

Chapter 7: Producing Data

Thursday, October 31, 2019

9:57 AM

Section 7.1: Sampling Plans

sampling plan - how you are going to choose your sample from the population

the method that you choose will determine the quality of your sample

we will look at the situation in which there is a population of individuals or objects from which a random sample is drawn

4 different sampling plans - see handout

how do you tell the difference between stratified and cluster

in both, divide into groups

stratified - measure every group, random sample from each group

cluster - measure a random sample of groups

all individuals in group

your goal when sampling is to ensure that as much as possible, your sample represents the population

sample is said to be representative

non-random samples

convenience sample - sample taken with a method that is easy

- Internet poll

- people who respond tend to have very strong opinions

judgement sample

- experimenter decides who will or will not be included

survey - going out and asking people a question

potential problems:

- people lie, particularly if you are asking a loaded question



the person being asked thinks that they will be judged depending on their answer

- non-response

- under coverage

- your database excludes certain groups

(only students who show up to class are polled)

- wording bias: the question you ask is worded to favour one of the responses