

COM 200 Chapter Eight Worksheet

The purpose of these worksheets is to provide brief application of the more important concepts in each chapter. You MUST read the entire chapter to be successful in the course! However, completing the chapter worksheets will prepare for you upcoming class activities and touch pad quizzes. You should have written responses to the questions offered ready to discuss with classmates and hand in if called upon.

1. For each example below decide if it is a population or sample by putting a P or S in the space.

A. ____ Boys ages 12-16 who are willing to take a short survey on video game habits while at the mall for a chance to win a 20 dollar gift card.

B. ____ Males 50 or older who currently live with a spouse with Alzheimer's.

C. ____ Roommate dyads that consist of one roommate from the North and one from the South.

2. For each example below, decide which form of probability sampling is taking place.

A. You've been contracted by a large company that is experiencing high turn-over among female employees. You decide to administer an employee satisfaction instrument to BOTH male and female employees to look for differences in their responses. You use the company directory to divide the employees into two groups: males and females and then use a random starting point and random interval between picks. This would be what kind of sampling procedure?

B. You are interning at NHRMC and conducting a study on whether a recent organ donor PSA campaign has been effective. You use a phone book that corresponds with the range of the TV station running the PSA and use a random starting point and random interval between selections. This would be what kind of sampling procedure? _____.

3. For the example below, decide which form of non-probability sampling is taking place.

You are studying tattoos as communication so you hang out at a local parlor and interview certain individuals that seem to have particularly expressive tattoos. This would be what kind of sampling procedure? _____.

4. Read this brief discussion of sampling from the Experian marketing services website. What was the key reason researchers got the election outcome wrong?

<http://www.experian.com/blogs/marketing-forward/2013/04/02/the-importance-of-random-sampling-in-statistical-experiments/>