

- “What challenges did you face in completing the assignment? How did you address them?”

After collecting our data we ran into some problems. From each parent we collected information regarding their child including their weight, height, age, and average amount of T.V. watched per day. We then went to compute our data into a BMI vs. Average T.V. per day table when we realized that for children younger than 18 the BMI chart also reflects their gender. We then had to go back to each person that was interviewed and find the sex of their child in order to compute the correct Body Mass Index. This took twice the amount of time, to not only go back and find the gender but to match up all the results correctly because we did not ask for names, to keep the study as confidential as possible.

Another problem we faced was collecting the data. Most people felt uncomfortable or threatened by the questions we were asking about their children. If someone has a child that is significantly over weight they are not going to want to admit to letting them watch large amounts of television even if they do. Even having stated that we were not going to ask for their child’s name and that no one would ever know that it was them, they still were reluctant and we were left with response bias in our experiment. Because of this some people would not participate in our experiment and we were only able to interview people that we already had a previous relationship with. We were able to collect enough data, however, the people we were able to interview was very limited.

If we were to conduct this experiment again we would change the way in which we collected the data. We do still believe that simple random sampling is the best option however we would need to make the environment more response friendly as well as more in depth. I think the best way would be to set it up like the political elections, at a voting booth. The survey would be more in depth to eliminate any lurking variables such as health problems, level of activity, diet and genetics. They would fill out the form and then drop it into a box completely anonymous, so that people feel more comfortable to answer truthfully.