

Section 7.1: Sampling Plans

Friday, May 31, 2013
1:32 PM

We've now studied probability distributions involving μ and σ

population parameters -
numbers describing the
entire population

but what if we can't or don't want to measure the entire population?

- take a sample! (measure \bar{x} and s)

but how can we then estimate the parameters of the population based on the statistics of the sample?

sampling plan - the way a sample is selected from the population

→ this method determines the quality of the info in your sample

handout

note: non-random samples:

convenience sample

- call 1-800 or 1-900 number
to give opinion

- internet poll

- mail-in response form

this type of sample is biased
(not representative of population)