Data colection + Exploratory data analysis

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LBJ Survey Design and Analysis

Data Collection + Observational studies and experiments

Use a sample to make inferences about the population

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Your Turn

Suppose we want to know how many offspring female squirrels have, on average. It's not feasible to obtain offspring data from on all female squirrels, so we use data from the UT Squirrel Center. We use the sample mean from these data as an estimate for the unknown population mean. Can you see any limitations to using data from the UT Squirrel Center to make inferences about all squirrels?

Sampling is natural

- When you taste a spoonful of soup and decide the spoonful you tasted isn't salty enough, that's exploratory analysis
- If you generalize and conclude that your entire soup needs salt, that's an inference
- For your inference to be valid, the spoonful you tasted (the sample) needs to be representative of the entire pot (the population)

Sampling is natural

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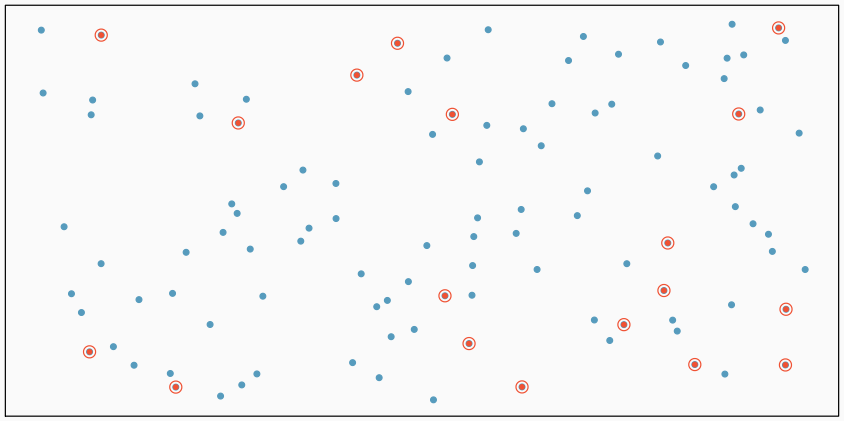
Ideally use a simple random sample, stratify to control for a variable, and cluster to make sampling easier

Simple random:

Drawing names from a hat



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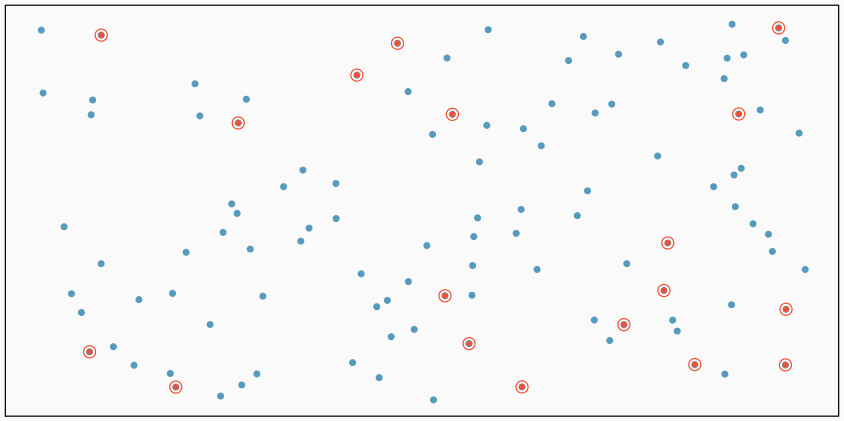
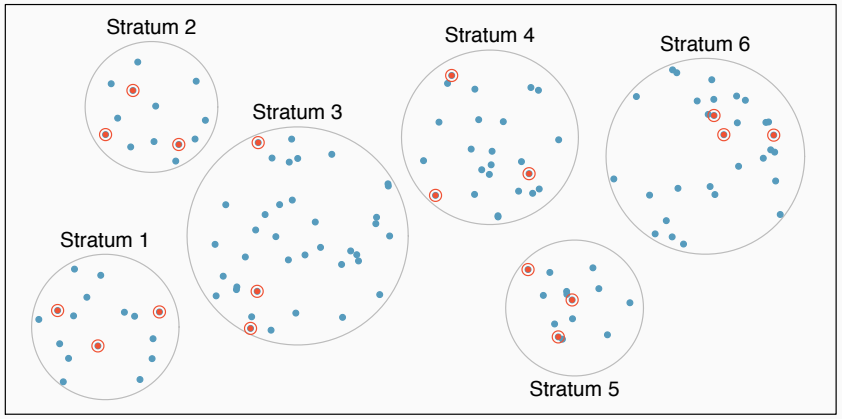


