Section 5.1: cont'd

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

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

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see handout

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non-random samples:

- convenience sample
    - internet poll
    - mail-in response form

- judgement sample
    - experimenter decides who will or will not be included

⇒ if you have a non-random sample you cannot (and should not) make inferences

survey — going out and asking people a question

potential problems:

- non-response

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

- undercoverage
    - your database excludes people

- wording bias