

What do these tell us?

RI40 FEC



BL07 CPY



BU64 ONW



TIP:

Deal with each
number plate
separately

BONUS:

How is this plate
different to the
other two?



What do these tell us?

RI40 FEC

'R' = Vehicle registered
in 1997

BL07 CPY

'B' = Birmingham
07 = registered in 2007

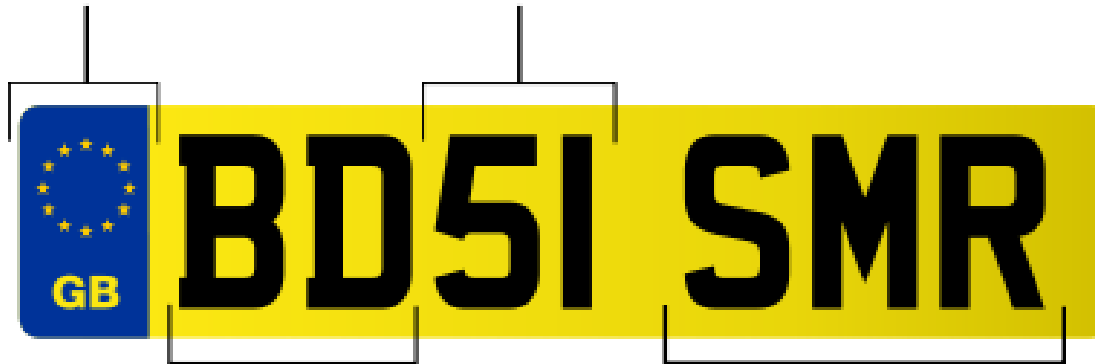
BU64 ONW

'B' = Birmingham
64 = registered in 2014

What do these tell us?

EU country
identifier
(optional)

Age
identifier



Area
code

Random
letters



Must: Where is this place? What is it?

Should: What is missing from this map?

Could: How could you ensure people doing surveys here remained safe?

Geographical Enquiry

Learning is successful when I can:

K&U:

- independently collect my own primary data and handle a large data set
- represent my data in a variety of ways, including tables, maps and graphs
- describe and explain geographical patterns
- make links to other areas of geography

Skills: carry out fieldwork safely; work as part of a team

Making predictions

Surveying cars on car parks can tell us a lot about the people who visit that place and their behaviour.

Make **predictions** about the following

- a) 'x' coloured cars will cluster (park close to one another)
- b) Newer cars/Older cars will park closer to ? [for ? Reasons]
- c) More expensive cars
- d) Drivers of larger cars will choose ? spaces
- e) Most teachers drive ? (3 or 5) door cars

How 'global' is our car park?

- What does global mean?
- How could we test whether it is global or not?
- What might you expect to discover and why?



Data Collection

You each need your own map of the car park.

You need to be in groups of 4 and you will collect the following data as a team:

- Person A
 - Collect data about the colours of cars (be as descriptive as possible – e.g. dark blue, silver, light green)
- Person B
 - Note down the first 4 digits of number plate (e.g. BT51)
- Person C
 - Note down the manufacturer of the car (e.g. Renault)
- Person D
 - Note down whether the car has 3 or 5 doors
- Person E
 - Note down whether the car is small, medium or large (S, M or L)
- **Revisit your predictions – are you getting all the data you need? Be sure!**
- **HEALTH & SAFETY/EMPLOYABILITY?** How would surveyors stay safe in this type of environment?

Data Collection

CHALLENGE: Setting up a questionnaire

- *What questions might you ask the car park users to help us to test our predictions?
- *Will you ask open or closed questions? Why?
- *Why is it important to pilot (test) your questionnaire before you do it for real?
 - How many teachers might we need to ask to get a representative set of results?
 - How could asking more female teachers than male teachers affect our results?

See the difference?

Open Questions

How old are you?

How do you feel today?

Why did you choose your current car?

Closed Questions

How old are you?

0-20; 21-40; 41-60; 61+

On a scale of 1-5, How do you feel today? (1 = best and 5 is worst)

Why did you choose your current car?

*cost *looks *features

*fuel economy

Advantages and disadvantages of each?

Review: Preliminary Findings

- Most popular car type
- Most popular colour
- Personalised plates – what? Guess Who?
- Any patterns?

ANY DATA DIFFICULTIES?