Stratified: homogenous strata

Stratify to control for SES



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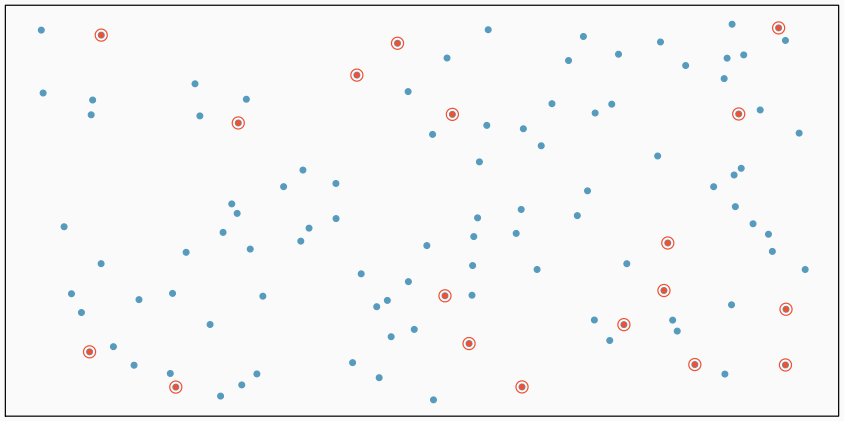
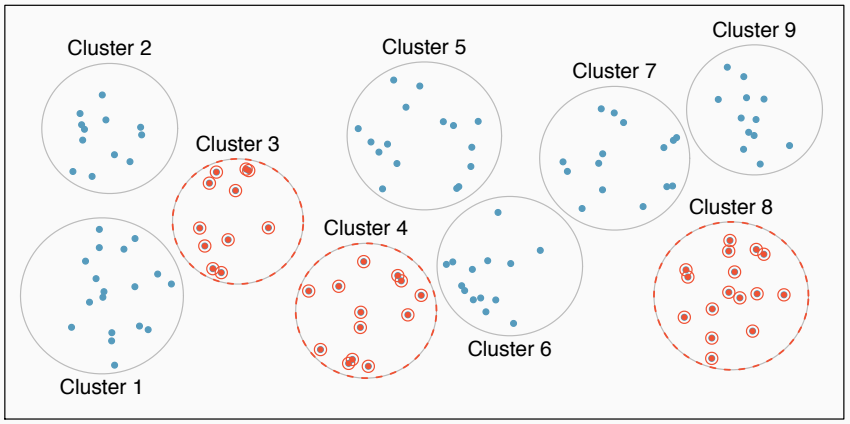


Cluster: heterogenous clusters

Sample all chosen clusters



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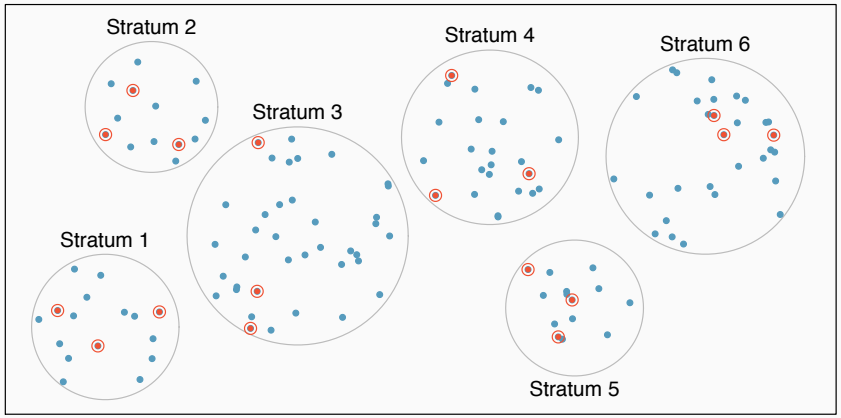

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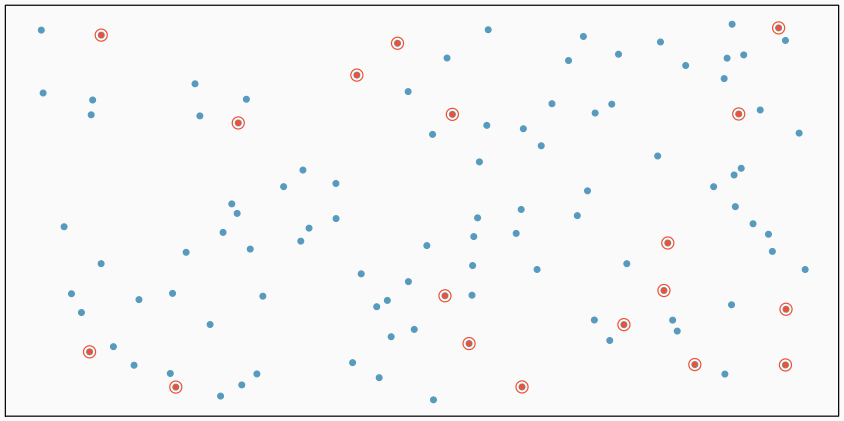

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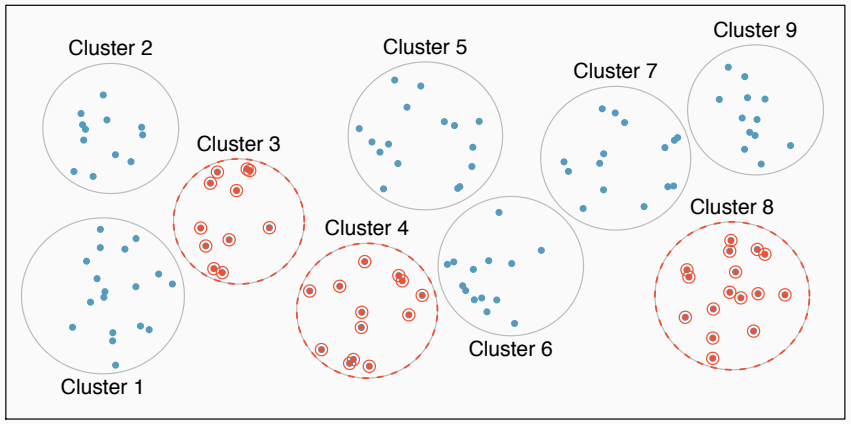

