

Effective Survey

How to Design an Effective Survey:

1. Clearly define the purpose of the survey.
2. Make every question count.
3. Keep it short and simple.
4. Ask direct questions.
5. Ask one question at a time.
6. Avoid leading and biased questions.
7. Speak your respondent's language. Do not oversimplify.
8. Use response scales whenever possible.
9. If possible, rephrase yes/no questions and provide either a scale or multiple choice.
10. Start with straightforward questions, keep sensitive and/or thought-provoking questions to the end.
11. Use balanced scales: a balanced scale has a neutral midpoint and offers the same number of positive and the same number of negative options.
12. Test your survey.



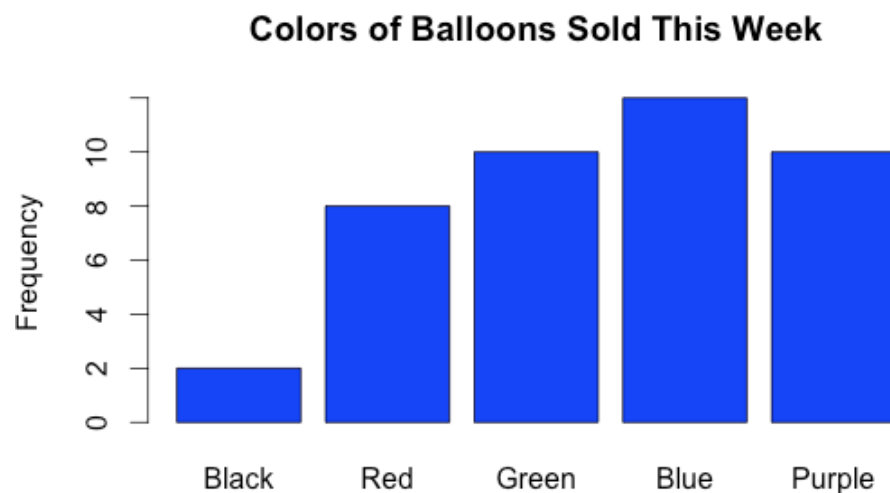
Graphing Data

7.3

- Different types of graphs can be used to represent data: pie graphs, bar graphs, line graphs, dot plots, and scatter plots.
- A graph has to include the following features:
 1. Title.
 2. Labeled horizontal axis (except a pie graph).
 3. Labeled vertical axis (except a pie graph).
 4. A legend – pie graph or multiple bar graph.
 5. Data labels where appropriate.

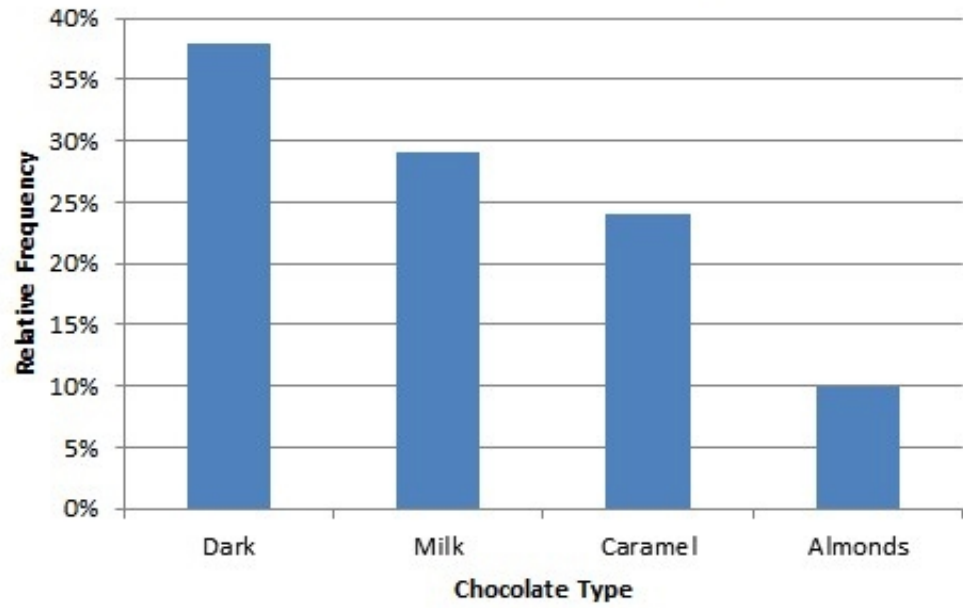
Examples of Graphs of Qualitative = Categorical Data

1.



