

Guided Notes: Sampling Techniques

Simple Random Sample

- all individuals in the population have the same probability of being selected AND all groups of the sample size have the same probability of being selected

Systematic Sample

- the researcher selects a number at random and then selects every n^{th} individual for the study

(Pattern)

Stratified Sample

- the researcher divides the entire target population into different subgroups, or strata, and then randomly selects the final subjects proportionally from the different strata

(some from each group)

Cluster Sample - a sampling technique where the entire population is divided into groups, or clusters, and a random sample of these clusters are selected. All individuals in the selected clusters are included in the sample. (all in same group)

Convenience Sample - subjects are taken from a group that is conveniently accessible to a researcher, for example, picking the first 100 people to enter the movies on Friday night

Voluntary Response Sample - when people are self-selected volunteers into the sample

Name the Sampling Technique

EX1. The names of 70 contestants are written on 70 cards, the cards are placed in a bag, the bag is shaken, and three names are picked from the bag.

Simple Random Sample

EX2. To avoid working late, the quality control manager inspects the last 10 items produced that day.

Convenience

EX3. A researcher for an airline interviews all of the passengers on five randomly selected flights.

Cluster

EX4. A researcher randomly selects and interviews fifty male and fifty female teachers.

Stratified

EX5. Every fifth person boarding a plane is searched thoroughly.

Systematic

Homework is Page 3.8 in Packet