Type your Name Here

American Intercontinental University

BUSN311 – Quantitative Methods and Analysis

Date of Submission

**Abstract**

This is a single paragraph, no indentation is required. The next page will be an abstract; “a brief, comprehensive summary of the contents of the article; it allows the readers to survey the contents of an article quickly” (Publication Manual, 2010). The length of this abstract should be 35-50 words (2-3 sentences). NOTE: the abstract must be on page 2 and the body of the paper will begin on page 3.

**Unit 3 Individual Project**

**Introduction**

Remember to always indent the first line of a paragraph (use the tab key). The introduction should be short (2-3 sentences). The margins, font size, spacing, and font type (italics or plain) are set in APA format. While you may change the names of the headings and subheadings, do not change the font or style of font.

**Entertainment survey from Newsstand (Proquest)**

Using a newspaper article from the AIU library’s full-text database: Newsstand (ProQuest), create a lecture (with citations) which includes the following: Describe an entertainment poll or survey. Analyze the number of people who participated in the sample compared to the number in the population. Most news articles will not provide information on the number of people surveyed. In this case critique the validity of the results. (Be sure to cite the article which must be from Newsstand -ProQuest) Here is a [Research Guide](https://mycampus.aiu-online.com/Library/CourseGuides/5/Tutorials/BUSN311Unit3IPGuide.pdf). (in classroom)

Discuss how the results of the survey can be used to tell a story or support an idea of the sponsoring company or media group. EXPLAIN IN YOUR OWN WORDS. **This section is worth 30 points and it is all words. 15 points for Description of Survey; 5 points for Sample Size Analysis; 10 points for Business Application. No Excel required.**

**Political survey (from Gallup or Pew Research)**

Using polls from one of the following sources**:** <http://people-press.org/question-search/> or <http://www.gallup.com/Home.aspx> Describe a political poll or survey. Analyze the number of people who participated in the sample compared to the number in the population. Discuss how the results of the survey can be used to tell a story or support an idea of the sponsoring company or media group. EXPLAIN IN YOUR OWN WORDS.

**This section is worth 30 points and it is all words. 15 points for Description of Survey; 5 points for Sample Size Analysis; 10 points for Business Application. No Excel required.**

**General survey (from Gallup or Pew Research)**

Using polls from one of the following sources:<http://people-press.org/question-search/> or <http://www.gallup.com/Home.aspx> Describe a general opinion poll or survey. Analyze the number of people who participated in the sample compared to the number in the population. Discuss how the results of the survey can be used to tell a story or support an idea of the sponsoring company or media group. EXPLAIN IN YOUR OWN WORDS.

**This section is worth 30 points and it is all words. 15 points for Description of Survey; 5 points for Sample Size Analysis; 10 points for Business Application. No Excel required.**

**Overview**

Consider the three surveys presented. Using the knowledge you learned from the textbook, compare and contrast the sample sizes in each of the three surveys mentioned in the post and determine if the samples sizes are appropriate. In your opinion, which appears to be the most valid? (Cite and reference the textbook) This section of the paper will be 2-3 pages in length and each survey or poll described MUST come from AIU Library’s Newsstand- ProQuest Database and Pew Research Center or Gallup. Please do not use quotes or copy definitions. You will not receive credit for understanding the materials if you use the words of others. Keep in mind that since you did research and you have citations in the body of the post, you must also place a reference list at the end containing the textbook and the articles cited.

**This section is worth 30 points and it is all words- RESEARCH REQUIRED. No Excel required.**

**NOTE: these 4 sections are all worth about the same amount of points and as such- they should be comprised of a comparable amount of content, analysis & research. The total length of the 4 sections above should have been 2-3 pages which would mean at least ½ to ¾ of a page for each heading**

**Application: copy of survey**

Create your own 3 question Entertainment using the FREE version of this survey program. Secure a minimum of 20 responses. Your survey respondents may be friends, family or classmates. (NOTE: The small sample size was chosen for convenience and as you know is not a valid sample. The goal is for you to create, deploy and analyze a simple survey.) Include a copy of your survey. Don’t copy someone else’s survey. Write your own

**This section is worth 10 points and it is all words. No Excel required.**

**Application: Results - Chart 1**

Create Excel charts of your results and describe those charts in words. (You will receive no credit for charts that are copied from the survey software.) Provide charts of your results and describe those charts in words. **This section is worth 15 points. Excel required.**

**Application: Results - Chart 2**

Create Excel charts of your results and describe those charts in words. (You will receive no credit for charts that are copied from the survey software.) Provide charts of your results and describe those charts in words. **This section is worth 15 points. Excel required.**

**Application: Results - Chart 3**

Create Excel charts of your results and describe those charts in words. (You will receive no credit for charts that are copied from the survey software.) Provide charts of your results and describe those charts in words. **This section is worth 15 points. Excel required.**

**Application: Surveys and Business**

Explain how the results of your survey can be used by a media group or company. This section of the paper will contain 1 page of text and 3 charts. EXPLAIN IN YOUR OWN WORDS. **This section is worth 25 points and it is all words. No Excel required.**

**Conclusion**

Add some concluding remarks-can be a sentence or two.

**References**

NOTE: The reference list starts on a new page after your conclusion.

See AIU APA Guide for more information

**eBook - AIU Course Textbook**

Author, A. A. (Year). *Title of book in italics.* City, State Abbreviation: Publisher Name.

Retrieved from <http://wow.coursesmart.com/>

**M.U.S.E. Materials**

American InterContinental University. (Year). *Unit title: Presentation title* [Multimedia

presentation]. Retrieved from American InterContinental University Virtual Campus,

Course Code-Session Number-Section Number: https://mycampus.aiu-online.com/

**intellipath**

American InterContinental University. (Year). *Unit title: Presentation title* [intellipath].

Retrieved from American InterContinental University Virtual Campus, Course

Code-Session Number-Section Number: https://mycampus.aiu-online.com/

**Journal Article – Retrieved from Library Database – with DOI**

Author last name, A. A. (Year). Title or article. *Title of Journal in Italics, Volume Number*

*in Italics* (Issue Number if Available), Pages. doi:

**Journal Article – Retrieved from Library Database – No DOI**

Author last name, A. A. (Year). Title or article. *Title of Journal in Italics, Volume Number*

*in Italics*(Issue Number if Available), Pages. Retrieved from URL of journal homepage

**Journal Article – Retrieved from Web**

Author last name, A. A. (Year). Title or article. *Title of Journal in Italics, Volume Number*

*in Italics*(Issue Number if Available), Pages. Retrieved from URL

**Website Article – Author Listed**

Author last name, A. A. (Year, Month Day). Title of article. *Title of Website in Italics*. Retrieved

from URL

**Website Article – No Author Listed**

Title or article. (Year). *Title of Website in Italics.* Retrieved from URL