

Honor's Option Contract:

American Government



Georgia Highlands College

Abstract

Polling techniques shape the way that we visualize and analyze data from polls done throughout society. By participating in the act of gathering data through this method, this study aims to thoroughly investigate results of strategically organized polling to analyze how data can be skewed in one direction or the other based on several different factors. These factors can be broken down into demographics including, but not limited to, age, ethnicity, gender, political party, and financial status. One can speculate that a poll done to decipher how many people would be willing to allocate more tax money into programs helping those in financial need would have more of a supportive result if those who were asked stood mostly in a lower tax bracket based on income. The opposite could be said if the majority of those polled were in a higher tax bracket based on income. In current society, we see polls being done left and right all-over social media, school campuses, and pretty much anywhere you go. By trying different approaches, such as, but not limited to, asking leading questions first or starting with a non-biased question first, this study can further analyze how we can make polls more accurate, lessen their bias, how to integrate that knowledge into why people stir bias into their polls, and digress into why certain people answer certain questions in a specific way.

Honors Program Inclusion

This study will further integrate the course topics into a more in-depth curriculum. It engages me as a student further by allowing me to take this subject to a deeper caliber. I will be leading the research study by creating a team to go out and test these different polling techniques in the same areas to be able to compare and contrast the findings. This also creates a more rigorous curriculum by having me dive deeper into subjects covered in class lecture. The ethical issues behind this will also create an environment for more critical thinking and give me a chance to practice organizing data collected personally into different forms of data analysis. Polling techniques are briefly touched on in class, but with this project, I can further digress into underlying cultural issues concerning this. Lastly, this material can also be presented to the class at the end of the semester to share my findings.