Welcome

- 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:
  <input type="text" name="name" size="20">
- Multiple rows appearance:
  <textarea rows="3" name="name" cols="75"></textarea>

- Controlling textbox size and data input
  <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