

# Week\_2\_Sampling\_and\_data\_collection

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## Notes:

- Inferential statistics

Draw conclusions about the population from knowledge of a sample.

- Sampling error

The *difference* between sample and population. (Not mistake.)

- Sampling bias

If samples are not random and individuals in the population do not have equal probability of being sampled, there will be sampling bias.

- Sampling bias can be avoided by designing better.