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AP STATISTICS – MS. KLIMCZUK

A Step-by-Step Example of Sampling

Let’s say you are conducting your own sample survey to find out how many hours per week students at Oxford high school spend watching TV during the school year. Let’s see how we may do this step-by-step. (Note: This is all pretend).

**Main Question: How would you design this survey? Answer the following questions to help.**

**What do you want to know?**

**What are the 5W’s and H of this study?**

Why: Write the population and the associated sampling frame.

What: Write the parameter of interest and the variables measured. What would you ask to determine how much TV they watch?

*The Who would be the sample that you actually draw. The How, When, and Where are given by the sampling plan. Thinking about the Why will help us see whether the sampling frame and plan are adequate to learn about the population.*

**Let’s say that you have a list of 500 Oxford students in alphabetical order. Now, specify the sampling method and the sample size, n. How was your sample actually drawn? What is the sampling frame? How was the randomization performed?**

**Specify the When, Where, and How the sampling was performed. Specify any other details of your survey, such as how the respondents were contacted, what incentives were offered to encourage them to respond, how non-respondents were treated, and so on.**

**Now when you summarize your conclusions, make sure you discuss all of the elements. In addition, it’s good practice to state and special circumstances. Making a picture to summarize your data with an explanation is ideal.**