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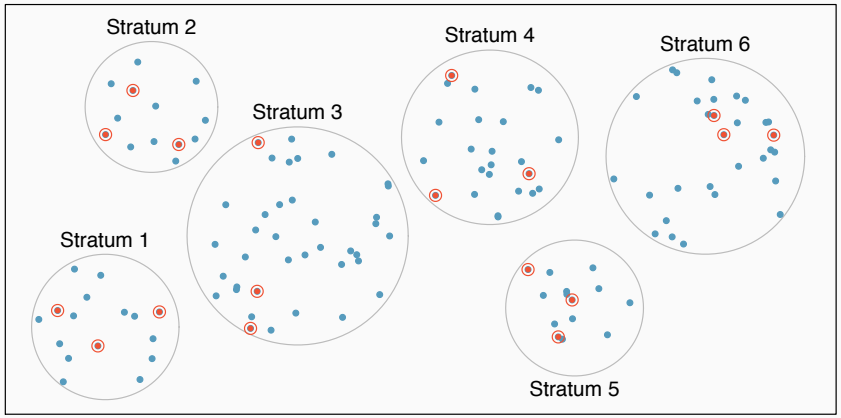
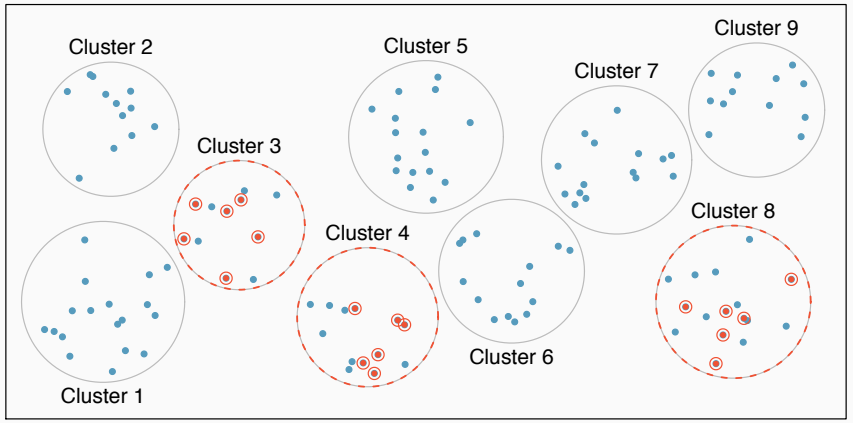


Multistage:

Random sample in chosen clusters



Your Turn

A city council has requested a household survey be conducted in a suburban area of their city. The area is broken into many distinct and unique neighborhoods, some including large homes, some with only apartments, and others a diverse mixture of housing structures. Which approach would likely be the *least* effective?

(a) Simple random sampling

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- Voluntary response: Occurs when the sample consists of people who volunteer to respond because they have strong opinions on the issue since such a sample will also not be representative of the population
- Convenience sample: Individuals who are easily accessible are more likely to be included in the sample

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A school district is considering whether it will no longer allow high school students to park at school after two recent accidents where students were severely injured. As a first step, they survey parents by mail, asking them whether or not the parents would object to this policy change. Of 6,000 surveys that go out, 1,200 are returned. Of these 1,200 surveys that were completed, 960 agreed with the policy change and 240 disagreed. Which of the following statements are true?

I. Some of the mailings may have never reached the parents.

II. Overall, the school district has strong support from parents to move forward with the policy approval.

III. It is possible that majority of the parents of high school students disagree with the policy change.

IV. The survey results are unlikely to be biased because all parents were mailed a survey.

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Experiments use random assignment to treatment groups, observational studies do not

What type of study is this? What is the scope of inference (causality / generalizability)?[1]

Facebook Tinkers With Users' Emotions in News Feed Experiment, Stirring Outcry

By VINDU GOEL JUNE 29, 2014

The New York Times

In an academic paper published in conjunction with two university researchers, the company reported that, for one week in January 2012, it had altered the number of positive and negative posts in the news feeds of 689,003 randomly selected users to see what effect the changes had on the tone of the posts the recipients then wrote.

The researchers found that moods were contagious. The people who saw more positive posts responded by writing more positive posts. Similarly, seeing more negative content prompted the viewers to be more negative in their own posts.

[1] http://www.nytimes.com/2014/06/30/technology/facebook-tinkers-with-users-emotions-in-news-feed-experiment-stirring-outcry.html

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Your Turn

A study that surveyed a random sample of otherwise healthy adults found that people are more likely to get muscle cramps when they're stressed. The study also noted that people drink more coffee and sleep less when they're stressed. What type of study is this?

What is the conclusion of the study?

Can this study be used to conclude a causal relationship between increased stress and muscle cramps?

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Muscle cramps might also be due to increased caffeine consumption

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Why is this important? Can you think of other variables to block for?

