

2.6 Collect and Analyse Data

Some key terms:

Word	Description
Primary Source	their own use.
Bias	An intentional or unintentional
Sample	A smaller group that represents
Secondary ...	A database or research collected
Survey	a population.
Population	studied.

Feb 22-11:47 AM

Be Sure you know these definitions:

Word	Description
Primary Source	A person who collects data for their own use.
Secondary Source	A database or research collected by someone else.
Survey	Asking questions to a sample of a population.
Sample	A smaller group that represents the population.
Population	All of the individuals or items that belong to a group being studied.
Bias	An intentional or unintentional distortion of the data collected in a survey.

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Avoiding Bias

To avoid distorting the truth, it is necessary to carefully to avoid bias when collecting your data.

Examples of Bias:

- asking students about denture cream
 - Wrong population, most students do not wear dentures
- surveying all grades about location of this year's prom
 - Wrong population, only grade 12 students go to prom

Sampling Techniques that can lead to Bias:

- give surveys out and asking that they fill out and return.
 - Most people will not bother handing back the survey.

Leading Questions or Loaded Question...

- What is your favorite dessert? Chocolate icecream, chocolate cake, chocolate brownies, other?

• Leading question

Do you wish to separate from Canada and lose all rights as a Canadian citizen

• Loaded question

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Read each scenario. Determine the bias in the question....suggest a way to fix the bias.

To determine if ticket prices are too high, the Senators poll season ticket holders with the question, "Are ticket prices too high?"

- Wrong population
- How to fix...
- They should ask people in Ottawa, who are interested in attending hockey games



WCSS tries to choose it's athlete of the year by using this question:

Who is the best athlete at West?

- John Smith
- Sarah Parker
- Amy Bowles
- Fred Turner
- Other

• Leading

- In Which Sport?
- How to fix...
- "overall athlete"



A survey says, "Having a gym facility near their home improves the fitness level of teenagers. Do you support the building of a new fitness facility?"

• Loaded

- Need Location
- How to fix
- include location(s) that are being considered as building sites



A group of students conduct a survey on what people in Kanata like to read by surveying people leaving the AMC as Avatar ends.

- Wrong location for survey
- How to fix...
- They should ask people leaving Chapters, libraries or other book stores



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Choose one of these scenarios. Write an unbiased survey question and determine how to conduct the survey.

- a) You want to find out what kind of music the DJ should play at the next dance.

- b) A city budget committee wants to know if residents would support a tax increase to build new arenas.

- c) Mr. Lavergne wants to know how many students would select COOP next year if only full-day COOP was available.

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