Class Activity: Indirect Measures

**Directions:** Develop an *indirect measure* for each of the following situations.

1. Assessing the popularity of a given website on this classroom computer
2. Assessing customers’ paint-color preferences at the local Lowe’s Home Improvement
3. Measuring the relative popularity of three neighborhood supermarkets
4. Assessing the incidence of cigarette smoking in a prison environment
5. Assessing the physical demands of a sequestered 10-week mountain-terrain military training course
6. Measuring the popularity of a brand new piece of exercise equipment at a Gold’s Gym
7. Assessing campus library use at Gordon State College
8. Assessing the popularity of velvet-cream muffins at our campus Café on the first floor of the IC building
9. Measuring the incidence of seasonal allergies among people living in your next-door neighbor’s home
10. Measuring the popularity, over the course of the next academic year, of a faculty advisor housed in a newly furnished office

Overall, what ethical issues are involved in each of the above examples?