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VIDEO GUIDE · UNIT 0 · TOPIC 0.2

Sampling

Watch the lesson

Name _____ Class _____ Date _____

NOTES: FILL IN THE BLANKS WHILE YOU WATCH

Population and sample

1. The _____ is the complete group a researcher wants to learn about.
2. Because of time, cost, and logistics, researchers study a _____: the participants who actually take part in a study.
3. A _____ reflects the characteristics of the population.

Choosing participants

4. _____ occurs when some members of a population are more likely to be included than others.
5. In _____, every member of the population has an equal chance of being selected.
6. _____ picks people who are easy to reach, like friends; it's faster but more vulnerable to sampling bias.
7. _____ is the extent to which findings from a sample can be applied to a population.

CHECK YOUR UNDERSTANDING

1. A researcher randomly samples 200 students from her university's student list. To whom can she most appropriately generalize her findings?

(A) All U.S. college students

(B) Students at her university

(C) All young adults

(D) Only the 200 students in the sample

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2. A principal wants to know how all 800 students feel about a new schedule. Which approach would most likely produce a representative sample?

(A) Survey the first 80 students to arrive in the morning

(B) Ask teachers to choose 80 students

(C) Use a computer to randomly pick 80 names from the full student list

(D) Survey the 80 student council members

3. A website for marathon runners posts a poll asking visitors how many days a week they exercise, and 85% answer five or more. Why shouldn't this result be used to describe all adults?

(A) The sample is too large to be accurate

(B) Random assignment was not used

(C) Online polls always produce qualitative data

(D) Sampling bias: people who visit a running site are more likely to be included and likely exercise more than most adults

NOTES

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