



Moving Images:

Bringing the world closer

Square eyes? / Teachers notes

Focus

Constructing a survey is not always straightforward. This activity asks students to construct a survey into the television watching habits of their peers and the analyse and display the data gathered.

Objectives

Students will:

- design a survey to find out how people use their televisions
- carry out their survey
- analyse and present the results from their survey.

Outcomes

All students will:

- design a survey.

Most students will also:

- carry out their survey.

Some students will also:

- analyse the data from their survey appropriately and present results and conclusions.

Equipment

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- Worksheet: *Square eyes* (1 copy per student).

Running the activity

Most students will be familiar with the idea of writing a survey but many find it more difficult than they imagine. Typically they think only about the questions rather than the analysis of the data so they end up with data which is qualitative rather than quantitative or is simply a meaningless collection of impressions based on questions that are unclear or misleading. Spend some time looking at what makes good data using the table on the worksheet. This activity is particularly useful to support the How Science Works component of science.

The sample surveys may be useful to provide clues for students who are stuck. They can also be used to critique a survey before students start to design their own.