

4.6 Home and School

Conduct a survey of students and teachers from your school about their opinions on either the 'loving the rainforest to death' issue, the Kuranda Range Road upgrade or another local issue. You'll need to be very familiar with each issue to ensure you ask the right kinds of questions. Try to include at least 10 questions in your survey.

A survey tries to capture people's attitudes towards certain things. There are many ways to capture this data. Try the following two data collection methods:

The Lickert Scale

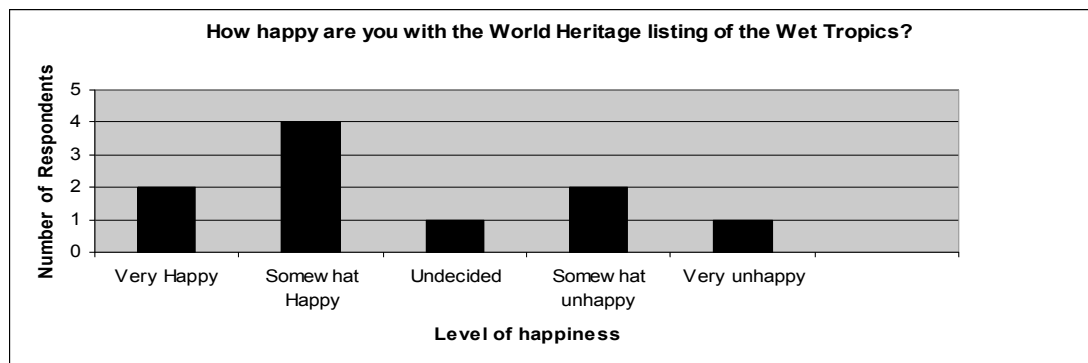
This type of question allows you to use a bit of maths to gauge people's opinions.

Example Question: How happy are you with World Heritage listing of the Wet Tropics?

Answer: Please circle the comment which most applies to you:

(1) Very Happy (2) Somewhat Happy (3) Undecided (4) Somewhat Unhappy (5) Very Unhappy
(Each category is given a numerical score, eg. somewhat happy = 2)

This information can then be graphed to show people's attitudes, as in the example below.



Or you can average out the data using the numerical scores to work out the most common attitude.

Open Questions

This type of question allows people to really express themselves in depth.

Example Question: How happy are you with the World Heritage listing of the Wet Tropics?

Respondent's Answer: I think it's a very good thing for the region. It makes sure that the animals are safe, but at the same time, it turns our area into a bit of a tourist attraction. I'm not sure I like all the rules, but overall I'm happy!