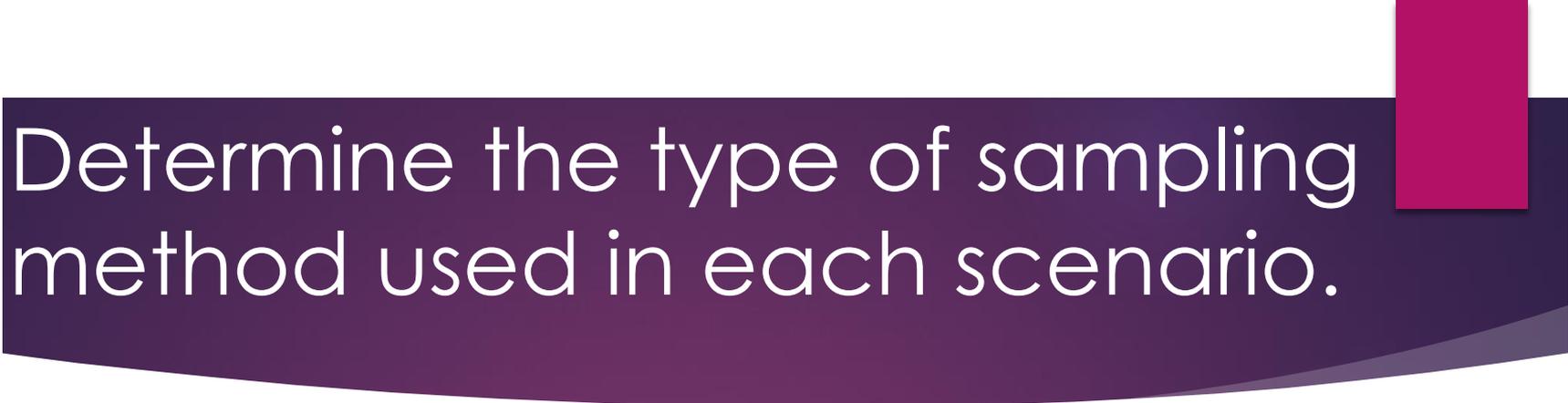


Sampling Techniques

- ▶ Let's review the different kinds of sampling methods you talked about in your groups.

Methods

- ▶ Random
- ▶ Stratified
- ▶ Cluster
- ▶ Convenience
- ▶ Systematic
- ▶ Voluntary Response

A decorative graphic consisting of a dark purple rectangular area with a wavy bottom edge, and a vertical pink bar on the right side.

Determine the type of sampling method used in each scenario.

The Ontario government randomly selects five high schools in Ontario and surveys each teacher in those schools.

Cluster sampling

What is the best sampling technique to use for determining the average speed of the cars on a section of highway?

- a) Simple random sample
- b) Systematic sample
- c) Convenience sample
- d) A or B

D

You choose every 100th name
from a phone number directory.

Systematic

Every 10th person entering PC is asked the number of AP classes they are enrolled in.

Systematic

5 math classes on the 3rd floor are chosen and each child in each class is surveyed.

Cluster

A researcher randomly selects 50 female and 50 male teachers in his study of technology in the classroom.

Stratified

A researcher from an airline interviews all the passengers on flights traveling to the southeast.

Cluster

Every twentieth family attending
PCHS open house is surveyed.

Systematic

At a small community college, a student surveyed everyone in her biology class to determine the percentage of students who own a car.

Convenience

All of the teachers from schools in Fuquay-Varina are chosen for a survey.

Cluster

To avoid working late, a quality control specialist checks the last 10 widgets manufactured.

Convenience

Based on 10,000 surveys received from 35,000 sent to a city, the government was able to determine what kinds of cars people have.

Voluntary Response

A market researcher randomly selects 50 participants over 50 years old and 50 participants less than 35 years old.

Stratified

At a women's brunch, each name is placed in a bin. Every 30 minutes a name is chosen.

Random

Jonathon randomly selects three cards from a standard deck of cards.

Random



In a town of 120,000 people, smoking has been banned in all restaurants. A committee of students wants to find out what the whole town thinks of this new law. The committee wants to survey 1,500 people. Which sampling technique is most appropriate? Why?

*Talk in your groups