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J 494 Research Project

- 1) Data set of 15 responses
- 2) My sampling method is a convenience sample. This sample was most appropriate for collecting information about my target demographic and was the quickest, easiest way to collect data. It also allowed me to collect a small sample size.
- 3) (Q2): All 15 participants answered yes, so descriptive stats don't mean anything here.
  - (Q8\_1) How often do you enjoy a frozen treat? Mean: 3.12 Variance: .53 Standard Deviation: .73 Median: 4
  - (Q10) Descriptive statistics can't be provided for this nominal question because the answers are choosing between frozen yogurt and ice cream. However, 64% of respondents chose ice cream and 36% chose frozen yogurt.
  - (Q17\_1-10) Respondents rate themselves on a five-point scale of 11 different qualities. (Not at all like me- Just like me)
    - *Indecisive* Mean: 3.12 Median: 2 Standard Deviation: 1.24
    - *Detail Oriented*: Mean: 3.56 Median: 3 Standard Deviation: 1.08
    - *Fidgety*: Mean: 2.76 Median: 3 Standard Deviation: 1.13
    - *Distracted*: Mean: 3.24 Median: 3 Standard Deviation: .97
    - *Organized*: Mean: 3.36 Median: 4 Standard Deviation: .91
    - *Loud*: Mean: 3.04 Median: 4 Standard Deviation: 1.14
    - *Energized*: Mean: 3.56 Median: 4 Standard Deviation: .87
    - *Calm*: Mean: 3.08 Median: 1 Standard Deviation: 1.00
    - *Productive*: Mean: 3.60 Median: 4 Standard Deviation: .76
    - *Timely*: Mean: 3.60 Median: 3 Standard Deviation: 1.15
    - *Independent*: Mean: 4.16 Median: 4 Standard Deviation: .75
  - (Q18\_1) Five point scale of how often the respondents do physical activity. (Never-Very often) Mean: 3.76 Median 5 Standard Deviation: 1.05
  - (Q21) Five-point scale of how often the respondents are late to commitments. (Never-Always) Mean: 2.29 Median: 2: Standard Variation: 1
  - (Q11) How many flavors of your frozen treat do you choose? Mean: 1.76 Median: 2 Standard Deviation: .60
  - (Q12) Nominal yes or no question. 72% said yes they like toppings on their frozen treat and 28% said no.

- (Q13\_1-9) Rate the following toppings of how often you get them on a five-point scale (Never-Always).
    - *Sprinkles* Mean: 1.84 Median: 2 Standard Deviation: 1.18
    - *M&M'S* Mean: 2.08 Median: 5 Standard Deviation: 1.19
    - *Hot Fudge* Mean: 2.72 Median: 3 Standard Deviation: 1.04
    - *Gummy Candy*: Mean: 2.32 Median: 2 Standard Deviation: 1.28
    - *Anything Chocolate*: Mean: 3.21 Median: 5 Standard Deviation: 1.18
    - *Fruit*: Mean: 2.92 Median: 3 Standard Deviation: 1.35
    - *Cookie Dough*: Mean: 2.64 Median: 2 Standard Deviation: 1.22
    - *Oreo*: Mean: 2.8 Median: 4 Standard Deviation: 1.19
    - *Nuts*: Mean: 2.08 Median: 3 Standard Deviation: 1.15
  - (Q14) Nominal, multiple-choice question about how many toppings respondents put on their frozen treat. Mean: 1.96 Median: 3 Standard Deviation: .62
  - (Q15) Yes or No question. Do you get the same type of frozen treat every time? 20% said yes 80% said no
  - (Q20\_1-5) Rank order scale (1-5) putting different aspects about frozen yogurt in the order in which they prefer.
    - *DIY* Mean: 3.20 Median: 1 Standard Deviation: 1.7
    - *Various Toppings* Mean: 3.38 Median: 5 Standard Deviation: 1.32
    - *Healthy* Mean: 3.05 Median: 4 Standard Deviation: 1.24
    - *Multiple Flavors*: Mean: 3.39 Median: 3 Standard Deviation: 1.12
    - *Texture/Consistency*: Mean: 2.52 Median: 2 Standard Deviation: 1.38
  - (Q5) Demographic Question. 5 male, 10 female.
  - (Q6) Demographic Question: 13 data sets are between the ages of 18-24, one is between ages 25-30, and one is over 30.
    - Descriptive statistics don't offer much for demographic questions; however, I can use this information to try and find a correlation between age/gender and another variable.
- 4) Of my 15 datasets, 5 were male and 10 were female. 13 data sets are between the ages of 18-24, one is between ages 25-30, and one is over 30. My target demographic was a college student to try and find a correlation between choice of frozen treat and indecisive/distractedness. However, I posted my survey on Facebook, which targets people who are most likely my friend or in a group that share similar qualities. My professor also completed my survey that could make up the one data set between the ages 25-30 or over 30. Correlations could be drawn about gender because the majority of my respondents were female. Another correlation could be made about the respondents ages 18-24. However,

- due to how small my sample size is, my correlations cannot support information about the overall population or over a specific demographic in general.
- 5) My first correlation was between gender (Q5) and the indecisive quality (Q17\_1). I found a positive correlation of 0.665. My sample size is too small to make the assumption that females are more indecisive than men, but this is true of my sample set. We know this because of the 15 datasets, 10 were female. I chose these two variables to correlate, because I think it's an existing stigma that women are more indecisive than men and I wanted to see if that was true from my survey. The second correlation I ran was between gender (Q5) and if that person gets the same frozen treat each time (Q15). The correlation was 0.139, which is not a good correlation, proving that gender has nothing to do with getting the same time of frozen treat each time. I ran the second correlation to see if there is a recurring link between gender and frozen treat selection. Due to my data set not having an equal amount of male surveys with the female surveys, I cannot prove my correlations to be true of a whole demographic. Additionally, the data set is simply too small.
  - 6) My survey was conducted to find a correlation between indecisiveness and choice of frozen treat. The first conclusion I can draw is that the correlations I am trying to find are too broad. It is merely impossible to make assumptions about the entire population. I realized that I should have asked questions to cater towards my target demographic of college students 18-22. I was able to make several conclusions from my data set, although my data set is too small to prove any correlations. I analyzed the Mean's from specific questions to see if they correlated with what I was trying to find. For example, 60% of my respondents said they choose between 1-2 toppings for their frozen treat, but the means of which toppings and how often they choose them portray that they often get more than one topping. If I ordered my questions differently, I think I would have collected a different set of answers. I asked my respondents if they get the same type of frozen treat every time and 80% said no. Because my respondents get something different every time, their answers could fluctuate depending on the time or the season that they take my survey. I can also conclude that the order, length and structure of questions influence how people answer each question. I initially wanted to find a correlation between people ages 18-22 and the link between indecisiveness through their frozen yogurt combinations. What I realized is that this limits a whole other array of variables that factor into this such as season, time of day, gender, cravings. Prior to creating a survey, I should have listed out all other possible explanations. The correlations that I ran eliminate men from the equation. The biggest limitation of correlational research is proving this correlation to be true of an entire demographic, simply because my data set was too small. I also bumped into the problem of analyzing incomplete surveys.

However, if I surveyed a specific demographic and each respondent answered each question, then assumptions could be made about the correlations found from those data sets. In this case, using a survey saves time and resources. This survey in specific would be better to use for an experiment where respondents are able to prove or disprove their indecisiveness in relation to frozen treats. This is yet another conclusion I can draw about my survey. Overall, my survey wasn't a complete fail, but there are several things that would be different if I ran it again.