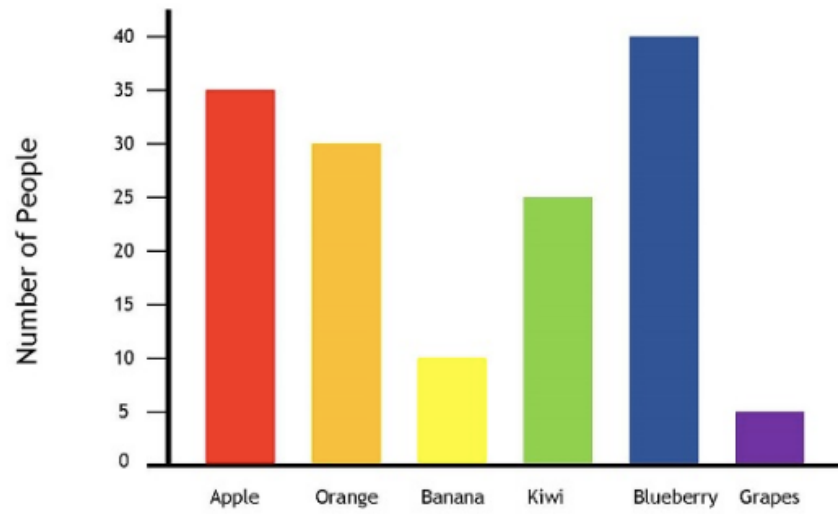
2.

Chocolate Preferences of My Class

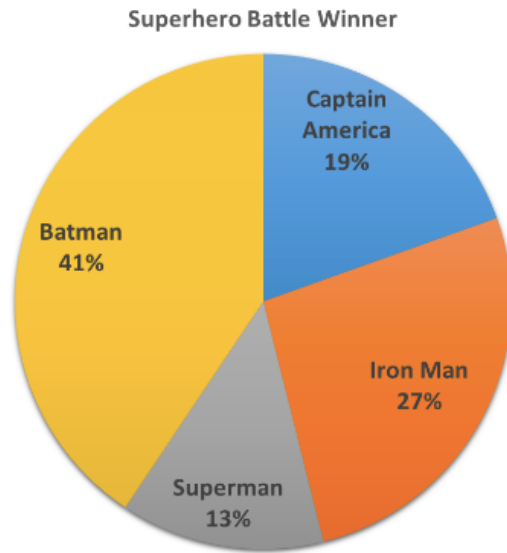


3.

