*How is a typical media report on a poll or survey organised?*

Read the media article and identify the following information: (Hint: *draw round the information on the article as you locate it* *and number the section using the codes below*)

|  |
| --- |
| 1. **The main finding of the survey**  * *What is it?* * *Where in the article is it located?* |
| 1. **Who funded (commissioned) this survey?**  * *Why do you think this survey was carried out?-what is its purpose?-who are the target group?* |
| 1. **Method:** *Who was the sampled group?*   *Who conducted the survey? Sample size*  *Random/self-selection/man-in-street Telephone/on-line/face-to-face/posted*  *Margin of error: Date:* |
| 1. **Questions** *Where located –in graphic/ in text/ both ?*   *Are the questions clearly stated?*  *Can they be inferred from reading the text?* |
| 1. **Summary of results** *Where located?-e.g. graphic/ text/ both* |
| 1. **Comment from an expert** *Who was the expert(s) consulted in this report?* |
| 1. **Links to other studies/surveys?**  * *What other links are made?-do they seem appropriate?* |
| 1. **Any other information?** *Is there any other information not yet highlighted?-*   *How would you describe it?* |
| **Read this report with a critical eye.**  *Comment on* ***2 good*** *aspects*  *Comment on* ***2 concerns***  *Are there aspects of this report which you are unfamiliar with?* |