

Channel Surfing

You need: a computer

ACTIVITY

Joanna tells Rose about her survey of TV viewing habits.



60 percent of New Zealanders watch TV2 between 6 p.m. and 7 p.m. each night.



1. Who is more likely to be correct, Joanna or Rose? Explain your answer.
2.
 - a. What group of people do you think Joanna surveyed?
 - b. Do you think it would make a difference if she surveyed people from other age groups?
3.
 - a. Design a survey to prove or disprove Joanna's statement. Include a number of other questions about people's viewing habits, for example, about channel surfing, time spent watching, types of programme watched, and the number of television sets in the home.
 - b. Decide who you will survey and how you will carry out the survey (for example, by interview, phone, email, or written questionnaire).
 - c. Collect your data, enter it into a spreadsheet, and display it in a graph that clearly shows its main features.
 - d. What does your survey show? Make a list of the key points.
4. What people could use this kind of data? How could they use it?
5. Why is Joanna's kind of survey not much use?



I know I'm right because I asked all the people in my house last night.

