

Background on Surveys

Surveys are used in many fields to gather data on the _____, _____ and _____ of the general public or specific populations.

Information gathered from surveys could be used for some of the following things:

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and many other things!

In most cases it is impossible to study a whole population, therefore we use _____ in order to study a sample of the population. This sample of the population is selected _____. For example, you only need a sip of coffee to tell if it needs more sugar, you don't have to drink the whole cup.

Surveys consist of a set of _____ that look at behaviors or opinions of the person being surveyed. This person is also called the _____.

Surveys can be conducted in a few ways:

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Benefit of In-Person Survey =

Maryland Department of natural Resources. "Conducting a Survey." Accessed 2010 May 27. Available from: http://www.dnr.state.md.us/education/growfromhere/Lesson12/LESSON12_1.HTM

Tips For Delivering Surveys

- Be nice!
 - Be friendly and SMILE!
 - Act like you would like to take the survey – be enthusiastic.
 - Read the questions to the survey taker and write down their answers.
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Example of what to say:

Hi! My name is _____. I am conducting a survey for my class about how people search for information. Would you be willing to take this survey? It will only take 5 minutes and for your participation I can give you a piece of candy.

If they agree:

Great! Let's get started. Please know that there are no right or wrong answers.

Also only choose one answer per question (except #11).

If they say no:

OK – thanks anyway!

As a group, decide on what you will say to the survey respondents that makes you feel most comfortable.

Good luck!