

Political Poll Assignment

Background: Now that we've discussed the dynamics of political polling, your group will have an opportunity to experience the polling process firsthand. You and your group members will act as pollsters and learn all of the steps that go into creating a valid and useable poll.

Task: You and your group members are pollsters for GOVPollCompany. I have hired you as a reputable, independent firm to research the political attitudes of Campbell High School students. As a result, I expect your poll to be as unbiased as possible. More importantly, your research will have to address ONE of the following questions:

- A. How do Campbell High School students feel about 3 major topics of this political cycle? (Topics can include: healthcare, immigration, terrorism, gay marriage, welfare, legalization of marijuana, education reform)
- B. How politically aware are Campbell High School students? (E.g. to what extent are students aware of what is going on politically in the U.S.?)

As a result, your team will have to construct a poll tailored to address these questions. As discussed, the objective is not to have the perfect poll; that is impossible. But to create a public opinion poll that provides suitable controls for the realities of Campbell High School. The goal is to make your poll as valid as possible.

Step 1: Research the **demographics** of Campbell High School. (Check Department of Education and Atlanta Journal Constitution as resources)

- How many students make up school the population? How many students in each grade?
- What is the racial and ethnic breakdown of these students?
- How will your poll account for/incorporate this diversity?

Step 2: Determine your **sample size**.

- How many people at CHS need to be interviewed for the sample size to produce valid, representative results?
- How will you pick a sample size that realistically accounts for the limitation of your available resources?

Step 3: **Randomize the sample**.

- Will your sample be random or will you self-select? Be sure to justify your answer, whatever you choose.
- How will you ensure the selection of your sample is representative of Campbell High School demographics (grade, race, age, academic program etc..)?

Step 4: Determine **methodology**.

- How will you perform this poll? Face to face, on the internet, over the phone, through social media, or some other way?
- When will you perform this poll so as to maximize respondent participation?
- How might the methodology affect or shape the results?

Step 5: **Word the questions** to ask in the poll.

- What questions will you ask in order to gauge student political awareness and student attitudes toward political candidates?
- How will you make the wording of the question as neutral as possible? How will you make it as simple as possible so as not to confuse the respondent?
- How many questions will you ask? The rule of thumb is usually that you should ask enough questions to get the needed information but not too much to fatigue the respondent.

Step 6: Perform the poll.

- How do you streamline what you and your team members do to make sure every respondent has a similar experience? Or are asked the questions similarly?

Step 7: Analyze the results

- What conclusions can you draw from the data?
- What patterns do you notice?
- What surprises you and why?
- Does this match with larger patterns in voter behavior?
- **This is where you would go back to answering your major RESEARCH question.**

Step 8: Sampling Error

- Where might there have been errors in your poll?
 - How can these errors be limited in the future?
 - What would you say is the margin of error?
 - Go to: <http://americanresearchgroup.com/moe.html>. This website will calculate your margin of error for you
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Group Members: _____

Due Date: 8/29/17

Category (Email presentations: aejirka@gmail.com with the title "Polling Project")	Meets Expectations	Partially Meets Expectations	Does Not Meet Expectation
Step 1: Presentation lists the demographics of Campbell High School. *Sourcing information must be visible (5 points)			
Step 2: Presentation provides the sample size that was used for the poll. (5 points)			
Step 3: Presentation explains why the sample size is big enough to produce valid and representative results for CHS. (10 points)			
Step 4: Presentation explicitly lists and explains the choice of methodology. (10 points)			
Step 5: Presentation displays polling questions. Poster explains how questions deal with bias. (25 points)			
Step 6: Presentation lists margin of error (5 points)			
Step 7: Student <u>thoroughly analyzes</u> the results of the poll by answering one the major questions asked above: C. How do Campbell High School students feel about 3 major topics of this political cycle? (Topics can include: healthcare, immigration, terrorism, gay marriage, welfare, legalization of marijuana, education reform) D. How politically aware are Campbell High School students? (E.g. to what extent are students aware of what is going on politically in the U.S.?) *Use the questions in STEP 7 as guide for your presentation. *You and your group members will present this information in class using a format of your choice (prezi, ppt youtube...) *Your presentation should be no longer than 5 minutes. You will be penalized for going over time. (40 points)			