

## Example Research Study: Survey

**Topic:** soft drinks

**Problem:** high school students drink more soft drinks per day than they drink healthier drinks (milk, juice, water.)

### **Description of Sample Group:**

- Grade 11 & 12 students attending St. James Collegiate
- 50% male, 50% female
- friends of researchers plus students in the cafeteria and library

### **Ethical Considerations:**

1. Explain the purpose of the questionnaire and how the results will be used
2. Protect confidentiality
3. Tell the subject that they can decide to not participate or stop at any time and there will be no negative consequences

**Analyze your Data:** (attach a copy of your questionnaire that has recorded on it:)

- Number of responses to each item
- Convert raw scores to percentages
- Comment on any interesting findings

**Conclusion:** (Does the evidence support the hypothesis? Why/why not?)

**Summary:** If I were to improve the design of this study, I would...

## Soft Drink Survey Questionnaire

1. Do you drink soft drinks daily?
  - a. Yes
  - b. No
2. Do you drink milk daily?
  - a. Yes
  - b. No
3. Do you drink water daily?
  - a. Yes
  - b. No
4. Do you drink juice daily?
  - a. Yes
  - b. No
5. On average, how many soft drinks per day do you drink?
  - a. 1
  - b. 2
  - c. 3
  - d. 4
6. On average, how many 12 oz glasses of water do you drink per day?
  - a. 1
  - b. 2
  - c. 3
  - d. 4
7. On average, how many 12 oz glasses of milk do you drink per day?
  - a. 1
  - b. 2
  - c. 3
  - d. 4
8. On average, how many 12 oz glasses of juice do you drink per day?
  - a. 1
  - b. 2
  - c. 3
  - d. 4