

ISU Part TWO- PRIMARY DATA COLLECTION

For this part of the ISU culminating activity, you will be taking on the role of a social scientist **collecting primary data** on your topic of study. Based on the research you completed in Part 1, you will need to form an **arguable and testable hypothesis** by coming to some conclusional thoughts about your topic, and its influence on human culture, thoughts and/or behaviours. The goal of your primary data collection is to seek out information that might support (or dispute) your hypothesis. You may choose to collect your data via **Sample Surveys** or **Interviews**. After all your data has been collected, you will be responsible for organizing, analyzing and interpreting your data. A **final report of data** will be submitted in the final phase of this assignment, January 17.

Checklist for completion - by phase→

Phase 4 - DUE Monday Nov 11

Checklist for Completion

- Formulate an arguable and testable hypothesis on your topic as it relates to human culture, thought or behaviour.
- Describe which research method you will use, and how you will use it to test your hypothesis.

Phase 5 - DUE Friday Nov 29

Option 1 - Surveys - are used to obtain information about the thoughts or behaviour of a large group of people, by asking questions of a fairly limited number of individuals who represent the larger group. The **sample size should be large enough** to include a range of characteristics that might affect the result.

-For this assignment, **sample size should be around 20.**

Survey Requirements:

- *clear, precise questions (C= 5-7, U= 8-10)*
- *title*
- *instructions*
- *numbering & formatting*

Option 2 - Interviews - are used when a researcher requires detailed information from a few people and is looking for explanations or descriptions of thought and behaviour.

Interview Requirements:

- *Clear, precise questions related to topic (C= 4-5, U= 6-7)*
- *Background Information questions*
- *Numbered*
- *Logical sequence of interview*

Checklist for Completion

- Submit a good copy draft of your instrument (ex. survey & target population/distribution, OR, interview questions, interviewee list & schedule)
- For Surveys:* Indicate with post-it note the # of copies required

** Miss. Free will review all materials over the weekend and make copies of surveys for Monday Dec 2.*

Phase 6 - DUE January 17, 2014

All students will submit a written report of your organization, analysis and discussion of the results from your data collection. **College= 1000-1500 words University = 1500-2000 words**

- APA Format **Title Page**
- Introduction:** include a description of your sample population and your data collecting instrument
- Data Analysis:** Discuss tabulation of data and apparent patterns in your research. Include charts.
- Conclusion:** Discuss validity of hypothesis, challenges and/or limitations of your chosen methodology, relevance of your findings to your research report.
- Appendices:** 1. Copy of your data collecting instrument; 2.Raw data included (ie. completed surveys), 3. *Graphs and/or charts (#3 for U Students only)*

University Level ISU Extension - *Electronic Presentation on your research findings and data collection results - More information to come.*

Will be presented to class Jan 13, 14.