

MARKETPLACE MATH (PART I)

Activity Objective: Girls learn basic survey skills.

Toward Leadership Outcomes:

Through this activity, girls will:

- ✓ Gain practical life skills—Girls have increased confidence in their ability to succeed in math and science. **(Discover)**

Experience Overview:

2 minutes	<i>Introduction (Talking Points)</i>
40 minutes	<i>Marketplace Math</i>
10 minutes	<i>Reflection/Discussion</i>

Supplies Needed:

- ✓ Paper (or journals) and pens or pencils (enough for each girl)
- ✓ Large pad and marker (or chalkboard)
- ✓ Pizza (enough for each girl)

Prepare Ahead:

- ✓ Gather teen magazines and local newspapers that can be written on—you can ask girls to bring in their own favorites!
- ✓ Make copies of the “Media Scavenger Hunt” handout.
- ✓ Read over the entire activity before meeting with girls.

*NOTE: Save the pizza box or boxes for use in the “Some Like It Hot” Science and Tech Trek Activity 9.

**SCIENCE & TECH
ACTIVITY 8A**

DISCOVER:

» Gain practical life skills

Step-by-Step Instructions:

» Introduction (Talking Points) (2 minutes)

- ✓ Say something like: “A market survey asks people what products they use or would be willing to try. It may also ask how much they would be willing to pay. The answers help business people decide what products or services to offer. Today we will learn the basics of designing a survey. The basic skills of survey design can also be used to help us determine things we need to know when starting our own nonprofit business. In other words, a survey can also be used to determine peoples’ attitudes and needs, such as community improvements or services that are needed. But for today’s activity, just for fun, we will use pizza as a theme.”

» Marketplace Math (40 minutes)

- ✓ Distribute paper and pens or pencils.
- ✓ Explain that today girls will design the survey, determine a date for conducting the survey, and then tally the results.
- ✓ As a group, go through the following steps (writing the answers on a large pad):
 - » Determine what your survey question or questions will be. What do you want to find out? (For example, what is your favorite pizza topping?)
 - » Decide who you will survey, and why. Adults? Kids?
 - » Determine how many people you will need to survey in order to get a “good sample.” (Why this many people and not more or fewer people?)
 - » Collect your data. (Where will you go?)
- ✓ Make sure girls have written the exact survey question or questions, and have them come up with an action plan for conducting the survey. (How many people will each girl agree to talk to? How will they record their answers? When will they complete the survey? By the next meeting?)

Mix it Up!

Guiding Middle School Girls to Success



» Reflection/Discussion (5 minutes)

Ask girls:

- ✓ “Do you think it is important to do this kind of survey before starting your own business? Why or why not?”
- ✓ “What other kind of research should you do before starting a business?” (For example, check out the competition.)

ADD IT ON!

Encourage girls to speak with someone at a local pizza store about their survey. Have they observed any patterns on their own that would help them purchase supplies or prepare or price pizzas? Invite girls to share their experience of talking with store owners with the rest of the group. Did they enjoy asking questions? Why or why not?