CHAPTER 11: SAMPLE SURVEYS

Idea #1: Examine Part of the Whole

- Population:

- Sample:

- Bias:

Idea #2: Randomize

Idea #3: It's the Sample Size

- Population parameter:

Name	Statistic	Parameter
Mean		
Standard Deviation		
Correlation		
Regression coefficient		
Proportion		

- Statistics:

Sampling Frame:

Sampling Variability:

TYPES OF SAMPLES

Census	Simple Random Sample	Stratified Random Sample

Cluster Sampling	Systematic Sampling	Multi-Stage Sample

Difference between Cluster & Stratified:

Types of Bias

	Voluntary Response Bias	Undercoverage Bias
What is it?		
Example		

	Nonresponse Bias	Response Bias
What is it?		
Example		