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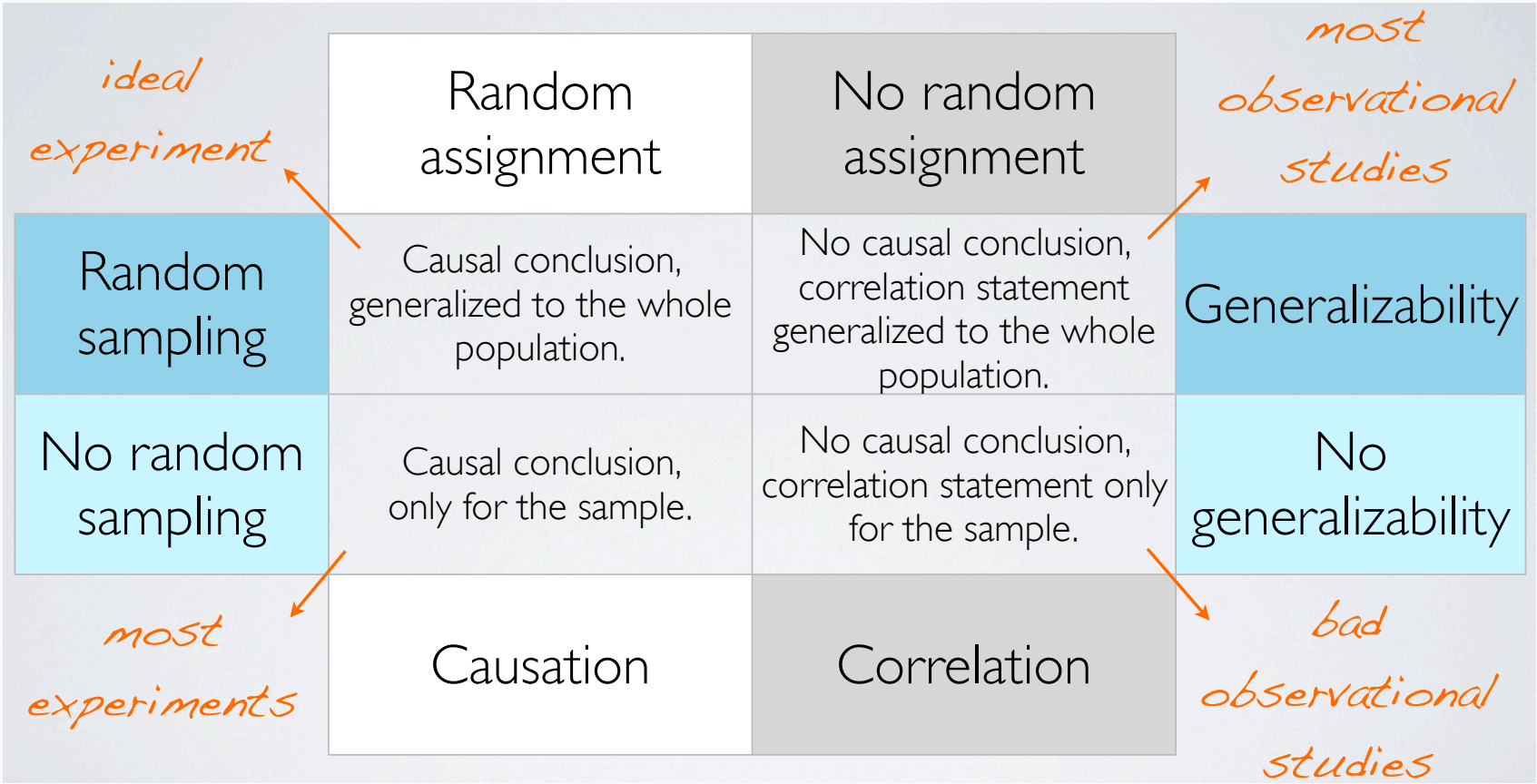

Summary

Summary of main ideas

1. Use a sample to make inferences about the population
2. Ideally use a simple random sample, stratify to control for a variable, and cluster to make sampling easier
3. Sampling schemes can suffer from a variety of biases
4. Experiments use random assignment to treatment groups, observational studies do not
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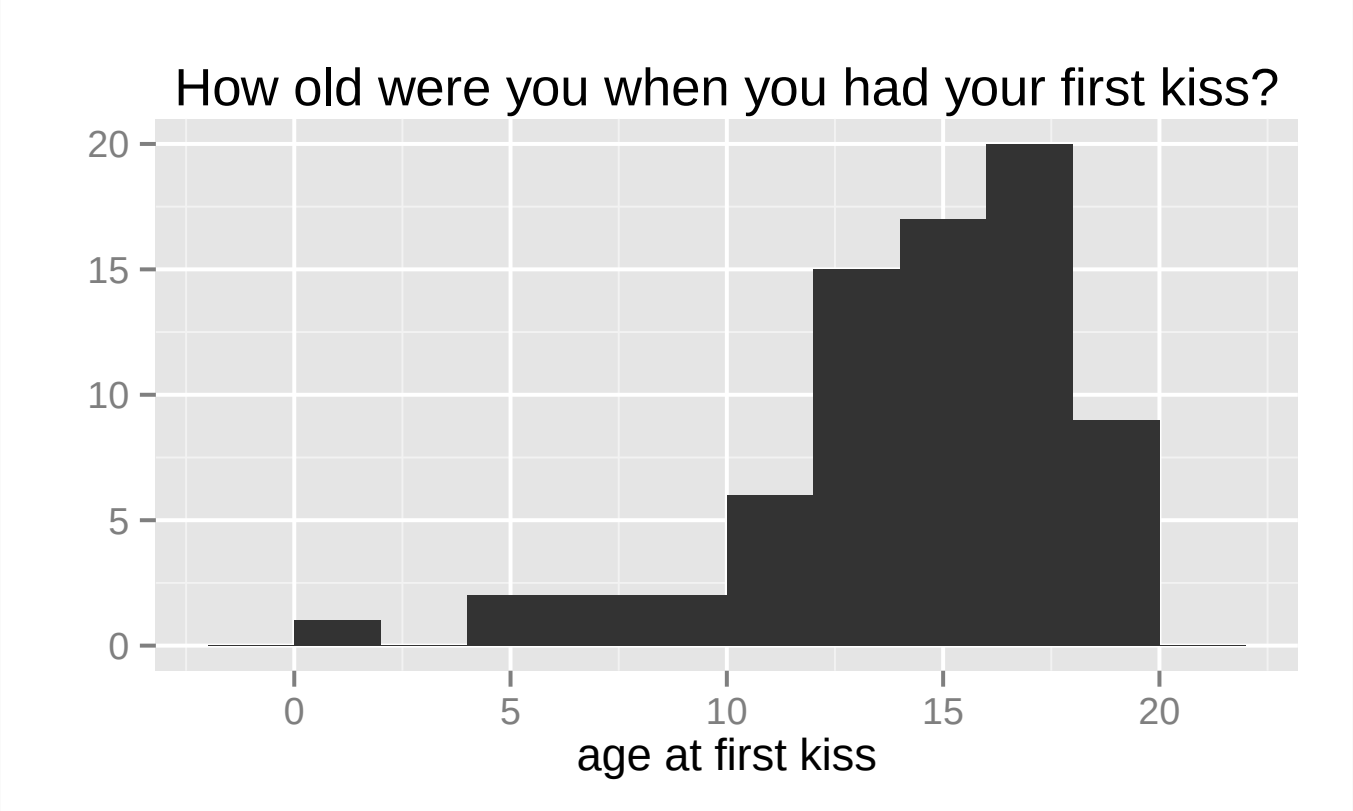
Exploratory data analysis

Always start your exploration with a visualization

From a class survey...

