

**LESSON
10.1****Real-Life Application:
When Will I Ever Use This?***For use with the lesson "Analyze Surveys and Samples"***Surveys**

The first known survey done in the United States was the Census of 1790. At first, surveys were just done to collect information about the population and for presidential elections. After World War II, surveys expanded on the subjects covered due to advances in data handling.

Surveys are conducted to collect quantitative information. Surveys are structured to ensure reliability and reduce bias. There are not right or wrong answers in surveys. Researchers are only interested in the opinions of the people being questioned. The information is collected in different forms, such as face-to-face, mail, telephone, and Internet. Problems with Internet surveys are that they may return biased results.

A wide range of information can be collected dealing with attitudes, values, and beliefs. Results can be generalized from the sample to a broader population. The subject of a survey may not give accurate answers, but ones that present themselves in a favorable manner. One type of a survey is a poll. Usually a question is asked and the choices for the answer are given and the subject has to choose one of the given choices.

Early polls predicted presidential elections with great accuracy. However, the 1948 election poll was considered a disaster because it wrongly predicted the election results and the incorrect results were even printed in newspapers. Many people had lost confidence in polls after this election, but the public confidence has returned and polls are now used all the time.

1948 Presidential Election Poll Prediction				
	Candidates			
Pollster	Dewey	Truman	Thurmond	Wallace
Crossley	49.9%	44.8%	1.6%	3.3%
Gallup	49.5%	44.5%	2.0%	4.0%
Roper	52.2%	37.1%	5.2%	4.3%

Percentage of Votes Received in 1948 Election			
Candidates			
Dewey	Truman	Thurmond	Wallace
45.1%	49.5%	2.4%	2.4%

1. According to the poll predictions, who would win the presidential election in 1948? Who actually won the election?
2. Is the following question biased? *Explain*. If the question is biased, rewrite it as an unbiased question.
Would you rather see an exciting laser show or visit a boring museum?