

Square eyes?



You've probably got a television at home. Maybe two? But how much TV do you watch? And how has TV watching changed over the years? The surveys below look at some of these issues. You can use them to develop your own personal survey. Do not just copy the examples here. But first... some advice about creating good surveys.

What are you trying to find out?

These questions are typical of the questions people might ask. They may give you some ideas for questions of your own.

- How many hours of television does a typical teenager watch during the week?
- Do boys watch the same amount of television as girls?
- Do people with cable TV watch the same amount of television as people who do not have cable?
- When, during the day, do most people watch television?
- How many households have, and use, a video recorder? A DVD player?
- What television did my grandparents watch? When did they get their first television set?

What data do you need to answer your question?

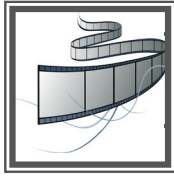
You are going to do a survey - but what questions should you ask?

How many people will you need to ask?

What information about the people do you need to collect? Their age? Their gender (male or female)?

How will you analyse the data and communicate your findings?

If you want to draw graphs and charts you will need data with numbers and scores. Do your questions ask for numbers or words?



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Survey ideas

Survey 1: Televisions in homes

Television set	Screen size	Colour or black and white	Other TV/AV equipment
Phillips Ambilight	46"	Colour	Cable TV/Sky TV
Panasonic	32"	Colour	Video Recorder
Bush	21"	Black and white	DVD player

Survey 2: Television programmes

Person	Always watches	Sometimes watches	Never watches	Approx hours per week viewing
Richard	Heroes	Top gear	Emmerdale	6
Andrew	Murder she wrote	Neighbours	My family	15
Christina	Home and away	Coronation street	The F word	20
Ian	The apprentice	Paul Merton in China	Hollyoaks	5
Gareth	The gadget show	A question of sport	Desperate housewives	10
Andrea	60 minute makeover	Jeremy Kyle	Paul O'Grady show	18

Survey 3: Changes in television habits

Questions	Answers
Name?	Richard
Age?	26
When did you have your first television at home?	Always had one
What was it like?	Portable black and white
How long did you spend watching it each day?	Four hours a day
What were your favourite programmes at first?	Art Attack
What programmes or reports can you remember most clearly?	BBC evening news