

Chapter 7: Producing Data

Thursday, November 09, 2023 4:09 PM

Section 7.1: Sampling Plans

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

The method that you choose will greatly affect 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

how do you tell the difference between stratified and cluster?

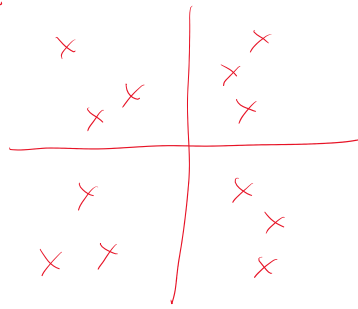
in both, divide into groups

stratified - measure every group, random sample from each group

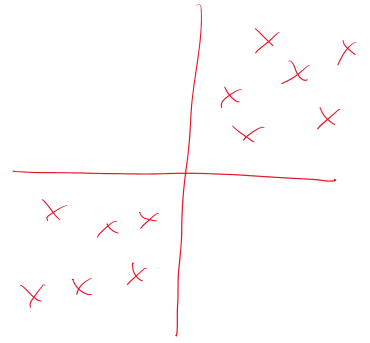
cluster - choose random sample of groups, measure every individual in group



stratified:



cluster:



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

the 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 issues:

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

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

- non response

- undercoverage

- your database excludes certain groups

(you are only contacting people who have internet access)

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