

Course Title: Food and Public Opinion

Teacher: Grant Goettl

Hours 5-6 (Learning Lab) - Semester 1 - 2021/22

0.5 Math Credit, 0.5 Science Credit, and 0.5 Social Studies Credit

COURSE INFORMATION:

Click [here](#) to hear Grant talk about his class!

Course Description: How do you gather information from the public to maximize a product's desirability? That will be our guiding question as we delve into this multidisciplinary course. We will be working with community business partners (hopefully restaurants or food carts) to provide authentic community feedback about a topic of their choice (hopefully their menu.) (Note our exact experiment is flexible and will be based on our participating community members' needs.) Our goal will be to create an experiment to get the public information, prevent experimental biases from poisoning our data, mathematically analyze the data we have collected, and determine the implications as we share that information with our community partners. Along the way we will have smaller experiments to practice our non-biased data collection techniques with food and cooking that will happen here at Shabazz.

Prerequisites: Willingness to talk to people to gather information, try new foods, and possibly cook. (Though the math in this class is at the college-preparatory level, students from any math background will be able to access this material.)

Method of Instruction: This course will be a project-based course. Much of the semester will be leading to the completion of our major project as we learn about the needed skills along the way. We will have individual assignments and assessment both to complete the larger project, but also to determine individual understanding and progress. There will be smaller side projects that will allow us to investigate with different experimental designs on a smaller scale to determine impacts and minimize experimental errors and bias. New knowledge will be gained through experimentation, guest speakers, lectures, and leading focus groups.

Course Objectives (a few selected standards):

- **Engineering Design: Design a solution to a complex real-world problem by breaking it down into smaller, more manageable problems that can be solved through engineering.**
- **Individual cognition, perception, and behavior: Analyze biological and environmental factors that influence a person's cognition, perception, and behavior.**
- **Consumers, producers, and markets: Connect the roles of consumers and producers in the product, labor, and financial markets, and the economy as a whole.**
- **Making Inferences and Justifying Conclusions: Make inferences and justify conclusions from sample surveys, experiments and observational studies**

Graduate Vision Competencies: Creative and Critical Thinker, Positive Community Member