AS Level June 2018: TV treats.

People often eat snack foods, such as crisps, nuts and chocolate whilst watching TV. It may be that the more TV that is watched, the more snack foods are eaten.

Explain how you would conduct a study using the correlation technique to investigate if there is a relationship between the amount of TV watched and snack foods eaten. Justify your decisions as part of your explanation. You must refer to:

* how the participants would be obtained
* how data for each of the measured variables would be obtained
* the control of at least one extraneous variable.

You should use your own experience of practical activities to inform your response.

Model Answer

* I would obtain my participants by using an opportunity sampling method.
* I would do this by locating myself in the dining hall during lunch hour and ask the first 50 people to enter to take part by completing a quick questionnaire into eating habits.
* Using an opportunity sampling method will be very convenient as itis the easiest, cheapest method of sampling. It is simply about making use of the people who are readily available in dining hall and willing to participate in my research.
* When I conducted a correlation into sleep and dreaming, I used a volunteer sample, however having to wait for people to volunteer took a long time to obtain, for this reason I believe an opportunity sample would be best for this research as I also want 50 participants which will be quicker to gather.
* To get data for each variable, I will use the self-report method (questionnaire).
* There will be a variety of questions, including a question on TV watched in hours per week (variable 1). For variable 2 I will ask, how much of the snack foods do you eat per week and give the options of chocolate bars, packets of crisp, bags of sweets, packets of nuts etc., which I can tally to get a total score of snack food items for each P.
* These questions will gather quantitative data for each variable which will allow me to easily correlate the two to look for a relationship between TV and snack food when plotted on a scatter graph and using the Spearman's Rho stats test.
* When I did a correlation on sleep and dreaming, I asked Ps open questions on sleep and dreaming habits. To make this research more objective, I will ask closed questions to gather quantitative data on the # of hours of TV viewed and snack food consumed.
* To stop Ps displaying demand characteristics (guessing the aim of my research), my questionnaire will have a mixture of questions
* Such as asking about the amount of exercise done and veggies eaten per week.
* This should stop the Ps from guessing my aim (looking at the correlation between TV viewed and snack food eaten) and prevent those demand characteristics taking place.
* When I did my research into sleep and dreaming, because the Ps had volunteered, were unconsciously giving me with answers to match my aim, reducing validity. Here I will be less specific about my aims and use the filler questions to prevent them from guessing the aim.