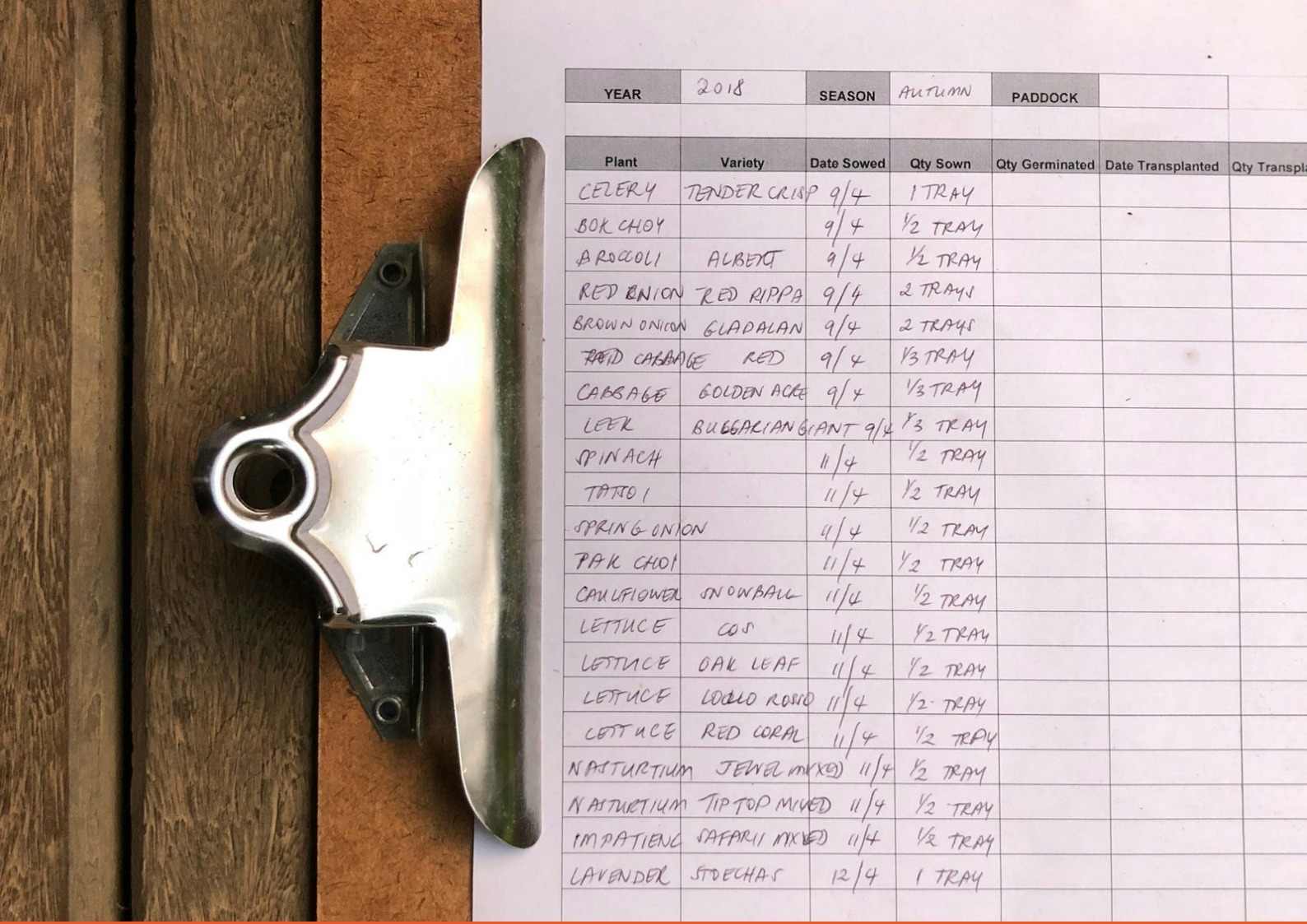




EduTrend Contents

W4C · SOCIOLOGY & PSYCHOLOGY · MIDDLE SCHOOL

Survey Scientists

Design a fair questionnaire about student life

Ages 11–14

Level: Intermediate

60 minutes

Teams of 3 · up to 30

Activity 03

Inside: activity at a glance · step-by-step session plan · facilitator notes · 3 student worksheets · assessment checklist

ACTIVITY 03 · AT A GLANCE

Survey Scientists

Teams choose a topic about student life, such as sleep, screen time or travel to school. They write a hypothesis, design closed and open questions, spot and fix biased questions, pilot the survey, collect responses from another class and analyse results.

