Chapter 3: Producing Data

Wednesday, March 11, 2020 11:30 AM

Section 3.1: Sampling Plans

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

the method that you choose strongly influences 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 all groups	take random sample from each group
cluster	take random sample of groups	measure all individuals in group

sample of groups 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 by a method that is easy

Internet poll

- people who respond tend to have very strong opinions
- people self-select as to whether they are going to respond

email survey

judgement sample

- experimenter decides who will or will not be included

(also known as scientific misconduct)

2020/03/12

survey - going out and asking people a question

potential problems

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

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

- 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