

SAMPLING BIAS

A sampling method is if every member of the population doesn't have equal likelihood of being in the sample.

There are many ways to sample a population, but there is one goal we need to keep in mind: we would like the sample to be

One way to ensure that the sample has a reasonable chance of mirroring the population is to employ

The most basic random method is simple

A is one in which each member of the population has an equal probability of being chosen.

A simple random sample is one in which every member of the population and any group of members has an equal probability of being chosen.

