



EXPLORATION 3

EVALUATE A SURVEY

CODE 123: RESEARCH & SYSTEMS THINKING

Objective

The purpose of this assignment is to help you become familiar with how surveys change based on their goals. A survey designed to track government level demographics looks very different from one designed to see “Which Dessert Are You?” By comparing two different survey types, you will learn to spot the difference between rigorous research and entertainment/marketing. By completing this assignment, you will gain a deeper understanding of how surveys are used in academic and popular contexts.

Instructions

Step 1: Find Two Surveys: You must select one survey from [List A](#) and one from [List B](#).

- List A (SIUE Context):** Select one of the following surveys to see how the University collects data on its graduates.
 - [Alumni Survey from 2023](#)
 - [Alumni Survey from 2022](#)
 - [Alumni Survey from 2001](#)
- List B (Broader World; Public & Popular):** Select one of the following. Note that this list contains very different types of surveys!
Government/Scientific Surveys:
 - [American Community Survey](#)
 - [California Healthy Kids Survey 2021](#)Commercial/Entertainment Surveys:
 - [Buzzfeed Quizzes](#)
 - [Michigan Customer Satisfaction Survey](#)
 - **Other:** if you prefer to choose a different survey, please get permission from Dr. Kirby beforehand.

Note: Take a screenshot of both surveys! You will need them for your ePortfolio.

Step 2: Describe the Surveys: For *each* survey, write a summary that **identifies the following:**

- **Source:** Who created this? (a University, government agency, a for-profit company?) Provide a link/citation and explain the surveys’ context (e.g., journal article, website, magazine, social media, SIUE source)

- **Purpose:** Why does this survey exist? What is the survey trying to measure or learn? (e.g., to improve campus life, to sell ads, to entertain?).
- **Target Audience:** Who is supposed to take this survey? (e.g. students, registered voters, bored people on the internet?)
- **Format:** Look closely at the question style. Do they have mostly **quantitative** questions (Multiple choice, 1-5 scales) or **qualitative** questions (open-ended text boxes)?

Step 3: Compare your two surveys and write a short reflection that addresses the following:

- How did the tone of the SIUE survey differ from the List B survey? Which one felt more “official” or ethical, and why?
- If you chose the BuzzFeed-style quiz: Critique the survey. Are the questions clear or just for fun?
- If you chose a Government survey (Like the American Community Survey): How does the survey ensure accuracy compared to a simple online poll?
- Did you spot any “leading questions” that might push people to answer a certain way? Were any questions confusing in their wording? How might these things change the results?

Submission Guidelines

- Upload your assignment on your ePortfolio by [DATE and TIME]
- Upload screenshots of the two surveys you evaluated as evidence of one of your goals for your ePortfolio contract.

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Grading Criteria

Criteria	A Proficient Exploration Will...	A Developing Exploration Will...	An Exploration Still in Need of Work...
Step 1: Surveys	Select 1 survey from List A (SIUE) and 1 survey from List B (Popular); provide source links and proper citation.	Select 2 surveys but not include a specific source.	Does not select any surveys; does not provide source links and/or citations.
Step 2: Summary	Identify and summarize all rhetorical situations (source, purpose, audience, format) surrounding each survey.	Identify and summarize 2 or 3 rhetorical situations surrounding either one or both surveys.	Does not identify or summarize rhetorical situations surrounding survey(s).
Step 3: Reflection & Analysis	Critically compare the surveys; specifically discuss ethics/science and identify question quality issues (bias, leading questions) applying course concepts.	Vaguely compare surveys; provide surface-level analysis, with little or no application of course concepts.	Does not answer prompt questions and/or does not complete reflection and analysis.
Clarity & Formatting	Present well-organized sections that clearly explain findings; demonstrate revision and effective proofreading; upload and include 2 required survey screenshots to ePortfolio.	Present disorganized sections that explain findings unclearly; demonstrate little to no revision; upload include 1 survey screenshot to ePortfolio.	Presents incomplete and unformatted work; does not engage in revision; does upload and/or include any survey screenshots to ePortfolio.