Sampling

Data Analysis for Journalism and Political Communication
(Spring 2026)

Prof. Bell

1970 Vietnam War Draft

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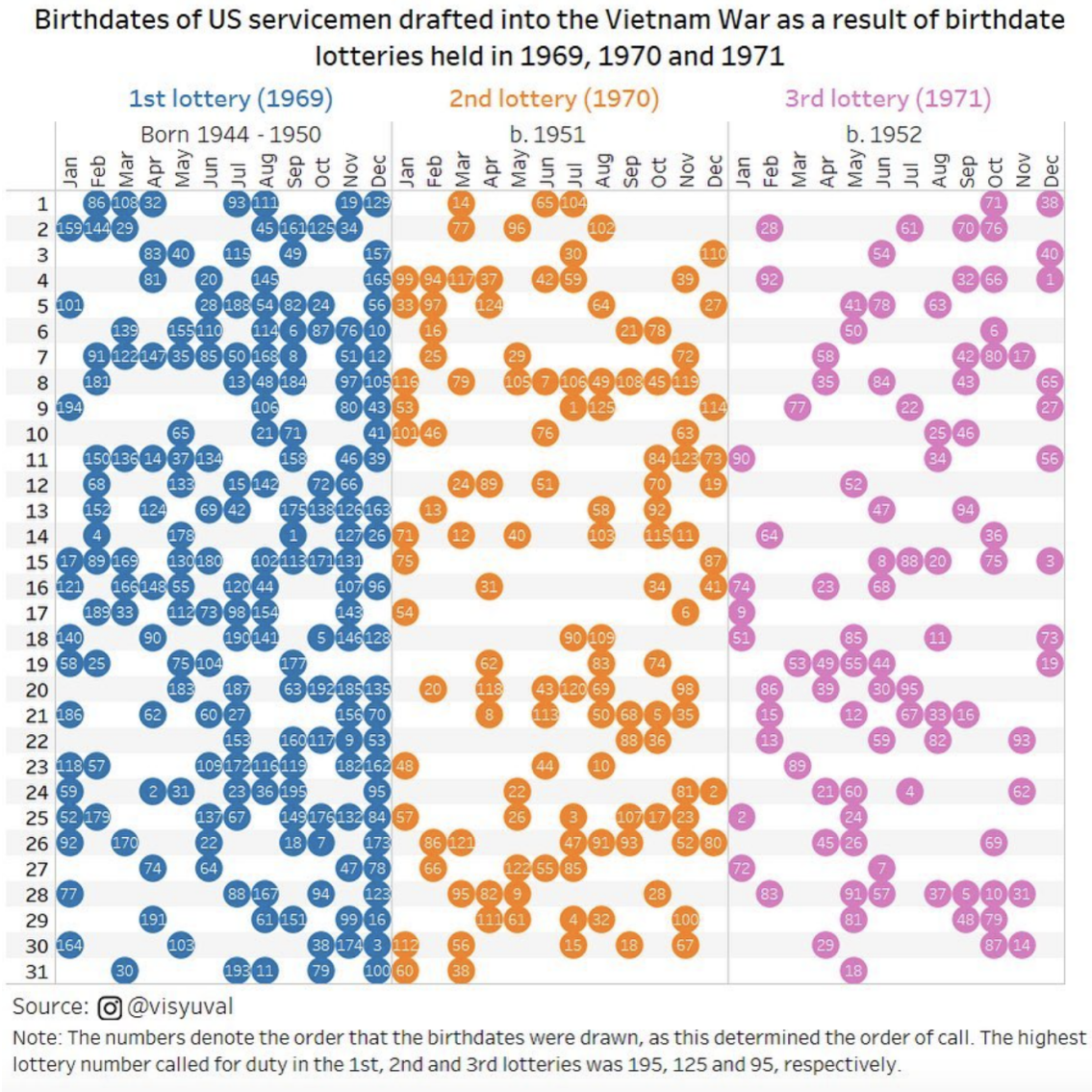

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- Our best guess about the population based on our sample is the **estimate**
- The key to a good estimate is a quality sample, which is determined by two elements:
  1. A **random sample** of the population
  2. The **sample size** is sufficiently large

In-class exercise

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- In other words, there is a 5% chance that the true population value is outside of the **confidence interval**
- If we re-sampled the population 100 times, 95 of our estimates would fall within the confidence interval (let's see this in action!)

