Quiz on choosing sampling

Name: _____ Room_____

1. We use information about populations to make conclusions about our study sample.

True

False

2. If you must use a nonprobability sampling strategy, you should use a haphazard strategy.

True

False

3. Only probability sampling strategies yield representative samples.

True

False

4. _____ occurs when every member of a population has an equal chance of being selected for a sample.

a.   Area probability sampling

b.   Systematic sampling

c.   Stratified random sampling

d.   Simple random sampling

5. The sampling frame is the:

a.   strategy used to select study participants.

b.   technique used to recruit study participants.

c.   population of interest, as defined through available records.

d.   population that is accessible for study.

6. Cluster sampling is often preferred to other random sampling strategies because it:

a.   is more complicated than simple random sampling.

b.   equally represents all groups in the population.

c.   can be used when a sampling frame is not available.

d.   allows you to easily identify subgroups in the population.

7. Stratified random sampling is the preferred strategy when:

a.   no sampling frame is available.

b.   the population is very small.

c.   only a part of the population is accessible to researchers.

d.   you want to include specific subgroups in the study.

8. Systematic sampling can produce a very biased sample when:

a.   the population is too small

b.   there is a structure to the sampling frame.

c.   there is no available sampling frame.

d.   the population is too heterogeneous.

9. You are interested in factors that predict loyalty to sports teams. Which of the following would be an example of a purposive sampling strategy?

a.   Put a notice in the local newspapers announcing the study.

b.   Obtain a directory of season ticket holders of a professional sports team.

c.   Ask friends for referrals of sports fanatics to your study.

d.   Attend the next game of a winning professional sports team.

10. Convenience samples are frequently used in student research because they:

a.   yield representative samples.

b.   are more appropriate for statistical analysis.

c.   are preferred by instructors.

d.   take less time and money.