

College & Career Awareness
Identity Cycle, Information Technology



Overview: Data collection is a big industry. Businesses, as well as various groups, use surveys & polls to collect information to improve their services.

Marketers – discover customer preferences

City – collect opinions on a proposed recreational center

Politicians – conduct polls to see if constituents are happy with their work

Yearbook staff – gather info on various topics of the student body

Essential Question: How does data collection & organizing this data help in the career of your choice?

Terms: analyze, data, generalize, market research, survey

Checklist:

___ Complete the steps below to construct your survey

Step 1: Pick a topic that interests you.

- Types of music
- what they eat for breakfast,
- how they get to school

For example, if you want to learn more about music interests, you could ask about their favorite band or you could also ask what kind of music they like (and give them a few choices!) Make sure your survey has a purpose.

The general topic I am interested in is: _____

What is the purpose of your survey?: (1 complete sentence with a capital & period): _____

Step 2: Brainstorm ideas for questions you might ask. What exactly do you want to know? Some questions may be open ended (such as “What is your favorite band?”) Other questions might be multiple choice (such as “What kind of music do you prefer? Country, Rock & Roll, Rap, Easy Listening, etc.) A question might require a specific type of answer (such as a number). An example of this kind of question might be “How many hours do you spend each day listening to music? It is also possible to ask longer, more open-ended questions, but for this assignment, you will not need to ask a question like this.

Come up with at least three questions of different types that relate to your topic.

1. Open ended (short answer) question: _____

2. Question that has a number as an answer: _____

3. Choice based question: _____

Name _____

Circle period A1 A2 B2

How many choices will they have? _____

What will the options be?

Step 3: Proofread As you write your questions and design your survey, remember that it is important to be professional and check your spelling and grammar.

Review your questions to make sure they are professional and that your spelling and grammar are accurate. Have at least one other student read your questions and check your work. Have them sign here: _____

____Participate in Ms. Emily's introduction of Google Forms

- Basic – text & paragraph (What do you like best about MMAJH?)
- Multiple choice & checkbox (Tell me what kind of ketchup is in your fridge.)
- List (What city are you from?)
- Scales (Using the scale 'horrible' & 'heaven', how was breakfast this morning? Hint, use 5 choices to avoid neutral answers.)
- Grids- uses rows & columns (Write a statement so that the surveyor can agree & disagree, or respond useful or not useful. IE: Rate the following tools

	Useful	not useful
Blogs	<input type="checkbox"/>	<input type="checkbox"/>
Planners	<input type="checkbox"/>	<input type="checkbox"/>
Portfolios	<input type="checkbox"/>	<input type="checkbox"/>
Daily Binder	<input type="checkbox"/>	<input type="checkbox"/>

____Using Google Forms publish the survey you formulated at the beginning of the lesson

- Log on to your Google account (@mmalions.org)
- Click on the 'gear box' & select DRIVE
- NEW> MORE> FORMS
- Give your form a title

____Send out your survey to ten people

____ After you have logged into your Google account go to the drive to see the Reponses

In your output write: (be sure to write the beginning of each sentence as shown)

1. The purpose of my survey was
2. Two of my best questions were
3. From my survey I learned