**AP Stat J-Term Project – Response Bias**

**The Project:** You will design and conduct an experiment to investigate the effects of response bias in surveys. You may choose the topic for your surveys, but you must design your experiment so that it can answer at least one of the following questions:

-Can the wording of a question create response bias?

-Do the characteristics of the interviewer create response bias?

-Does anonymity change the responses to sensitive questions?

**Proposal:** The proposal will be worth 20% of the grade, so don’t treat it casually. If the proposal isn¹t approved the first time, you will need to resubmit it for a reduced grade. You must attach the original proposal to any resubmissions.

In your proposal, you should:

-Describe the design of the experiment in detail, including how you will use control, blocking, and randomization. You should also discuss why you think your design is a good one.

-Include a copy of the survey questions you will use and describe how you will apply the treatments (surveys) to the subjects.

-Discuss how you will obtain your subjects (minimum sample size = 50).

-What will be your population of inference?

**The Written Report:** The written report should include the following sections (clearly labeled):

A. Introduction: What form of response bias were you investigating?

Why did you choose the topic you chose for the survey?

B. Methodology: Describe how you conducted your experiment and why you think your design was effective. Note: This section should be very similar to your proposal.

C. Results: Present the data in both tables and graphs in such a way that conclusions can be easily made. Make sure to label the graphs/tables clearly and consistently.

D. Conclusions: What conclusions can be drawn from your experiment? Be specific. Did you encounter any problems during your project? Would you do anything different if you were to repeat your experiment? What did you learn from this project?

**Poster:** The poster should completely summarize your project, yet be simple enough to be understood by a freshman. Be sure to include some pictures.

**Due dates:**

-Proposal: Tuesday 1/9

-Written Report, Poster, and Oral Presentation: Friday 1/12

-Note: All work is due at the beginning of the period, even if you are absent. Significant points will be deducted for late work (20% per day)

Miscellaneous:

-The project must be done in pairs. You will turn in one project per pair.

-The written report must be typed (single spaced 12 point font) and graphs should be done on the computer, when possible.

Examples:



