Sandra Steiber

MAT 115 H

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Survey Synthesis

I really liked Grace’s proposal. She emphasizes the sample that we will be addressing. Grace suggests that we go somewhere where we will find a wide and diverse sampling of the residents of Newport, like a football game or the library. I like her perspective that bias is inevitable, but we must strive to keep our sample as random and unbiased as possible. She makes a very important point – an incentive might be a good way to get people to actually participate in our survey and do so willingly.

Nearly everyone made mention of the Likert Scale in our survey questions. For practical purposes, I will cite Besty’s write up, but I agree with nearly everyone who mentioned the Likert Scale. The idea of the Likert Scale is to avoid asking open-ended, or open-interpretation, questions. This cannot be underestimated. It will be easier for our class to analyze our data if our questions are in fact “binary”, essentially positive/negative or yes/no questions.

My proposal to synthesize our survey would be to combine Grace’s concept of a broad sample size with Betsy’s (and the rest of the classes) emphasis on the Likert questions. This seems to be the most “ideal” way to carry out our survey. By finding a public place with a broad range of citizens of Newport, we can somewhat effectively have a random survey. But it will be important to reach out to the people we survey and not just expect them to want to help us. An incentive, even if it is something as small as food (Monica mentioned that food is a good tactic) would be a good way to connect with people instead of just “analyze” them.

We must combine this tactic with Likert questions which will help give us binary results rather than a broad range of answers. This will be vital so that we can mathematically analyze our data instead of having to sift through a multitude of various open-ended responses.