Learning outcomes

By the end of the session students can:

- write a testable hypothesis about social behaviour;
- design clear, unbiased closed and open questions;
- collect and analyse survey data;
- evaluate sampling and ethical issues.

KEY WORDS

survey · questionnaire · hypothesis
· closed question · open question ·
bias · sample · anonymity · consent

CURRICULUM LINKS

Social sciences: research methods.
Maths: statistics and charts. PSHE:
health and well-being topics.

1**WONDER**

Why do people act
like this?

2**PREDICT**

Make a hypothesis

3**ASK OR TEST**

Survey, observe,
experiment

4**RECORD**

Collect data

5**ANALYSE**

Find patterns

6**REFLECT**

Ethics and meaning

Materials (per team)

- Question writing guide
- Examples of biased and leading questions
- Survey template
- Tally sheets or online form (school-approved)
- Worksheets 1, 2 and 3

Before the session

- Arrange a class or year group to answer surveys anonymously.
- Prepare examples of good and bad questions.
- Agree topics that are appropriate and not intrusive.
- Explain consent and anonymity to respondents.

SAFETY

Surveys must be anonymous and voluntary.
Avoid sensitive personal topics. Results are
reported as totals, never about individuals.

ACTIVITY 03 · SESSION PLAN

Step by step

The biggest learning comes from spotting biased questions in each other's drafts.

Time	What happens	Say or ask
0–10 min Hook	Show a biased question: "Don't you agree that homework is too long?"	<i>"What is wrong with this question?"</i>
10–25 min Design	Teams write a hypothesis and 6 questions.	<i>"Is each question clear and neutral?"</i>
25–35 min Pilot	Teams swap and critique drafts, then improve.	<i>"Which question could be misunderstood?"</i>
35–50 min Collect	Teams survey another group (or analyse prepared responses).	<i>"Is your sample representative?"</i>
50–60 min Analyse	Tally, calculate percentages and draw a chart; check the hypothesis.	<i>"What do the results show, and what can't they show?"</i>

CHALLENGE CARD (print or copy onto the board)

Design and run an unbiased survey to test a hypothesis about student life, and evaluate how reliable your findings are.

ACTIVITY 03 · FACILITATOR NOTES

The social science in brief

Surveys are a common method in sociology and psychology. Closed questions give data that are easy to count; open questions give richer answers that are harder to analyse. Biased or leading questions push people towards an answer and make results less valid.

A sample is the group who answer. If it is not representative of the population, results may not apply more widely. Ethical research requires informed consent, anonymity and the right to withdraw. People may also give answers they think are expected, called social desirability bias.

Common ideas to listen for

- “More questions give better data.” Short, clear surveys get better responses.
- “If most people say it, it must be true.” Samples and honesty affect results.
- “Surveys measure what people do.” They measure what people say they do.

Adapting the activity

Support

Provide a question bank to choose from and a tally template.

Stretch

Compare two groups (for example year groups) and discuss whether differences are meaningful.

WORKSHEET 1

Survey design

Name: _____

Class: _____ Date: _____

Plan your survey.

Hypothesis

Questions

Question	Open or closed?	Possible bias?
1		
2		
3		
4		
5		
6		

WORKSHEET 2

Results

Tally and chart your results.

Tally

Answer	Tally	Total	%

Chart

Draw a bar or pie chart for your key question.

WORKSHEET 3

Evaluation

How much can we trust the findings?

Was the hypothesis supported?

Sampling and bias issues

Ethical steps we took

FOR THE TEACHER

Assessment checklist

Use during the session. One sheet covers up to eight students; copy as needed.

Student	Writes unbiased questions	Analyses survey data	Evaluates sampling and ethics

Suggested codes: W = working towards · E = expected · G = greater depth

ABOUT THIS ACTIVITY

Survey Scientists is a sample activity from the EduTrend Contents W4C Sociology & Psychology programme (middle school, level: intermediate). Every activity in the programme follows the same format: a practical challenge, a clear session plan, facilitator notes and ready-to-print worksheets, so that teachers, club leaders and parents can run it without extra preparation.

Full 15-, 20- and 32-week programmes are available from EduStore at edutrend.org.

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