

AP Statistics

Unit 03 – Sampling & Experiments

Name _____

Period _____

Activity: Using Studies Wisely

In this activity, your team will design and conduct an experiment to investigate the effects of response bias in surveys. You may choose the topic for your surveys, 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 responses to sensitive questions?
- Does manipulating the answer choices change the response?

Which question will your experiment answer? Circle one.

Write a proposal describing the design of your experiment. Be sure to include:

- a) Your chosen topic and which of the above questions you'll try to answer.
- b) A detailed description of how you obtain your subjects (minimum of 50). Your plan must be practical.
- c) What your questions will be and how they will be asked.
- d) A clear explanation of how you will implement your design.
- e) Precautions you will take to collect data ethically.