Your Assignment: The Infographic

**Step 1: Choosing a Topic**

Since this unit revolves around the teenage brain, so will your infographic. Choose a topic that is, in some way, related to teenagers’ interests, values, thoughts, or actions. Use the infographics studied in class to help inspire you! For this part of the assignment, you must identify the following information, regarding your infographic:

The Topic:

* What, generally, your infographic will be about (ex. teens + underage drinking, or teens + values)
* A topic IS NOT the same thing as a main idea

The BIG Question:

* What you, ultimately, want to know about teenagers
* The questions from your questionnaire work together to answer this question
* The answer to this question will turn into your main idea

The Little Questions:

* Come up with as many smaller questions related to your topic as possible
* Later, you will revise these questions to create your questionnaire

**Step 2: The Questionnaire**

Before you create your infographic, you need to gather some data to put on it (in the form of images, charts, graphs, text, and numbers). You will be gathering this data by creating a questionnaire, which will be filled out in two ways: by you, and by your questionnaire participants. Here are some details:

Questionnaire: You must formulate a total of 6-8 questions. Include at least:

1. 4 Closed Questions
2. 2 Open-Ended Questions

Participants: You must gather information from 20 participants. Depending on your topic/question, you may choose to include 20 teenagers (grade 9s & 10s) or 10 teenagers and 10 adults. Make sure that you do your best to vary your participants in terms of gender, age, and interests so that your results are not biased. You will be conducting BOTH interviews and questionnaires.

1. Interview half of your participants (you will ask the questions and record the answers)
2. Provide questionnaires to half of your participants (participants will record the answers)

Format: Your questionnaire must be typed, using a legible font that is an appropriate size for reading. Each question must be numbered. For closed questions, make use of bullets. For open-ended questions, make use of lines (which you and your participants can record their answers on). Also, make sure to include a write-up your questionnaire’s instructions so that your participants know how to fill it out. Example: “circle the answer you feel strongest about,” or “respond to the question sentence form on the lines provided below.”

**Step 3: The Infographic**

You will be making your infographic using [www.piktochart.com](http://www.piktochart.com). You will need to create a login account – but don’t worry: it’s free! You will be using your school email (**firstinitial**lastname@bpsdedu.com) to sign up on Piktochart.

Format: Your infographic must be one page in length, be titled appropriately, and include between 8-10 facts/statistics. You must also include a combination of relevant graphics, quotations, and dividers. Use the same principles of visual design that helped you excel in the creation of your websites, along with the example infographics studied in class, to help you organize and stylize your information. **There should be a clear theme present across all your visuals, and that theme should enhance the communication of your infographic’s main idea.**

Questionnaires

**A questionnaire** is a series of questions designed to uncover information on a certain topic. The questionnaire is given to several people to gather a wide sample of data. Questions can either be open-ended or closed; there are disadvantages to both.

**Closed Questions** – include the answers as well as the questions. Answers are usually provided in a multiple-choice format, and the participant selects the most appropriate response. Example:

* Question: How many extra-curricular activities have you participated in at your school this year?
  1. No activities
  2. 1-3 activities
  3. 4-5 activities
  4. More than 5 activities
* Question: Do you believe that taking part in extra-curricular activities is important?
  1. Yes
  2. No

Closed questions are quick and easy for participants to complete and for you to analyze. They are most appropriate when looking for specific answers that have to do with specific topics. They are not useful if you want to probe for new information.

**Open-Ended Questions** – ask participants to respond with their thoughts, opinions, and feelings. Example:

* Question: How do you feel about the extra-curricular activities at your school?
* Question: Why do you/don’t you believe taking part in extra-curricular activities is important?

Open-ended questions provide you with rich data, but participants may be reluctant to take time to respond. It may also be time-consuming to analyze that data collected from open-ended questions. Open-ended questions are useful when you want to learn about people’s ideas, or when you are seeking new ideas and information.

**Tips & Tricks** - When preparing a questionnaire, consider these tips:

* Use the right kind of questions for your purpose
* Look at other questionnaires for ideas
* Questions should be short and to-the-point
* Ensure that instructions are precise and clear
* Make sure that questions are bias-free
* Choose exact terms for response alternatives
  + Words like “rarely,” “generally,” and “often” are pretty vague

