For 50 years, a good survey was conducted by drawing a representative sample using unbiased questions. But over the past decade, all the rules have changed. The appeal of collecting data quickly and cheaply via the Internet has reinspired the use of volunteer samples (instead of representative, probability samples). An accumulating literature suggests surprising answers to new questions that survey professionals grapple with daily. Professor Krosnick will review empirical findings on these issues, illustrating the value of survey data and strategies for maximizing their accuracy.