U3B-8 Survey Designs

Vocabulary

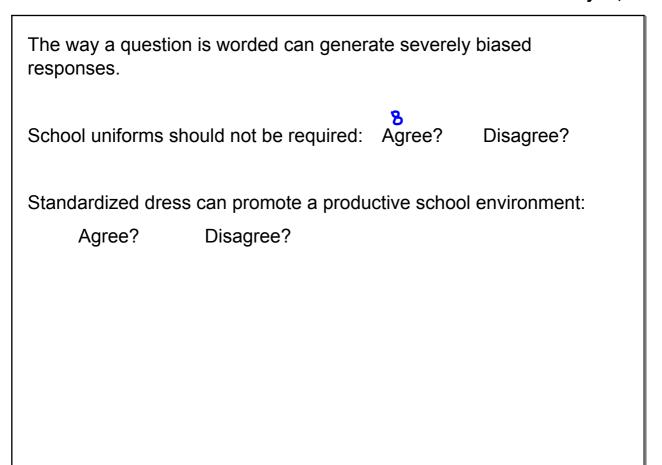
<u>Closed Question:</u> limited responses available/provided. Easy to quantify, analyze, and collect. Yields more bias.

Open Question: allows for more detailed responses. More difficult to quantify and more time consuming (\$).

*Caution!! open questions should not elicit one word answers!

<u>Pilot Survey</u>: used on a small number of people to identify the following:

- -question ambiguity (what is it asking/poor response accuracy)
- -leading questions
- -confusion (large number of responses such as 'other' or 'no opinion'
- -other data collection problems (is the info collected useful?)



How can we write an open and closed question regarding the use of cell phones in school? What are different ways to write a closed question (think set up/'presentation')?

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Complete Worksheet

For #3 (QUIZ GRADE) you MUST include thought on:

Price

Usefulness of information

Bias

Accuracy

Participation