

## UNIT 18 *Sampling*

## Teaching Notes

### *Historical Background and Introduction*

Effective and efficient methods of sampling have become important for pollsters, focus groups, advertisers, etc. seeking to determine public opinion on a variety of aspects of life. Sampling is used in assessing data on, for example,

- political opinion polls
- responses to new products
- popularity of TV programmes

where it is not possible to survey the *whole* population because of the huge expense, both in money and time, that this would involve.

Sophisticated methods of sampling have been developed; these are based on taking random samples from different sub-sections of a population and combining the responses in the appropriate ratios. For example, the major opinion polls for the General Election in 2001 were based on stratified samples of about 1500 voters; this is deemed to be of sufficient size to predict the voting pattern of about 25 million people!

This unit gives a glimpse of how it is done!

### *Routes*

	<b>Standard</b>	<b>Academic</b>	<b>Express</b>
18.1 Random Samples	×	(✓)	✓
18.2 Sampling Techniques	×	(✓)	✓
18.3 Stratified Random Samples	×	(✓)	✓

### *Language*

	<b>Standard</b>	<b>Academic</b>	<b>Express</b>
Random sample	×	(✓)	✓
Census	×	(✓)	✓
Systematic sample	×	(✓)	✓
Quota sample	×	(✓)	✓
Stratified random sample	×	(✓)	✓

### *Misconceptions*

- differences between a *sample* and a *census* can be misunderstood
- it must be realised that systematic and quota samples are *not* random samples.