**Section 1.5 Bias in Sampling**

**Objective**

1. Explain the Sources of Bias in Sampling

***Objective 1: Explain the Sources of Bias in Sampling***

Objective 1, Page 1

1. Define: Bias
2. List the three sources of bias in sampling:

Objective 1, Page 2

 *Answer the following after watching the video.*

1. What is sampling bias?
2. Does a convenience sample have sampling bias?
3. What is under coverage?

Objective 1, Page 3

 *Answer the following after watching the video.*

1. When does nonresponse bias exist?
2. List two causes of nonresponse bias.
3. List one tool that can be used to control nonresponse bias?

Objective 1, Page 4

 *Answer the following after* *watching the video.*

1. Under what conditions does response bias exist?

**Note:** Response bias can occur through interviewer error, misrepresented answers, wording of questions, ordering of questions or words, type of question, or data-entry error.

**Note:** An open questionallows the respondent to choose his or her response (free response).

**Note:** A closed question requires the respondent to choose from a list of predetermined responses (multiple choice).

Objective 1, Page 7

**Note: Can a Census Have Bias?**

A question on a census form could be misunderstood, thereby leading to response bias in the results. It is often difficult to contact each individual in a population. For example, the U.S. Census Bureau is challenged to count each homeless person in the country, so the census data published by the U.S. government likely suffers from nonresponse bias.

Objective 1, Page 8

Define the following terms.

1. Nonsampling Error:

Sampling error: