

Designing and Conducting a Social Science Survey

Social-science research methods are used to ask questions, gather information, to analyze the information and to draw conclusions. For this assignment, you will apply a social science research method to a question or topic that interests you.

Choose a Topic

- In groups of 2, you will design a survey that focuses on a topic of your choosing.

Design Your Survey

- **Purpose:** Be clear about the reasons for your survey. Why is it an important area of research? Why is it important to investigate this issue?
- **Research:** You will need to consult at least 2 *scholarly journal articles* written by experts in the field. Use the online portals and references available in your school library.
 - Once you have found your journal articles, read them, understand them and write a literature review for your report.
 - **All citations must be completed using APA format. You must also include a final Works Cited page. You will be using embedded citations (no footnotes or endnotes).**
- **Research Question and Hypothesis:** State your research question and hypothesis (or your educated guess as to the answer to the social issue you are examining).
- **Survey Questions:** Use your purpose to develop relevant questions for the survey. They should be closed questions with multiple choice or a range of options or opinions (i.e. strongly agree, agree, neutral, disagree, strongly disagree etc.). Your survey should begin with factual questions **about age, sex, cultural background, & educational level etc.** if you want to see if different types of respondents have unique views on a topic.
- **Testing:** Test your survey on at least three classmates to get their feedback on possible improvements. In particular they should see that your questions are clear, close ended, not leading/unbiased and not too complex.
- **Revise** your questionnaire based on classmate's feedback
- **Choose a sampling procedure.** Choose how you will get students to fill out the questionnaire. Consider who you want to get to fill out the survey and what would be the best way to get them to fill out the survey.
It is probably best to use some form of convenience sampling due to the limited time.

Conduct Your Survey and Analyzing Findings

1. Explain the purpose of your survey to your respondents and give necessary instructions to answer all questions (write it at the top of the questionnaire).
2. Do not comment on respondents answers.
3. Keep a separate record of the results of the survey for each respondent.
4. Thank people for their time and effort.

NOTE: each person in the group must participate in completing the surveys you need for the study (i.e. in a group of 2 each person will be responsible for 10 surveys).

Name: _____

Analyze Data

1. Use a tally chart or a blank survey to record the number of responses for each choice.
2. Convert responses into a meaningful numerical form (i.e. graph, chart, percentages etc.). This should be completed on a computer (preferably Excel) and NOT done by hand.
3. Check to see if different types of respondents (i.e. male/female, teen/adults etc.) answered differently to questions.
4. Use the data to draw conclusions about your topic and hypothesis.

The Final Product - as a group, you will hand in the following:

1. Title Page with an appropriate and relevant title.
2. Your report will be broken into the following components:
 - a. Purpose (1 paragraph) Name: _____
 - b. Literature Review (one article per person) (1 pg)
 - c. Question and Hypothesis
 - d. Methodology (how did you design and conduct the research/survey, survey sample size, demographics of the sample etc.) (1 paragraph) Name: _____
 - e. Findings (graph-results from the surveys) Name: _____
 - f. Conclusion and Discussion of Findings (2-3 paragraphs) Name: _____
3. Appendix should include:
 - a. A Blank survey
 - b. 20 Completed surveys
 - c. Graphs (labeled and with captions describing the graph/data) Name: _____

Marking Scheme

<ul style="list-style-type: none">• Research question, hypothesis and purpose are very well defined and thoroughly explored using the inquiry model• Report demonstrates in-depth knowledge of the topics being investigated through scholarly research (methodology/conclusion)• Literature review is insightful, in-depth and adds further knowledge to the investigation	K/U /10
<ul style="list-style-type: none">• Research is thoroughly analyzed and is used to draw interesting and insightful comparisons and conclusions• Research instrument is skillfully designed to gather relevant data and explore the complexity of the topic• Clear connection is made between research and literature review	TI /10
<ul style="list-style-type: none">• Research results are complete and exceed the criteria of the assignment• Data is well organized into clear and detailed graphic format• All data is skillfully incorporated with scholarly research drawing insightful conclusions and comparisons	A /10
<ul style="list-style-type: none">• Written work is clear, shows thought and organization• There are little or no errors in grammar and spelling• Report includes a title page in APA format• Literature review follows correct APA format in structure and citation• A complete APA works cited page is included and no errors in APA formatting	C /10
Total	/40