Type your Name Here

American Intercontinental University

BUSN311 – Quantitative Methods and Analysis

Date of Submission

**Unit 3 Individual Project**

**Introduction**

Provide a brief introduction (2-3 sentences) for the purposes of previewing what will be covered. Remember to always indent the first line of a paragraph (use the tab key). 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.

**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.

**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.

**Overview**

Consider the two 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 and other sources). This paper will be 2-3 pages in length and each survey or poll described MUST come from 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.

**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,

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

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

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

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