

# Creating an Interactive Survey

Even better than seeing your publication is interacting with it. If your potential advertisers have interacted with your site or publication, they are more likely to consider advertising in it.

Consider interactive elements such as a series of “What do you know about teenagers?” surveys. Ask a series of questions, then invite students to submit their answers. Also, ask adults in your community to predict what teens will answer. The results may not be scientific, but they will engage and perhaps inform your audience, both teen and adult.

Publish the results of the teens’ answers and the adults’ predictions in bar graphs or other charts.

The following sample survey, *Do Teens Help in Their Communities?*, could be used to draw traffic to your site and increase interaction between your publication and readers.

## Survey: Do Teens Help in Their Communities?

1. Are you a teen?

Parent or other adult?

2. Have you performed community service to any public or religious organization in the last year?

Yes  No

Do you believe most teens at LL High School have performed public service in the past year?

Yes  No

3. Where did you perform service?

Where do teens most often perform service?

- at a religious organization
- at an organization or site that helps children learn
- at an organization or site that helps the poor with basic necessities
- at an organization or site that helps protect the environment
- at an organization or site that helps animals
- at an organization or site that helps with disaster relief nationally or internationally

4. Why do you perform public service? Choose the reason that *most* motivates you.

Why do teens perform public service?

- I get extra credit in a class.
- It looks good on a college résumé.
- It gets me out of the house, and I get to hang out with my friends.
- Service is a duty I owe to society.
- Service is part of my religious obligation.
- A club or team I belong to does the service and I go with the group.