# K & L - Statistical sampling and data presentation/interpretation

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| **Describe simple random sampling** | 1. Allocate numbers to objects. 2. Use a random number generator. 3. Ignore repeats. |
| **Describe systematic sampling** | Follow a system (e.g., selecting every kth person along). |
| **Describe stratified sampling** | Having the groups in your sample proportional to the groups in the population. |
| **Describe opportunity sampling** | Asking people you have access to until you have a sample of desired size. |
| **Describe quota sampling** | Using opportunity sampling YET taking into account how many people of each group you want in your sample. |
| **Describe cluster sampling** | Splitting into clusters with similarities then sampling from each cluster. |
| **How should you describe correlation on a scatter graph?** | * Strong, moderate, weak. * Positive, negative, or no correlation. |
| **How are outliers COMMONLY found?** | Outside the interval (Q1 - 1.5 x IQR, Q3 + 1.5 x IQR).  *There may be other rules which you are told to apply.* |
| **What is causal connection and spurious correlation** | * Casual connection - when a change in one variable affects the other. * Spurious correlation - correlation without causal connection.   *This relates to correlation doesn’t imply causation.* |