

**(4.3) Surveying and Questionnaires**

Define the following terms using the Glossary at the back of your textbook:

a) **Population:** \_\_\_\_\_  
\_\_\_\_\_

b) **Sample Size:** \_\_\_\_\_  
\_\_\_\_\_

c) **Sampling Technique:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

d) **Bias:** \_\_\_\_\_

In partners, analyze the validity of the surveys provided on page 209 and 210 of the textbook. Think about:

What is the population? What is the population size?

What is the sample size?

What was the method of selecting the sample?

Does this method contain any bias?

Are the survey questions clear and free of bias?

Was the method of conducting the survey biased?

**CONCLUSION:** Will this survey lead to valid results? Why or why not?

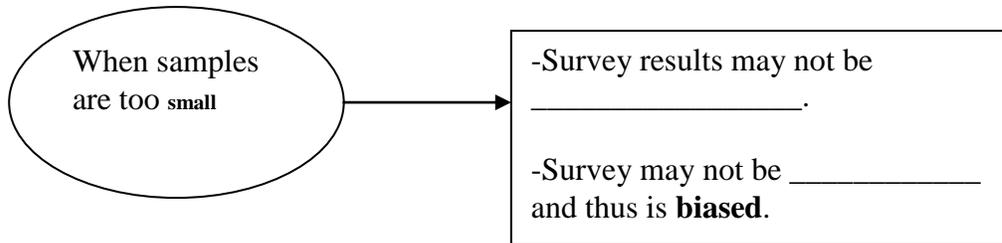
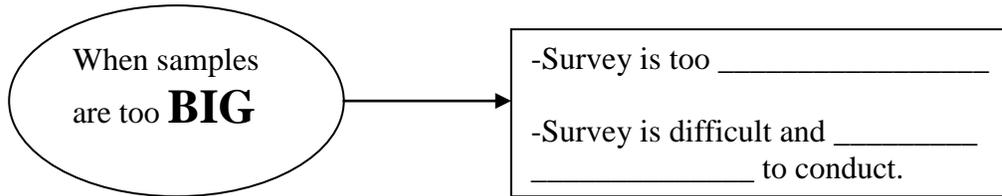
## Sampling Techniques

A **random sample** is one that is chosen with every member of the population having an \_\_\_\_\_ chance of being part of the sample. This is not true for non-random samples, and thus they often do not give a representative sample.

<b>Random Sampling Techniques</b>	
Simple Random Sample	Example
Stratified Sample	Example
Cluster Sample	Example
Systematic Sample	Example
<b>Non-Random Sampling Techniques</b>	
Convenience Sample	Example
Judgement Sample	Example
Voluntary Sample	Example

## Sample Size

The size of the sample chosen can have a major impact on the results of the survey.



A survey is **representative** if it is \_\_\_\_\_ of the entire population.

## Biased Questions

If a question unnecessarily \_\_\_\_\_ a respondent's answer or uses words that \_\_\_\_\_ a respondent's answer, then it is biased and will lead to unreliable results.

## Survey Techniques

There are usually two methods of survey techniques: written or interview.

- If a survey contains sensitive information, then a \_\_\_\_\_ technique is better.
- If a survey needs to be further explained, then a \_\_\_\_\_ technique is best.

## Assessing the Survey Process

To assess the entire survey process, ask the following questions:

1. Is the **sample size** large enough?
2. Is the **sample representative**?
3. Are the survey **questions unbiased**?
4. Was the **collection method** appropriate?