



Evaluate sampling methods and sources of bias

1 Systematic sampling

- A Call every 100th name in an alphabetical membership list.
- B Randomly select 250 customers from a company's complete customer database.
- C Survey people walking through a city park during your lunch break.
- D Randomly select eight apartment buildings and interview every resident.

2 Post a survey on social media and allow anyone to respond.

- A Voluntary response sampling
- B Simple random sampling
- C Stratified sampling
- D Systematic sampling

3 Survey question: Do you recycle?

- A The wording may be interpreted differently because recycling programs differ between communities.
- B The wording may be interpreted differently because it does not specify what 'recycle' means.

4 direct measurement

- A Cannot be used for numerical variables
- B Always depends on respondent memory
- C May require special equipment
- D Only works when people volunteer answers

5 Sample: 2,000 adults randomly selected from households across Canada

- A Canadian adults who regularly read online news
- B All Canadian adults

6 Goal: Teen screen-time habits Sampling approach: Ask teens to estimate their average daily screen time

- A Undercoverage bias
- B Voluntary response bias
- C Response bias
- D Measurement bias

7 Goal: Opinion on a restaurant's service Sampling approach: Collect ratings only from customers who scan a receipt QR code

- A Customers with especially positive or negative experiences may be more likely to respond.
- B Customers scanning the QR code may spend more time writing detailed comments than other customers.

8 Population: All employees at a large company Sample: 300 employees attending the annual staff conference

- A Yes, it is representative of the population
- B No, it is not representative of the population



Name _____



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9

Population: All subscribers to a streaming service

A

5,000 subscribers who watched at least 20 hours last month

B

5,000 subscribers randomly selected from the subscriber database

10

Goal: Parents' views on school fundraising
Sampling approach: Survey parents attending a fundraising committee meeting

A

Voluntary response bias

B

Selection bias

C

Response bias

D

Measurement bias

11

Goal: Average number of books read by adults in a year
Sampling approach: Survey members of a local book club

A

Book club members may remember book titles more accurately than other adults.

B

Book club members may read more books than the average adult.

12

Population: All flights departing from a major airport
Sample: 500 flights randomly selected throughout the year

A

Yes, it is representative of the population

B

No, it is not representative of the population