

## ***Design & Conduct a Survey Project***

In chapter one we discussed several means in which a psychologist can collect data. We discussed the simplicity of naturalistic observation and looked at how a case study is used in developing a theory on behavior. This project will allow you to design, administer, and interpret a survey that you created. The purpose of this project is not only to familiarize yourself with the use of surveys but to also show you some of the issues that arise when conducting a survey.

You will work in small groups for this project. You will be using a comparison population, meaning that you will survey an equal number of adolescents and adults. Your first task will be to select a topic to use for your survey. You should think about a topic that you would be interested in seeing how people would report their beliefs. You will need to come with 15 items for your survey. Your items should be phrased as statements. You need to have your survey set up on a scale of: Strongly Agree, Agree, Neutral, Disagree, and, Strongly Disagree. All surveys must be approved before they are printed and you start to survey your population.

You will need to survey 12 adolescents (ages 14-20) and 12 adults (ages 21 and older). You need to get an equal number of male and female participants. In conducting your survey, the only information that you will need is the participant's age and sex. Names are not needed. You should let your participants know that you are conducting this survey as part of a project for your class and that their answers will remain confidential.

After you have gathered your data from all participants you are ready for the last part of your project. You will need to do a two-page synopsis of your project. This must be typed, doubled-spaced and in no more than 12 point font. Please follow APA guidelines in formatting your paper. In your synopsis you will need to cover the following information.

- 1) The purpose of your survey. What were you interested in finding out?
- 2) How did you come up with your survey items? Why did you pick the items that you did? What were you hoping to find out by using these questions?
- 3) An analysis of your data. What were the median, mean and mode of each item? What was the range of answers? There should be 15 sets of data for this. You will need to plot this information on a graph.
- 4) Was there anything interesting that you found when you completed your data analysis? Did you get your expected results you were interested in finding out from question #1?
- 5) A conclusion stating what you learned from your survey and from completing this project
- 6) Please attach all 24 completed surveys.

You will have one member from your group present your report to the class. This presentation should be no more than 5-10 minutes in length. You will cover a summary of your survey findings and share information about the data that you collected.

This project is worth 100 points. No late projects will be accepted. They must be turned in on their assigned due date. When turning in your synopsis, you must also turn in your completed surveys.