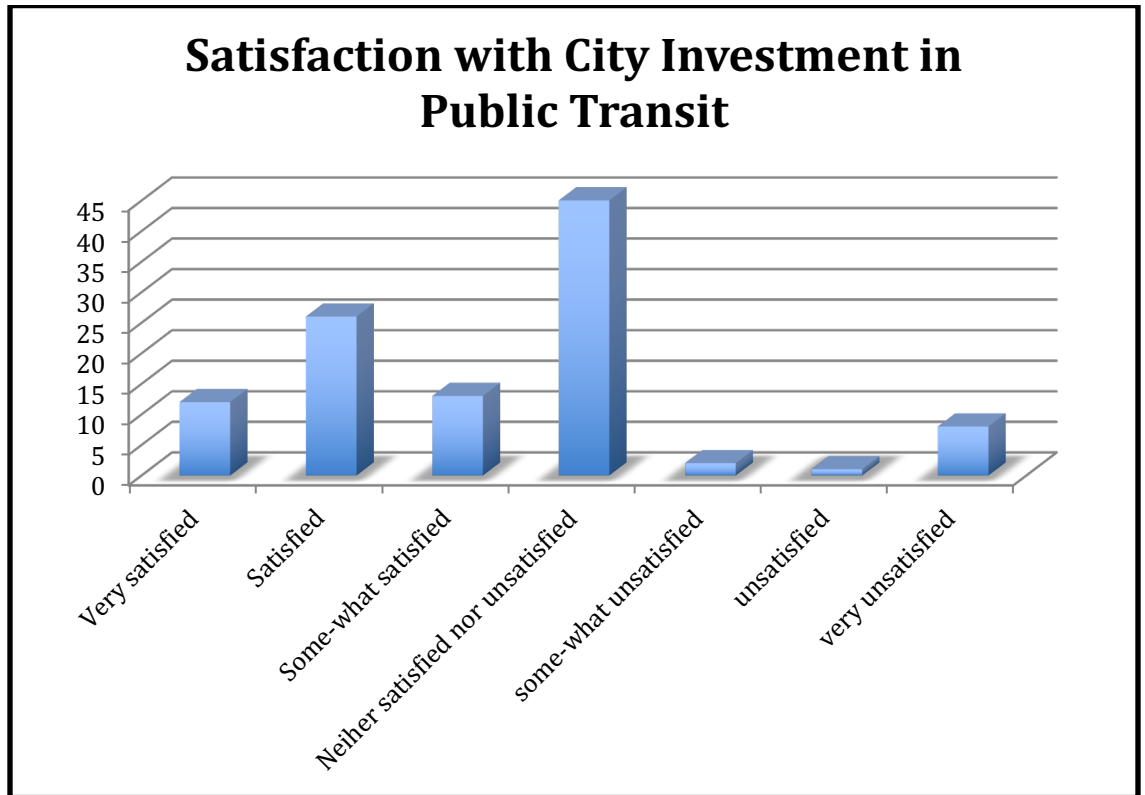
Nicest Fruit



4.

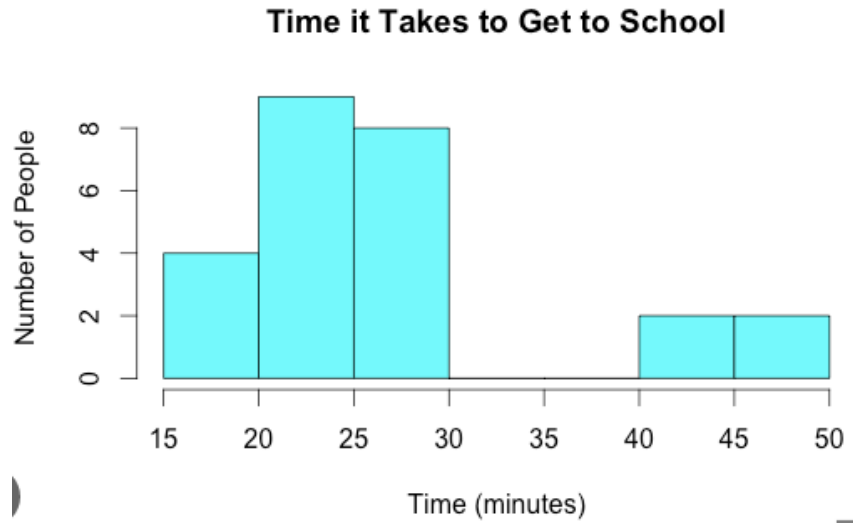


5.



