Unit 3.6: We are opinion pollsters

5 words to remember

data: information that is collected for analysis, often, but not always, in the form of numbers

export: to save media in a format so that it can be watched, listened to or read by others, without needing access to the editing software used during creation

filter (database): a button used to identify a subset of data that meets certain criteria

personal information: information that reveals someone's identity

survey: questions asked to a group of people to learn more about their opinions or experiences

Knowledge check: What makes a good question?

Good **survey** design is important to make sure questions are clear and the **data** collected is accurate and useful.

Can you explain the problem with these four questions about school lunches?
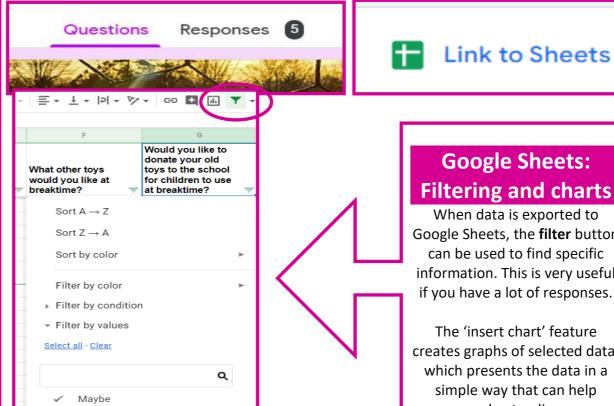
- What food would you like?
- School dinners are great; what can be improved?
- What are your favourite breakfast and lunch foods?
- What is your favourite football team?

Key takeaways

- ☐ Surveys are a good way of finding out what people think about a topic, for example an ice-cream company may use a survey to find out what people think about some ideas for new flavours.
- ☐ Survey questions can be listed on paper, but it is far more efficient to design surveys using software such as Google Forms.
- ☐ Surveys allow for different types of questions. These may include:
  - ○ **Short-answer text:** the question requires a short open answer
  - ○ **Paragraphs:** the question requires a longer open answer
  - ○ **Multiple choice:** only one option can be chosen
  - ○ **Checkboxes:** multiple options can be chosen
  - ○ **Dropdown:** one option can be chosen (this is similar to multiple choice)
  - ○ **Linear scale:** asks for an opinion on a numerical scale
  - ○ **Multiple-choice grids:** several questions can be answered using the same options, but limited to one choice per row
  - ○ **Checkbox grid:** several questions can be answered using the same option, and multiple options can be chosen
- ☐ Questions should never ask for any identifying **personal information**.
- ☐ Once data has been collected, responses can be viewed in Google Forms or **exported** (transferred) to Google Sheets.

Knowledge check: Question types

Test yourself: Google Forms has lots of different types of questions that can be used to design a survey. Can you match the question types and examples below?

Question type	Example
Short answer	Choose your favourite ice-cream flavour from the list below.
Multiple choice	If you would like to tell us more about how our ice creams can be improved, please use the space below.
Linear scale	How old are you?
Paragraph	On a scale of 1 (very good) to 5 (very poor), rate the new ice-cream flavour you tasted today.

Test yourself: Which of the following buttons would you use to preview and test a survey before sharing it with others for them to complete?
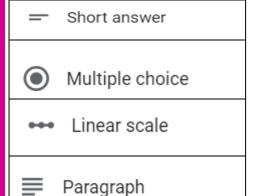

Google Sheets: Filtering and charts

When data is exported to Google Sheets, the **filter** button can be used to find specific information. This is very useful if you have a lot of responses.

The 'insert chart' feature creates graphs of selected data, which presents the data in a simple way that can help understanding.