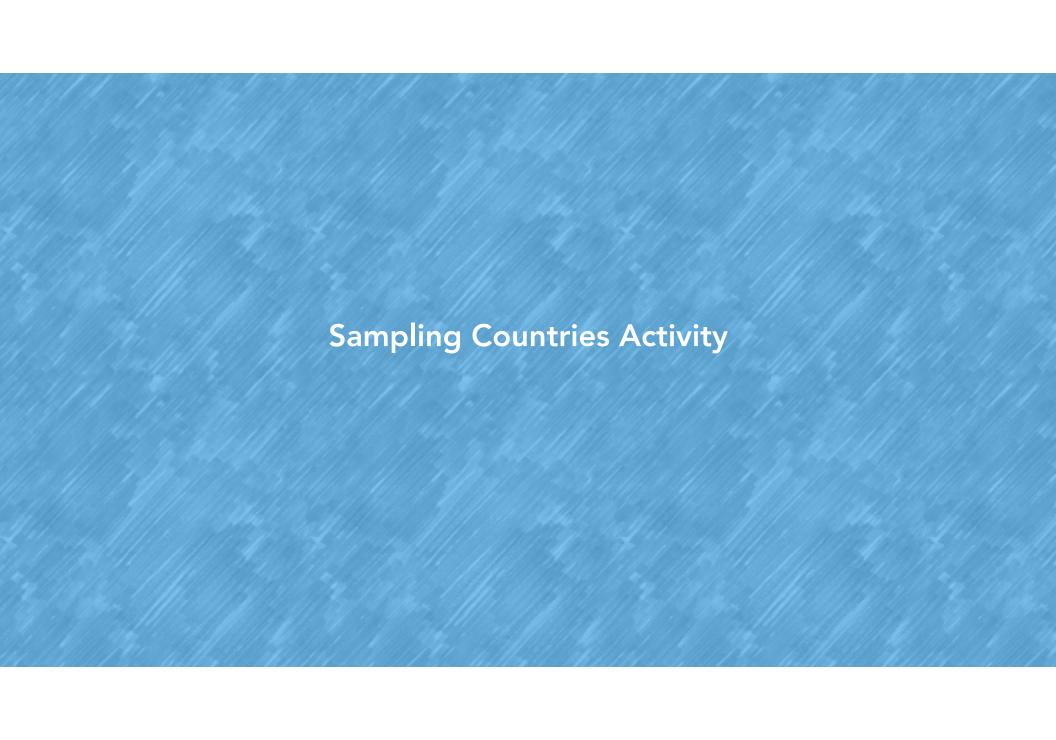# EPSY 5261 : Introductory Statistical Methods

Day 13
Study Design: Generalizability

Learning Goals

- At the end of this lesson, you should be able to…

  - Describe the benefits of obtaining a random sample

Sampling Countries Activity

Plot of Class Averages

Where does 72.04 fall on our plot?

Did we get close to the
true average?

Does this method of sampling appear unbiased, or does it tend to over-estimate or under-estimate the average life expectancy of the population of countries?

What are some reasons for why the sampling method of asking people to name 10 countries might produce biased estimates?

Summary

- Random samples provide non-biased estimates for the population

- This allows us to generalize our findings from our sample to that population