

AP STATISTICS

RESPONSE BIAS PROJECT

The project: You and your partner will design and conduct an experiment to investigate the effects of response bias in surveys. You may choose the topic for your survey, but you must design your experiment so that it can answer at least one of the following questions:

- Can the wording of a question create response bias?
- Do the characteristics of the interviewer create response bias?
- Does anonymity change the response to sensitive questions?
- Does manipulating the answer choices change the response?

Your Project should include the following three components

- 1) Proposal: this is due on _____ it is worth one third of the grade so it shouldn't be taken lightly

In your proposal you should:

- Describe your topic and state which type of bias you are investigating
- Describe how you will obtain your subjects (minimum sample size of 50), who is the population, who is in the sample frame. This should be practical because you will actually do this.
- Describe what your questions will be and how they will be asked, including how you will incorporate the principles of a good experiment
- What is/are the statistic(s) you will collect
- Convince me you have a good design

- 2) Poster/visual display: This is due the same day we present, it is also worth a third of the grade so it shouldn't be taken lightly

- The key to a good statistics poster is communication and organization. Make sure all components of the poster focus on the main question of interest.
- This should include (but not limited to) display(s) of data and written conclusions based on the data. To give your poster some character it would be nice to include a photo or two of the data collection process.

- 3) Presentation: Each pair will be required to give a presentation to the class about their experience and what they learned. They should be prepared to answer questions. This is worth a third of the grade so it shouldn't be taken lightly.

Have fun with this