Do you see anything out of the ordinary?



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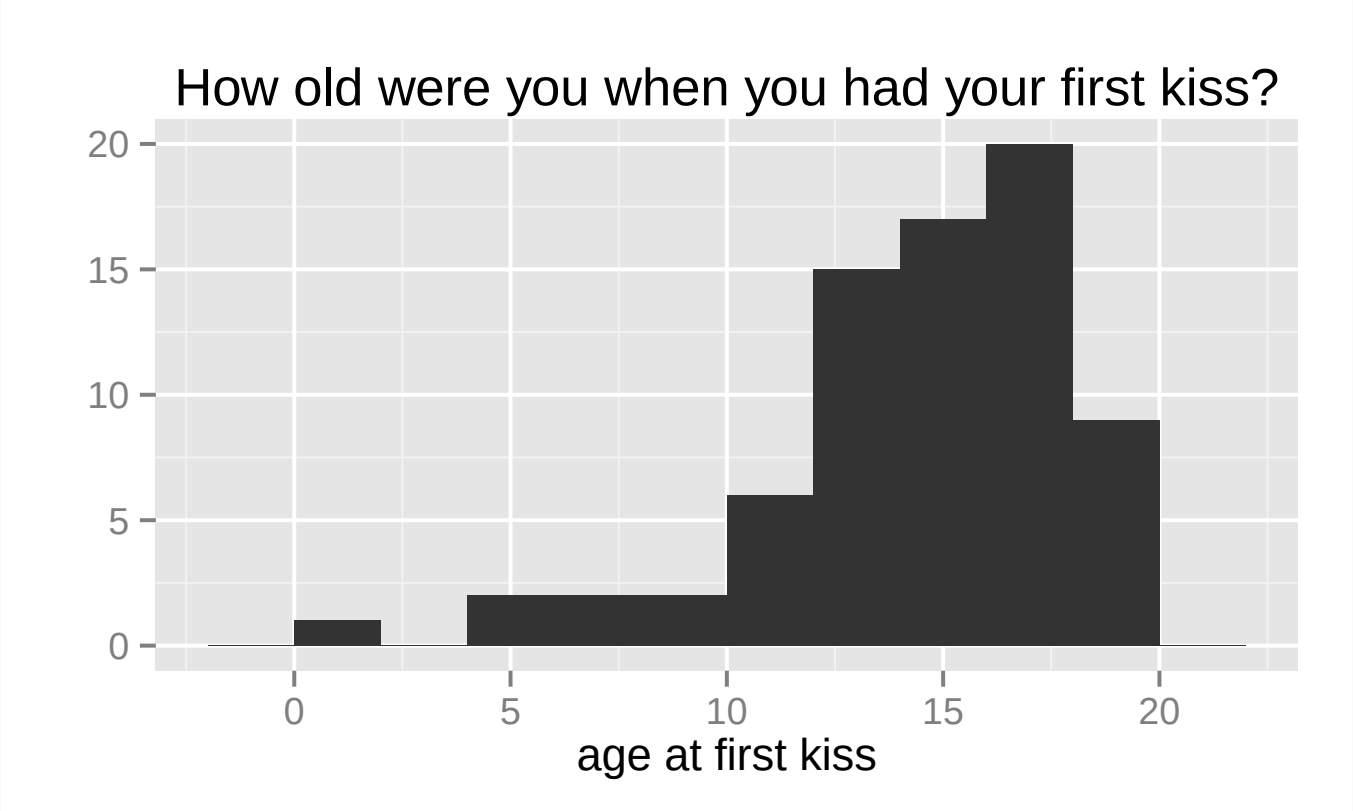

Some people reported very low ages, which might suggest the survey question wasn't clear: romantic kiss or any kiss?

