

Test 2 on 8th April  
 No class on Wednesday

Population	Sample
All individuals	Subset of the population
parameter	Statistics

If pop<sup>n</sup> is easy to access, sampling might not be necessary.

→ watch out for how I collect data in order to get true data.

Anonymous, private surveys help accurate reporting.

Sampling for populations too big or difficult to access.

Title of survey good eating ← under representation  
 their bad eating.

From a magazine - which magazine?

Do the % add to 100.

How many surveys?

Why did they complete the survey?

### Bias

Conflict between the pop<sup>n</sup> I want information about and the individuals in my sample who might not represent the entire pop<sup>n</sup>.

OR

a certain group is under or ~~over~~ over represented.

Voluntary Sampling - Volunteer to participate.

Response rate = % of ~~rep~~ of those who respond out of all invited to respond.

Simple random sample (SRS) ~~is~~ <sup>is a finite</sup> population  
is a sample in which every subset of the same size is equally-likely to be chosen.

Stratified random sample.

Strata are interesting characteristics of the pop<sup>n</sup> I want to maintain in my sample.

CU students

Credit hrs / semester.

Class standing

traditional / returning

Involvement with student organization.

Let assume, I have 100 students:

Survey 25 of them.

From Random <sup>digits</sup> table

SRS → assigns a # to each student.

64 81 78 11 94 14 87 30 41 97

