A screenshot of a cell phone

Description automatically generated

A screenshot of a computer

Description automatically generated

A close up of a map

Description automatically generated

A screenshot of text

Description automatically generated

A screenshot of a cell phone

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**Summary**

Non-representative samples can lead to terrible mistakes in statistical inference.

One way to make sure you have a representative sample is to use [stratified sampling techniques](https://en.wikipedia.org/wiki/Stratified_sampling).

Perhaps the most famous error in statistical inference due to non-representative sampling is the [1948 US presidential election](https://www.math.upenn.edu/~deturck/m170/wk4/lecture/case2.html).