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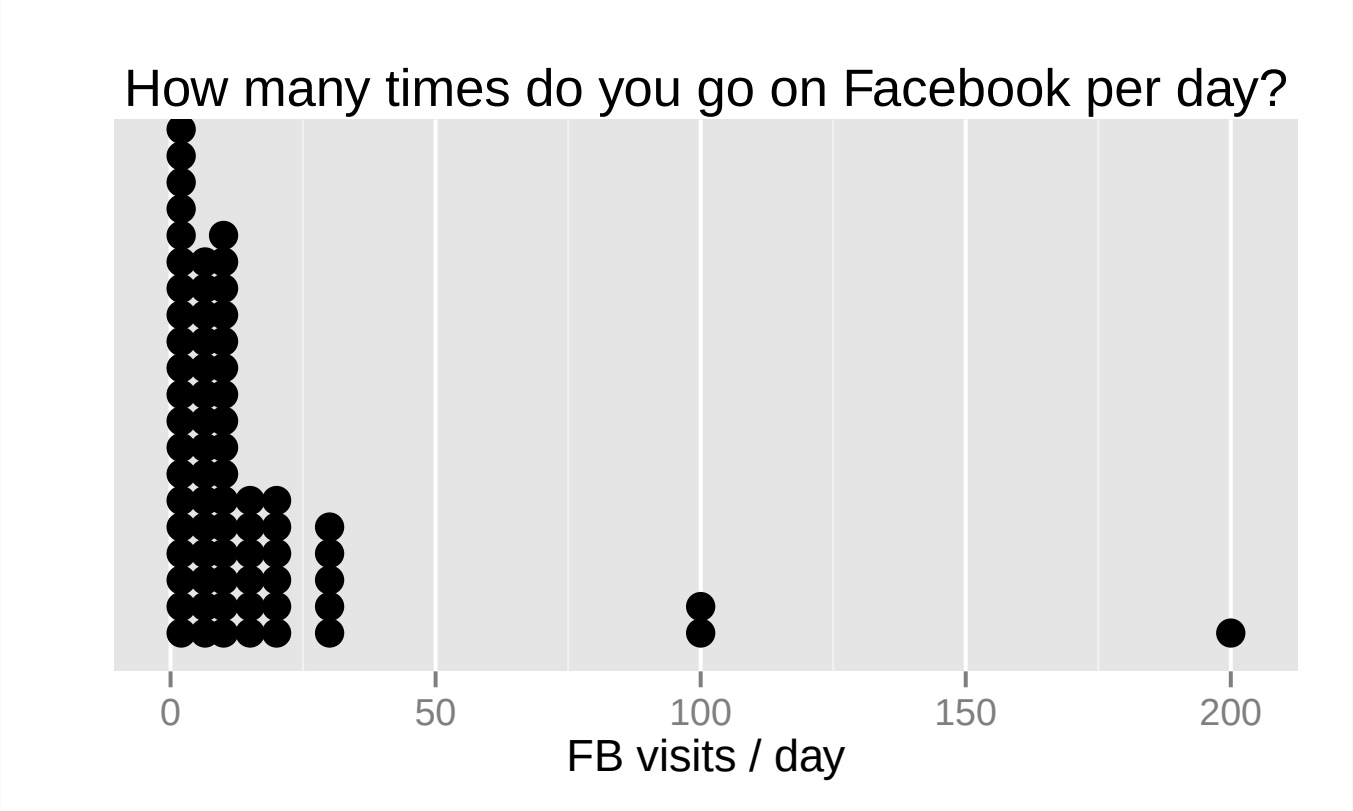
How are people reporting lower vs. higher values of FB visits?



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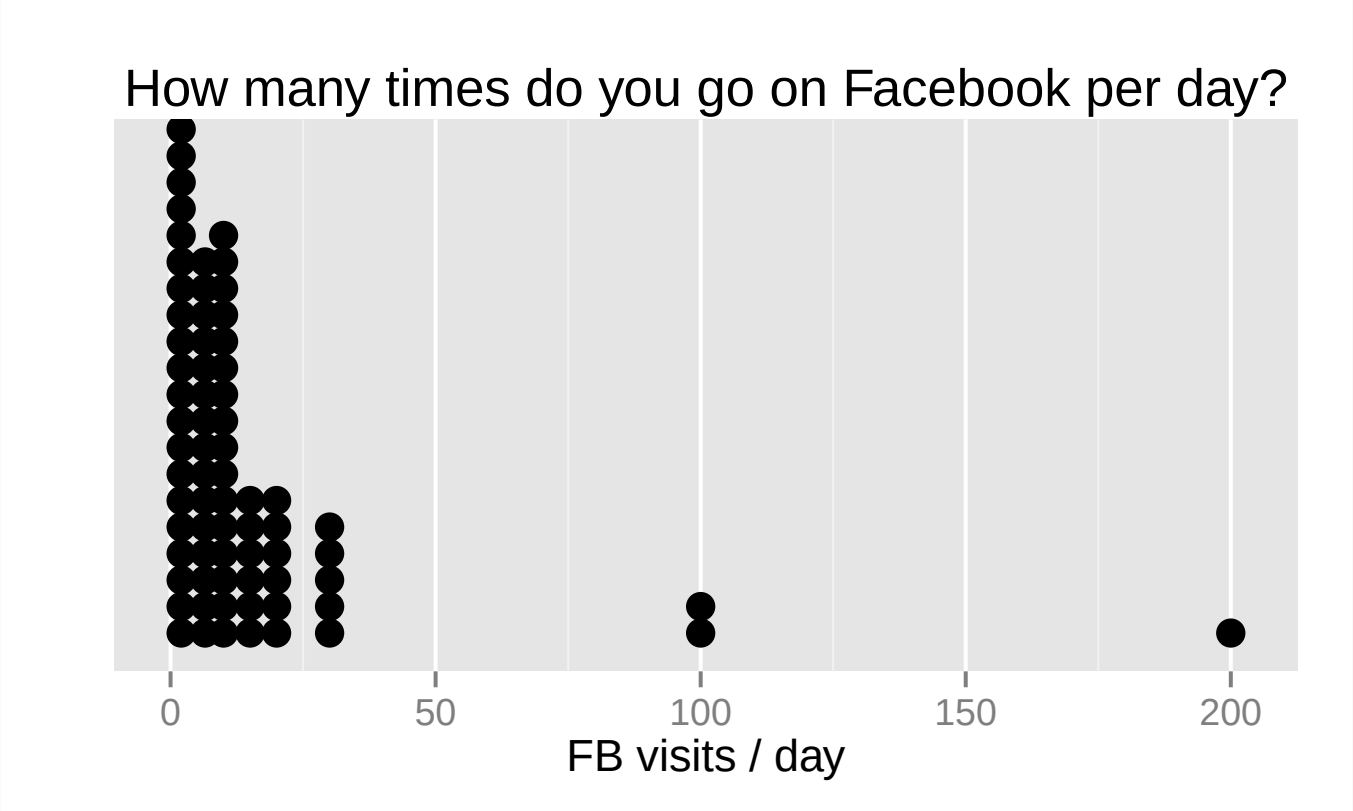
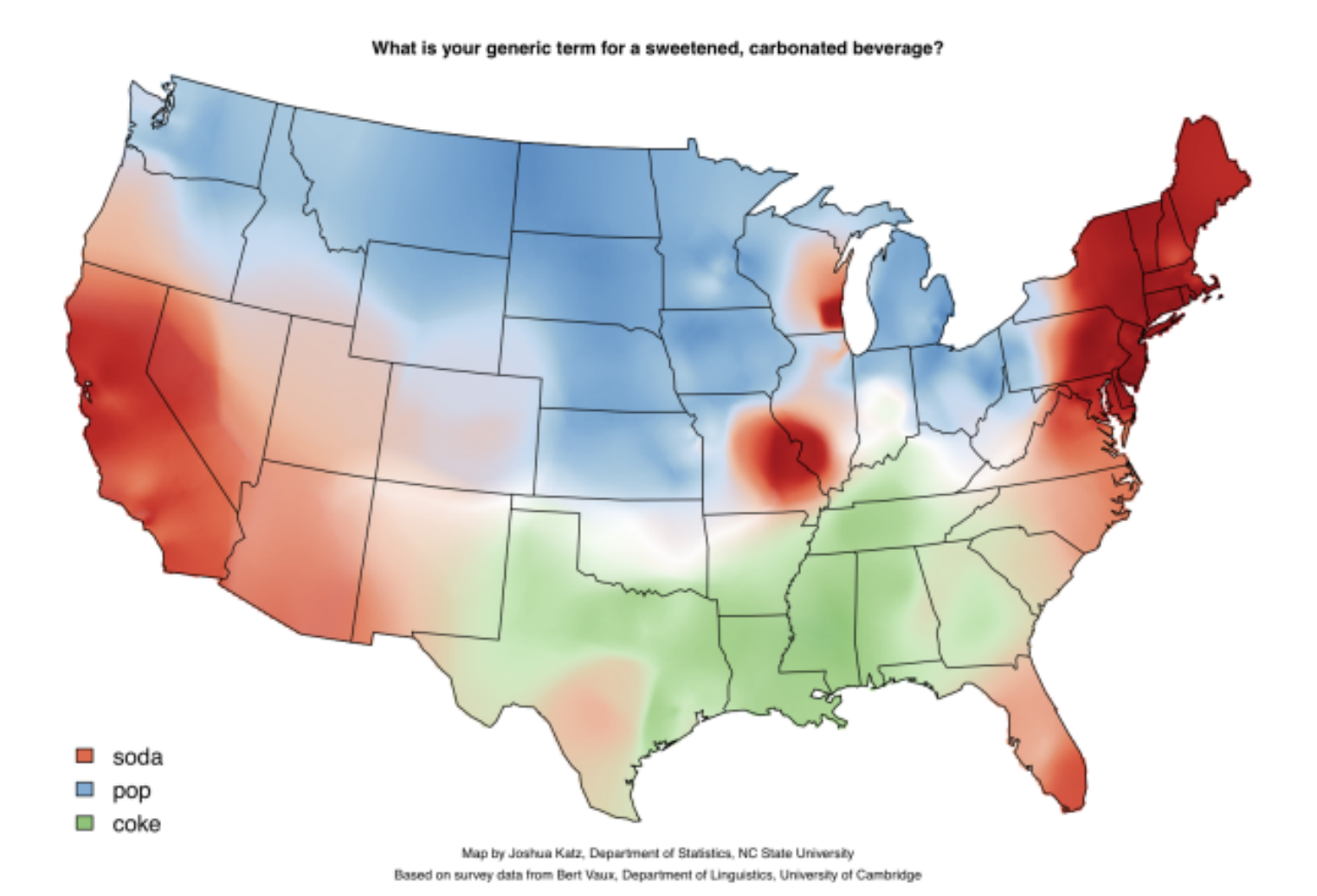


