A group of students want to discover what is the favorite Mardi Gras parade for Ball High School. They decide to do a survey of 100 students at lunch.

What is the population and what is the sample? Students of Ball H. S

the 100 students taking the survey

## **Data**

23 February 2017

- Random Sample Samples chosen "at random"
- Convenience sample a sample that is not representative of the entire population

- <u>Selection Bias</u> a sample that <u>excludes</u> certain segments of the population
- Non-responsive bias sample that has a low response rate
- Voluntary Response Sample (VRS) A sample in which the subjects choose themselves by responding to a general appeal. These samples are always biased because subjects who choose to respond feel very strongly, especially negative feelings, and are more likely to respond.

- <u>Simple Random Sample (SRS)</u> A sample chosen by chance, so that every possible sample of the same size has an equal chance to be the one selected
- Table of Random Digits a list of

  "random" numbers used to generate a

  random sampling

