

# LHS APstats Data Production Project

The Task: With one partner, design and carry out a survey on an interesting topic of your choice. You and your partner will turn in one written report, and later on you will make a brief (5-10 minutes) oral presentation to the class. After the first day of work, you should turn in a rough draft of your survey design and/or written questions for suggestions for improvement.

You must design your survey so you also answer one or more of the following questions:

- Is it possible to word a question in two different ways that are logically equivalent but have much different responses?
- Do the characteristics of the interviewer affect responses to sensitive questions?
- Does anonymity change the responses to sensitive questions?
- Does the order of questions affect the responses? (Note: this is probably best answered by creating a different but equivalent survey for each partner.)

The Report. Your eventual report & presentation should contain the following components:

- Purpose:* Discuss your objectives, including what information you are trying to obtain from your population (define your population). You should also include the question(s) from above that you are trying to answer.
- The sample:* Describe how you chose your sample, why you believe it is random, and what population it represents. You may want to have a stratified sample with individuals randomly chosen within each stratum. Plan to use a minimum of 40 subjects.
- The survey:* Include as an appendix a blank copy of the survey(s) that you actually used.
- The data:* Present the data in both tabular and graphical format. You may also want to do some data analysis (from Chapters 1 to 4) when appropriate.
- Conclusions:* What were the results of your survey? What were the answers to the question(s) you chose to ask? Were there possible sources of error (bias, lurking variables, etc.) and what were their effect on the data? How do these sources of bias limit the validity of your conclusions? What did you do to reduce their effects?
- Summary:* Provide a summary of your project that someone with no statistical background could understand.

**Deadlines.** The rough draft is due on Monday, October 31st. The final report will be due Monday, November 7th. Oral presentations will be scheduled after this date.