Finer scale for lower numbers.

Describe the spatial distribution of preferred sweetened carbonated beverage drink.



What is missing in this visualization?

When describing numerical distributions discuss shape, center, spread, and unusual observations

Describing distributions of numerical variables

- Shape: skewness, modality
- Center: an estimate of a typical observation in the distribution (mean, median, mode, etc.)
    - Notation: μ: population mean, $\bar{x}$: sample mean
- Spread: measure of variability in the distribution (standard deviation, IQR, range, etc.)
- Unusual observations: observations that stand out from the rest of the data that may be suspected outliers

Your Turn

Which of these is most likely to have a roughly symmetric distribution?

(a) salaries of a random sample of people from NY

(b) weights of adult females

(c) scores on an well-designed exam

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Mean vs. median

Your Turn

How do the mean and median of the following two datasets compare?

Dataset 1: 30, 50, 70, 90
Dataset 2: 30, 50, 70, 1000

(a) $\bar{x}_1 = \bar{x}_2$, $median_1 = median_2$

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Standard deviation and variance

- Most commonly used measure of variability is the standard deviation, which roughly measures the average deviation from the mean
  - Notation: σ: population standard deviation, s: sample standard deviation
- Calculating the standard deviation, for a population (rarely, if ever) and for a sample:

$$\sigma = \sqrt{\frac{\sum_{i=1}^{N}(x_i - \mu)^2}{n}} \qquad s = \sqrt{\frac{\sum_{i=1}^{n}(x_i - \bar{x})^2}{n-1}}$$

- Square of the standard deviation is called the variance.

More on SD

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Lose a "degree of freedom" for using an estimate (the sample mean, $\bar{x}$), in estimating the sample variance/standard deviation.

Why do we use the squared deviation in the calculation of variance?

- To get rid of negatives so that observations equally distant from the mean are weighed equally.
- To weigh larger deviations more heavily.

