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