

# **SAMPLE SURVEY PROPOSITION**

**Team Members:** Tom Hanks, Carmelo Anthony, Dean Martin

**Proposition:** Facebook is widely used by high school students.

**Target Population:** Granada Hills Charter High School Students

**Focus Categorical Variable:** Facebook account holder (Yes or No)

**Define Focus Proportion:** Proportion of Students who have a Facebook account

**Focus Quantitative Variable:** Hours per week using Facebook

## **Focus Question #1:**

Within the target population of Granada Hills Charter High School students, what is the proportion of students who have a Facebook account?

## **Focus Question #2:**

Within the target population of Granada Hills Charter High School, what is the mean number of hours per week that students use Facebook?

## **Cover Letter/Flyer:**

A flyer will be prepared to explain the purpose of the survey. This written material will explain the intended purpose of the survey, promote the need for such a survey, provide instructions/clarifications, and describe incentives for participants.

## **Proposed Setting of Data Collection:**

Data will be directly gathered in a natural setting for the target population of Granada Hills Charter High School students, the entrances to Granada Hills Charter High School before normal school hours. The survey will be non-disguised, so subjects will be aware of the data collection process. The subjects will not be anonymous. All responses will be confidential.

## **Proposed Sampling Method:**

A stratified random sample has been chosen for this survey. The population will be divided into three homogeneous strata, students entering through the front gate, students entering through the side gate, and students entering through the rear gate.

**Random Selection Of Subjects From Population:**

Random selection of subjects within each strata will be conducted. Written questionnaires will be distributed at each gate one-half hour before school. Measures will be implemented to insure that all members of the subpopulations are equally likely to be chosen for the survey.

**Target Response Rate:**

**80%;** The response rate should be positively influenced by professional production, candy incentives, concise instructions, a limited number of questions, and a convenient return mode.

**Proposed Data Gathering Methods:**

Human collection has been chosen. The interviewer will provide each subject a copy of the questionnaire, will review it after submission for oversights, and store the responses in a box.

**Proposed Statistical Procedures:**

Planned inference procedures include confidence interval estimates, and one-sample tests of significance for both means and proportions.

**Potential Sources of Bias/Proposed Mitigation Measures:**

Voluntary Response Bias; Each student entering the gate will flip a coin, and surveys will only be offered to students who get heads.

Leading Question Bias; Questions worded objectively without any positive or negative references to Facebook.

Social Desirability; Students complete questionnaires in isolation.

**Proposed Pilot Test:**

A pilot test of five subjects will identify unforeseen bias in the wording of the questions, and any other survey design modifications that may be required to insure meaningful results.

For question numbers one, two, and three, please circle your answer.

1. Are you male or female? ..... Male Female
2. Do you have access to a computer outside of school? ..... Yes No
3. Are you a Facebook account holder? ..... Yes No
4. How many hours per week do you spend using Facebook? \_\_\_\_\_ hours

**Thank you for participating in our survey.**

For question numbers one, two, and three, please circle your answer.

1. Are you male or female? ..... Male Female
2. Do you have access to a computer outside of school? ..... Yes No
3. Are you a Facebook account holder? ..... Yes No
4. How many hours per week do you spend using Facebook? \_\_\_\_\_ hours

**Thank you for participating in our survey.**

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1. Are you male or female? ..... Male Female
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3. Are you a Facebook account holder? ..... Yes No
4. How many hours per week do you spend using Facebook? \_\_\_\_\_ hours

**Thank you for participating in our survey.**

## **Sample Questionnaires**

1. Male      Female                      2. Yes      No                      3. Yes      No

4. How many hours per week do you spend using Facebook?      \_\_\_\_\_ hours

1. Male      Female                      2. Yes      No                      3. Yes      No

4. How many hours per week do you spend using Facebook?      \_\_\_\_\_ hours

1. Male      Female                      2. Yes      No                      3. Yes      No

4. How many hours per week do you spend using Facebook?      \_\_\_\_\_ hours

1. Male      Female                      2. Yes      No                      3. Yes      No

4. How many hours per week do you spend using Facebook?      \_\_\_\_\_ hours

1. Male      Female                      2. Yes      No                      3. Yes      No

4. How many hours per week do you spend using Facebook?      \_\_\_\_\_ hours

1. Male      Female                      2. Yes      No                      3. Yes      No

4. How many hours per week do you spend using Facebook?      \_\_\_\_\_ hours

1. Male      Female                      2. Yes      No                      3. Yes      No

4. How many hours per week do you spend using Facebook?      \_\_\_\_\_ hours

## **Sample Response Sheets**

# **Sample Proposition**

## **Sample Categorical & Quantitative Questions**

**Seniors work hard in school.**

**Categorical Variable: Did you finish all of your homework last night?**

**Quantitative Variable: How many hours did you spend doing homework last night?**

**Teachers like to watch television as much as students.**

**Categorical Variable: Do you prefer to read a book or watch television?**

**Quantitative Variable: How many hours a week do you spend reading a book?**

**How many hours per week do you spend watching television?**

**Most males wear visible jewelry. (Example of **Disguised observations**)**

**Categorical Variable: Students wearing visible jewelry.**

**Quantitative Variable: Number of pieces of jewelry visible**