Measurement and Sampling

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Concept	Measurement
Economic Performance	- Average household income - Unemployment rate
Support for Democracy	- Electoral participation rates - Survey responses

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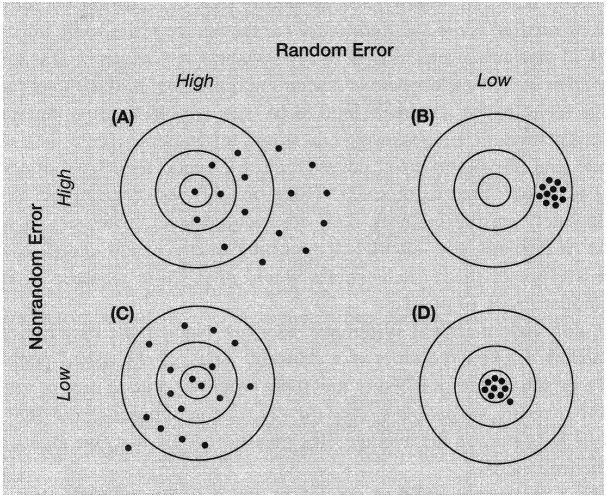
Measurement and Error



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How do we measure most of these things? Surveys!

Survey sampling

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- Assuming the subset is representative

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- Probability sampling: every unit of a target population has a known AND non-zero probability of being selected
- Simple *random sampling* (SRS): selects a pre-determined number of respondents from a target population with each potential respondent having an equal chance of being selected

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- Candidate support
- Health
- TV and movie preferences

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- *Multi-stage cluster sampling*: proceeds in multiple stages by sampling larger units first and then randomly selecting smaller units within each of the selected larger units.
  - A random selection from a random subset is just as random as an initial random selection

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- *Unit non-response*: the failure to reach selected units
- *Item non-response*: respondents refuse to answer certain survey questions.
- *Social desirability bias*: the problem where respondents choose an answer that is seen as socially desirable regardless of what their truthful answer is