Gobartimes

Name..

School Name ....

Class... **Date**..

Polls and Surveys are tools used in a democratic process. The percentage of participation holds the key to the success of these processes. If the percentage of participation is less they also could become the reason for taking of minority decisions. Therefore use these tools cautiously.

With this activity sheet, students explore how opinion polls are created and conducted, focusing on the wording of questions and the methods of sampling a population.

The first public opinion research goes back to July 24, 1824, straw vote. The Harrisburg Pennsylvanian issued a report of a straw vote done at Wilmington, Del., "without discrimination of parties." In that poll, Andrew Jackson was a winner receiving 335 votes followed by John Quincy Adams, 169; Henry Clay, 19, and William H. Crawford, 9.

http://www.ciadvertising.org/studies/student/99_spring/interactive/bklee/theory2/poll.htm

Gobar Gyan: Dr. Gallup laboriously collected voting record of United States since 1836 and, late in 1933, he sent out voting forms to a small, but scientifically selected, group of voters in each state. On the basis of his returns, he calculated the expected results of the 1934 congressional elections. When the official results were announced, they matched his predictions within one percent. He continued his experiment until 1935 when he founded the American Institute of Public Opinion and predicted Roosevelt's victory in 1936 presidential election.

http://media.gallup.com/PDF/FAQ/HowArePolls.pdf

Activity: Conducting a poll to find out how much priority do students give to which environmental issue. This exercise will help the school community decide the priority allocated to different issues. This will in-turn enable the school identify work areas to engage the student community. The interpretation section gives several other possible inferences that can be drawn from the collected data.
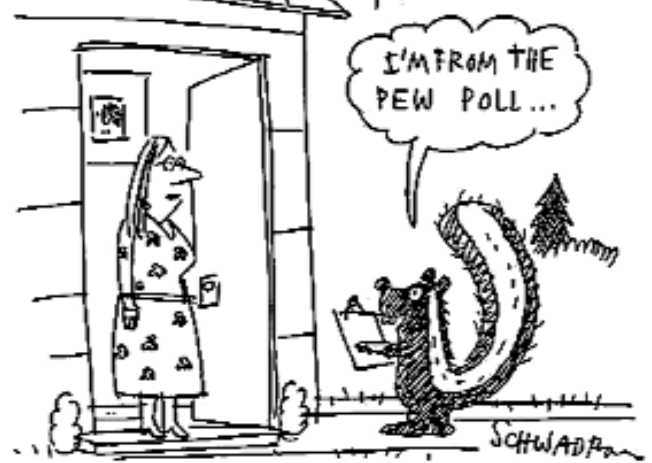
Objectives:
1. Explore in groups how polls are created by choosing poll topics, developing sample questions and selecting appropriate sampling methods.
2. Synthesize their learning by creating poll methodology statements, conducting polls and evaluating the results.
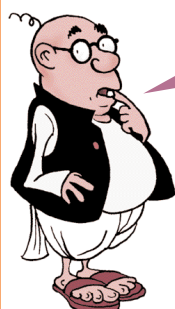
Resources / Materials:
- Pens/pencils
- Paper
- Classroom board
- Questionnaires

Question/s:

The questions put out for poll or survey should be thought about carefully so as to enable the people in charge of school eco-club to find results they are looking for. Through the survey question below a school eco-club is trying to define priority in which they should deal with environmental issues.

The question should be framed in simple language and the questionnaire should be clear and crisp. The questionnaire should be printed or handwritten depending the sample size you are looking at. The question should matter for the people it is being supplied to. For example you cannot have a bunch of engineers in a medical survey. In this case since the school eco-club is trying to take a decision, all members of eco-club (including teachers and students) along with the head of the institution should be involved.

Schools name: _____

Eco-clubs name: _____ Date: _____

QUESTIONNAIRE

Question:

Allocate priority to the following components of our environment to enable the school eco-club decide which components should be worked upon first.

For example if you think that rainwater harvesting is the most important component of the school environment for you than write '1' in the box placed alongside it. If you think some issue that is not mentioned in the list below write the issue alongside 'Other issue'.

Water conservation	☐	Rainwater harvesting	☐
Water recycle/reuse	☐	Air pollution	☐
Global Warming	☐	Biodiversity	☐
Pesticide use	☐	Energy conservation	☐
Waste segregation	☐	Waste reuse/recycle	☐
Commuting practices	☐	Other issue _____	☐

Distribution

Organize distribution of the questionnaires to all the members of the eco-club. Involve the students in the exercise. The people distributing the questionnaires should be able to announce the purpose of the survey and the same should also be written on the questionnaire as an 'Introductory Paragraph'. Give some time for members to think about the question. Clearly specify the time of response collection.

Collection

Ensure the survey questionnaires are collected back on time. Some participant might not be able to submit their opinion on time. Since this survey is not very time specific the school eco-club in-charge can decide how much additional time she / he wants to give.

Counting

Total number of people to whom the questionnaire was given _____

Count the replies that have been collected by the set deadline _____

Drawing inferences

Sample size: Total number of people to whom the questionnaire was given

Actual sample size: Replies that have been collected by the set deadline

Percentage of respondents: is an indicator of how many people in the school eco-club think this exercise is important. It is an indicator of involvement.

$$\frac{\text{Number of respondents}}{\text{Total number of people who were given the questionnaire}} \times 100$$

To derive the priority of issues listed in the questionnaire, count the number of '1' that each issue has received by going through the replies. Record the responses on the sheet given below by putting one tally mark for each '1' the issue has received. In the end count the number of tally marks alongside each issue and put them in the descending order you will have the eco-clubs priority in front of you.

Water conservation : _____ Total: _____

Rainwater harvesting : _____ Total: _____

Water recycle/reuse : _____ Total: _____

Air pollution : _____ Total: _____

Global Warming : _____ Total: _____

Biodiversity : _____ Total: _____

Pesticide use : _____ Total: _____

Energy conservation : _____ Total: _____

Waste segregation : _____ Total: _____

Waste reuse/recycle : _____ Total: _____

Commuting practices : _____ Total: _____

Other issue : _____ Total: _____