References

- Bartell, A. L., Schultz, L. D., and Spyridakis, J. H. (2006) "The Effect of Heading Frequency on Comprehension of Print Versus Online Information." *Technical Communication*, *53*(4): 416–426.
- Burnside, R., Bishop, G., and Guiver, T. (2005) "The Effect of an Incentive on Response Rates and Timing in an Economic Survey." Retrieved May 22 2008 from http://www.oecd.org/ dataoecd/24/51/34976200.pdf
- Dillman, D. A. (2000) *Mail and Internet Surveys: The Tailored Design Method*. New York: John Wiley & Sons Inc.
- Dixon, P. (1987) "The Processing of Organizational and Component Step Information in Written Directions." *Journal of Memory and Language*, *26*: 24–35.
- Fogg, B. J. (2002) "Stanford Guidelines for Web Credibility." A Research Summary from the Stanford Persuasive Technology Lab. Stanford University. Retrieved May 22 2008 from www.webcredibility. org/guidelines
- Hackos, J. T., and Redish, J. C. (1998) User and Task Analysis for Interface Design. New York: John Wiley and Sons, Inc.
- Hoffmann, D. E., Zimmerman, S. I., and Tompkins, C. J. (1996) "The Dangers of Directives or the False Security of Forms." *Journal of Law, Medicine & Ethics*, *24*(1): 5–17.
- James, J. M., and Bolstein, R. (1992) "Large Monetary Incentives and Their Effect on Mail Survey Response Rates." *Public Opinion Quarterly*, *56*: 442–453.
- Jarrett, C. (2000) *Designing usable forms: the three layer model of the form.* Proceedings of the Society for Technical Communication Conference. Orlando, Florida.
- Jarrett, C., and Quesenbery, W. (2006) *How to Look at a Form—in a Hurry.* Proceedings of the Usability Professionals' Association Conference. Minneapolis, Minnesota.

Karvonen, K. (2000) *The Beauty of Simplicity.* Proceedings of the Conference on Universal Usability, ACM. Arlington, Virginia.

- Nielsen, J., and Landauer, T. K. (1993) "A Mathematical Model of the Finding of Usability Problems." *Proceedings of INTERCHI*, *93*: 206–213.
- Penzo, M. (2006) *Label Placement in Forms*. Retrieved May 22 2008 from www.uxmatters.com/MT/archives/000107.php

Redish, J. C. (Ginny) (2007) *Letting Go of the Words: Writing Web Content That Works*, San Francisco: Morgan Kaufmann.

- Quesenbery, W. (2006) "Personas and Narrative." In Pruitt., J. and Adlin, T. (Eds). *The Persona Lifecycle*, pp. 520–554. San Francisco: Morgan Kauffman.
- Tourangeau, R., Rips, L. J., and Rasinski, K. (2000) *The Psychology of Survey Response*. New York: Cambridge University Press.

Wroblewski, L. (2008) *Web Form Design: Filling in the Blanks*. Brooklyn, New York: Rosenfeld Media.