



ΑΡΙΣΤΟΤΕΛΕΙΟ
ΠΑΝΕΠΙΣΤΗΜΙΟ
ΘΕΣΣΑΛΟΝΙΚΗΣ



ΓΕΩΠΟΝΙΚΗ ΣΧΟΛΗ
Α.Π.Θ.

Μερικές πηγές μεροληψίας στην επιστημονική έρευνα

Επιστημονική Επιμέλεια:

Δρ. Γεώργιος Μενεξές

Τομέας Φυτών Μεγάλης Καλλιέργειας
και Οικολογίας
Εργαστήριο Γεωργίας



POLL-ISH JOKES DEPT.

There's an old saying that swears: "Statistics don't lie!" Well, maybe they don't—but they sure can be made to fib a lot! If you don't believe us, just check out...

A MAD GUIDE TO UNDERSTANDING STATISTICS

ARTIST: PAUL COKER

WRITER: DICK DE BARTOLO



Μέγεθος δείγματος

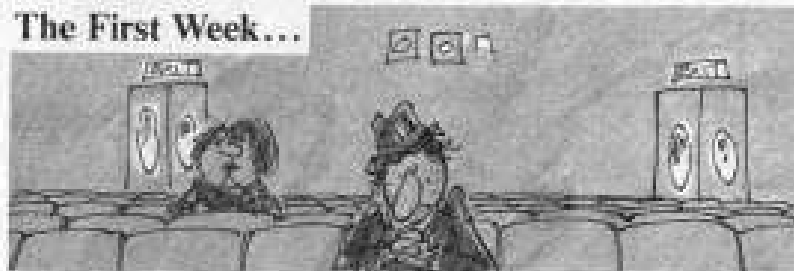
HERE IS AN EXAMPLE OF HOW STATISTICS CAN BE BLOWN WAY OUT OF PROPORTION

Here is the ad they ran...



And here is what the place looked like in reality...

The First Week...



The Second Week...



Τόπος διεξαγωγής της έρευνας

STATISTICS CAN ALSO BE DISTORTED AND SLANTED BY WHERE A SURVEY IS TAKEN

For example... first study this ad...



And now look where the survey was taken...



Ποιους, Πότε και Που (3Π)

IS IT POSSIBLE THAT TWO SURVEYS CAN SHOW TWO TOTALLY DIFFERENT ANSWERS?

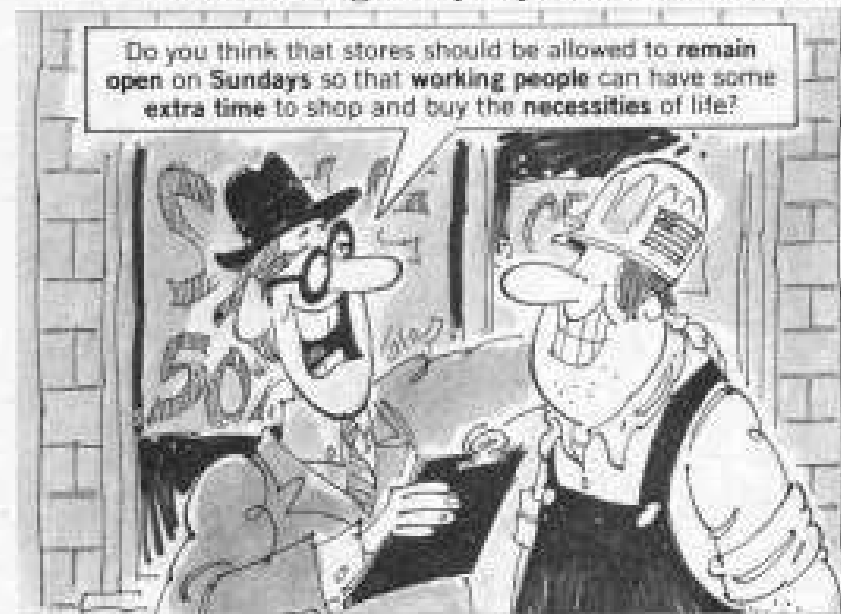
Of course! In answer to the question, "Are you planning to get married?", one survey showed that 91% of those asked said "Yes!"...and another survey showed that 91% of those asked said "No!" How could this be? Again, it was where the question was asked!



Διατύπωση ερωτήσεων

HOW A QUESTION IS PHRASED HAS A LOT TO DO WITH THE RESULTS OF A SURVEY

For example...wouldn't you be tempted to answer "Yes!" to both of these questions—even though they represented diametrically opposing views of the very same issue...?



Οι συμμετέχοντες

AND, OF COURSE, WHO IS ASKED A QUESTION CAN ALSO SLANT A SURVEY RESULT

For example... if you wanted a high percentage of "Yes!" answers to the question, "Are you going to buy a Video Recorder this year?" which of these groups would you* survey?



Είδατε!!! Αρχίζετε και μαθαίνετε...

Σχεδιασμός και διαδικασία έρευνας



Κατευθυνόμενες απαντήσεις

AND THERE ARE OTHER SNEAKY WAYS TO AFFECT THE RESULTS OF SURVEYS



AND FINALLY, LITTLE "GIFTS" CAN HELP SLANT THE SURVEY'S RESULTS



Βιβλιογραφία

