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

Know the Code

- Simple code, but note the opening/closing choice commands
  - `<select size="1" name="Variable_Name">`
  - `<option> Select from Below </option>`
  - `<option> ----- </option>` (creates blank choice)
  - `<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