Sociology 111 (Introductory Sociology) is populated almost completely by first-year students, most of whom are meeting general course distribution requirements.

As the Catalog states, one goal of the course is to provide “an introduction to basic theoretical principles and research methods of modern sociology.” This project expects students to connect their reading assignments, class lectures and personal experience in survey methods to arrive at a cogent awareness of what makes them credible, and then to communicate those ideas to non-expert audiences.

Sign on as a student worker in this fall’s Elon Poll effort, and complete the following assignment:

Your roommate finds a letter to the editor in their home newspaper criticizing the most recent Elon University Poll report: the writer doubts the poll results, because so few North Carolinians were interviewed – “maybe they were coached in what to say.”

Your roommate says, “Didn’t you work on that poll? Why don’t you send a response letter to the paper?”

Your task is to write a letter (no more than 300 words) in which you address the doubts mentioned in the first letter. Incorporate information from your textbook assignment and from the class lecture, as well as from your training and experience conducting the Elon University Poll, to explain to a lay reader what makes for trustworthy surveys – and why this one is credible.

Grading Criteria
Accurate & concise summary of the Poll project 25%
Correct use of key concepts (like validity & reliability) 25
Voice 25
* Is your writing style appropriate for your audience?
* Does your essay support the conclusion you thought about the purpose of your writing?
Organization strong beginning, middle and end, good closure 15
Mechanics Correct spelling, grammar, punctuation 10

*Remember*– this project counts one-tenth of your total course grade, so make it an important essay!

**Due date**
November 19th class meeting
10% penalty for each day (not class meeting!) late

**Special Note**
*Many thanks to Professor Kenneth Fernandez of the Elon University Poll for his excellent regular guest lecture for this course, as well for involving students in the Poll effort.*