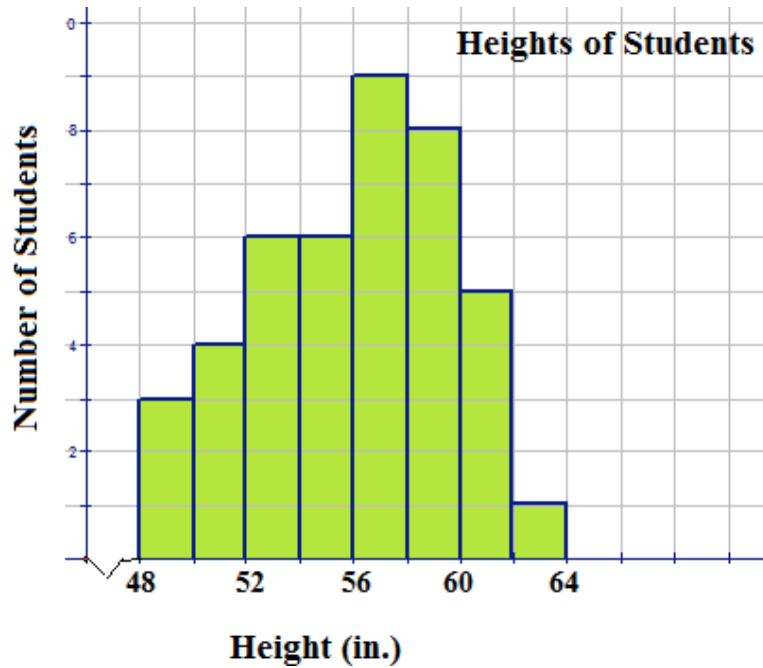
Examples of graphs of Quantitative = Numerical Data

1.

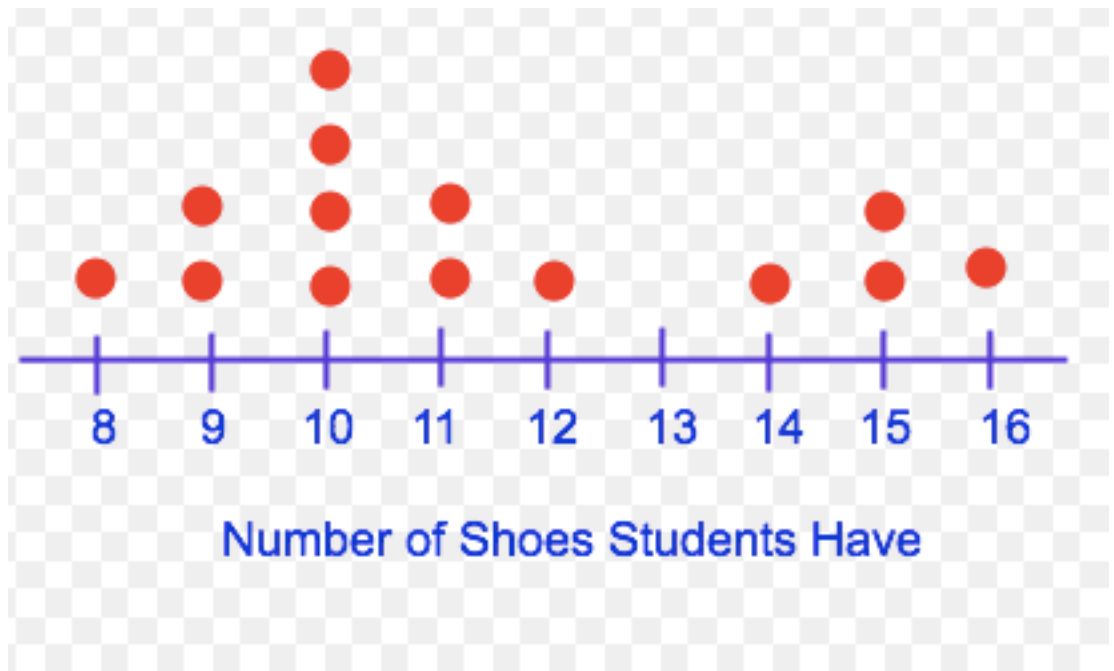


5

2.



3.



4.

