STA304

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admin update

course website, availability, term test

- The course website now has textbook commentary and suggested exercises updated regularly.

- Under `Contacts` you can now see `My Google Calendar`. Note that I am

  .

  - February 8 lecture is   .

- The Term Test will be held on 2016-02-11 (Thursday), beginning at 15:30 and ending at 16:30. The test will take place in EX310 and EX320.

  - My colleague and many-time instructor of this course will be in attendance, along with the TAs.

  - Rooms will be divided by family name—division TBA.

  - Content covered: up to January 25 and part of February 4 (Chapter 2 material - discussion of **Required Reading** section.)

beyond simple random sampling

why consider other sampling schemes?

- SRS is simple and effective and the theory is important, but important surveys would rarely use SRS.

- SRS can be

    - impossible to implement

    - costly

    - inefficient (in the technical sense) because it ignores auxiliary information

- We'll now examine other sampling designs.

- They are usually nested and/or linear combinations of SRSs, so it always comes down to SRS theory in the end.

stratified random sampling

divide and conquer

- Note: "SRS"" is

- In stratified random sampling:
    - the population is   into groups called
    - a SRS is then taken in each
- Considerations:
    - why do this and when is it better than SRS?
    - notation and formulae, obviously
    - sample size(s)?!
    - can't we just divide data into strata after the fact?