



While I understand this is a contest to assess research from one specific assignment, it is difficult for me to isolate my experience. I have worked on countless projects over the past few years, each one further enriching my skill set. It seems that every time I use the library, I find a new or more efficient way to locate information. Regardless, the paper I am submitting is an electronic commerce study I have been working on for the past two semesters. For this project, I made extensive use of digital collections (especially ProQuest and EBSCO) and statistical analysis software on library computers. This paper examines the relationship between online retailer traits (reputation, usability, security, delivery, and customer support) and the demographics of their consumers (age, gender, and prior experience). I had the privilege of presenting the findings at the