12.c - The W's of Valid Surveys

1) What is due and When - Assignments/IT
2) Discussion: Multistage Sampling
3) Review and check off p. 288a
2) Notes: Valid Surveys and Representative Sample
3) Assignment Clarification

Pg. 288, #1-4, 7-14 e only
Quick Discussion: Multistage Sampling

The W's of Sampling Studies

Sampling Frame - List of individuals from which the sample is drawn
this is the WHO of the study

Population - The group you really want to know something about
determined by the WHY of the study

Sample - The actual respondents of your study
this is the group that supplies the WHAT

Method of Sampling - SRS, Stratified Random, Cluster, etc..
this is the HOW of your study

Valid Survey - yields the information we are seeking about the
population we are interested in
Consumers Union asked all subscribers whether they had used alternative medical treatments, and, if so, whether they had benefited from them. For almost all of the treatments, approximately 20% of those responding reported cures or substantial improvement in their condition.

Identify the following
a) the population

b) the population parameter of interest

c) the sampling frame

d) the sample

e) the sampling method, including if randomization was used

f) Any potential sources of bias or problems with generalizing to the entire population
**Assignment (Due Tuesday, November 24)**

1) Read Chapter 12, Pg. 279-281

2) Completed IT #11 and Test Corrections

**Assignment (Due Wednesday, November 25)**

3) Pg. 288b, #8-12, 15-18, 23

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