

### **36-303: Survey, Sampling, and Society**

Group C: Potential Topic Assignment (ABC from shorter outline)

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### **REQUEST FOR PROPOSAL #1 (On-Campus)**

#### **A) Interesting Topic/Potential Clients**

We propose to study *how Carnegie Mellon University undergraduates perceive Greek Life on campus*. There are a large percentage of Carnegie Mellon undergraduates who are involved in either a fraternity or sorority. This topic is interesting because we will be able to measure and evaluate the opinion of two distinct groups (those who are Greek, and those who are not Greek). Surveying those who are Greek will establish an evaluation of Greek Life on campus from people who are directly involved in it. Surveying those who are not Greek will enable us to portray information coming from the outside of Greek Life. In the end, hopefully we will be able to support or extinguish general claims about fraternity and sorority life on campus.

A potential client is the Carnegie Mellon University Student Life Office. The Greek system at Carnegie Mellon falls under the jurisdiction of the Student Life Office, and any information/opinions from the student body will help them create a campus environment that satisfies the mission and vision of Carnegie Mellon University.

#### **B) Questions to Study**

The main question we want to answer through this sample survey is, “How is Greek Life perceived in the eyes of undergraduates at Carnegie Mellon University?” Through the media, movies and television, Greek Life is often displayed in the negative light. We feel as though many students at Carnegie Mellon develop opinions about Greek Life through these mediums without any evidence or information. To answer the main question, we want answer the question, “Does Greek Life offer students opportunity for leadership, service, and development/growth?” We also want to answer the question, “Does Greek Life at Carnegie Mellon today establishes the ideals in which Greek Letter societies were originally founded upon (leadership, scholarship, community service and friendship)?” Answering these questions will enable our team to really understand how the general undergraduate population views the Greek system, and see how it is perceived on campus.

#### **C) Prior Research/Survey Results**

After our team did some research on Greek Life at Carnegie Mellon, we found out that Greek Life has been a rich tradition at Carnegie Mellon University for over 100 years. Greek Life at Carnegie Mellon was founded on the ideals of leadership, scholarship, community service and friendship. According to the Carnegie Mellon's Greek Life website, fraternities and sororities at Carnegie Mellon University continue to uphold these ideals. Greek Life at Carnegie Mellon is organized through four different councils, which are the Interfraternity Council, the Pan-Hellenic Association, Multicultural Greek Council, and the Greek Advisory Board. Individual chapters are measured and evaluated by fulfilling Standards of Excellence to ensure the mission of Greek Life at Carnegie Mellon. The Standards of Excellence gives quantitative results in all aspects of each chapter house and are used to measure the ideals of Greek Life at Carnegie Mellon (leadership, scholarship, community service and friendship). We also learned that Standards of Excellence is used in many Universities around the nation.

Through the research and survey results, much can be learned about Greek Life at Carnegie Mellon. By analyzing answers from our sample, we can see if Greek Life is maintaining the ideals that they are claiming to strive for. We will also be able to find out the general opinions and outlook on Greek Life at Carnegie Mellon (Does Greek Life have a positive or negative image?)

## **REQUEST FOR PROPOSAL #2 (Off-Campus)**

### **A) Interesting Topic/Potential Clients**

We propose to study *how undergraduates at the University of Pittsburgh perceive Carnegie Mellon University undergraduate students*. The Carnegie Mellon University and University of Pittsburgh campuses are so close to each other, yet to many students, the two universities could not be any different.

Some potential clients whom we might create this survey for are admissions offices at University of Pittsburgh and Carnegie Mellon University. Because the schools are so different in many aspects such as size, specializations, sports, etc., admissions offices can use the information we collect to market towards different types of potential students. This survey will provide valuable information regarding how Carnegie Mellon is perceived outside of the campus community.

### **B) Questions to Study**

The overarching question we want to study is "How are Carnegie Mellon University undergraduates perceived in the eyes of University of Pittsburgh undergraduate students?" We plan to answer the overall question by asking more specific questions about how University of Pittsburgh undergraduates view Carnegie Mellon undergraduates regarding academics, social scene, general attitude, campus involvement, diversity and school spirit.

### **Prior Research/Survey Results**

After our team did some research, we confirmed our belief that the two schools are very different. To get a perspective on size alone, University of Pittsburgh admitted 12,722 students in the 2009 admission process, and Carnegie Mellon University admitted 6,348 students. On the University of Pittsburgh's website they seemed to stress excellence in research and athletics, whereas the Carnegie Mellon University admission website stresses a priority on research and a diverse curriculum. It is clear from our

research alone that the two schools market their undergraduate program to different types of students, and therefore the general undergraduate population will be different from the other. This difference in the types of students creates inferences and assumptions, which we will be able to capture through our survey.

We can learn a lot about how Carnegie Mellon undergraduates are viewed by University of Pittsburgh students. It will be interesting to see how undergraduate at University of Pittsburgh perceive students of the same age at Carnegie Mellon University. Through the survey results, we will be able to see how different/similar University of Pittsburgh undergrad students Carnegie Mellon undergrad students compared to themselves. We also feel we will learn a lot about the effects on this perception due to the close proximity of the two campuses.