Surveys

5/18/10

Objective:

Warm-Up:

1. What is a survey?

2. Have you ever taken a survey before? If so, what was the survey for?

3. List some companies that use surveys.

4. List two reasons why you think surveys would be useful.

“Survey Says!”

Population

The entire group being considered for a survey.

Can you survey everyone in your population?

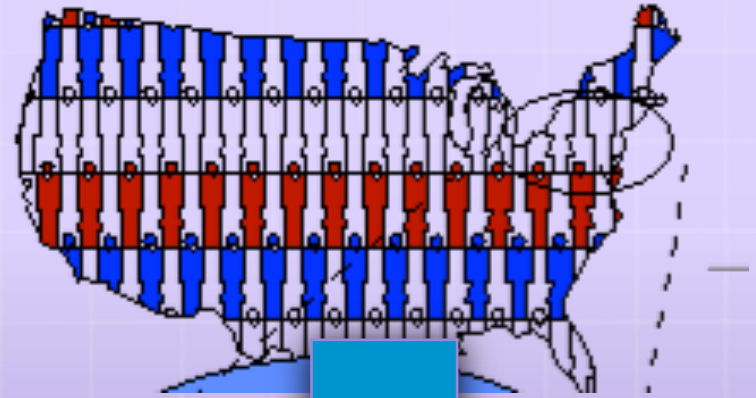
Very difficult to do!

1. Too many people
   - Time too long
   - Cost too high
2. The population is too dynamic

NO!

Sample

The part of the population being studied.



Types of Samples

Random Sample	Convenient Sample	Self-Selected Sample
Equal chance of being selected	Most available members are chosen	Members volunteer to respond to a survey

What would YOU like to know?

Survey Questions?

Google Documents Survey Questions

Come up with
TWO
of your own
survey questions!

You may pick
ONE
from the
questions we
generated today.

ROCK&VOLE

Homework

1. Come up with TWO survey questions.

2. Email to me or post on the Wiki / Blog

3. Read Pages **467-468** in textbook.