

Survey Development and Analysis

I. Designing a Questionnaire

You need:

- A minimum of 10 questions connected to your hypothesis and topic
- Decide whether to ask for their gender and/or age before the first question**
- Enough space for recording the answers (boxes, circles, spaces for answers)
- Clear instructions for the respondent

Your survey must have this header at the top of your sheet:

Dear Student,

I am a student of Anthropology, Psychology and Sociology (HSP 3CI) and am conducting a questionnaire to determine how a sample of SJAM students respond to the topic of ----- . I would appreciate your honest answers to the following questions. I do not need to know your name, nor will I identify you in any way.

II. Elements of an Effective Questionnaire

- You have identified information needs—what do you want to learn about your topic through this survey?
- Effective sequence of questions—start with generalized questions and proceed to more specific ones
- You have proofread and edited your questions—ensure they are not repetitive or unnecessary
- Your survey is based on a well-developed hypothesis (statement that will be proved or disproved by the survey—it cannot be something we already know to be true)

III. Things to Avoid in Your Questionnaire

- Avoid factual questions that cannot be answered accurately (i.e. How many songs have you listened to in the last week?)
- Avoid ambiguous questions (i.e. Do you read *The Record*? Does this mean do you read it often or seldom?)
- Be careful when wording sensitive and personal questions
- **Avoid questions that can be answered “yes” or “no”; questions that offer a greater range of answers will give you more to work with**
- **Avoid too many questions that ask for a rating response such as “Always, Sometimes, Never” as you cannot analyze this data very effectively**

IT IS A GOOD IDEA TO PRETEST YOUR QUESTIONNAIRE BY HAVING A PEER READ IT OVER. IF HE/SHE ASKS FOR ANY CLARIFICATION OF A QUESTION, EDIT!

IDEAS FOR SOCIAL SCIENTIFIC RESEARCH TOPICS

Current Issues in Education

- Bullying
- Violence
- Codes of Conduct/Rules
- Student Morale
- Athletic Programs

World of Work

- Technology/Computers
- Poverty
- Welfare/Gov't Assistance
- Specific Companies
- Unions
- Part-time Jobs

Psychology

- Grief and Death
- Gender Issues
- Alternative Medicine
- Living with Disease
- Gambling
- Gaming/Addiction
- Stress and Pressures
- Dreams/Sleep Patterns

Sociology

- Institutions such as Family
- Parents/Generation Gap
- Marriage - customs
- Changing face of families
- Pressures in Sports
- Incarceration and Crime
- Canada's Military
- Teen Issues

Anthropology

- Forensics
- Religion
- Genetic Engineering
- Impact of Media
- Rites of Passage (cultural)
- Personal and Cultural Values (music, clothing, body types, nutrition, shopping, food choices, tattooing/piercing,)

Name:

HSP 3CI
Social Scientific Research: Creating a Survey

Within the expectations of this course, students should leave with an understanding of how to perform research within the discipline of social science. Therefore, with this detail in mind, each of you will undertake the task of selecting a topic of social scientific significance, creating a hypothesis to prove, and developing, distributing and analyzing a survey to present your findings. This assignment will prove to be somewhat challenging for you, but also will show you that doing social scientific research is very different from that of other subject areas. The key to success in this assignment is to follow instructions and the steps provided. You are able to approach this assignment on your own or with one other person.

Step One—Identify and Research Your Topic or Question

/5 a) Generate a list of five (5) questions that you have about your topic.

1)

2)

3)

4)

5)

/5 b) Research information about your topic by filling out the bibliography chart with five (5) sources related to your topic.

Author's last name, first name (website: give URL)	Title of book or website	Publisher and Place of publication (website: N/A)	Date of publication (website: date visited)
Smith, Josie	<u>The Cost of Bullying</u>	Empire Inc., New York	2007

Step Two—Develop a Hypothesis

Pick one (1) of your five questions from step one and predict what the outcome of your results will be. It should read, "This survey's results will show that..." **and** state why you think this will be the result.

/2 a) Hypothesis:

/3 b) Reason(s) why you think this will be the result:

Step Three—Generate Survey, Distribute and Gather Data

/20 a) In this step, you will create a survey with ten (10) questions that will help to answer your main focus question. Be sure to refer to the sample survey provided in class before you create your own.

b) Your teacher will give you instructions about how to distribute your survey. Your final copy of the survey is to be submitted to your teacher for approval and evaluation by this date: _____.

On this date _____ all of the class' surveys will be exchanged with another HSP class for their members to complete and we will get theirs. ***If you miss the deadline for the survey, it will be up to you to approach that teacher and ask them permission to survey their class at their convenience.*** After surveys have been filled out and returned, we will begin our analysis.

c) Please refer to the Survey Evaluation sheet for specific details about the survey and how it will be evaluated.

Step Four -Analyzing Your Survey (Data)

/10 a) Raw Data Results

After you have distributed and collected your ten surveys, you will need to analyze the results. Firstly, you must translate the raw data (responses) into organized sections and turn the numbers into percentages.

- ◆ For each question, determine how many people answered which option; this is not complicated work, but you do need to be organized and create a system to record the responses
- ◆ Amend this chart to suit your needs:

Question	Female Option A	Males Option A	Female Option B	Males Option B	Female Option C	Males Option C	Female Option D	Males Option D
ONE								
TWO								
THREE								
FOUR								
FIVE								

- ◆ For each question, you will need to translate your fractions into percentages—for example, In question #3, 5/6 males selected “c”; and ¼ females selected “c”; therefore 83% of the male respondents preferred “c” over 25% of the female respondents.

/10 b) Create Two Graphs

- ◆ Select one (1) question from your survey and create a pie graph to display the different responses it received. **Select a different question** and create a bar graph to display the responses you collected. Make sure you write out the question on this paper.

Pie Graph Question:

Bar Graph Question:

Step Five -Draw Conclusions

/3 a) What challenges did you face in the process of survey and analysis?

/2 b) Identify at least two (2) potential flaws in your survey that could have affected the reliability of your results.

/2 c) Which results proved most interesting/surprising and why?

/3 d) Do the results of your survey match your hypothesis? Why or why not?

SURVEY ANALYSIS OVERALL EVALUATION

Name(s) _____ Topic _____

Five questions about your topic	/5
Bibliography chart	/5
Hypothesis	/5
Copy of Survey for evaluation (see below)	/20
Raw Data Results	/10
Pie Graph	/5
Bar Graph	/5
Draw Conclusions	/10
TOTAL	/65

HSP 3CI **SURVEY EVALUTION** Name(s) _____

Please submit this sheet with your FINAL copy of your survey questions no later than this date: _____.

<u>Criteria Met</u>	<u>Yes (2)</u>	<u>Somewhat (1)</u>	<u>No (0)</u>
1. Proper header included	-----	-----	-----
2. Neat and organized	-----	-----	-----
3. Ten questions included	-----	-----	-----
4. Free of spelling/grammar errors	-----	-----	-----
5. Met deadline	-----	-----	-----
6. Free of YES/NO responses	-----	-----	-----
7. Questions reflect topic	-----	-----	-----
8. Appropriate for respondents	-----	-----	-----
9. Questions placed in logical order	-----	-----	-----
10. Shows understanding of this stage of research	-----	-----	-----
TOTAL	/20		