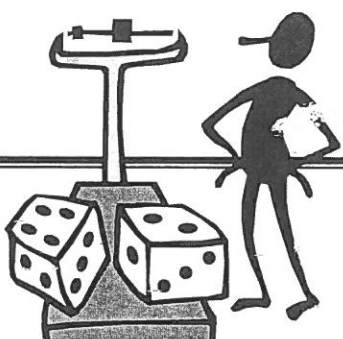


Chapter 12: Sample Surveys

Key Vocabulary:

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| <ul style="list-style-type: none">▪ population▪ sample▪ sample survey▪ biased▪ randomization▪ census▪ parameter▪ statistic▪ Simple Random Sample (SRS) | <ul style="list-style-type: none">▪ sampling frame▪ sampling variability▪ homogeneous groups▪ heterogeneous groups▪ strata▪ stratified random sample▪ cluster sampling▪ multistage sampling▪ systematic sampling▪ respondents |  <ul style="list-style-type: none">▪ voluntary response sample▪ convenience sampling▪ undercoverage▪ nonresponse bias▪ response bias |
|--|--|---|

1. Explain the difference between a *population*, a *sampling frame*, and a *sample*.
2. What does it mean for a sample to be *representative* of a *population*?
3. What is meant by a *biased* sample?
4. What is the role of *randomization* in selecting a sample?
5. What is meant by a *census*? Why is a *census* often impractical?
6. Explain the difference between a *parameter* and a *statistic*.
7. A *Simple Random Sample* (SRS) must satisfy what two conditions?
8. What is meant by *sampling variability*?

9. When is *stratified random sampling* useful?
10. When is *cluster sampling* useful?
11. What is meant by a *multistage sampling*?
12. When is *systematic sampling* appropriate?
13. In what way are *voluntary response samples* often *biased*?
14. Why is *convenience sampling* unreliable?
15. What is meant by *undercoverage*? Give an example.
16. Explain the difference between *nonresponse bias* and *response bias*.
17. How can the wording of questions cause bias in a survey?

