This is an exciting and unprecedented time for organizational scholars and practitioners who utilize surveys and established measures. The growth of the Internet and developments surrounding digital computing have greatly expanded opportunities for survey research with online tools designed to administer electronic measures, collect participant responses, and aggregate the results for data analysis.

Technological advances in computer hardware and software have enabled researchers and practitioners to create complex questionnaires, responses to which can be stored, analyzed, and compared at multiple points in time. Surveys of organizational members’ attitudes, morale, training needs, learning, and traits can be conducted electronically -- rather than with paper questionnaires -- for reasons of ease, efficiency, speed, wider reach, accuracy in data entry, and lower costs. Nonetheless, challenges with lower response rate, errors in comprehension, and respondents’ difficulties with the electronic interface among others must be confronted.

Readers will find the chapters in this much-needed publication to be invaluable in managing these opportunities and challenges while collecting information from organizational members and stakeholders. Some chapters in this exciting volume offer new measures for organizational researchers and practitioners: a survey designed for nonprofit organizations to assess their ethical culture, and several inventories to help individuals identify their assumptions, beliefs, values, behaviors associated with life styles, discernment, and fatalism. Two chapters provide major reviews of research utilizing the Self-Monitoring Scale and the Leadership Behavior Description Questionnaire.

Several chapters introduce highly original leadership inventories, including measures of leader sternness, leader shepherding, perceived leader integrity, servant leadership, and followership. A related chapter reviews the Virtual Team Trainer, an online tool that enables respondents to assess team leader and team member behaviors and – through embedded modules – to improve their skills. This is an intriguing example of the ways in which information technology systems influence and are influenced by new leadership behaviors, processes, and outcomes.

Two mixed methods studies are reported in other chapters. One includes how researchers might use online technologies to resolve difficulties associated with mixed methods designs in off-line investigations. The other finds differences between human resource (HR) managers and HR consultants with regard to using e-questionnaires in organizations. In a complementary third chapter, suggestions are offered for addressing Institutional Review Board ethical concerns as well as federal and state regulations related to online research including human subjects. Another chapter profiles prominent online survey software tools (e.g., SurveyMonkey, Qualtrics, and LimeSurvey) as well as the PollEverywhere online and mobile polling tool.
Two chapters offer measures that are useful resources for providing or assessing organizational members’ learning. One instrument enables e-learning instructors (in universities, corporations, and government agencies) to propose features in a Course Management System (CMS) that they feel are pedagogically important. The other instrument is designed to assess persistence in learning and specifically within the context of autonomous learning.

*Online Instruments, Data Collection, and Electronic Measurements: Organizational Advancements* is an important resource. It conjoins practical information about online research with profiles of specific new measures, thus making this volume indispensable to at least three audiences. First, organizational scholars and practitioners will learn much in these chapters that will help them understand and manage the advantages and challenges of online survey data collection. Second, organizational researchers who gather data via online surveys will find a wealth of new tools here as well as sage advice on matters ranging from study design, use of online tools, and data analysis techniques. Finally, the nascent state of several of these measures sets an agenda for continued validation of the instruments by organizational researchers in many disciplines.

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