Welcome

- What we need to do this week:
  - Discuss the use of drop-down menus in online surveys.
  - Demonstrate varying drop-down menus styles.
  - Practice building drop-downs with useful code.

Using Drop-downs in Online Surveys

- Primary benefits
  - Shorter overall survey length
  - Decreased scrolling needed by respondents
  - Categorical data input
  - Commonly "known" choices (states, autos, school names, etc.)

- Primary detractions
  - User knowledge to make a selection
  - Adding choices after initial survey
  - Insufficient instructions for using drop-downs
  - "Known" choices that are not included in the drop-down (e.g., 2001, 2002, 2004, 2005)
  - Overuse, not wise for dichotomous choices
    - Yes/No
    - True/False


- Use drop-down boxes sparingly
  - Reduces large response set for categorical data
  - Appropriate for states, but not Likert sets

- Consider the mode implications
  - Should mirror paper survey mode
  - Avoid "hidden" responses

- Identify each with a "click here" choice
  - Tab order creates problems in drop-downs
  - Include "general use" in opening instruction

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Know the Code

*Simple code, but note the opening/closing choice commands:
- `<select size="1" name="Variable_Name">`
- `<option>Select from Below</option>`
- `<option>Select from Below</option>`
- `<option value="1">School #1</option>`
- `<option value="2">School #2</option>`, etc.
- `</select>` (closing the drop-down box)

*After building one drop-down, copy-paste, change variable name, choices, etc.*

Final Thoughts

*Interactive Drop-downs:*
- Streamline the overall look of a survey
- Provide easy categorical inputs
- Requires instructions for use
- Must contain valid choices

*For next week:*
- Continue exploring the Internet for relevant materials to discuss in the next class