AP RESEARCH: SAMPLING SURVEY OVERVIEW REMINDERS

Game Time - Implement Survey & Gather Data

All data collection MUST be completed and input into Excel by January 31, 2017. I will collect data on that day. Big penalty for late submissions.

1 – 2 Business Statistics students will be assigned to help with survey implementation.

It is your responsibility to meet the deadline. If you have issues with your assistant(s), please let me know and I'll investigate to correct. **Non-performance on the part of your team does not alleviate you from the January 31 deadline.**

Stratified Random Sample Design With Systematic Sampling Selection Within Strata

Stratification will be conducted to insure proportionate gender.   Distribution of the sample size will be done in proportion to the number of students who access campus at a particular point of entry.

Design doesn't need to be a perfect application of selection, but needs to be close. Must be conscious of the conditions that fall short of a perfect world. These shortcomings should be discussed with the implications on the mathematics of inference.

Bottom Line: Every student must be equally likely to be selected. & One selection cannot impact another selection (independence).

Systematic Selection - Selection within each stratum will be a systematic selection where every n^{th} arrival at the school will be invited to take the survey.   Surveyor should record respondents who decline to participate (non-response), as a means for keeping track of non-response. Response rate must be reported with your data on January 31.

Sample Selection: Stratified Random Sample

Respondents will be approached at the seven primary entry points of the GHC campus at times when students commonly first arrive at school. This technique results in exclusivity (students can only enter at one entry point then are essentially locked in).

Students should spread their data collection evenly from 7:00am to 8:20am within any given stratum. Don't collect all data in the first ten minutes at that spot (otherwise you exclude students from having a chance to participate).

This data will establish the numbers of responses to be collected from each location.

Sample Size Calculations

Do calculations for sample size and observe influence on categorical and quantitative data. Examine the impact of different significance levels and sample sizes. Starting point for all students is 100 total count.

Set a target sample size then distribute proportionally to the various strata.

Coding

Quantitative Data – nothing required – responses are already quantified.

Likert Scale Data – 5-point, 7-point, 9-point – Notice odd number leaves you with a central response, that's important. See other hand-out for details on coding.

Categorical Data - Record categorical responses as an abbreviation of just a letter or two. input abbreviation as an Excel comment.

Qualitative Data – Must identify common responses that have relevance. Important to define specific written criteria for categorizing responses that address an observed phenomena. More instruction to follow here in the coming weeks.

Participant Requirements

You must overcome, no excuses to not have finished data collection by January 31, 2017.

Room Required – B2 sign-ups will be established – Not having access will not be an acceptable excuse.

Time Required – Know how long your survey takes to complete. Remember long surveys negatively impact response rate. Consider that when you determine the number of responses that can be gathered in a single morning session.

Determine Logistics for Delivering the Survey to the Respondents

Time management is critical to complete this primary research.

Participant Counts - Determine the number of respondents who can respond at each session. How many sessions will you need to complete your data gathering at each of the seven stratum.

Location - Determine where respondents will sit to complete the survey.

Deadline For Participation - Determine how long respondents will be given to complete the survey – consider including a deadline? – careful that you don't let bias to creep in here. Slow readers need the same opportunity to respond as speed readers.

Collection of Responses – Determine a way to keep track of non-responses. Must report your response rate when you are complete.

Set-up Excel Spreadsheet

Data Recording – Set-up your Excel spreadsheet in advance. Know where every response is going to be recorded <u>before</u> you begin collecting data.

Back-up Your Work Regularly – Thumb drive required. I would back up regularly on two medium.