

Section 1: Collecting data

Crucial points

1. **Know the sampling techniques**

You need to know the definition of the term simple random sample (see the glossary). You also need to understand the uses of different types of sampling such as opportunity sampling, systematic sampling, stratified sampling and quota sampling.

2. **Be aware of sources of bias**

Bias may be introduced through an inappropriate sampling method (for example, one which is likely to exclude certain groups of people) or through the method of data collection (for example, through biased questions or through questioning in situations in which truthful answers may not be given).

3. **Remember that different samples may lead to different conclusions**

For example, if you use the mean and variance of a sample to estimate the mean and variance of the population, different samples will give different results.