

Many factors must be taken into account when collecting data. The categories that we focus on in Math 9 include:

**Cost – Time – Timing – Ethics - Cultural Sensitivity – Privacy - Use of Language - Bias**

Each of the situations below highlights at least one of the above factors. Your task is to **identify the important factors and decide how to improve the data collection.**

1A) For your statistics project, you want to find out about whether students text their friends more or less often than they talk to them face to face. You don't want to miss anyone, so you plan to survey all 1200 student in the school.

2A) Freema read that Canada is a country of immigrants. Freema decided to make an anonymous survey asking which country each student's ancestors originally immigrated from.

3A) To find out how the student council campaign is coming along, you decide to poll students. In order to get unbiased information and not have timing impact your results, you hire a team of professional statisticians to interview every homeroom at the same time.

4A) Jane is setting up a business. She puts together an online survey for her customers that will help her find out which products she should stock. To help cover her costs, she sells the information that she has collected from the surveys to a marketing company.

5A) Bo keeps hearing about obesity in the news and wonders how widespread it is in his school. He decides to set up a scale in the school hallway and ask volunteers to weigh themselves and contribute to his research.

6A) The film club is putting on a series of after-school movie showings. Sauguet is unhappy with the cost and makes a survey that reads "Don't you think the price of this movie is too high?"

7A) Raj has heard that the Conservative Party have recently won two by-elections. To figure out whether support for the Conservative Party is on the rise, Raj decides to go door to door in his Victoria neighbourhood of Fernwood. He plans to hand out an anonymous, private survey about who people voted for in the last election and who they plan to vote for in the next election.

8A) Ron says that the need for winter tires is increasing because when he conducted his survey in February there was 3 times as much demand as when the same survey was conducted in August.

