Welcome

- What we need to do this week:
  - Discuss differences in text/memo data input.
  - Demonstrate varying formats of text and memo field construction.
  - Continue coding processes:
    - Welcome site - *.htm code
    - Survey site - *.asp code
    - Verification site - *.asp code
    - Hidden components - *.mdb structure
    - Follow-up site - *.htm

Textual Fields

- You must think on two planes:
  - What is my data input type in the *.asp code?
  - What is the field data type in Access?
  - Text fields are used for short answer input
  - Can be text and number combinations
  - E-mail addresses
  - Comments or concerns?
  - Used to collect "numerical" data
    - Controllable textbox "size"
    - Controllable amount of data input

Textual Fields

- In MS Access:
  - Text fields are most common Data Type
  - Set the Field Data Type in Design View
  - Text fields hold up to 255 characters (including spaces)
  - Field names: up to 64 characters, but shorter is better for SPSS conversion
  - Text fields:
    - Cannot be summed
    - Can be sorted, although numbers are sorted as strings (possible SPSS problem)

Memo Fields

- Memo fields are used for long answer input
  - Can be text and number combinations
  - Delphi - round 1
  - Comments or concerns?
  - Typically, not used to collect "numerical" data
    - Controllable textbox "size"
    - Uses "textarea" command for rows and columns
Memo Fields

- In MS Access:
  - Set the Field Data Type in Design View
  - Memo fields hold up to 64,000 characters (including spaces)
  - Field names – up to 64 characters, but shorter is better for SPSS conversion
  - Memo fields:
    - Cannot be summed and sorted
    - Set Allow Zero Length to Yes

Text-Memo Field Formats

- Rating Scales:

- E-mail:

- Single row "textbox" appearance:
  ```html
  <input type="text" name="name" size="20">
  ```

- Multiple rows appearance:
  ```html
  <textarea rows="3" name="name" cols="75"></textarea>
  ```

- Controlling textbox size and data input
  ```html
  <input type="text" name="name" size="2" maxlength="2">
  ```

Weekly Code - *.asp

- Week #5 continues *.asp code for the Survey Web site
- Weekly code writing sessions include:
  - Welcome site - *.htm
  - Survey site - *.asp
  - Verification site - *.asp
  - Hidden components - *.mdb structure
  - Follow-up site - *.htm

Final Thoughts

- Text Fields:
  - Used when expecting "short" (e-mail) answers
  - Can be textual or numeric input
- Memo Fields:
  - Limit their overall use in online surveys
  - Needed for qualitative information
  - Textual or numeric input; typically text only
- For next week:
  - Read "Chapter 4," Dillman (2000)
  - Continue exploring the Internet for relevant materials to discuss in the next class