Range and IQR

Our Turn

For the given data set: 7, 6, 5, 5, 9, 10, 11, 10, 9

Calculate

- Range
- Median
- The three quartiles
- Interquartile range (IQR)
- Draw a boxplot

Robust statistics are not easily affected by outliers and extreme skew

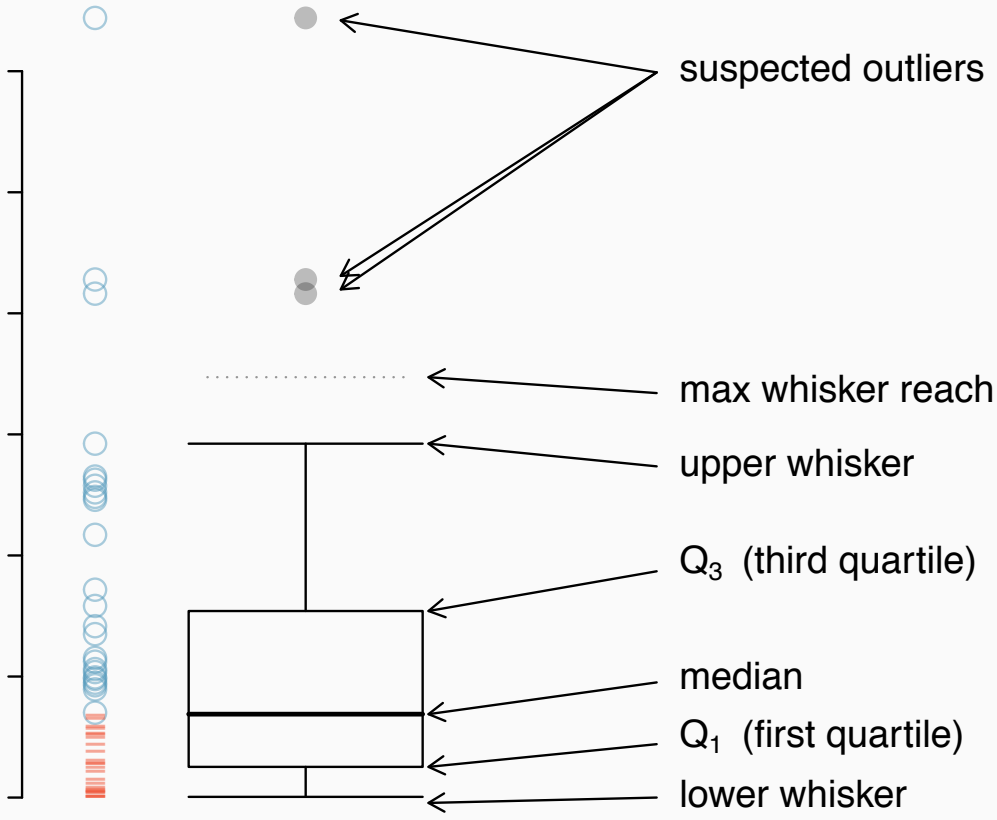
Robust statistics

- Mean and standard deviation are easily affected by extreme observations since the value of each data point contributes to their calculation.
- Median and IQR are more robust.
- Therefore we choose median&IQR (over mean&SD) when describing skewed distributions.

Use box plots to display quartiles, median, and outliers

Box plot

A box plot visualizes the median, the quartiles, and suspected outliers. An outlier is defined as an observation more than 1.5×IQR away from the quartiles.



Aplication Exercise

1.1 Distributions of numerical variables

Summary

Summary of main ideas

1. Always start your exploration with a visualization
2. When describing numerical distributions discuss shape, center, spread, and unusual observations
3. Robust statistics are not easily affected by outliers and extreme skew
4. Use box plots to display quartiles, median, and outliers

Polling and the Public

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- Do you think public opinion polls can be harmful to democracy? If so, how?

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- What are some of the ethical considerations involved in conducting public opinion polls?
- How can citizens determine whether a poll is reliable and trustworthy?
- What are some of the limitations of using public opinion polls to make predictions about elections or other events?

Sample surveys in our electronic world

The Diversity of Surveys

Surveys are conducted for a great variety of reasons within all sorts of populations They can vary in size, scope, and how they are administered

But surveys are all motivated by the desire to collect information that can answer a particular question or solve a specific problem

The Power of Sample Surveys

Census: a survey that includes every member of the target population

Sample survey: a survey that includes only some members of the target population

Surveys using probability-based samples allow one to make estimates about the target population by surveying only some members of that population

Probability sample surveys are much more efficient than conducting a census—they can save time and resources

Four Sources of Survey Error

Survey error occurs when the estimate that is produced using survey data is different from the true value of the variable in the population one hopes to describe There are four main types of error that surveyors must attempt to minimize No source of error can be ignored

1. Coverage Error

Occurs when the list of members of the target population from which sample members are drawn (the sample frame) does not accurately reflect the population on the characteristic(s) the survey is trying to estimate Coverage error is the difference between the estimate produced when the list is inaccurate and what would have been produced with an accurate list A high-quality sample survey requires that every member of the population has a known, nonzero probability of being sampled. If some units are not on the list, there will be undercoverage

2. Sampling Error

The difference between the estimate produced when only a sample of units is surveyed and the estimate produced when all units are surveyed Occurs any time a survey includes only some, rather than all, members of the sampling frame; it is unavoidable in sample surveys But it can be minimized, and probability sampling allows us to obtain estimates about the population within acceptable levels of precision by surveying only a small portion of the population

3. Nonresponse Error

The difference between the estimate produced when only some of the sampled units respond to the survey compared to when all of them respond It occurs if those who don’t respond are different from those who do in a way that influences the estimate A high response rate can reduce the likelihood of nonresponse error, but it does not necessarily mean that there is low nonresponse error

4. Measurement Error

The difference between the estimate produced and the true value because respondents gave inaccurate answers Respondents may be unwilling or unable to provide accurate answers for a variety of reasons: poor question design, survey mode effects, interviewer and respondent behavior, or data collection mistakes In some instances, measurement error is a result of specification error, which is when a question does not measure the concept it is intended to measure. Yet, even if the question is a good way to measure a specific concept, there are many other ways in which measurement error can still occur