Assignment #4
Survey Research
ENG 4/574

Description
This assignment requires you to design and conduct a survey and to analyze and document the results of the survey. Due to time constraints, your survey will be brief and your sample will be small; however, your survey and your sample should be designed and selected according to the principles you have read about for class. You may choose to design your survey within the general topic that you have chosen to work with over the course of this class, or you may choose to design your survey for a different topic area altogether. This assignment will be completed over a two-week period and includes four components: design your research, conduct your research, analyze your data and document your data.

Bring your research design draft to class on Tuesday, October 17. Your design should include a research question, some background information about why you are interested in pursuing that question, and your research plan, which includes your survey’s target population and how you will sample from it; the set of questions you intend to pose in the survey; and how you will conduct the survey (Web, paper, phone, and so on). We will spend time workshopping your research design in small groups that day.

Bring your data in the form of survey results to class on Thursday, October 19 where we’ll spend time workshopping your data and engaging in preliminary analysis in small groups.

E-mail me the final report of your survey research before the beginning of class on Tuesday, October 24. The final report should include an introduction (including your research question and some background information about why you are interested in pursuing that question), a methods section (a description of exactly how you conducted the research), your findings and your analysis of those findings, and a conclusion.

Due dates
• Tuesday, October 17: Bring your research design to class.
• Thursday, October 19: Bring your survey results to class.
• Tuesday, October 24: Submit your final report via e-mail to me at gretchen.haas@mnsu.edu before the beginning of class. Please include “ENG 4/574 <your first name> <your last name> Survey Research” in the subject line.

Evaluative Criteria and Standards

Good
• In your introduction, you articulate your research question and some background information about why you are interested in pursuing that question. If possible, connect your research question to secondary sources you identified in your annotated bibliography.
• Your methods section matches up with your research question, i.e., you should demonstrate how the research you conduct is an appropriate means by which to address the question you have articulated.
• Your methods section describes, in detail, how you undertook your research and should reflect what you learned in class about this particular method.
• Your findings section includes some, but not necessarily all, of your data. The data you include here should correspond with your analysis, i.e., someone reading your findings would come to the same conclusions as you did.
• In your conclusion, you address how the research you conducted did (or did not) end up addressing the research question you posed. You also describe how you might design follow-up research to better address your question or to expand your inquiry

Average
• In your introduction, you reference your research interest and some background information about interest. You do not cite your research interest in the context of any secondary sources.
• Your methods section somewhat corresponds to your research question, i.e., the connection between your research interest and the method by which you intend to address that interest is tenuous.
• Your methods section describes how you undertook your research, but does not contain adequate detail about your method. Nor does your methods section necessarily reflect what you learned in class about this particular method.
• Your findings section includes too much or too little of your data, your findings are not well connected with your analysis, or you include your findings but engage in little analysis of them.
• In your conclusion, you minimally address how the research you conducted did (or did not) end up addressing the research question you posed. You also minimally describe how you might design follow-up research to better address your question or to expand your inquiry.

Poor
• In your introduction, you obliquely reference your research interest. You do not provide context for the reader to understand your research interest.
• Your methods section does not correspond to your research question, i.e., there appears to be little if any connection between your research question and your method.
• Your methods section does not adequately describe how you undertook your research, nor does it reflect the method as you learned about it in class.
• Your findings section includes little of your data, your findings are not connected with your analysis, and/or you neglect to include the analysis segment.
• In your conclusion, you do not address how the research you conducted did (or did not) end up addressing the research question you posed. You also do not describe how you might design follow-up research to better address your question or to expand your inquiry.