

# Chapter 3: Producing Data

Thursday, October 31, 2019 9:57 AM

## Section 3.1: 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

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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

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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

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

sample is said to be representative

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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

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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