Lab 9: People's Park Survey

In answering the following questions, it will be helpful to consult

1. the email from Chancellor Christ,
2. slide describing the background and methodology, and
3. the original questionnaire.

Part I: Survey Goals and Design

Based on your interpretation of these documents, address the following questions.

1. What was the goal(s) of the Chancellor's office ing commissioning this survey?

2. What is the population that they are interested in making inferences about?

3. *Describe two parameters that the Chancellor's office is trying to estimate using the survey data.

4. What was initial sample size of students selected to take the survey? What was the final sample size that actually did? What was the response rate?

5. *Under what type of scenario would this response rate lead to results that we could not generalize from the sample to the population? Be specific.

6. Consider the type of data collected in question 8, which is measured using the Likert Scale. Review the Wikipedia article on the Likert Scale (particularly the Scoring and Analysis section) to determine: Where does this type of data falls in the Data Taxonomy?

7. Sketch a data frame of what the first 5 rows of the data frame might look like that contains the responses from the first 5 students. Include columns showing what the data might look like that comes out of questions 1, 7, and 8. Note that in the data set, the data values are all translated from words into numbers. Speculate as to how this translation is done.

Part II: Descriptive Analysis

8. *Sketch a plot of what the data might look like that is generated by each of the following survey questions.
   - Question 9
   - Question 10
   - Question 18 and 21 (showing the change before and after the information)

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