



Ash - Influencing people's opinions on insects

This case study was transcribed from an interview. These are Ash's words and opinions.

What was your goal and what did you achieve?

What I wanted to achieve this year is teach people about insects in the survey that I created with SurveyMonkey.com. I want to teach people about insects, how they react to them and a bunch about them. I got an average score of 30% in the quiz so it wasn't that high but the questions I set were kind of hard, they weren't the easiest. I made it so they are possible and they do apply to things that we see every day in our everyday lives but I made it things that we wouldn't see very often or know.

Who did you work with?

I worked with 287 people who completed my survey. They contributed by completing it and

giving comments and feedback. I also worked with my mum - she helped me write up stuff and she paid for the premium plan for Survey Monkey. I was only allowed to view 40 of my responses so I had to buy the full plan to see the rest, which was kind of annoying but that's fine.

How did you promote the survey?

I used Facebook to share it with community - I mostly did South Australian groups, some of it was national, but a lot were in my local community. In my school, I used Daymap because that's what we use to send messages.

Did you face any challenges?

My biggest challenge was procrastination. I just didn't get it done, I had the idea, I didn't do it and I didn't really learn how to manage it either, I just did it at the last minute. So I would recommend to get it done as soon as the idea pops into your head, unlike me.

What will happen now?

I've pretty much finished but I'm going to leave the survey open so that people can still continue contributing. Maybe next year I'll have a look and see what my results are.

Your advice for other students?

I've done a scientific write-up on it so it's got the method which tells you exactly how to do it. I've written that all out and I can give them the document so they can completely replicate the project or make changes if they want to.

What have you enjoyed most?

I enjoyed mostly researching about all of the facts and then putting them into the survey and creating it. It was really fun and really frustrating but they came together which is good.