

PROJECT

## OBJECTIVES

Besides being aware of your own assumptions about your subculture of interest, it is also important to uncover outsiders' assumptions. In this regard, this assignment will enable you to:

- 01 POINT #1 Develop effective survey questions.
- 02 POINT #2 Master the basics of survey design.
- 03 POINT #3 Analyze qualitative and quantitative data.
- 04 POINT #4 Develop a better audience awareness as you are writing your final ethnography.



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## DESCRIPTION

In a page, make an argument about what outsiders to your subculture of interest think of the subculture. Support your argument with evidence uncovered from the survey. Consider addressing the following questions in your essay.

- ? What is the purpose of your survey?
- ? What information were you intending to collect in the survey?
- ? Who are the participants?
- ? What themes emerged from the results?
- ? How do these themes (findings) compare with your initial assumptions?
- ? What surprised you? What intrigued you? What disturbed you?
- ? How are you intending to use your findings?

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## EVALUATION CRITERIA

### 01 | NOT PROFICIENT

### 02 | PROFICIENT

### 03 | HIGHLY PROFICIENT

INTRODUCTION

The survey is not properly introduced. Its purpose, inclusion/exclusion criteria, type and number of participants, etc., are poorly described or missing.

The survey is generally well introduced. Its purpose, inclusion/exclusion criteria, type and number of participants, etc., are generally well described.

The survey is well introduced. Its purpose, included/exclusion criteria, type and number of participants, etc. are well described.

ANALYSIS

The paper fails to identify meaningful themes beyond received understanding about the subculture. The argument is not supported by evidence from the data analysis.

At least two meaningful themes are identified and discussed in light of received understanding about the subculture. The argument is supported with good evidence from the data analysis.

Three or more meaningful themes are identified and eloquently discussed in light of received understanding about the subculture. The argument is supported with strong evidence from the data analysis.

WRITING

The writing is not logically organized. Frequently, ideas fail to make sense together. The reader cannot identify a line of reasoning and loses interest. The paper consistently contains grammar and punctuation errors.

Ideas are generally logically arranged. They are usually clearly linked to each other. For the most part, the reader can follow the line of reasoning. The paper contains very few grammar or punctuation errors.

Ideas are logically arranged. They flow smoothly from one to another and are clearly linked to each other. The reader can follow the line of reasoning. The paper is virtually flawless except for a few poor stylistic choices.

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## FORMAT

- Use Times New Roman size 12.
- Use APA formatting style for references.
- 1 and 1/2 space and leave 1" margins.

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