

Chapter Ten: Survey Sampling

Recall, last lecture we talked about the importance of random sampling and the various types of sampling schemas covered in this class. However, sampling is not a perfect process, there are things in sampling that can negatively impact results.

Bias

Sampling methods that either over or under-emphasize some characteristics of a population are known as _____.

Problems with Methods of Sampling

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Problems with Random Sampling

Even if our sampling method is chosen to reduce bias, we can still have issues with random sampling.

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Big Idea Three: Sample Size Matters

Recall that we denote the sample size of our study as n . When we are conducting research we must ask ourselves: How many people should we sample?

Generally speaking, _____.

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Summary of Chapter Ten

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Example *For each of the sampling situations, specify the type of bias found if any.*

- *Not telling the truth to appease the interviewer*
- *Asking participants to fill out a survey via Facebook*
- *Phone Surveys*
- *Leading Questions (questions phrased to suggest a correct answer)*
- *Asking about presidential approval only in liberal states.*