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- We report the estimate with the MOE, e.g., 45 +/- 3.1%.

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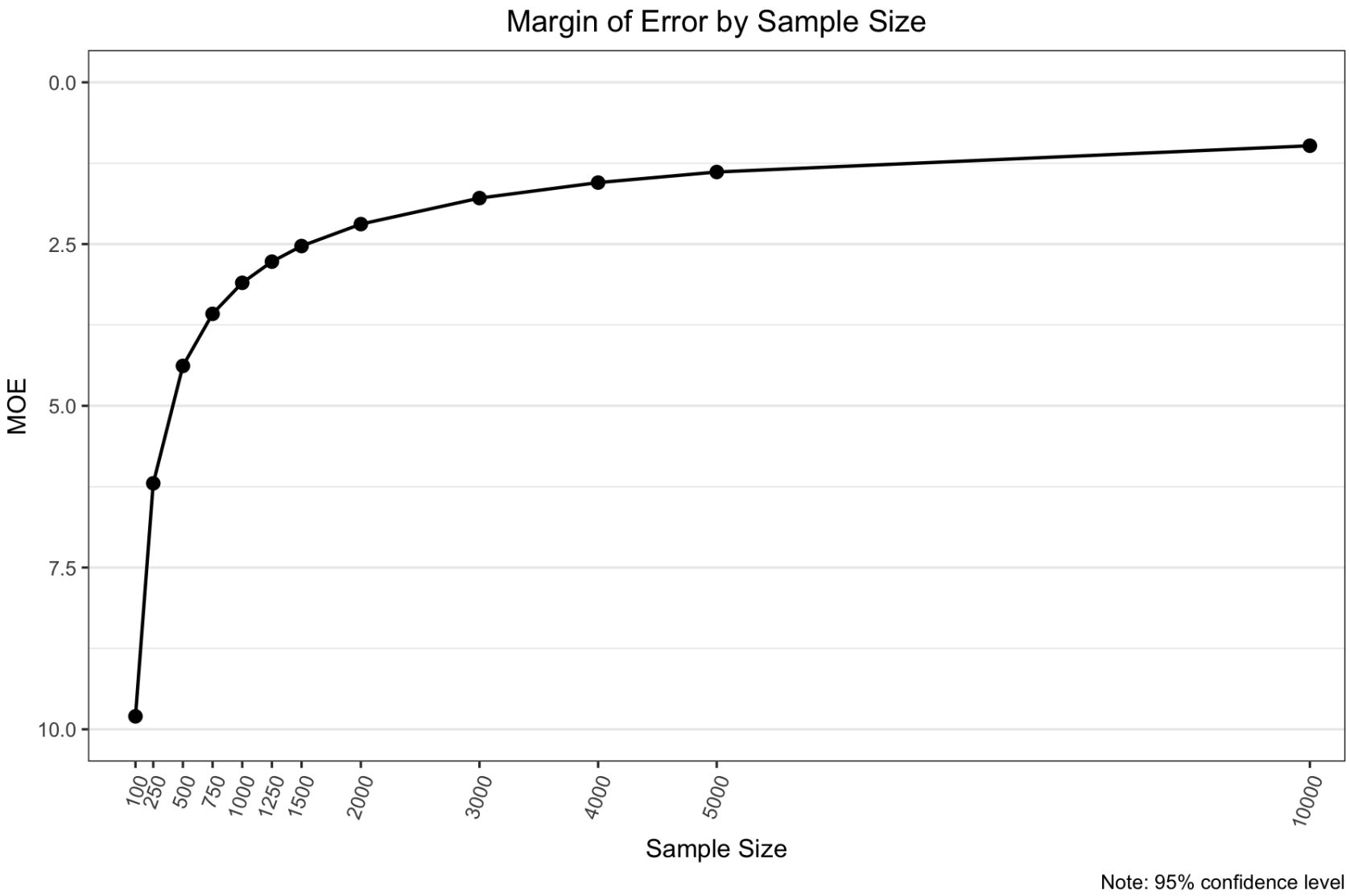

