

2.02 Sampling Methods

Define demography:

Define population:

Define census:

How do demographers use census data, surveys, and models?

Big Picture. How are sampling methods used to collect reliable environmental data?

Collecting Environmental Data

What is a sample?

Identifying Samples

Explain whether a sample is attainable in each example.

- Example 1: If we want to determine the percentage of women on campus, the population is all people on campus.
- Example 2: If we want to determine the percentage of women in the United States, the population is all people in the United States.

Reliable Sample Strategies

List at least three ways to make a well-designed survey.

- 1.
- 2.
- 3.

Factors that Can Influence Sampling Methods

When does bias occur?

After you review the entire interactive, complete the chart.

Scenario	Type of sample
When a researcher chooses individuals for a sample who are easy to access.	
When some members of the population are represented inadequately in a sample.	
Not comprehending the physical environment or distribution of people living within an environment can create biases in how data is collected and how samples are chosen.	

Random Sampling

Describe two types of random sampling?

- 1.
- 2.

Read and label each type of random sample.

Scenario	Type of random sample
With a sample of 10,000 people, use a random number generator. When the number generator selects a number, pull that student. Do this 50 times.	
With a sample of 10,000 people, divide 10,000 by 50 to get 200. Randomly select one of the first 200 students on the list and then select every 200th student after that to obtain your list of names for your sample set.	

Sampling Techniques

Complete the chat with information about the sampling techniques.

Questionnaires. What are they used for?	
Write 2 elements to consider when writing questionnaires	• •
Write 2 benefits of questionnaires	• •
Write 2 limitations of questionnaires	• •
Interviews. What are they used for?	
Write the 4 types of interviews	• • • •
Write 2 benefits of interviews	• •
Write 2 limitations of interviews	• •