Name:_____   Date:_____

Campaign Creation Brainstorm

Instructions:

 In teams, work together to fill in the information in this handout. You will be deciding, as a class, what information will be used in your class campaign during each round.

Round 1: Topic
This is a hobby, area of interest, or place or process that you want to know more about.

Team Ideas of Topics:

_____

_____

_____

_____

Class Decided Topic:

_____

Round 2: Research Question
This is the main question you want to answer about the topic and will be the focus of the Campaign.

 NOTE: *You should NOT be able to simply search the Internet to find the answer to this question; data collection is required.*

Team Research Questions:

_____

_____

_____

_____

Class Decided Research Question:

_____

Name: _____   Date: _____

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Round 3: Types of Data and Trigger
Think about the kind of data you need to collect to answer your Research Question.
The trigger signals when it is time to collect this data.

Team Types of Data with Triggers:

_____

_____

_____

_____

Class Decided Types of Data:

_____

Class Decided Trigger:

_____

Round 4: Survey Questions
These are questions you would ask to gather information about your data and the variables.
Also, identify the question type (e.g., single choice, text, etc.).

Team Survey Questions:

1. _____

2. _____

3. _____

4. _____

Class Decided Survey Questions:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

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7. _____

8. _____

9. _____

10. _____

Round 5: Statistical Questions
These are some interesting questions you might want to answer about the research topic.

REMINDER: In her 2021 paper, What Makes a Good Statistical Question, Dr. Pip Arnold identified the following as features of a good statistical question:

1. *The variable(s) of interest is/are clear*
2. *The group or population we are interested in is clear*
3. *The question can be answered with data*
4. *The question asks about the whole group, not an individual*
5. *The intention is clear (e.g., summary, comparison, association, time series)*
6. *The question is one that is worth investigating, is interesting, and has a purpose*

Team Statistical Questions:

1. _____

2. _____

3. _____