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- Remember that the MOE only takes into account the sample size, not the potential for selection bias

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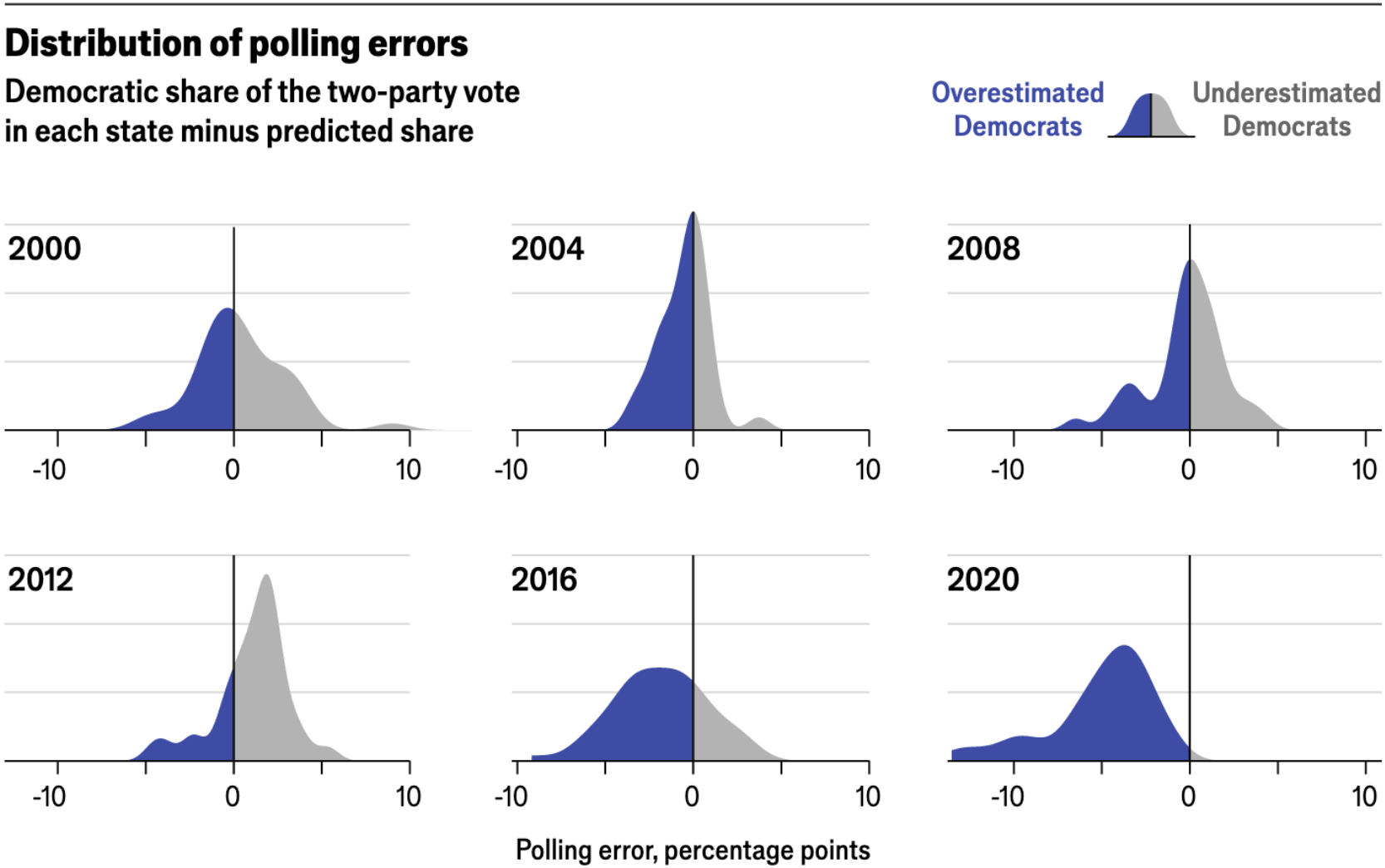

Source: The Economist