Quick Review

Data collected by conducting a survey or an experiment are **primary data**. Data you find in the library or using the Internet are **secondary data**.

When you conduct a survey, the question you ask must be **unbiased**. A **biased** question leads a person toward a particular answer. The data collected are then unreliable.

For example, suppose you ask: "What is your favourite flower?"
The choices are:
A. tulip  B. rose  C. daffodil  D. other

More people tend to choose A, B, or C because the names are there. To remove bias, leave the question open-ended with no choices given.

Practice

1. Data are collected by each survey method listed. Classify the data as primary or secondary. The first one is done for you.

   a) Ask every classmate to find the favourite subject of the class. **primary**
   
   b) Use your computer to find the most popular song of the week.

   c) Survey your neighbours to find the best restaurant in your area.

   d) Telephone different stores to find the lowest price for an appliance.

   e) Telephone Environment Canada to find a year's highest daily temperature.

2. Which survey question is unbiased? Explain.

   A: "Which do you prefer for lunch: a pizza, a hamburger, or fried chicken?"

   B: "Would you prefer fried chicken for lunch to a boring pizza or hamburger?"

   **HINT**
   An unbiased question must not lead a person toward a particular answer.
3. Sheila surveyed her classmates. She asked this question:
"What type of music do you like to listen to: Rock, Country, Classical, or Other?"
Is her question biased? If so, write an unbiased question.

4. House owners were asked this question:
"Which type of power generation do you prefer: hydroelectric or nuclear power that produces radioactive dust?"
How is the question biased? Rewrite the question so it is unbiased.

5. The Student Council asked this biased question:
"Will you attend the next ever-popular and fun school dance?"
   a) What would be an unbiased question to ask?

   b) Why do you think the Student Council asked a biased question?

6. A fast-food company has hired you to do a survey.
   You are to find if people will switch from eating french fries to eating the company's new potato product.
   Write 3 survey questions that would give the company accurate results.

   Tip
   Survey questions need to be asked in the correct order.