Design, administer, and analyze a generation gap survey

Student guide B

## Step 3

## Administer the survey in a public place to a specified minimum number of respondents

Decide on a minimum number of people to be surveyed.

Decide at which public place you will administer the survey (for example, at a mall, inside or outside a grocery store, at a movie theater).

Obtain the permission of your parents and the survey site owner before administering their survey.

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Set up tables in the public place you have chosen.

Be sure respondents fill out the entire survey and thank them for taking the time to do so.

For each respondent, average the numerical values of their responses to the survey statements and write this "score" on the survey form.

## Step 4

## Analyze your survey data

Open a new spreadsheet in Microsoft ®Office Excel®.

Clarify your variables. For example, "Independent Variable: Generation"; "Dependent Variable: Political Beliefs." There should be one column for each dependent variable on your worksheet. When entering data into your worksheet, each response (completed survey) should be put in its own row, and the independent variable should go in the first column.

Note how many males/females there are, and what part of the world the respondents were born in. Even if you do not include this information in your analysis, it is important to record it, because these differences may affect your results. Make these the second and third columns.

Sort the data based on the generation group. Then, calculate the average score for each dependent variable for each group. Using Excel's filtering features, evaluate the data by showing records that match certain rules, or criteria. For example, show all records of people who were born between 1946 and 1955 from the United States that scored the highest for one of your dependent variables.

Create charts that show a trend in your data.

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## Step 5

## Present your research findings

Create a presentation to show your team's hypothesis, survey, and results to the class. Your team can:

* Present your research findings on the computer using Office Excel to show your graphs.

—or—

* Create a presentation in Office PowerPoint to demonstrate your hypothesis and findings with graphics, art, animations, and graphs.