

The purpose of the survey is to gather information about _____



Step 1: Formulate Questions

Develop a set of 5 to 10 clear, multiple-choice questions about the topic. Answers that provide a range of 3 to 5 options from "Strongly disagree" to "Strongly agree" are often the easiest to total and compare. Sample questions:

- *The most important human rights issue in Canada today is:*
 equal job opportunities *the elimination of racism* *the elimination of poverty*
- *Citizens in Canada should be doing more to support human rights.*
 Strongly agree *Agree* *Disagree*

Design an answer form that allows you to record all the answers to your questions.



Remember that it is harder to interpret answers from open-ended questions. If you wish, include only one open question at the end of your survey (e.g., *What do you think is the most important thing Canadians can do to support human rights?*).

Step 2: Gather and Record Data

Develop a system for recording your answers, and interview a minimum of 20 people. Try to have a variety of cultural backgrounds and ages represented in your sample. Do not influence the answers. Ask the respondents to fill out the answer form, or record all the answers yourself. (This permits telephone interviews as well.)

Step 3: Analyze Data

Prepare a chart that allows you to calculate the total responses in each category for each question. Compare and analyze the totals. Describe the general patterns you have observed, and ask yourself what these data tell you (e.g., *Many of the younger respondents said they believed Canadians were not committed enough to supporting human rights. This may be because, in Canada, citizens tend to believe that we do not have any real human rights issues. Or it may indicate that Canadians feel there is a need to become more active in promoting universal human rights through awareness programs and citizen action programs.*).

Step 4: Present and Reflect on Data

Prepare a report, including a visual summary in the form of a graph or a chart. Include your own reflections and theories to share with others. You may also wish to include some recommendations for an action plan to address concerns you have noticed.

