

Research Method

Comment [G1]: Since this is a formal submission, don't forget to put your group and member names, too

For this aspect of the project, our group decided it would be best to distribute our surveys at different times of the day, to catch different crowds. All 48 of our surveys were distributed on Wednesday, October 29th, and Thursday, October 30th. Justin, Brad and Jake conducted their surveys in the late afternoon to early evening, while Rawan, Carter and Anise conducted their surveys in the late morning to early afternoon. By conducting our surveys in this fashion, we were able to get a “good piece of the pie,” and understand our sample of the population.

Similar to the previous example, our group distributed our surveys in many different locations to get a good sample, and reach all ages of college students. We handed out surveys to students in 8 different locations. These locations include; Lubar classrooms, library, Lubar computer lab, Union Marketing Services, Sandburg Dorms, friends' houses, Union computer lab and Union Station.

After carefully reading the instructions, our group was able to conduct our surveys with a high level of success. We focused on approaching students who didn't seem busy or in a hurry. After acknowledging that they were willing to take the survey, we carefully explained our reason for conducting this type of research, and notified them that it would only take approximately 3 minutes. After they were completed, we thanked them for their time, and valuable feedback. A few of us were even willing to hand out a treat to participants after they were completed.

Interestingly, the amount of time it took students to complete the surveys fluctuated quite rapidly. This may have something to do with the time of day. In the afternoon, students may be more energized and focused than the students who took the survey in the evening. We found that most of Justin, Bard and Anises respondents completed their surveys in 2-3 minutes, while Carter, Jake, and Rawan's respondents completed their surveys in 4-5 minutes. It may also have to do with the locations in which they were distributed, and the students' surroundings.

Due to the thorough explanation our conductors gave before allowing the respondents to complete the surveys, we were not asked many questions. The two most popular questions students asked were: “What class is this for?” and “what is this survey for?” These questions indicated that not everyone respondent was listening to our explanation.

Surprisingly, out of the 48 surveys we conducted, we were only turned down 1 time. Our acceptance rate was about 98%. This was probably due to the fact that we indicated early on that the survey should only take 3 minutes. Overall this was an interesting experience. It is never easy confronting random individuals and asking them to take a survey about a touchy

subject. Everything went pretty smooth for all of our group members, so I would consider this task a success.