

# UNIT ACTIVITY:

## CONDUCTING A SURVEY

In this activity, you will write a short survey questionnaire to learn something about students at your school or campus. Then you will develop a sampling plan for selecting a sample of students who will complete the survey.

1. In your group, discuss what you would like to know about students at your school/campus (for example, their study habits, personal tastes, opinions on some topic, etc.). Then create a set of questions designed to gather information on the topics you have discussed. Provide choices for the responses to each question. (For example, the response could be Yes or No; the response could be to rate something on a scale from 1 to 5; recall in the Somerville Happiness Survey in Unit 13, the choices for Happiness were Unhappy, So-so, and Happy.)
2. Next, you need to plan how and to whom you will administer your survey. Your sample should include at least 100 students. However, the quality of the information you get from your sample survey will depend on the sampling plan.
  - a. First identify your target population.
  - b. Describe in precise detail exactly how the sample will be selected and the survey questionnaire administered. Be prepared to present your plan to the class and explain why you think it will produce a representative sample.

Go out and collect your data!