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**Samples and Survey’s Video**

Take out a piece of paper and be ready to write down answers to these questions as you watch the video.

1. Why was the *Literary Digest* poll so far wrong in predicting the outcome of the 1936 presidential election?

Literacy Digest drew their samples from car and telephone owner. Since cars and telephones were so expensive back in the day, there wasn’t a good representation of the population because not everyone in the U.S. was that wealthy. There was some bias because wealthy people had a bigger representation.

2. Why would a simple random sample of counties in a state give results that might not represent the entire state?

It can give results that might not represent the entire state because a simple random sample has room for error. For instance, if I conducted an SRS of counties in the state of CT to make a statistic of what % of CT was Dem vs Rep, It could have the possibility of choosing 8/10 Republican counties just because that was the luck of the draw.

3. In sampling, what are strata?

Stratified random sampling is categorizing groups with similar characteristics/attributes and then picking samples from those individual groups that were created so that there is an equal representation of the groups you categorized.

4. You are an interviewer for an opinion poll. How should you react to answers that seem anti-social or immoral?

I should try my hardest to not have my opinion on someone else’s morals show. This is because this can cause a change in someone initial reply/opinion.

I would nod my head a be like Okay, great sounds good thank you for your input!