

Critique the method

Read The Riverbend Record. Every number in it is correct — nobody has miscounted and nothing is made up. The problem is in how the data was collected.

	Ask this	Because
1	Who was asked?	Were they the kind of people who would say yes anyway?
2	How many were asked?	Enough to speak for the group in the headline?
3	What was left out?	What did they find out and not tell you?

There are exactly three faults. One thing in the article is done perfectly well, and finding that is question 7.

SF
1

How many Preps did the Spinner Stall team ask? _____

SF
2

How many Preps were at Games Day altogether? _____ How many students are there at Riverbend? _____

CF
3

FAULT 1 — WHO WAS ASKED. Where were the Preps standing when they were asked? Why does that make a difference to the answer?

CF
4

The article says 92% said it was fun. The maths class counted 16 out of 20, which is 80%. Both are true and nobody miscounted. Explain how that is possible.

CF
5

FAULT 2 — HOW MANY. The headline is about "Riverbend students". Is 12 Preps enough to say that? Write a headline the survey would actually support.

CF
6

FAULT 3 — WHAT WAS LEFT OUT. The team say they asked about the Treasure Bag too. Where are those answers, and why does leaving them out change the story?

CF
7

One thing in this article is done perfectly well. Find it and explain why it is fine.

8. Rewrite it honestly

Rewrite the first two paragraphs so they are honest. You may NOT change any of the numbers — 11, 12 and 92% all have to stay. Change what is claimed, not what was counted.

CU
9

Write three instructions the team should follow if they run this survey again next year, so the result could be trusted.

Exit ticket

A claim from the back of a cereal packet.

CRUNCHY FLAKES — the nation's favourite! 4 out of 5 kids told us Crunchy Flakes is the best breakfast there is. (Survey carried out at the Crunchy Flakes factory open day.)

Which of the three faults is this? Name it, and say what it does to the claim.
