Welcome

What we need to do this week:

- Discuss the benefits of using floating windows in online surveys.
- Discuss the limitations of using floating windows in online surveys.
- Demonstrate techniques for creating "definition" windows.
- Practice using floating windows in online surveys.

Benefits of Floating Windows

- Shortens survey length by allowing viewable instructions for completing complex sections
- Provides lengthy definitions without losing the survey site, thereby preserving data input
- Provides examples (graphical and textual) where needed for data entry
- Adds extra dimension to otherwise bland Likert-type scales
- Others?

Limitations of Floating Windows

- Coder knowledge of folder/file structure is critical
- Knowledge of graphical programs is needed to create images signifying floating windows
- HTML codes, beyond the basics, are required to control size, actions, etc.
- Overuse of floating windows may turn off some respondents
- Floating windows that are "stuck" in the open position distract from the survey (allow close)
- Others?

Techniques

1. Create an image to signify floating window
   1. Photoshop, or similar program required
   2. Alternative choice – find a suitable image (button) on the Web
2. Build as many buttons as needed for entire survey (look for multiple uses for same button)
   1. Definition
   2. Instructions
3. Load images into the online images folder

4. Build floating window content files
   1. Regular HTML code required
   2. Can include graphics, links (must be to new window), formatting issues, etc.
   3. Control "overall look" with size, and without scroll bars, menus, or being resizable commands
   4. Must include a "close" command
   5. Should include other – title, head, body

5. Insert floating window codes in survey page

Example

Example Code

Example

Techniques

6. Write close command in the floating window
Final Thoughts

- Floating Windows:
  - Shorten online survey length
  - Provide added value to overall appeal
  - Are relatively easy to construct
  - Require adequate knowledge, skill, and ability to construct and use
  - Use, but do not overuse floating windows in online surveys
- Continue practicing all skills learned ALEC 621