Survey Project Write-up

The purpose of this paper is to describe the process you will use to develop your survey and what you discovered when you collected your data. This paper should reflect the work you did to develop the survey. Therefore, it is important that you include information on how your questions evolved.

Introduction

The introduction is where you will explain your purpose for the survey. You will explain how your questions developed by describing the brainstorming process and conversations you had regarding Robin Williams Dominant American Values. You will discuss the research you did in the Media Center and how that information informed the development of your survey questions. This section will explain, in the following order; your observations about emergent American Values relative to Williams 1960 values, research on the value as you see it (definitions, other interpretations, criticisms), recent estimations of the American opinion of that value (Pew research), and finally, your hypothesis.

Methods

In this section you will do three things;

1. Explain how your questions evolved and give examples of some of the questions you didn’t use and why.
2. Identify the dependent and independent variables in your hypothesis as it pertains to the questions you wrote.
3. Describe your target population and sample size
4. Provide a copy of your final survey questions (as an appendix)

Results

In this section you present all the statistical material you collected in your experiment. This section will be the shortest because you will only include the math you did. Less math = shorter section. Write this section in the past tense. (the average was . . ., analysis showed . . ., etc)

Discussion

In the discussion you describe whether or not you proved your hypothesis. This lengthy, well-developed section is where you discuss your results in the context of the hypothesis and the value. Draw conclusions about your variables based on the data you collected. Remember, being “correct” about the hypothesis is not the goal. Using the data to demonstrate whether or not you were “correct” is. A good discussion will tie all the elements of the introduction, methods, and results together in a way that makes sense and is clearly supported.