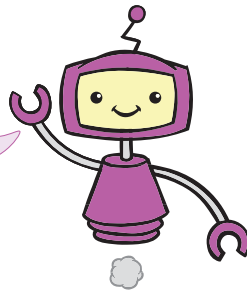


A chocolate survey

In the learning object, you helped Peter design a survey all about how people spend their spare time, but do you know what's more interesting? Chocolate! The most important food group in the universe! Let's learn more about designing and answering survey questions.



LINKS TO:

Stage 3, Module 2

Learning Object 2: *My entertainment survey*

PRIOR LEARNING:

Stage 1

Module 5 Work Sheet 1: *Questions to ask*

Module 7 Work Sheet 7: *My favourite thing*

Stage 2

Module 13 Work Sheet 1: *Bittersweet chocolate*

Work Sheet 2: *A lightbulb moment*

Module 14 Work Sheet 3: *Survey says ...*

1 What type of survey?

Data

When conducting a survey, you can collect two types of information: qualitative and quantitative data.

Qualitative data is collected by asking open questions. It is data that usually cannot be collated into figures.

➔ For example:

Seberapa sehatkah Anda?
How healthy are you?

Quantitative data is based on numerical or statistical information, and can be collected in a survey by asking closed questions.

➔ For example:

Apakah Anda suka licorice?
Do you like licorice?

2 Asking closed questions

Types of questions

In Learning Object 2, *My entertainment survey*, you learnt about three different types of survey questions you can use when collecting quantitative data:

- **Multiple-choice questions** ask the respondent to choose an appropriate answer from the options given
- **Yes/no questions** ask the respondent to choose a simple 'yes' or 'no' answer
- **Like/hate questions** ask the respondent to choose an answer from a scale of responses (for example, from 'strongly agree' to 'strongly disagree').

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In Stage 1, Module 2, you learnt about how to form a closed question in Indonesian. Basically, you have to put the question word *Apakah* before a statement, and use a rising intonation.

➤ For example:

Statement: *Semua orang bisa melihat profil Anda di internet.*

Question: *Apakah semua orang bisa melihat profil Anda di internet?*

Can anyone view your online profile?

Statement: *Anda bisa makan cabai.*

Question: *Apakah Anda bisa makan cabai?*

Can you eat chilli?

Sometimes, *Apakah* is abbreviated to *Apa*.

➤ For example:

Apakah ada akses internet di mana-mana di Indonesia?

Apa ada akses internet di mana-mana di Indonesia?

Is there internet access everywhere in Indonesia?

Notice, however, that the abbreviated form *Apa* has to be placed at the beginning of the statement to form a closed question.

Sometimes, there is no marker in front of the statement at all, but the rising intonation when the question is spoken serves to indicate that it is a question.

➤ For example:

Anda tinggal di sini?

Do you live here?

Exercises

Exercise 1

Zak decided to design a survey in order to find out more about how people feel about chocolate, and their chocolate-eating habits!

To convince people to participate, he offers them a bar of chocolate once they complete the survey. With this approach, he collects data from 30 participants and is ready to write up his results.

Unfortunately, it seems Zak was not very careful in his record-keeping. He has records of all the answers people provided in response to his survey, but has lost his copy of the questions he asked.

Help Zak reconstruct his survey by writing questions using the answers as a guide.

1.1 Multiple choice questions

Use the multiple choice answers below to write three multiple choice questions, in Indonesian, using the answers options as a guide.

➤ For example:

Berapa sering Anda makan coklat?

- Lebih dari sekali sehari*
- Sekali sehari*
- Sekali seminggu*
- Sekali sebulan*
- Tidak pernah*

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Question one: _____

- Cokelat susu
- Cokelat pahit
- Cokelat putih
- Rum raisin
- Kue cokelat

Question two: _____

- Cokelat bubuk
- Susu
- Gula
- Mentega
- Cinta

Question three: _____

- di Perancis
- di Jepang
- di Cina
- di Indonesia
- di Planet Mars

1.2 Compose three 'yes/no' questions, in Indonesian, for Zak's chocolate survey, using the answers he has saved as a guide.

Question four: _____

Tidak, saya tidak pernah makan cokelat dalam kegelapan.

Question five: _____

Tidak, ibu saya bilang bahwa saya tidak boleh makan cokelat untuk sarapan.

Question six: _____

Ya, saya percaya kalau cokelat itu adalah makanan sehat.

1.3 Compose three like/hate questions, in Indonesian, for Zak's chocolate survey, based on the responses he has collected.

When asking these questions, Zak asked people to indicate a score from 1 to 5 where 1 means *Beurk!* *Saya tidak memerlukannya* and 5 means *Saya tidak bisa hidup tanpanya!*

Question seven: _____

Saya sangat suka cokelat organik.

Question eight: _____

Saya belum pernah mencoba cokelat yang didagangkan dengan adil. Apakah ada bedanya dengan cokelat biasa?

Question nine: _____

Saya tidak kenal robot lainnya, apalagi yang suka makan cokelat.

1.4 The first nine questions in Zak's chocolate survey helped him collect quantitative data about chocolate, but Zak would also like to collect some qualitative data. Zak has saved Peter's answers, but again he has lost his questions. Read his response below.

Write the three questions Zak probably asked about chocolate to get qualitative data, using the answers Peter gave as a guide.

Question ten: _____

Ingatan saya yang paling dini mengenai makan cokelat adalah ketika saya masih di taman kanak-kanak, waktu Kelinci Paskah datang berkunjung. Kami semua harus mencari telur Paskah dan yang saya dapatkan adalah sebuah telur yang terbuat dari cokelat, tapi telur itu adalah telur cokelat terbesar yang pernah ada.

Question eleven: _____

Saya merasa gembira kalau makan cokelat. Saya melihat makan cokelat sebagai sesuatu yang membahagisakan, barangkali karena saya sering makan kue cokelat di pesta.

Question twelve: _____

Resep cokelat favorit saya adalah resep untuk dadar gulung cokelat. Saya bisa membuat saus cokelat terenak di dunia untuk dadar gulung itu.

Exercise 2

Zak has been surveying people using the questions you designed, and has come up with the following survey results.

Q1: A = 10, B = 6, C = 8, D = 1, E = 5

Q2: A = 3, B = 2, C = 12, D = 6, E = 7

Q3: A = 15, B = 8, C = 5, D = 2, E = 0

Q4: yes = 70 per cent, no = 30 per cent

Q5: yes = 25 per cent, no = 75 per cent

Q6: yes = 48 per cent, no = 52 per cent

Q7: 1=2, 2=3, 3=10, 4=15, 5=0

Q8: 1=0, 2=6, 3=13, 4=8, 5=3

Q9: 1=12, 2=10, 3=5, 4=0, 5=3

Use the quantitative results above to write a summary, in Indonesian, of the results of the survey.

The survey results may be a little strange. Perhaps you would like to speculate on why one of the outcomes of the survey seems unusual.

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